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To
The Editor,
Sir,

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I request that the following message may kindly be published in your esteemed daily:

Government Secretaries visit COXBIT, TNAU to promote Startup-Led Rural Enterprise Development

Thiru Dharmendra Pratap Yadav, IAS, Principal Secretary to Government, Rural Development and Panchayat Raj Department, Government of Tamil Nadu and Dr. M. Aarthi, IAS, Managing Director, TN-RISE, visited the Centre of Excellence in Biotechnology (COXBIT), Tamil Nadu Agricultural University, Coimbatore, on 2nd November 2026 to explore the startup ecosystem, research infrastructure and opportunities for promoting rural entrepreneurship and technology-driven rural development enterprises.

During the visit, Dr. N. Senthil, Director, COXBIT and CPMB&B, elaborated on the startup ecosystem established at COXBIT, TNAU, to promote innovation, entrepreneurship and technology-driven enterprise development. He highlighted the incubation infrastructure and institutional support available to startups, including access to research facilities, scientific expertise and opportunities for research and development, product development and technology validation. He also emphasised COXBIT's role in facilitating linkages between startups, academic and research institutions and relevant government agencies to strengthen scientific validation, support technology commercialisation and improve market readiness. He highlighted the importance of linking startups with funding opportunities and institutional support from organisations such as EDII-TN and TNAPEx to facilitate product commercialisation and business growth. Dr. E. Somasundaram, Director, Directorate of Agribusiness Development and Dr. P. Jeyakumar, Director, Directorate of Planning and Monitoring briefed the Secretary on TNAU's incubation facilities and startup support initiatives to promote innovation, entrepreneurship and business development.

The Secretary interacted with the startups incubated at COXBIT, TNAU and reviewed their innovative products, technologies and entrepreneurial initiatives. The startups included M/s.Thermolife Pharmaceuticals focus on value-added tablets from moringa, spirulina and tulsi, M/s.Bublbox E-Retail Private Limited, focusing on fibre-rich cookies and functional wellness beverages, M/s. Annai Tamil Siddha Clinic, showcasing herbal salts, M/s. Ecozoe Technologies and M/s. Dine Africa Private Limited, engaged in developing sustainable products, M/s. Mitti Lifetek Pharmadx Private Limited, focusing on the development of immunodiagnostic assays and molecular diagnostic kits and M/s.Uremey Bioresearch Private Limited, focusing on green hydrogen production. The dignitary particularly appreciated the innovations of M/s. Bublbox E-Retail Private

Limited in functional food development and Uremey Bioresearch Private Limited in green hydrogen production, recognising their potential to address emerging market needs and promote sustainable technological advancement.

Thiru Dharmendra Pratap Yadav, IAS, Principal Secretary to Government, emphasised strengthening linkages between startups and rural communities to promote technology-driven enterprises that address grassroots-level challenges. He encouraged startups to establish rural enterprises focused on manufacturing and value addition through the effective utilisation of agricultural residues and by-products, thereby creating employment opportunities, enhancing farmers' income and strengthening rural entrepreneurship.

During the visit, Professor and Head of Biotechnology, Dr. E. Kokila Devi, Dr. L. Arul of the Department of Plant Molecular Biology and Bioinformatics and faculty members Dr. V. Rajan Babu, Dr. S. Geethanjali, Dr. S. Vellaikumar and Dr. P. Radha Mani briefed the dignitary on the research infrastructure and specialised facilities available at COXBIT, TNAU, to support startups and research activities. The team highlighted the Molecular Biology Laboratory facilities for scientific research and product development, the E-YUVA Centre supporting post-master's and doctoral students in research and innovation and the cold room facility for the conservation of traditional and endangered forest species. The programme was also attended by Thiru Samuvel Inbadurai, Additional Director of Rural Development (Livelihood Promotion), Chennai, Mr. Micheal Anthony Fernando Project Director, DRDA Coimbatore and Tmt. G. Malarvizhi, Project Director, TNSRLM, Coimbatore. Mr.R. Ramkumar, Chief Executive Officer, Mrs. Selva Radhiga Malar, Manager, and the COXBIT team coordinated the visit and facilitated the interactions.

Public Relations Officer