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To
The Editor,
Sir,

Date: 13.02.2026

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

TNAU conducted Programme on “Training on value addition and marketing of traditional minor millet varieties”

The Agro Climate Research Centre, Directorate of Crop Management, Tamil Nadu Agricultural University, Coimbatore, organized a one-day farmers training programme on “Training on value addition and marketing of traditional minor millet varieties” on 12.02.2026. The programme was conducted under the scheme “Exploiting Climate Resilient Crops for Improving Nutritional Security under Projected Climate Scenario in Developing Countries”, sponsored by Grand Challenges Canada. Dr. S. Kokilavani, Assistant Professor (Agricultural Meteorology) welcomed the gathering and highlighted the importance of project activities and traditional minor millets. The primary objective of the training was to raise awareness about the consumption of nutritious traditional minor millets and the packaging of value-added products, thereby promoting better nutrition and strengthening resilience against lifestyle-related diseases. The training was presided over and inaugurated by Dr. N. Venkatesa Palanichamy, Dean (Under Graduations) Agricultural College and Research Institute TNAU, Coimbatore, who elucidated the marketing avenues and importance of different traditional varieties. Dr. S. Karthikeyan, Professor and Head, Centre for Post Harvest Technology, TNAU, explained about significance of shelf life of food and conveyance of the consumer preference of the value-added products.

Dr. N.K. Sathyamoorthy, Professor and Head, ACRC, TNAU gave special address on changing climate and its impact on agriculture production. Dr. Saraswathy Eswaran, Secretary, Ramasamy Chinnammal Trust (RCT), shared insights on the role of NGOs in entrepreneurship development and strategies to improve the business. Dr.V. Thirupathi, Professor (Food process Engineering) highlighted how different protective packaging helps improve product appeal and ensures quality and safety. The programme witnessed the participation of start ups and farmers across the State.

Public Relations Officer