

## Report on Motivational Session at TNAU TBI

The visit to Tamil Nadu Agricultural University (TNAU) on 25<sup>th</sup> February 2025, focused on exploring the ABIS – Technology Business Incubator (TBI) Product Promotional Centre, which serves as a platform for promoting value-added agricultural products, processed foods, and innovative farming technologies. The centre acts as a bridge between agricultural researchers, local entrepreneurs, and consumers by offering a space to showcase and market various products developed through research and incubation programs. The initiative aims to empower small-scale farmers and students by encouraging them to develop sustainable and market-oriented products.



The motivational talk was organised by Dr.G.Bagyalaksmi, IIC, Home Science School Co-ordinator & Professor, Department of Textiles & Clothing jointly with the Liaison Officers of EWS and Minority Cell Dr.R.Baladasirekha and Dr. Ramya Bhaskar respectively. A total of 212 III UG students from the School of Home Science representing the departments Food Science and Nutrition, Food Service Management and Dietetics, Resource Management, Textiles and Clothing, Human Development & Home Science Extension Education were the beneficiaries of the exposure visit. The IIC members of the respective departments Dr.R.Baladasirekha, Dr.S.Thilagamani, Dr. Geethu, Ms. Mounica, Dr. Jagathambal, Dr.Ramya Bhaskar and Dr.D.Kokila accompanied the students to the ABIS - TBI centre of TNAU.

At the outset, Executive Director and Chief Executive Officer of Agribusiness Incubation Society (ABIS) TBI, TNAU, Coimbatore, delivered a motivational speech to the students. He briefed about the objective of TBI and opportunities available to the students to be incubatees. He highlighted the grants that the students intended to avail for startups. He also mentioned funds and loans available for a business with innovative ideas. Entrepreneurship schemes and policies were also mentioned in his talk. He exemplified



students who became successful entrepreneurs by availing the above mentioned benefits. He encouraged students to visit them for any guidance needed for technical and product development, networking, validation etc. He extended his welcome for the students to participate in the capacity building programme and seminars that are organised. He motivated the students to come up with innovative ideas for startups and become successful entrepreneurs.

