

Report on Visit to Incubation centre TNAU – Product Promotional Centre

Visit to Incubation centre at TNAU

The visit 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.Balasarikha 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.Balasarikha, 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.

TBI Product Promotional Centre:

The TBI Product Promotional Centre at TNAU was well-organized, displaying an extensive range of processed food items, organic products, and innovative agricultural technologies. The centre featured products created by start-ups and incubated businesses associated with the university, providing them with retail exposure. The shelves were neatly categorized, with separate sections for herbal products, organic food items, processed snacks, and packaged meals. The store's layout and arrangement made it easy for visitors to explore various offerings, reflecting a thoughtful approach to product presentation.

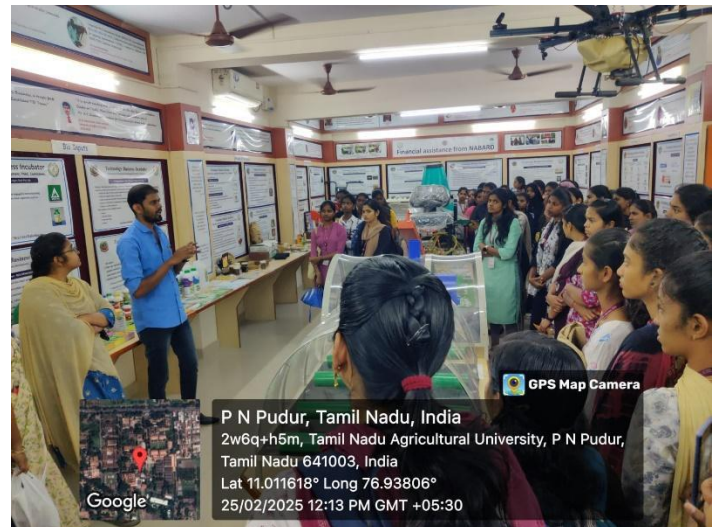


Innovative Agricultural Products Displayed:



A wide variety of value-added agricultural products were on display, highlighting how traditional raw materials could be processed into convenient, ready-to-use formats. There was a variety of processed and packaged food products, including multigrain health mixes, jackfruit chips, and coconut cookies. Traditional South Indian dishes, such as Banana Stem Curry and Banana Flower Curry, were packaged in ready-to-eat meal kits, offering a convenient solution for urban consumers who seek nutritious and traditional food options with extended shelf life. These products demonstrate a significant shift in consumer preferences toward healthy, organic, and preservative-free food options.

Apart from food products, the centre also showcased herbal oils and organic medicinal products. Different types of cold-pressed oils were available, including coconut oil, groundnut oil, and neem oil, emphasizing their health benefits and purity. These products are particularly appealing to health-conscious consumers who prefer chemical-free alternatives.





The Interior of the promotional centre was designed to create a warm and inviting atmosphere. The products were displayed on wooden racks and shelves, with an arrangement that balanced both functionality and aesthetics. The use of natural elements like dried plants and wooden structures added an eco-friendly and organic touch to the space. There was also an interesting ladder shelf display,

where herbal oils and decorative items were arranged in an eye-catching manner. The combination of earthy tones, wooden textures, and well-lit interiors made the space visually appealing, encouraging visitors to explore the products at leisure. The store layout also ensured that products were easily accessible, allowing customers to read labels, understand product details, and make informed choices.

Students opinion:

The visit to the TBI Product Promotional Centre provided valuable insights into agri-based entrepreneurship, innovation, and sustainable product development. One of the most important aspects of the centre was its role in supporting small-scale farmers and rural entrepreneurs by giving them access to markets and helping them commercialize their agricultural innovations. By offering a platform for showcasing value-added products, the centre is contributing to economic empowerment while also promoting sustainable agricultural practices.

The visit to the TNAU Product Promotional Centre was an eye-opening experience that highlighted the intersection of agriculture, entrepreneurship, and innovation. As students, we often learn about theoretical aspects of agri-business, product development, and market strategies, but witnessing them in action provides a deeper understanding of their practical applications.

One of the most impressive aspects of the visit was observing how traditional agricultural products are being transformed into high-value marketable items. Seeing products like ready-to-eat traditional South Indian curries, multigrain health mixes, and organic cold-pressed oils made us realize the immense potential of value addition in agriculture. It also reinforced the importance of sustainability and organic food production, as there is a growing shift toward health-conscious consumer choices.

Overall, the TNAU Product Promotional Centre is a pioneering initiative that successfully integrates agricultural innovation with entrepreneurial opportunities, empowering local producers while meeting the growing consumer demand for sustainable, organic, and health-focused



products. The visit highlighted the importance of value addition in agriculture and how design, technology, and marketing play a crucial role in ensuring the success of agri-based enterprises.



