



*Directorate of*  
***Agri-Business Development***  
Coimbatore



- Business Planning & Development Unit
- Technology Business Incubator
- University Innovation Cluster

**TAMIL NADU AGRICULTURAL UNIVERSITY**





The Tamil Nadu Agricultural University is one of the pioneers in promoting agriculture related businesses in the country. An exclusive 'Directorate of Agri-Business Development (DABD)' was established in 2007 with the major mandate of supporting startup companies in agriculture and also commercializing the technologies developed by the Institution. The DABD strives to serve as a one stop solution to all the business needs of entrepreneurs who are interested in agriculture, bio-technology, food processing, farm machinery and horticulture.

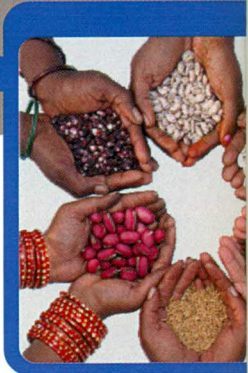
## Major Activities of DABD

### 1. Technology Transfer

The Technologies developed by the university through research schemes and students' projects in a wide range of agricultural disciplines are available for transfer to entrepreneurs. Apart from TNAU, technologies available elsewhere in the country can also be sourced through Agri Innovate India Ltd, New Delhi. The DABD facilitates technology transfer through its network of Business Planning and Development units of NAIP, Technology Business Incubators of DST and University Innovation Clusters of DBT.

### 2. Innovative Ventures

Innovation is one of the key factors driving global economic growth. By promoting innovative ventures, the country could leapfrog into the coveted high tech areas and open up opportunities for employment, export promotion and economic growth. Ventures such as tissue culture of banana, processed food items, agricultural waste conversion by BSL, are being supported currently by the DABD.




## Objectives.

- To transfer technologies from the university to entrepreneurs and businesses and assist in the commercialization.
- To incubate startup companies in a business ecosystem delivering the required services and handholding them to a level of maturity, stability and success.
- To promote student entrepreneurship by incubating potential business ideas emerging out of post graduate theses.
- To establish innovation clusters in selected areas of agricultural economy.

## Strategies.

- To establish a business planning and development unit to promote all kinds of agriculture related ventures.
- To establish a technology business incubator to assist business firms who work on cutting edge technologies like bio-technology and food processing technology.
- To establish a University Innovation Cluster to attract graduates with an entrepreneurial inclination and provide them a platform to launch a successful business venture.



### 3. Business Incubator

The incubation concept has gained currency across the globe and has resulted in the successful development of companies from IT to agriculture. Recognizing this trend, our Central Government Agencies (ICAR-NAIP, DST-NSTEDB and DBT, BIRAC-NInC) have come forward to establish business incubators in TNAU.

#### a. Agri Business Incubator (ABI)

The ABI extends support services to startup firms catering to all kinds of agriculture based ventures.

#### b. Technology Business Incubator (TBI)

The TBI extends its support to startup firms emerging in food processing and bio-technology areas.

#### c. University Innovation Cluster (UIC)

The UIC will select graduate students on an all India level competitive basis to continue their research and development until they build a business venture around their innovation.



## Achievements.

- Two Business Incubators were established to cater to Agri based ventures and Technology based ventures.
- About 70 Incubatees are registered members of our Incubators.
- Financial assistance to the tune of Rs.4.50 crores was obtained from banks and other agencies for the Incubatees.
- Business linkages were developed for the incubatees with a range of stake holders namely consumers, bankers, government officials and research institutes.

### Our Mission:

Our mission is to create an impact on the rural economy by promoting Agri business ventures based on innovative technologies.



## 4. Business Linkages

The DABD assists the incubatees to strengthen their business linkages through the following initiatives:

- ◆ Networking with nationwide BPDs, TBIs and UICs and sharing information about the products
- ◆ Showcasing the innovative products of incubatees under the TNAU banner in conferences, workshops and trade fairs both at national and international level
- ◆ Organizing interface meetings among incubatees, bankers, entrepreneurs and policy makers
- ◆ Facilitating business linkages among incubatees
- ◆ Providing a platform for the incubatees to express their concerns to researchers, policy makers and bureaucrats
- ◆ Linking Government agencies such as Ministry of Micro Small and Medium Enterprises (MoMSME), District Industries Corporation (DIC), Ministry of Food Processing Industries, National Bank for Agriculture and Rural Development (NABARD) and financial bodies such as corporate banks, Angel capitalists and Venture capitalists to incubatees to secure finance and expand their businesses
- ◆ Facilitating international trainings for incubatees to learn new technologies for their businesses

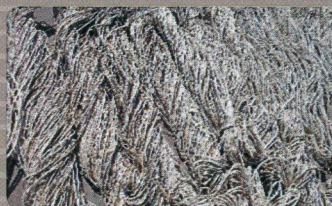
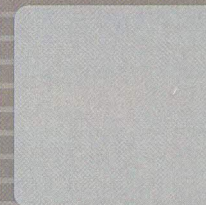
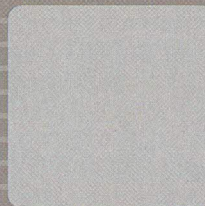
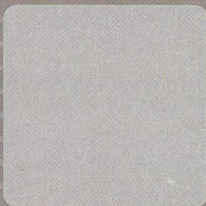
## 5. Consultancy Services

The DABD facilitates consultancy services by TNAU scientists to businesses and institutions worldwide on a whole range of projects related to agriculture. Also services such as business plan preparation, project monitoring and impact evaluation are offered to incubatees. Project proposals and funding are arranged from agencies such as Micro Small and Medium Enterprises (MSME), Ministry of Food Processing Industries, NABARD etc.

### BPD Hubs

BPD-TNAU has established three entrepreneurial hubs in different Agro climatic zones of the state to provide business incubation needs of entrepreneurs.

- Agricultural College and Research Institute, Madurai
- Horticultural College and Research Institute, Periyakulam
- Anbil Dharmalingam Agricultural College and Research Institute, Tiruchirappalli



# MEMBERSHIP



S.No.	Category	Members	Membership Fee ₹	Renewal Fee ₹
1	Category - A	Individuals and Self help groups	10,000	2,500
2	Category - B	Entrepreneurs, Firms, startups, NGOs taking up commercial activities in India	30,000	7,500
3	Category - C	Public / Private Ltd companies and other agencies not included in A and B	50,000	25,000
4	Category - D	MNC's & Foreign companies	1,00,000	50,000

## MEMBERSHIP SERVICES

### General services

- ❖ Business plan preparation
- ❖ Technical/ Management consultancy services
- ❖ Technical and business management training
- ❖ Market linkages
- ❖ Publicity in national and international events

### Special services

- ❖ Access to technologies developed by the university
- ❖ Access to germplasm under the seed consortium
- ❖ Access to food processing business incubation
- ❖ Facilitating field trials



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