



**Tamil Nadu Agricultural University**  
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To  
The Editor,  
Sir,

Date: 04.02.2022

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

**TNAU Agri Business Development conducts Unnat Bharat Abhiyan 2.0  
Orientation Programme**

Unnat Bharat Abhiyan (UBA.2.0), a flagship national program of Ministry of Human Resource Development (MHRD), Government of India is implemented in Tamil Nadu Agricultural University, Coimbatore since March, 2019. The Directorate of Agri Business Development (DABD), TNAU is functioning as the Regional Coordinating Institute (RCI) for the central zone of Tamil Nadu. The orientation program for the newly enrolled colleges under MHRD sponsored UBA was conducted at Directorate of Agribusiness Development (DABD), TNAU on 31.01.2022. Dr. S.D. Sivakumar, Director (ABD) & Coordinator of UBA RCI, DABD, welcomed the gathering.

Dr. A.S. Krishnamoorthy, Acting Vice-Chancellor & Registrar, TNAU, inaugurated the UBA orientation and delivered the special lecture on “UBA objective towards rural development by Higher Education Institutes (HEIs)”. He empathized the need to synergize as teams for better implementation of technologies towards the rural development. Further, the availability of abundant natural resources and prevailing conducive agro climatic zone are best suitable for creating agribusiness opportunities in rural sector. The need for Private Public Partnership (PPP) in developing better employment opportunities in agriculture for rural development was also emphasized in his speech.

Dr. R. Balamurugan, Asst. Professor, Anna University, Coimbatore, Dr. P.S. Velmurugan, Dean, CUTN, Thiruvarur and Dr. Kanagaraj, Asst. Professor Amirta Vishwas Vidyapeetham, Coimbatore delivered lectures on importance of UBA towards rural development by Higher Educational Institutes (HEI). The Participating Institutes / Colleges were briefed on the UBA registration, Village adoption and approval, project preparation and funding opportunities under UBA and CSR private funds. The UBA coordinators of 21 colleges under RCI, TNAU participated in the online meeting. Dr. R.Balaji Associate Coordinator & Asst. Professor delivered vote of thanks.

Public Relations Officer