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To
The Editor,
Sir,

Date: 01.04.2025

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

TNAU conducted Entrepreneurship workshop on ‘Deep dive into Business Model Canvas’

The BIRAC supported E-YUVA centre of Tamil Nadu Agricultural University and COXBIT, section 8 company of TNAU, organised a one-day entrepreneurship workshop entitled Deep dive into Business Model Canvas on 29th March 2025. Business Model Canvas is a tool which every person with entrepreneurial passion should be knowing to transform their dream business idea into a viable business model in reality. Mr. Dinesh Kumar Sundaravelu, Vice President, StartupTN, Government of Tamil Nadu, deliberated on each element of the tool Business Model Canvas. Twenty students from TNAU main campus, various constituent and affiliated colleges of TNAU participated in the workshop. With the learnings of the workshop, they worked on their business models and pitched their products. The students came up with interesting products such as a seed coating agent ‘Biogold’, dryflower bouquet ‘Everbloom’ and traditional rice flour-based confectionary ‘Nutribites’.

Earlier in the inaugural session of the workshop, Dr.E.Kokila Devi, Professor and Head (Department of Plant Biotechnology) formally welcomed the participants. Dr.S.Mohankumar, Senior Professor, (Department of Plant Biotechnology) delivered the inaugural address. Prof.Dr.S.Mohankumar, in his inaugural address motivated the students to think innovatively and move forward confidently in the path of entrepreneurship by citing examples of numerous successful entrepreneurial ventures which we come across in day-to-day life including Naturals, Keerakadai.com, Tea Boy Franchise model, etc. Dr.L.Arul, Professor and Head (Department of Plant Molecular Biology and Bioinformatics) proposed a formal vote of thanks.

Public Relations Officer