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To
The Editor,
Sir,

Date: 30.09.2025

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

**TNAU organized Training Programme on
“Traditional Varieties: An Opportunity for Entrepreneurs”**

The Agro Climate Research Centre, Directorate of Crop Management, Tamil Nadu Agricultural University, Coimbatore, organized a one-day training programme on “Traditional Varieties: An Opportunity for Entrepreneurs” on 29.09.2025. The programme was conducted under the scheme “Exploiting Climate Resilient Crops for Improving Nutritional Security under Projected Climate Scenario in Developing Countries”, sponsored by Grand Challenges Canada. Dr.S.Kokilavani, Assistant Professor (Agricultural Meteorology) welcomed the gathering and highlighted the importance of bio active compounds present in the traditional varieties. The overarching theme of the training was to create awareness on the consumption of nutritious traditional varieties and their value-added products, thereby contributing to improve the nutrition and resilience against lifestyle-related diseases. The training was presided over and inaugurated by Dr. M. K. Kalarani, Director, Directorate of Crop Management elucidated about the importance of balanced diet and growing child health disorders. Dr. N.K. Sathyamoorthy, Professor and Head, ACRC detailed the application of changing climate and its impact on agriculture.

Dr. S. Karthikeyan, Professor and Head, Centre for Post Harvest Technology explained about the importance of social media and digital marketing for the value-added products. Dr. Saraswathy Eswaran, Secretary, Ramasamy Chinnammal Trust (RCT), shared insights on the role of NGOs in entrepreneurship development and strategies to improve the business. Dr.Ga.Dheebakaran, Associate Professor (Agronomy) opined the over view of the changing climate from the pre industrial era to current climate. The programme witnessed the participation of start ups and farmers across the State. The traditional horse gram cookies sample developed under this scheme was distributed to all the participants.

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