



Tamil Nadu Agricultural University
Coimbatore – 641 003



Dr. P. Murali Arthanari Ph.D.,
Public Relations Officer
Mobile: 94890 56730

Phone: 0422 - 6611302
Fax: 0422 – 2431821
E-mail: pro@tnau.ac.in

To
The Editor,
Sir,

Date: 25.03.2022

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

Export Conclave and Exhibition at TNAU

Inauguration of Export Conclave and Exhibition was organized by Federation of Indian Export Organization (FIEO) in association with Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University (TNAU) held at TNAU on 25.03.2022.

Dr. M.K. Shanmuga Sundarm, I.A.S, Zonal additional DGFT & Development Commissioner, MEPZ, SEZ, Chennai stated that the export of a country decides the health of its economy. India has achieved an export target of 650 billion US \$ for the current year, among which agricultural sector contributed 14%. The contribution of agriculture commodities towards the export are basmati rice, non-basmati rice, fresh fruits and vegetables etc. He also added Tamil Nadu state has huge potential for the export of value added products in mango, banana, grapes, gherkin, turmeric, pepper, arecanut etc. Research efforts are needed to enhance the proportion of curcumin content of turmeric to exploit the European export market.

Dr. A.S. Krishnamoorthy, Registrar and Acting Vice-Chancellor highlighted in his special address that there is a need for focusing on area specific production of value added products to capture the export market from Tamil Nadu state.

Mr. Vijayakrishnavelan, CGST, Coimbatore stated that there exists a vast gap in value addition chain of export oriented agricultural commodities. Cluster approach

is needed to boost export of turmeric value added products. He also informed about the availability of 24/7 export trade facilitation services through its mobile number 94458 98686.

Mr. K. Unnikrishnan, Dt, Director General, FIEO, SR welcomed the gathering and also indicated that less than 12% of the products are value added, hence there would be a more scope for export of value added products.

Mr. D. Sridhar, ITS, Jt, DGFT, Coimbatore addressed that creation of awareness about Foreign Trade and encouraged the farmers of Tamil Nadu to come forward to avail the services offered by DGFT.

Following the inaugural function an exhibition of value added products from Tamil Nadu was inaugurated by Mr. M.K. Shanmuga Sundaram, I.A.S, Zonal additional DGFT & Development Commissioner, MEPZ, SEZ, Chennai.

Dr. K.R. Ashok, Director (CARDS), TNAU proposed the vote of Thanks.

Public Relations Officer