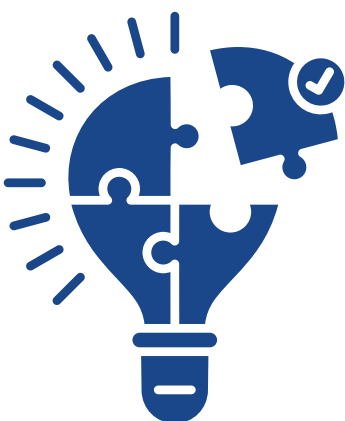




## MADURAI AGRI BUSINESS INCUBATION FORUM



## JOIN OUR THRIVING COMMUNITY OF AGRIBUSINESS STARTUPS

MABIF is an initiative of NABARD & TNAU to promote Agribusiness in the southern region of Tamilnadu. The Madurai Agribusiness Incubation Forum (MABIF) proposes to expand its reach in agribusiness development throughout Tamilnadu. Business incubators provide start-ups and early-stage businesses with the support and resources those young companies find difficult to access. MABIF involves access such as networks, investors, mentors, or co-working space alongside other businesses and Experienced Professionals.



### “VISION”

MABIF envisions establishing the first seamlessly integrated agribusiness incubator, with network linkages to the food value chain. It aims to position South Tamil Nadu as a leader in India's food processing sector, incubating world-class agribusiness enterprises



### “MISSION”



The mission of MABIF is to create a hub for innovative agricultural and agribusiness solutions. This includes developing top-tier infrastructure, knowledge, human resources, and a competitive, yet cooperative culture.

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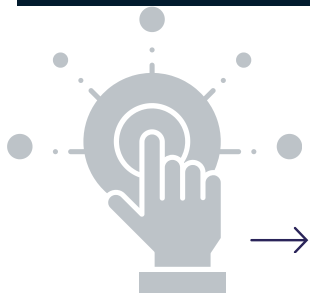
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# FOREWORD



**Dr. K. SUBRAHMANYAM**  
Acting Vice-Chancellor  
Tamil Nadu Agricultural University

As the Acting Vice-Chancellor of Tamil Nadu Agricultural University (TNAU) and Honorary President of the Madurai Agri Business Incubation Forum (MABIF), located at the Agricultural College & Research Institute, Madurai, I am pleased to recognize MABIF as a leading institution in agribusiness innovation and entrepreneurship development.

Established by TNAU with support from NABARD, MABIF has grown into a key hub that nurtures entrepreneurial mindset, innovation and value addition in the agribusiness sector. Since its establishment, MABIF has supported the incubation of nearly 535 startups and onboarded 554 Farmer Producer Organizations (FPOs), along with 60 individual farmers across Tamil Nadu. Notably, 30% of its beneficiaries are women entrepreneurs who actively utilize MABIF's advanced processing facilities and specialized startup programs.

To enhance visibility and market opportunities, MABIF hosts the NABARD GIFC and the MABIF Product Promotional Centre, widely known as the "Gateway of Madura." These platforms significantly contribute to the promotion of startups, FPOs and Geographical Indication (GI) products by facilitating access to wider domestic and international markets.

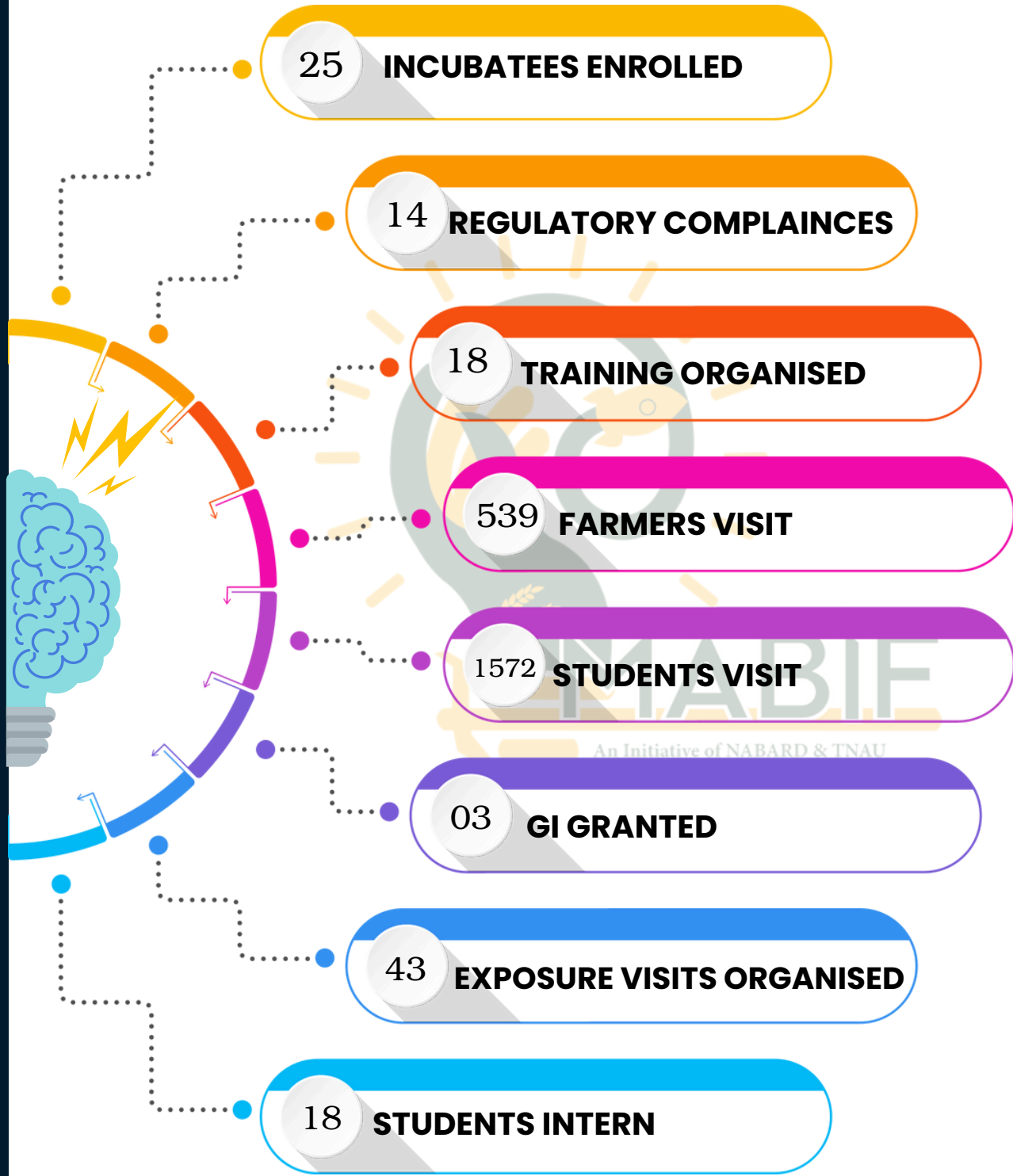
MABIF has also demonstrated a strong commitment to Intellectual Property Rights (IPR), supporting innovators among startups, MSMEs, students and entrepreneurs. The centre has facilitated the filing of 140 trademarks, 20 patents, and 70 Geographical Indications (GIs), reflecting its dedication to protecting and commercializing innovations.

Recognized by NABARD as a Cluster-Based Business Organization (CBBO), MABIF has enabled the formation of 25 FPOs across various districts in Tamil Nadu. Over 70,000 farmers and 25,000 students have visited MABIF's incubation facilities and benefitted from its vibrant agripreneurial ecosystem.

MABIF's initiatives are thoughtfully designed, integrating technical expertise, modern infrastructure and mentorship under the guidance of the Dean, Agricultural College & Research Institute, Madurai and the Director, Directorate of Agribusiness Development (DABD), TNAU. Its major focus areas—Innovation, Incubation, Technology Commercialization, Product Development, Value Chain Development, Technology Transfer, Mentorship and Capacity Building—continue to drive meaningful transformation in the agribusiness sector.

I wholeheartedly appreciate the efforts of the MABIF team and DABD for their persistent dedication and forward-looking vision in empowering entrepreneurs, farmers, and agribusiness enterprises. I wish them continued success in advancing sustainable and inclusive growth in agriculture.

# MABIF PORTFOLIO





An Initiative of



# ENTREPRENEURS STROLLING



## Client Visit at MABIF: 06<sup>th</sup> October

M/s. Vahaa Naturals Pvt. Ltd visited MABIF to avail of the mentorship service for their business growth in terms of market linkage and other activities.

## Client Visit at MABIF: 14<sup>th</sup> October

M/s. Sai Startz visited MABIF to avail of the mentorship service for their business growth in terms of market linkage and other activities.



## Client Visit at MABIF: 14<sup>th</sup> October

An entrepreneur visited the NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.





# ENTREPRENEURS STROLLING



## Entrepreneurs Visit at MABIF: 22<sup>nd</sup> October

Women entrepreneurs from FWWB visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems and had a 3 days training on value addition on millets.

## Client Visit at MABIF: 29<sup>th</sup> October

A food based entrepreneur visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Client Visit at MABIF: 30<sup>th</sup> October

An entrepreneur visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



# ENTREPRENEURS STROLLING



## Client Visit at MABIF: 03<sup>rd</sup> November

Mr. Nikunj Naik, Secretary, The Agricultural Produce Market Committee visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems.

## Client Visit at MABIF: 03<sup>rd</sup> November

The Agricultural Produce Market Committee, Bilimora, Gujarat visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Client Visit at MABIF: 04<sup>th</sup> November

M/s. El Love eats visited MABIF to avail the mentorship service for their business growth in terms of market linkage and other activities.



# ENTREPRENEURS STROLLING

## Client Visit at MABIF: 04<sup>th</sup> November

An entrepreneur visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Staffs Visit at MABIF: 06<sup>th</sup> November

As a part of their exposure visit, Staffs from Sakthi College of Arts and Science for women, Dindigul, Madurai, visited NABARD MABIF to know about the incubation centre initiatives towards empowering the startup ecosystem.



## Staffs Visit at MABIF: 06<sup>th</sup> November

As a part of their exposure visit, Staffs from Sakthi College of Arts and Science for women, Dindigul visited Gateway of Madura (MABIF products promotional centre) and NABARD Geographical Indication facilitation centre.





# ENTREPRENEURS STROLLING



## Business Linkage at MABIF: 06<sup>th</sup> November

MABIF incubatees, M/s. Thozhuvam Pvt Ltd and M/s. Jaibharath Recyclers, had the opportunity to collaborate with NABARD for further Business Linkage initiative.

## TN Skill Trainees at MABIF: 10<sup>th</sup> November

An assessor visited MABIF for assessing the Certificate Course on Bakery Products and Chikki Value Addition under the TNSDC Skill Development Training – Vetri Nichayam initiative, conducted from 30.10.2025 to 28.11.2025.



## Trainees at MABIF: 11<sup>th</sup> November

KVK trainees visited MABIF as a part of the Certificate Course under the TNSDC Skill Development Training – Vetri Nichayam to know about the incubation activities

# ENTREPRENEURS STROLLING

## Entrepreneurs Visit at MABIF: 11<sup>th</sup> November

Entrepreneurs visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Awareness on Value addition products at MABIF: 20<sup>th</sup> November

Farmer cum entrepreneurs visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems and had training on value addition on pulses.



## South India Natural Farming Summit at Codissia : 20<sup>th</sup> November

NABARD Madurai Agri Business Incubation Forum (NABARD MABIF) had a remarkable presence at "South India Natural Farming Summit" at Codissia, Coimbatore.





# ENTREPRENEURS STROLLING

## Earth Summit 2025: 20<sup>th</sup> November

MABIF facilitated stalls for few of our startups in EARTH SUMMIT 2025 at Hitex city, Hyderabad organised by NABARD and IAMAI. 6 incubatees of MABIF participated and few of them were given opportunity for investment pitching at the event.



## MABIF FPOs training at MABIF: 15<sup>th</sup> December

The Board of Directors, CEOs, and key functionaries of 25 FPOs promoted by the CBBO – Madurai Agri Business Incubation Forum (MABIF) participated in an Exposure Visit to leading FPOs of Tamil Nadu under the CSS – Formation and Promotion of 10,000 FPOs Scheme on 16.12.2025.



## Entrepreneurs visit at MABIF: 18<sup>th</sup> December

Startup TN beneficiary entrepreneurs from Erasakkanayakkanur visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.





# OFFICIALS STROLLING

## Officials Visit at MABIF: 14<sup>th</sup> October



Officials from Bharatiya Kisan Sangh, Telangana, visited NABARD MABIF to know about the incubation centre initiatives towards empowering the startup ecosystem. Er. Ganesh Moorthy K, ED&CEO, NABARD MABIF, explained the various activities of MABIF.

## Officials Visit at MABIF: 17<sup>th</sup> October

Professors from Community Science and Research Institute, Madurai visited MABIF, had an interaction with Er. K. Ganeshmoorthy, ED & CEO, regarding the conduct of TN Skill training programme.



## Official Visit at MABIF: 27<sup>th</sup> October



Officials from a-IDEA, NAARM visited MABIF, had an interaction with Er. K. Ganeshmoorthy, ED & CEO, MABIF regarding the conduct of interview for Agri-Business Management Development Programme (ABMDP) for Prospective CEOs of FPOs in Tamil Nadu, supported by NABARD TNRO and organized by a-IDEA, ICAR-NAARM, Hyderabad, in collaboration with MABIF.

# OFFICIALS STROLLING



## CCF Evaluation at MABIF: 06<sup>th</sup> November

MABIF evaluated the CCF-invested startups in the presence of Shri R. Anand, Chief General Manager, NABARD RO, Dr. E. Somasundaram, Director, ABD, TNAU and Dr. P.P. Mahendran, Dean, AC&RI, Madurai.

## Official Visit at MABIF: 06<sup>th</sup> November

Officials from CFTRI visited MABIF and had an interaction with the ED & CEO regarding the establishment of a Hi-Tech Food Testing Lab at AC&RI, Madurai.



## Officials Visit at MABIF: 25<sup>th</sup> November

HARDOI team has recently signed an MoU with the Department of Industrial Center to establish an Agri-Incubation Hub at Hardoi. In this regard, to gain a holistic understanding of the incubation model, its operations and best practices, Samuday HCLFoundation team from Hardoi visited MABIF, on 25th November 2025.





# OFFICIALS STROLLING



## Officials Visit at MABIF: 10<sup>th</sup> December

As a part of the Training Programme on Digitalization of the PO Ecosystem and Interface with Rural/Agri Startups, farmers, NGOs, and FPOs organized by BIRD, Lucknow, officials visited MABIF and underwent training from 10.12.2025 to 12.12.2025.

## Officials Visit at MABIF: 15<sup>th</sup> December

Officials from Govt. of Tamil Nadu visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Officials Visit at MABIF: 15<sup>th</sup> December

Dr. N. Senthil, Director, COXBIT, TNAU, Coimbatore, visited MABIF and interacted with the ED & CEO regarding the “Food and Natural Products Innovation Expo 2025”, organized by the Centre of Excellence in Biotechnology (COXBIT), TNAU, Coimbatore, held from 20th to 21st December 2025.





# OFFICIALS STROLLING

## Hon'ble Chairman – ISRO, Dr. V. Narayanan at MABIF:



Hon'ble Chairman – ISRO, Dr. V. Narayanan, visited Agricultural College & Research Institute, Tamil Nadu Agricultural University (TNAU Campus), Madurai, to deliver an inspiring and insightful address to the students.

During his visit, Dr. V. Narayanan toured the MABIF incubation centre, where he was briefed on the various facilities, support mechanisms, and incubation programs offered to Agri & Food business startups and Farmer Producer Organizations (FPOs).

He interacted with the MABIF team, appreciated the efforts of MABIF (An Initiative of NABARD & TNAU) in nurturing rural entrepreneurs, and acknowledged the ongoing contributions toward integrating technology, innovation, and sustainable practices into agriculture.

His words of appreciation and encouragement were truly inspiring for the entire MABIF community.

# STUDENTS STROLLING

## Students Visit at MABIF: 06<sup>th</sup> October



As a part of their exposure visit, Students from Government college visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.

## Students Visit at MABIF: 06<sup>th</sup> October

As a part of their exposure visit, Students from Government college visited Gateway of Madura (MABIF products promotional centre) and NABARD Geographical Indication facilitation centre.



## Students Visit at MABIF: 07<sup>th</sup> October



As a part of their exposure visit, Students from Gandhi gram Rural Institute visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



# STUDENTS STROLLING



## Students Visit at MABIF: 07<sup>th</sup> October

As a part of their exposure visit, Students from Gandhi gram Rural Institute visited Gateway of Madura (MABIF products promotional centre) and NABARD Geographical Indication facilitation centre.

## Students Visit at MABIF: 08<sup>th</sup> October

As a part of their exposure visit, Students from PGP Agricultural College visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Students Visit at MABIF: 08<sup>th</sup> October

As a part of their exposure visit, Students from PGP Agricultural College visited Gateway of Madura (MABIF products promotional centre) and NABARD Geographical Indication facilitation centre.

# STUDENTS STROLLING

## Students Visit at MABIF: 15<sup>th</sup> October

As a part of their exposure visit, Students from Gandhi gram Rural Institute visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Students Visit at MABIF: 17<sup>th</sup> October

Students from Government school, Madurai completed a hands-on internship at MABIF. They gained valuable insights into agribusiness incubation, explored innovative agricultural technologies, and developed skills essential for entrepreneurship. This experience has enriched their academic knowledge and prepared them for future challenges in the agribusiness sector.



## Students Visit at MABIF: 24<sup>th</sup> October

As a part of their exposure visit, Students from Subbalakshmi Lakshmipathy College of Science visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs.



# STUDENTS STROLLING

## Students Visit at MABIF: 13<sup>th</sup> November

As a part of their exposure visit, Students from P.S.R. Engineering College, Sivakasi visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Students Visit at MABIF: 13<sup>th</sup> November

As a part of their exposure visit, Students from P.S.R. Engineering College, Sivakasi visited Gateway of Madura (MABIF products promotional centre) and NABARD Geographical Indication facilitation centre.



## Students Visit at MABIF: 19<sup>th</sup> November

As a part of their exposure visit, Students from TNAU, Coimbatore visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.





# STUDENTS STROLLING

## Students Visit at MABIF: 20<sup>th</sup> November

As a part of their exposure visit, Students from CAT, theni visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Students Visit at MABIF: 21<sup>st</sup> November

Students from Government school, Madurai completed a hands-on internship at MABIF. They gained valuable insights into agribusiness incubation, explored innovative agricultural technologies, and developed skills essential for entrepreneurship. This experience has enriched their academic knowledge and prepared them for future challenges in the agribusiness sector.



## Students Visit at MABIF: 27<sup>th</sup> November

As a part of their exposure visit, Students from CAT, theni visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.





# STUDENTS STROLLING

## Students Visit at MABIF: 28th November

Students from Government school, Madurai completed a hands-on internship at MABIF. They gained valuable insights into agribusiness incubation, explored innovative agricultural technologies, and developed skills essential for entrepreneurship. This experience has enriched their academic knowledge and prepared them for future challenges in the agribusiness sector.



## Students Visit at MABIF: 15<sup>th</sup> December

As a part of their exposure visit, Students from Vanavarayar Institute of Agriculture visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Students Visit at MABIF: 15<sup>th</sup> December

As a part of their exposure visit, Students from Vanavarayar Institute of Agriculture visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.





# STUDENTS STROLLING

## Students Visit at MABIF: 17<sup>th</sup> December

As a part of their exposure visit, Students from AC&RI, karur visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Students visit at MABIF: 18<sup>th</sup> December

As a part of their exposure visit, Students from SRM, Trichy visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Students Visit at MABIF: 19<sup>th</sup> December

As a part of their exposure visit, Students from Sethu Baskara College visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.





# STUDENTS STROLLING

## Students Visit at MABIF: 21<sup>st</sup> December

As a part of their exposure visit, Students from S. Thangapazham Agricultural College visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Students Visit at MABIF: 21<sup>st</sup> December

As a part of their exposure visit, Students from AC&RI, Pudukottai visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Students Visit at MABIF: 24<sup>th</sup> December

As a part of their exposure visit, Students from Vivekananda School visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



# FARMERS STROLLING

## Farmers Visit at MABIF: 09<sup>th</sup> October

Entrepreneurs visited the NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.



## Farmers Visit at MABIF: 13<sup>th</sup> November

Trainees from Water management training centre, Vinayagapuram visited NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.





# TRAINING PROGRAM

## TNSDC Skill Development Training – Vetri Nichayam



### Certificate Course on Bakery Products & Chikki Value Addition

MABIF successfully conducted the Certificate Course on Bakery Product and Chikki Value Addition under the TNSDC Skill Development Training – Vetri Nichayam initiative from 30.10.2025 to 28.11.2025.

This intensive 26-day training program empowered participants with hands-on skills in bakery techniques, chikki value addition, product development, hygiene practices, packaging, and small-scale entrepreneurship.

A total of 25 enthusiastic trainees actively participated and completed the course, gaining valuable knowledge to build their career in the food processing sector.





# TRAINING PROGRAM

## Agri business Management Development Program for Prospective CEOs of FPOs (ABMDP) at MABIF



a-IDEA, ICAR-NAARM, in collaboration with NABARD MABIF (an initiative of NABARD & TNAU), jointly organized the Agri business Management Development Program for Prospective CEOs of FPOs (ABMDP) – Tamil Nadu, a 60 days capacity-building initiative, with the first six days of training conducted at MABIF held from 01st to 06th December 2025. The programme was designed to enhance the managerial, legal and organizational skills of students and prepare them for CEO-level roles in Farmer Producer Organizations (FPOs), CBBOs, NGOs and agri-startups.

The programme was inaugurated by Shri R. Anand, CGM, NABARD, TN RO, Dr. E. Somasundaram, Director, DABD-TNAU, Coimbatore and Dr. P. P. Mahendran, Dean, AC & RI, Madurai, in the presence of Mr. A. Sakthibalan, AGM, NABARD-Madurai and Er. Ganesh Moorthy K, ED & CEO, NABARD MABIF.

A total of 30 students participated in the programme. Experts from ESAF Foundation, Samunnati, SEEDS, AGBIZ Technocrats, Viruthai, and RPFC led sessions on FPO governance, statutory compliance, organizational and human resource management, leadership responsibilities of FPO CEOs, board processes, institutional structures, and government schemes. The programme emphasized practical learning through case studies, group activities, and assignments, with the objective of developing competent, sustainable, and professionally managed FPO leadership in Tamil Nadu.



# TRAINING PROGRAM

## "Entrepreneurship Growth"



NABARD MABIF delivered a Workshop on "Entrepreneurship Growth" at the District Collectorate, Madurai for entrepreneurs supported under the Greenpreneurs Initiative implemented by ADRA India, in collaboration with UNHCR.

The session focused on practical and application-oriented aspects of micro-enterprise development, covering:

- Sustainable and cost-effective business operations
- Step-by-step business expansion strategies
- Diversification opportunities for micro and home-based enterprises
- Importance of incubation support in reducing business risk
- Awareness on key government schemes such as PMFME, PMEGP, MUDRA, CGTMSE, DAY-NULM and Stand-Up India
- Basic statutory compliances including Udyam Registration, FSSAI (FoSCoS), and GST fundamentals

The participants included Sri Lankan refugee entrepreneurs engaged in small-scale eco-friendly businesses such as food processing, hair oil preparation, petty shops, and repair services. The objective was to support them in formalizing, stabilizing and sustainably growing their livelihood activities.

# TRAINING PROGRAM

## FoSTaC Training Programme



MABIF successfully conducted the FoSTaC Training Programme on 13th December 2025 at NABARD MABIF, Agricultural College & Research Institute, Madurai. With an enthusiastic participation of 15 aspiring Food Safety Supervisors, the session served as a powerful platform to deepen their knowledge and skills in food safety practices within the industry.

### Training Highlights:

**Course Category (Basics):** Laying a strong foundation for a comprehensive grasp of FSS.

**Course Type (Manufacturing):** Diving deep into the intricacies of the manufacturing process.

**Course Sub-Type (Basic Manufacturing & Covid):** Exploring essential aspects and staying updated with the latest in manufacturing. Special emphasis on understanding Covid considerations in the Food industry & Supply chain.



# TRAINING PROGRAM

## FoSTaC Training Programme



NABARD MABIF's FoSTaC Training Programme was held on 27th December 2025 at VSA Food and Beverages Pvt Ltd., Dindigul.

Resource Person: Mr. Gangaikondan Venketesh Subramaniam, an expert Trainer-FoSTaC, guided us through an enriching learning experience.

### Training Highlights:

**Course Category (Advance):** Laying a strong foundation for a comprehensive grasp of FSS.

**Course Type (Manufacturing):** Diving deep into the intricacies of the manufacturing process.

**Course Sub-Type (Advance Manufacturing & Covid):** Exploring essential aspects and staying updated with the latest in manufacturing. Special emphasis on understanding Covid considerations in the Food industry & Supply chain.

# EVENTS

## MABIF at "Maa Madurai - இயற்கை பஜார்"



NABARD Madurai Agri Business Incubation Forum (NABARD MABIF) had a remarkable presence at "Maa Madurai - இயற்கை பஜார்" organized by the District Administration, Madurai at Tamukkam Convention Centre, Madurai from 11th – 12th October 2025.

The event served as an excellent platform for meaningful engagement, where our incubatees had insightful interactions with Shri. P. Morthy, Minister of Commercial Taxes, Registration and Stamp Law, Shri. K J Praveenkumar, I.A.S., District Collector Madurai, along with Mr. A. S. Sakthibalan, AGM, NABARD, Madurai, Smt. V. Mercy Jeyarani, Deputy Director, Madurai.

Startups, FPOs and GI products were exposed to both domestic and international market. MABIF has been consistently facilitating network and business linkages for Startups, FPOs and farmers through various expos and this event further strengthened those opportunities with the support of NABARD and TNAU.

A total of 40 startups and 7 FPOs from NABARD MABIF, 35 startups and 7 FPOs were supported by NABARD - National Bank for Agriculture and Rural Development and 5 startups were supported by the Agricultural College and Research Institute, Madurai, showcased their innovations at the expo.



## EVENTS

## One-Day Intellectual Property (IP) Awareness Programmes by NABARD MABIF!



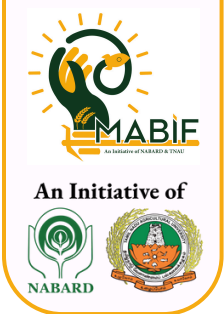
NABARD - Madurai Agribusiness Incubation Forum (NABARD MABIF), with the support of the Ministry of Micro, Small and Medium Enterprises, Government of India (MSME), successfully conducted One-Day Intellectual Property (IP) Awareness Programmes under the National IP Outreach Mission in Aspirational Blocks at Periyakulam (Theni) on 03.10.2025, Sivagangai on 08.10.2025 and Madurai on 16.10.2025.

These programmes aimed to create awareness among entrepreneurs, producers, and stakeholders on the importance of Intellectual Property Rights (IPR) in safeguarding innovations and promoting business growth.

### Guest Speakers:

Periyakulam Block, Theni – Mr. Saravanan, AD, DFO, MSME and Mrs. Gomathi AAO, Department of Agricultural Marketing & Agribusiness, shared insights on MSME, AIF and PMFM schemes.

Sivagangai – Mrs. Uma Chandrika, AD, DFO, MSME presented MSME department schemes and their benefits.



# EVENTS

Madurai - Mr. Jayaselvam P, IEDS, Assistant Director DFO, Madurai and Er. Ganesh Moorthy K, ED&CEO, MABIF shared insights on MSME Schemes and Incubation services.

Sessions were handled by MABIF staffs, who elaborated on the role of IPR, trademarks, patents, and Geographical Indications (GI) in protecting agri-innovations and promoting entrepreneurship.

The programmes witnessed active participation from over 140+ farmers, FPO members, PMFME beneficiaries, and women entrepreneurs, who gained valuable insights into leveraging IP for value addition and business growth.





# EVENTS

## "MABIF World Food Day 2025" - Innovation Challenge!

MABIF's World Food Day - Innovation Challenge  
On the occasion of World Food Day  
Date: 16.10.2025



MABIF's World Food Day - Innovation Challenge  
On the occasion of World Food Day  
Date: 16.10.2025



NABARD MABIF successfully conducted the "MABIF World Food Day 2025" - Innovation Challenge on 16th October 2025, on the occasion of World Food Day!

50+ innovative ideas received from students/startups/entrepreneurs. Out of these, 30+ ideas were shortlisted for the final pitching event, showcasing incredible entrepreneurial spirit and creative problem-solving.

### Key Challenges Explored:

1. Food Waste Reduction
2. Post-Harvest and Processing Innovations
3. Technology-Enabled Circular Models
4. Agro Waste to Value Products
5. Zero-Waste Kitchen / Business Concepts

The valedictory ceremony was graced by Er. Ganesh Moorthy K, ED & CEO, NABARD MABIF, who also presented certificates to all participants. A huge thank you to all the passionate participants who made this event a grand success!

## EVENTS

**"IP-Yatra 3.0" at TNAU**

NABARD MABIF - Madurai Agribusiness Incubation Forum and Ministry of Micro, Small and Medium Enterprises, Government of India jointly organized a two-day event, "IP-Yatra 3.0" on Intellectual Property Rights (IPR), held at the Convocation Hall, Tamil Nadu Agricultural University, from 31st October to 01st November 2025.

The event featured distinguished guests including Dr. R. Thamizh Vendan, Acting Vice Chancellor, TNAU, Dr. E. Somasundaram, Director (DABD), TNAU-Coimbatore, Dr. P. P. Mahendran, Dean, AC&RI-Madurai, Smt. B. Kayalvizhi, Assistant Director, MSME-DFO, Coimbatore, Er. Ganesh Moorthy K, ED & CEO, NABARD MABIF, Dr. D. Murugananthi, AP (ARM), DABD, TNAU, Coimbatore and other eminent TNAU dignitaries including Dr. A. Raviraj, Dean, AEC&RI, TNAU, Dr. P. P. Murugan, Director of Extension Education, TNAU, Dr. C. Muralidharan, Professor (HRM), TNAU and Dr. M. Shanthasheela, Professor (AEX), TNAU, also graced the event.

#### Expert-Led Knowledge Sessions:

- ◆ Technology Commercialization and Product Licensing by Dr. E. Somasundaram, Director (DABD), TNAU, Coimbatore.
- ◆ MSME Support for Commercialization of IP (MSME-SCIP) Programme by Smt. B. Kayalvizhi, Asst. Director, MSME, Coimbatore.
- ◆ Incubating Innovation: Guiding Idea towards Entrepreneurial Success by Mr. A. V. Gnanasambandam, MD & CEO, ABIS-TBI TNAU, Coimbatore.



## EVENTS

- ◆ Geographical Indications – Preservation of India's Traditional Wisdom and Cultural Assets by Shri. P. Sanjai Gandhi, Nodal Officer, Registered GI Attorney, GoTN.
- ◆ From Patent to Profit – Understanding the Global IP Protection and Registration Process by Smt. B. Meena, Patent Attorney, Vee Bee Brands and Patents LLP.
- ◆ Trademark Strategy for MSMEs – Building Local Brands with Global Potential by Mr. Jalvath Alavudin, Indian Patent agent and Trademark Attorney, Intellectual property consultant.
- ◆ Demonstration of commercially ready CSIR technologies for MSMEs, insights shared by Dr. A Palaniappan, Senior Principal Scientist, CSIR.
- ◆ Student Innovation Showcase – Ideas that Can Shape the Future & Startup Success Stories.

The valedictory ceremony was graced by Dr. E. Somasundaram, Director (DABD), TNAU-Coimbatore, who also presented certificates to all participants. Intellectual Property is the foundation of innovation! Let's continue empowering startups, artisans and researchers in their journey towards IP commercialization and business growth.



# EVENTS

## "FPO Samagam Mela 2025"



NABARD Madurai Agri Business Incubation Forum (NABARD MABIF) FPOs had a remarkable presence at "FPO Samagam Mela 2025" organized by the Ministry of Agriculture & Farmers Welfare, Government of India, to celebrate and strengthen Farmer Producer Organizations (FPOs) and the Indian agriculture sector from 30th to 31st October 2025 at NCDC - 4, Siri Institutional Area Hauz Khos, New delhi.

The event served as an excellent platform for meaningful engagement, where our FPOs had insightful interactions with Shri. Shivaraj Singh Chauhan, Hon'ble Minister of Agriculture and Farmers Welfare.

An Initiative of NABARD & TNAU

FPOs showcased their innovative and value-added food products, gaining exposure to both domestic and international markets. MABIF has been consistently facilitating network and business linkages for Startups, FPOs and farmers through various mela and expos and this event further strengthened those opportunities with the support of NABARD and TNAU.

The following MABIF FPOs were supported to participate in the mela:

- Vagai Millets FPCL, Makilam FPCL, Karunganni FPCL, Sangai Gomathi FPCL, Shri Kenga FPCL



# EVENTS

## NABARD MABIF Incubatee!



NABARD MABIF's incubatee, M/s. Sea Eden Pvt Ltd has officially signed the Memorandum of Agreement (MoA) with ICAR- Indian Council of Agricultural Research, Pusa Krishi, ICAR- IARI, New Delhi, for a grant of ₹5,00,000 under the RKVY-RAFTAAR Scheme, Ministry of Agriculture & Farmers Welfare, Government of India.

This grant will support the development and scale-up of Sea Eden's Salt-Tolerant Biofertilizer, an innovation designed to empower farmers cultivating in saline soils and climate-stressed environments.

Sea Eden Pvt Ltd goal is to deliver science-backed, sustainable agri-biologicals that improve soil health, enhance crop resilience and support the future of Indian agriculture.

This recognition from India's leading agricultural research institute reinforces our belief that innovation in agriculture can transform millions of lives.

MABIF is immensely proud to support and nurture such remarkable talent.

# EVENTS

## தமிழக வேளாண் விளை மற்றும் கைவினை பொருட்களுக்கு புவிசார் குறியீடு!



தமிழக அரசால், தமிழகத்தின் பாரம்பரியவேளாண் விளை மற்றும்கைவினை பொருட்களுக்கு புவிசார்குறியீடு (GI) அங்கீகாரம் பெறுவதற்கானமுயற்சிக்கு மாபெரும் உந்துதல்அளிக்கப்பட்டது. வேளாண்மை - உழவர் நலத்துறை, தமிழ்நாடுமாநில வேளாண்மை விற்பனைவாரியத்தின் (TNSAMB) மற்றும் சிறு, குறு மற்றும்நடுத்தர நிறுவனம்(MSME) மற்றும் புவிசார்குறியீட்டுப் பதிவகத்தின்(GI Registry) உதவியுடன் மதுரை வேளாண் தொழில் முனைவோர் ஊக்குவிப்புமையம் (NABARD MABIF), புவிசார் குறியீடுபெறுவதற்கு பல்வேறு முயற்சிகளைமேற்கொண்டது.

இந்த முயற்சியின்பலனாக, தூயமல்லி அரிசி, கவுந்தப்பாடி நாட்டுச்சர்க்கரை மற்றும் அம்பாசமுத்திரம் சொப்பு சாமன் ஆகிய மூன்று பாரம்பரியவேளாண் விளை மற்றும்கைவினை பொருட்களுக்கு புவிசார்குறியீடு அங்கீகாரம் கிடைத்துள்ளது என்பதை பெருமையுடன் தெரிவித்துக் கொள்கிறோம்.

இந்த வெற்றியின்முதன்மை காரணமாக விளங்கியமாண்புமிகு தமிழக முதல்வர்திரு. மு. க. ஸ்டாலின் அவர்களுக்கும், மதிப்புமிகுவேளாண்மை - உழவர் நலத்துறைஅமைச்சர் திரு. எம். ஆர். கே. பன்னீர்செல்வம் அவர்களுக்கும் எங்கள் நன்றியினைத் தெரிவித்துக் கொள்கிறோம்.

இந்த புவிசார்குறியீடு அங்கீகாரம், பாரம்பரியவேளாண் விளை மற்றும்கைவினை பொருட்களின் மதிப்பைஉயர்த்துவது மட்டும் அல்லாமல், விவசாயிகளின் வாழ்க்கைத் தரத்தை மேம்படுத்தவும் உறுதுணையாகஇருக்கும் என நம்புகின்றோம்!



# EVENTS

## "GI Mahotsav 3.0" at CFTRI



NABARD MABIF successfully organized the "GI Mahotsav 3.0" from 05th to 08th December 2025 at CSIR-Central Food Technological Research Institute (CFTRI), Mysuru, in collaboration with the Ministry of Micro, Small and Medium Enterprises, Government of India, NABARD - National Bank for Agriculture and Rural Development, Tamil Nadu Agricultural University. The event featured esteemed Chief Guests, including, Dr. Giridhar Parvatam, Director, CSIR-CFTRI, Dr. E. Somasundaram, Director, DABD-TNAU, Dr. P.P. Mahendran, Dean, AC&RI-Madurai, Dr. S. Senthil Vinayagam, Director, IIPM, Dr. Aashitosh Inamdar, Chief Scientist, CSIR-CFTRI, Dr. D. Usharani, Senior Principal Scientist, CSIR-CFTRI and Er. Ganesh Moorthy K, ED & CEO, NABARD MABIF.



## EVENTS



The four-day festival brought together more than 50 stalls showcasing iconic Geographical Indication (GI) products such as Mysore Malligae, Byadagi Chilli, Udupi Sarees, Navara and Gandhagashala Rice, Nilgiri Tea, Ambasamudram Choppu Saman, Vilachery Clay Toys and several other unique products from Karnataka, Kerala and Tamil Nadu. MABIF, CFTRI and APEDA also set up dedicated stalls to facilitate market and network linkages for farmers, artisans and startups.

The event featured the signing of a MoU between CFTRI and MABIF, the launch of innovative products developed by MABIF Incubatees and CSIR-CFTRI Incubatees, along with insightful technical sessions delivered by experts from leading government institutions.

The valedictory ceremony was graced by Dr. Giridhar Parvatam, Director, CSIR-CFTRI and Er. Ganesh Moorthy K, ED & CEO, NABARD MABIF, who also presented certificates to all participants.

We extend our sincere gratitude to Ministry of Micro, Small and Medium Enterprises, Government of India, NABARD - National Bank for Agriculture and Rural Development, Tamil Nadu Agricultural University and CSIR-Central Food Technological Research Institute (CFTRI), NABARD MABIF Incubatees, GI associations and all supporters for their unwavering support.



## EVENTS

## MoU between MABIF &amp; CFTRI



NABARD MABIF has entered into a landmark partnership with CSIR-Central Food Technological Research Institute (CFTRI), one of India's most renowned food research institutions, to strengthen the ecosystem for food start-ups, FPOs and MSMEs.

Through this MoU, both organizations will work together to accelerate innovation by integrating shared incubation facilities, advanced research and development support, technology transfer mechanisms, quality testing, training programs and industry-focused innovation pathways.

This collaboration opens doors for entrepreneurs to access world-class food technologies, pilot processing and scale-up support, food safety and quality analysis, and continuous skill development including student internships. By combining MABIF's grassroots incubation network with CFTRI's scientific excellence, this partnership is set to fast-track the commercialization of new ideas and elevate agri-food entrepreneurship across Tamil Nadu and beyond.

Together, MABIF and CFTRI are shaping the future of food processing, value addition and sustainable agribusiness growth in India.

# EVENTS

## "Hackathon on GI Tag Foods – Innovation Challenge"



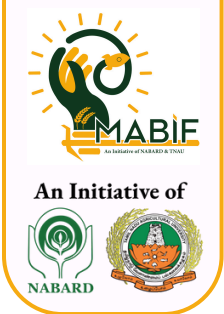
MABIF successfully completed the "Hackathon on GI Tag Foods – Innovation Challenge" conducted during GI Mahotsav 3.0, held on 07th December 2025 at CSIR-Central Food Technological Research Institute (CFTRI), Mysuru.

The hackathon witnessed an overwhelming response with 60+ innovative ideas submitted by inter-college students. From these, 8 outstanding ideas were shortlisted for the final pitching round. The shortlisted 8 teams received focused mentorship during the event, showcasing remarkable entrepreneurial spirit and creative problem-solving skills.

Key Challenges Explored:

1. Developing a digital app to educate consumers about GI tag foods
2. Creating innovative packaging solutions for GI foods to extend shelf life and promote branding
3. Proposing supply chain or distribution models that better connect GI food producers with markets
4. Designing social media campaigns or e-commerce strategies to boost sales of GI tag foods
5. Innovating recipes or food products using GI tag ingredients with a focus on nutrition and sustainability.





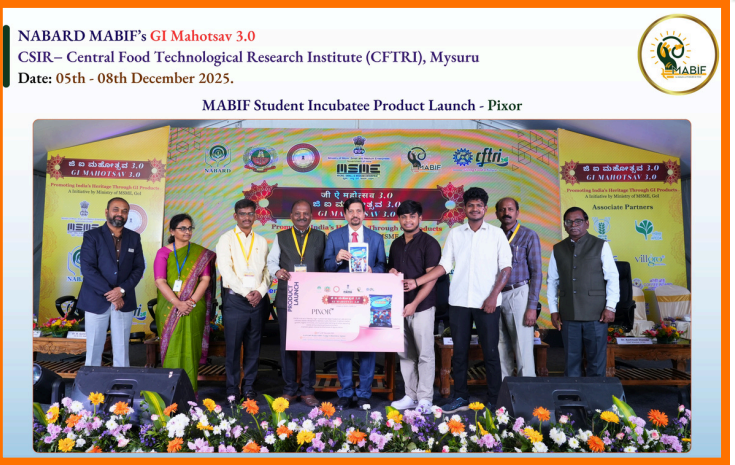
# EVENTS

## Product Launch of NABARD MABIF's Incubatees during "GI Mahotsav 3.0"



Product Launch of NABARD MABIF's Incubatees during "GI Mahotsav 3.0", held on 05 December 2025 at CSIR-Central Food Technological Research Institute (CFTRI), Mysuru.

Three dynamic startups unveiled their groundbreaking products: EL – Love Eats, Sea Eden Pvt. Ltd., and Pixor.





# EVENTS

## “Agricultural Exhibition and Seminar – 2025”



NABARD Madurai Agri Business Incubation Forum (NABARD MABIF) had a presence at the “Agricultural Exhibition and Seminar – 2025”, organized by the Agriculture and Farmers Welfare Department, Government of Tamil Nadu, held at Tiruvannamalai, from 27th to 28th December 2025.

Under the topic “Enhancing Farm Income through Agricultural and Allied Enterprises,” Er. Ganesh Moorthy K, ED & CEO, MABIF, delivered sessions on Processing Infrastructure for Rice and Millet Value-Added Products, under the convenorship of Dr. E. Somasundaram, Director, ABD, TNAU, Coimbatore.







# EVENTS

The exhibition served as an excellent platform to promote Farmer Producer Organizations (FPOs) in both domestic and international markets. MABIF continues to facilitate strong networking and business linkages for startups, FPOs and farmers through various expos, and this event further strengthened such opportunities with the support of NABARD and TNAU.

As part of the expo, 10 NABARD-promoted PODF ID FPOs from across Tamil Nadu showcased their products, highlighting the strength, diversity and entrepreneurial potential of FPO-led enterprises.

Gratitude to Thiru. M.K. Stalin, Hon'ble Chief Minister of Tamil Nadu along with Thiru. M.R.K. Panneerselvam, Hon'ble Minister for Agriculture and Farmers Welfare, Government of Tamil Nadu, NABARD - National Bank for Agriculture and Rural Development, Tamil Nadu Agricultural University, Agriculture and Farmers' Welfare Department and other line departments for enabling MABIF's participation in this prestigious event were registered



# EVENTS

**M/s. Rearly Tech Pvt. Ltd., has been selected for support under the URP – Research Grants Scheme.**



NABARD Madurai Agribusiness Incubation Forum (NABARD MABIF) incubatee, M/s. Rearly Tech Pvt. Ltd., has been selected for support under the URP – Research Grants Scheme.

The approved project, titled “Digital Livestock Excellence: Validation and Optimization of AI-powered IoT Systems for Precision Sheep and Goat Farm Management,” is being implemented in collaboration with the Agricultural College and Research Institute, Madurai, and received the grant amount from the Honourable Chief Minister of Tamil Nadu, marking a significant milestone in advancing technology-driven solutions for the livestock sector.

## "Food and Natural Products Innovation Expo 2025"

NABARD MABIF at Food and Natural Products Innovation Expo 2025  
Organized by the Centre of Excellence in Biotechnology (COXBIT), TNAU, Coimbatore.  
Date: 20<sup>th</sup> - 21<sup>st</sup> December 2025.



NABARD Madurai Agri Business Incubation Forum (NABARD MABIF) had a presence at "Food and Natural Products Innovation Expo 2025" organized by the Centre of Excellence in Biotechnology (COXBIT), TNAU, Coimbatore, held from 20<sup>th</sup> – 21<sup>st</sup> December 2025.



# EVENTS

We were honored to welcome Dr. K. Subrahmanian, Acting Vice Chancellor, Tamil Nadu Agricultural University, Dr. E. Somasundaram, Director (ABD), TNAU, Dr. N. Senthil, Director (CoEB), TNAU to the MABIF stall.

El Love Eats, a MABIF incubatee showcased their products in the expo.

We extended our sincere gratitude to Tamil Nadu Agricultural University and COXBIT (Centre of Excellence in Biotechnology) for enabling MABIF's participation in this prestigious event. MABIF feels privileged to have been part of this enriching experience, empowering agri-entrepreneurs to scale, connect and shine on larger platforms.

## "Erode Agri Expo 2025"



NABARD MABIF's Mukkudal FPCL, had a presence at the "Erode Agri Expo 2025", held at Tex Valley, Erode, from 19th to 21st December 2025.

The expo provided an excellent platform to promote Farmer Producer Organizations (FPOs) to both domestic and international markets.

MABIF continues to facilitate strong network and business linkages for startups, FPOs and farmers through various expos, and this event further strengthened such opportunities with the support of NABARD and TNAU.

Mukkudal FPCL showcased innovative products, including BSF Compost and BSF Larvae, highlighting sustainable and value-added agri-input solutions.

# Thank you!



## TEAM MABIF

An Initiative of NABARD & TNAU

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