Madurai Agri business Incubation Forum

An Initiative of NABARD & TNAU

# Annual Report

## 2024 - 25




NABARD MABIF, AGRICULTURAL COLLEGE AND RESEARCH INSTITUTE,
MADURAI- 625 104
info@mabif.com; +91 90257 18350

MABIF

An Initiative of NABARD & TNAU

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# ANNUAL REPORT

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## ABOUT US

MABIF is an initiative of NABARD & TNAU to promote Agripreneurship in southern region of Tamilnadu. Madurai Agri-business Incubation Forum (MABIF) propose to extend the wings of its development catchment around Tamilnadu that could effectively create rural transformation points of 75 km circumference that are administratively controllable.




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# VISION

Develop the first ever seamlessly integrated agri-Incuabtor with network linkages to food value chain model and showcase South Tamil Nadu as one of pioneers in India's food processing sector revolution by incubating agri business enterprises of world quality in a sustainable opportunity space.

# MISSION

Create MABIF as a hub for agriculture based enterprising solutions by creating a world-class infrastructure, knowledge, human resources and above all the culture of competition and cooperation essential for values in backward and forward linkages.

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# MABIF ECOSYSTEM



## INDUSTRY, GOVERNMENT AND UNIVERSITY IN ONE POOL

Players and Operating environment create the ecosystem of MABIF. It is about alignment of Schemes, Financial assistance, Industry representatives, Regulatory connect, and University expertise coming together to motivate the entrepreneur for a smooth flow incubation. Ecosystem is critical, in the context of keeping the entrepreneur motivated. Entrepreneurship requires a journey of ups and downs, and an entrepreneur requires stable ecosystem to fight consistently with Products and Markets. MABIF ecosystem is a commitment to catalyse and motivate the entrepreneur. MABIF ecosystem is determined to make the entrepreneur feel that he is not a lone fighter.

# MABIF CLUSTERS



## NATURAL MICRO CLUSTERS OF THE REGION - 23

MABIF Clustering is a significant aspect of MABIF approach to the development of the incubator. Regional optimization of agriculture resources shall result in natural clusters. Marking and development of the natural clusters shall help set a direction faster and stronger. Clustering approach shall also help building sustainable value chains. MABIF has already divided the region in to 23 micro clusters. Crops are identified for value chain-based development.

# HONORARY CHAIRMAN



**Dr. V. Geethalakshmi**,
Chairman
(Vice-Chancellor, TNAU)

# BOARD OF DIRECTORS



**Shri Partho Saha**
Chief General Manager
(OFDD, NABARD HO, Mumbai)



**Shri R Anand**
Chief General Manager
(NABARD RO, Chennai)



**Dr. E. Somasundaram,**
Director
(Director, DABD, TNAU, Coimbatore)



**Dr. P. P. Mahendran,**
Director & Nodal Officer
(Dean, AC & RI, Madurai)



**Shri. K.V.Iyer,**
NABARD Nominee
(Board Observer)

# OUR CREATIVE PEOPLE

## ADMINISTRATION



**Er. K. Ganeshmoorthy**
Chief Executive Officer



**V. Shanmugapandian**
Assistant Manager - MIS



**S. Gokul**
Assistant Manager - IT



**G. Velpandi**
Assistant Manager - Finance



**V. Kavitha**
Accountant



**P. Perumal**
Executive - Startup



**PRD. Thamilarasu**
Executive - Startup



**A. Sathya**
Executive - Training & Development

# FOOD PROCESSING CENTRE



**C. Malaisamy**
Deputy Manager - FP



**S. Rajeshkanna**
Assistant Manager - Maint.



**V. Manikandan**
Assistant Manager - Mech



**R. Abinesh**
Executive - DME



**V. Anitha**
Lab Analyst



**M. Malasri**
Chemist



**M. Nandhini**
Executive - Quality Assurance

# MABIF CBBO



**G. Madhanagopal**
Manager - FPO



**J. Vembarasan**
Regional Coordinator - Dindigul



**J. Aswin**
Regional Coordinator - Madurai

# MABIF INTELLECTUAL PROPERTY FACILITATION CENTRE



**S. Vignesh**
Deputy Manager (IPR)



**R. Santhiya**
Executive - IPR



**I.Krishnaveni**
Executive - IPR

# MABIF SUPPORTING STAFFS



P. Sivakumar



S. Murugeswari



R. Muthumaari



A. Vairavel



R. Pandiyammal

# THE CHALLENGES OF FARMERS AND AGRISTARTUPS

**WHY DO SO FEW AGRISTARTUPS GROW TO BECOME PROFITABLE, COMPETATIVE BUSINESS ?**

## LACK OF REGULATORY DIRECTION

Agristartups are often unaware of regulations and laws that apply to their business, and may inadvertently fail to comply.

## LACK OF ACCESS TO NETWORKS

Competitive agribusinesses have connections throughout the value chain of agricultural producers, government regulators, and regional and global buyers. Many start-up enterprises have difficulty fostering these.

## LACK OF APPROPRIATE BUSINESS SERVICES

Agristartups often have limited exposure to the skills required for operational and financial reporting, market analysis navigating regulatory requirements, and generating meaningful data for decision.



## LACK OF REGULATORY DIRELACK OF MARKET KNOWLEDGECTION

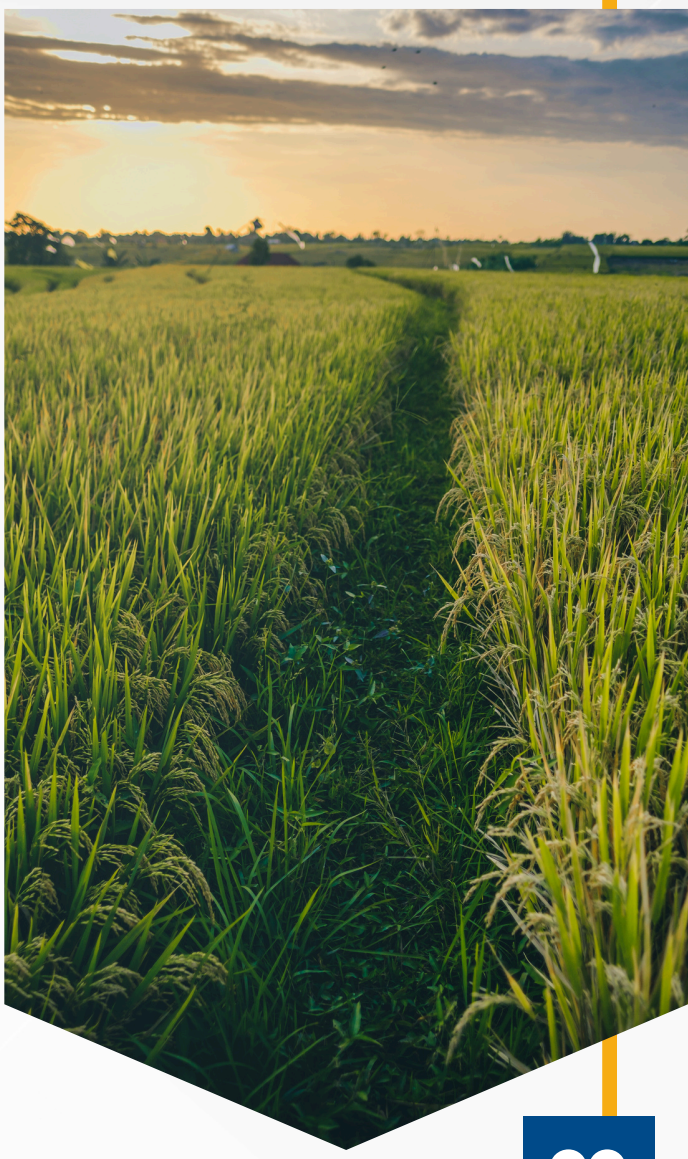
Many Agristartups lack skills in—or attention to the process of market validation, which requires a thorough understanding of customer needs, consumer trends and competitive positioning. This turn often translates into underestimating the power of product differentiation, proper packaging and labeling, and consistency in quality and quantity of supply. Similarly, knowledge of how to negotiate the terms of sales and the intricacies of executing an effective sales process, promotional tactics and distribution models.

## LACK OF APPROPRIATE FINANCING PRODUCTS

Lenders often perceive small and medium agro-processing enterprises as high-risk investments. This leads to short payment terms, high interest rates, and high collateral requirements, which are challenging for these enterprises to meet.

## LACK OF APPROPRIATE TECHNOLOGY & TESTING

Competitive agribusinesses produce high quality goods consistently, cost-effectively and sustainably. They require appropriate technology and facilities to test products/ service, and to properly package products to retain quality. Agristartups often find it difficult to access this technology, which impedes product and process innovation.



## MABIF Incubation

MABIF's Incubation approach is not a one-size-fits all solution. It's driven by market dynamics, target value-adding, entrepreneurs in agribusiness, facilitate market linkages forward and backward in the value chain, increase the investment readiness of entrepreneurs; and are co-created for the local context, leveraging local ownership, public private partnership, and national experience throughout the design and implementation process.

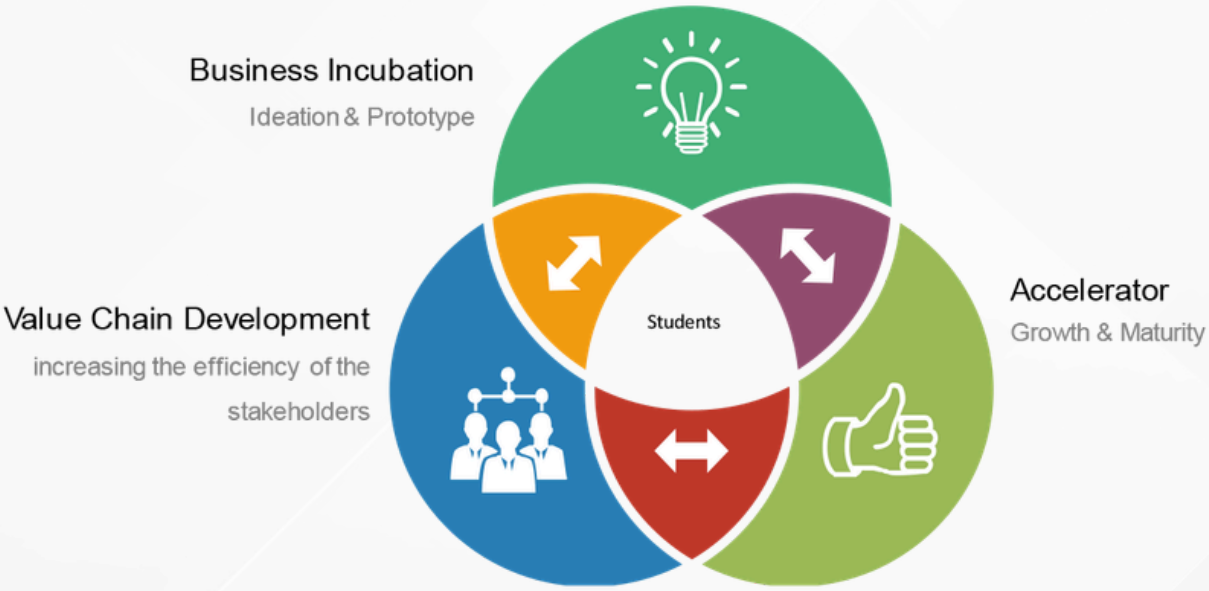
# APPROACH

MABIF offers selected Startups /Farmers Organizations unparalleled access to Infrastructure, a Network of industry and government Partners, Training from agribusiness experts across the state and the country access to an extensive mentor network, Backward and forward market linkages as well as access to both public and private funding agency specialized in supporting farmer organization and agristartups.



## Approach

Models of Incubation




MABIF approach seeks to turn challenges into opportunities by harnessing the knowledge and information infrastructure as underlying mechanisms to encourage demand driven research and for profit entrepreneurship in agriculture and allied sectors of Tamilnadu. The connected agriculture ecosystem for Startup and Farmers.

# VALUE CHAIN INCUBATOR




MABIF envisages to create a supportive environment which shelter its farmers from many of the risks associated with agricultural production and of the same time allows them to benefit from direct and efficient access to distant niche marketing through primary and secondary processing which they could not access on their own.

- Decentralized Production
- Centralized Processing
- Decentralized Marketing

## Value Chain Incubation




**Developing simple farm level business model that can be learn and applied commercially by large number of small-scale farmers.**

# INCUBATION

MABIF offers following Incubation service in customized manner.

**Technology**

Assist entrepreneurs with identifying and acquiring appropriate technologies.

**Networks**

Promote networks among entrepreneurs and the broader family of stakeholders.

**Business Services**

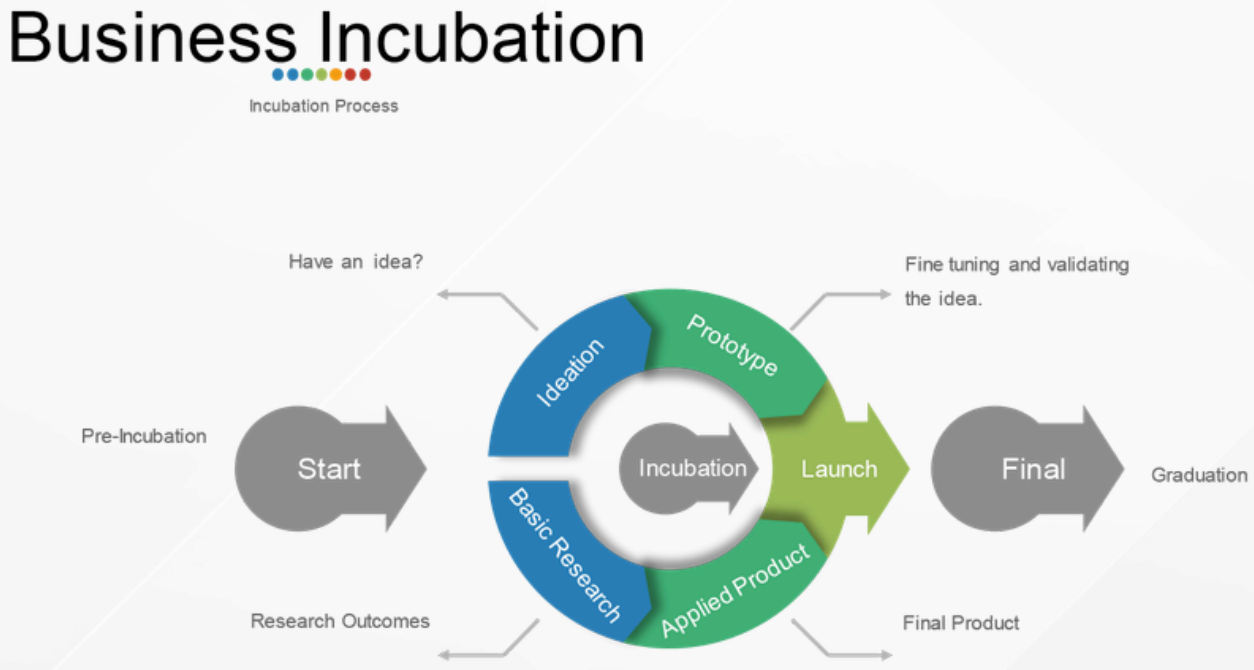
Handholding & Mentoring, Assistance in navigating regulatory requirements, standards, and compliance.

**Finance**

Financial management skills and access to appropriate financing products.

**Market Linkage**

Access to market information, marketing skills, and market linkages throughout the value chain by forging partnerships with farmers, service providers, and potential buyers.




**An incubator takes the seed and creates the best soil conditions to promote germination and sprouting.**

# INCUBATION PROCESS

## PRE- INCUBATION UPTO 4 MONTHS

- Consult experts/Mentors
- Engage customers
- Develop Business Model
- Access to drop in workplace







## INCUBATION UPTO 10 MONTHS

- Access to dedicated work place
- Connect with Mentors Organizing the team
- Build your First product
- Make your First sale

## UPTO GRADUATION

- Demonstrate customer traction
- Refine Sales strategy
- Optimize operations
- Prepare for Investors
- Raise Funding
- Expand Market



**MABIF screens its clients and follows the above process to incubate and graduate its clients.**

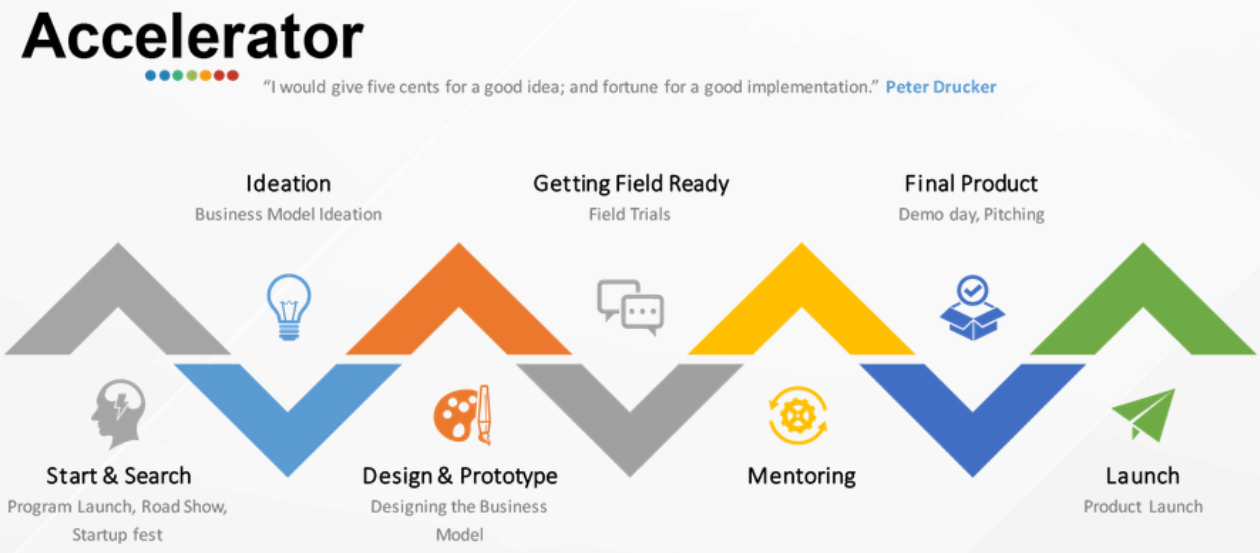
# ACCELERATOR

**MABIF's accelerator increases the competitiveness and growth of Agristartups by advancing innovative Products, Process and Business Models.**




1. Access to Infrastructure
2. Build Strategy
3. Connect to Resources/ Network

- **Product-solution Fit**
- **Product-market fit**
- **Business-Model Fit**




**An Accelerator is a Greenhouse for young plants to enjoy the best conditions for Growth.**

# MABIF PERFORMA

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## INCUBATEES ENROLLED

| STARTUPS | FPO |
| --- | --- |
| 105 | 14 |

## INTELLECTUAL PROPERTY RIGHTS FACILITATED TO THE INCUBATEES OF MABIF

| PATENTS | TRADEMARKS | GIs |
| --- | --- | --- |
| 12 | 12 | 55 |

# PROGRAMS ORGANIZED BY MABIF

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| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 1 | MABIF visit Cold storage facility for mundu chilli | 01.04.2024 | 5 |
| 2 | MABIF attended DLMC meeting at Nagapattinam | 03.04.2024 | 50 |
| 3 | MABIF visit kayalpattinam to explore about the GI filing. | 03.04.2024 | 50 |
| 4 | MABIF visit Naamadakoodal FPCL, T. Kallupatti Seeds FPCL to discuss FPO activities | 05.04.2024 | 50 |
| 5 | MABIF attend meeting at Startup Hub, Madurai | 08.04.2024 | 40 |
| 6 | MABIF visit Thoothukudi to explore about GI Poovila chendu banana. | 09.04.2024 | 20 |
| 7 | MABIF visit DABD, TNAU, Coimbatore | 10.04.2024 | - |
| 8 | MABIF attended DLMC meeting at Sankarankovil | 10.04.2024 | 50 |
| 9 | MABIF visit Tenkasi to explore about potential GI idendification and Collection of data | 12.04.2024 | 30 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 10 | MABIF visit Madurai prison to facilitate a training program organized by NABARD | 15.04.2024 | 70 |
| 11 | MABIF visit Batlagundu FPCL & Shri kenga FPCL for input/output linkage relavent meeting | 15.04.2024 | 30 |
| 12 | MABIF visit Grow your farms for Mou sign. | 16.04.2024 | 20 |
| 13 | MABIF visit DDM regarding program of FPO & Block chain technology project. | 17.04.2024 | 50 |
| 14 | MABIF attend BOD Meeting at Nagapattinam block | 18.04.2024 | 20 |
| 15 | MABIF participate in the inaugural of retail outlet by makilam FPCL & Inspection purpose | 22.04.2024 | 30 |
| 16 | MABIF visit NABARD cluster office, Madurai | 24.04.2024 | 30 |
| 17 | MABIF visit Vadipatti to meet BOD & Farmers of Nanchai FPCl. | 25.04.2024 | 50 |
| 18 | MABIF visit Vadipatti to meet BOD & Farmers of Naamanakoodal FPCl | 26.04.2024 | 35 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 19 | MABIF visit Nagapattinam for business connect with Urban Mushroomery. | 26.04.2024 | 25 |
| 20 | MABIF attend training on gem at TN Polytechnic College | 15.05.2024 | 50 |
| 21 | MABIF attended BOD meeting at Palakurichi | 14.05.2024 | 30 |
| 22 | MABIF organized GI Mahotsav cum MABIF Mela 1.0. | 24.05.2024 | 28,000+ |
| 23 | MABIF organized GI Mahotsav cum MABIF Mela 2.0 | 31.05.2024 | 7,000+ |
| 24 | MABIF visit Aundipatti, Sattur, Karaikudi to document GI products | 05.06.2024 | 10 |
| 25 | MABIF visit DDM office & FPOs at Tirunelveli | 06.06.2024 | 30 |
| 26 | MABIF visit DDM Office & Facilitate exposure visit at Pudukottai. | 06.06.2024 | 50 |
| 27 | MABIF attend Palakurichi FPO Input shop Inaugural | 10.06.2024 | 50 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 28 | MABIF acted as resource person for Maglir Thittam FPO at Thandikudi | 11.06.2024 | 100 |
| 29 | NABARD MABIF successfully organized an enlightening seminar on "Enabling Agri Exports for Startups, FPOs and SMEs" | 14.06.2024 | 50 |
| 30 | MABIF visit Tindivanam, Viruthachalam, Panruti & Perambalur to document GI products | 07.06.2024 | 10 |
| 31 | MABIF visit vagai millet FPCL & Naanmadakoodal FPCL along with DDM Madurai | 19.06.2024 | 40 |
| 32 | MABIF visit Thoothukudi & Erode DDM office to introduce new joined RCs | 20.06.2024 | 5 |
| 33 | MABIF attend review meeting at Thoothukudi cluster office | 24.06.2024 | 30 |
| 34 | MABIF attend BOD meeting at Palakurichi FPCL | 25.06.2024 | 30 |
| 35 | MABIF visit Batlagundu FPCL & Guziliamparai FPCL along with DDM Dindigul | 25.06.2024 | 20 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 36 | MABIF visit Sangagomathi FPCL for inspect | 27.06.2024 | 10 |
| 37 | MABIF organized "Bakery Training! | 28.06.2024 | 30 |
| 38 | MABIF in collaboration with TNAPEx organized Round Table Discussion & Workshop on Agri Export Promotion and Product Development | 29.06.2024 | 300 |
| 39 | MABIF visit Makilam FPCL and Uzhavan FPCL at Madathukulam, Uthukuli | 01.07.2024 | 50 |
| 40 | MABIF visit thanporunai FPCL and DMI at Thoothukudi | 01.07.2024 | 30 |
| 41 | MABIF visit perundurai, nambiyur, avinasi with bio ingredia Mr.Roshin | 01.07.2024 | 20 |
| 42 | MABIF attend DMC meeting at collectrate, Virudhunagar | 02.07.2024 | 50 |
| 43 | MABIF attend DLMC at Palakurichi, Trichy | 03.07.2024 | 30 |
| 44 | MABIF acted as resource person for GI awareness program at Nammalvar college and to visit lemurian startup facilities | 02.07.2024 | 100 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 45 | MABIF visit Sangagomathi FPCL at Sankaran Kovil | 03.07.2024 | 40 |
| 46 | MABIF visit DMI for inspection at perundurai, nambiyur, avinasi | 04.07.2024 | 30 |
| 47 | MABIF attend DMC meeting at collectrate, Trichy and acted as resource person at KVK, Pondicherry | 04.07.2024 | 60 |
| 48 | MABIF visit DMI for inspection at Erode | 04.07.2024 | 45 |
| 49 | MABIF attend review meeting at Madurai | 08.07.2024 | 50 |
| 50 | MABIF attend monthly review meeting at Madurai | 08.07.2024 | 30 |
| 51 | MABIF visit Jeevanadhi FPCL, Thoothukudi | 09.07.2024 | 25 |
| 52 | MABIF visit for document checking purpose at kadavoor, karur | 09.07.2024 | 25 |
| 53 | MABIF attend DMC meeting at collectrate, Nagapattinum | 10.07.2024 | 35 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 54 | MABIF visit Sangagomathi FPCL at Sankaran Kovil | 10.07.2024 | 20 |
| 55 | MABIF attend DMC meeting at collectrate, Karur | 12.07.2024 | 40 |
| 56 | MABIF visit thanporunai FPCL at Thoothukudi | 12.07.2024 | 30 |
| 57 | MABIF visit thanporunai FPCL at Thoothukudi | 15.07.2024 | 30 |
| 58 | MABIF attend DMC meeting at perundurai, thirupur | 16.07.2024 | 40 |
| 59 | MABIF attend meeting at Madurai | 18.07.2024 | 30 |
| 60 | MABIF attend 43rd NABARD foundation day at chennai | 18.07.2024 | 75 |
| 61 | MABIF visit DMC at thirupur | 19.07.2024 | 20 |
| 62 | MABIF attend one district one GI awareness programme at sholavandan | 19.07.2024 | 30 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 63 | MABIF attend in campus training programme on social stock exchanges and social impact assessment at BIRD, mangalore | 21.07.2024 | 30 |
| 64 | MABIF visit FPO at Trichy, Kadavoor | 22.07.2024 | 20 |
| 65 | MABIF visit FPO at Nagapattinum | 24.07.2024 | 20 |
| 66 | MABIF visit uzhavam FPCL and DMC at collectrate, dindigul | 24.07.2024 | 20 |
| 67 | MABIF attend meeting of Sangagomathi FPCL at Sankaran Kovil | 24.07.2024 | 30 |
| 68 | MABIF attend DMC meeting at collectrate, Erode | 25.07.2024 | 40 |
| 69 | MABIF – field visit at Virudhunagar, Thoothukudi, thenkasi | 26.07.2024 | 45 |
| 70 | MABIF attend stall duty in TARANG mela organized by ONDC, SFAC and NABARD at tirunelveli | 27.07.2024 | 200 |
| 71 | MABIF visit FPO at ammapettai, perunthurai, avinasi, erode | 22.07.2024 | 30 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 72 | MABIF visit Sangai Gomathi FPCL and Jeevanadhi FPCL at Thoothukudi & Sankarankovil | 02.08.2024 | 30 |
| 73 | MABIF visit Bannari Amman & Mukkudal FPCL for Credit Linkage | 02.08.2024 | 25 |
| 74 | MABIF acted as Resource person at Agritech Expo, Salem | 04.08.2024 | 100 |
| 75 | MABIF visit FPCL at Trichy, Karur, Nagapattinam and Mayiladuthurai dt. | 05.08.2024 | 30 |
| 76 | MABIF acted as Resource person in Agri export promotion conclave organized by AMAB department | 06.08.2024 | 200 |
| 77 | MABIF attend DMI inspection & License application | 06.08.2024 | 50 |
| 78 | MABIF attend NABARD Handloom expo at Mother Teresa complex, Chennai. | 07.08.2024 | 300 |
| 79 | MABIF visit Jeevanadhi FPCL & Sankarankovil FPCL | 07.08.2024 | 20 |
| 80 | MABIF attend the Conference on food processing technologies Food Safety, Quality & Regulatory Compliances | 08.08.2024 | 150 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 81 | MABIF visit Joint hands women FPCL for FPO Installment | 08.08.2024 | 30 |
| 82 | MABIF visit Therkaru FPCL general inspection on progess. | 12.08.2024 | 20 |
| 83 | MABIF attend DLMC at Tiruppur collectorate | 13.08.2024 | 40 |
| 84 | MABIF attend CII multi stakeholder Dialogue on Industry Led Collaborations | 13.08.2024 | 100 |
| 85 | MABIF attend DLMC at Dindigul collectorate | 16.08.2024 | 40 |
| 86 | MABIF visit Jeevanadhi FPCL & Sangaigomathi FPCL | 16.08.2024 | 10 |
| 87 | MABIF visit Food Quality Testing Lab at TNAU, Coimbatore | 20.08.2024 | 02 |
| 88 | MABIF visit Thanporunai FPCL for Credit Linkage | 21.08.2024 | 20 |
| 89 | MABIF attend BOD meeting at Kadavoor | 22.08.2024 | 20 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 90 | MABIF visit Sivagiri to facilitate exposure visit | 29.08.2024 | 20 |
| 91 | MABIF visit G Graphics, DABD & Auditor Office, Coimbatore | 18.09.2024 | - |
| 92 | MABIF attend the Farm Connect Program at Perundurai | 18.09.2024 | 100 |
| 93 | MABIF attend Farm Connect Program at Guziliampaarai | 19.09.2024 | 100 |
| 94 | MABIF visit Thendral FPCL document collection at Sankarankovil FPCL. | 21.09.2024 | 25 |
| 95 | MABIF attend Farm Connect Program & AGM at Sankarankovil | 23.09.2024 | 100 |
| 96 | MABIF facilitate DMI and visit Farm connect Program at Vadipatti | 24.09.2024 | 100 |
| 97 | MABIF facilitate DMI and visit Farm connect Program at Trichy | 26.09.2024 | 100 |
| 98 | MABIF attend Startup Thiruvizha at Madurai. | 26.09.2024 | 1000 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 99 | MABIF attend Seminar for Entrepreneurs 2024 | 27.09.2024 | 100 |
| 100 | MABIF attend State level mega farmers day 2024 at coimbatore | 28.09.2024 | 30 |
| 101 | MABIF facilitate farm connect program at Trichy | 30.09.2024 | 200 |
| 102 | MABIF attend buyer seller meet and Spices workshop, Virudhunagar | 01.10.2024 | 150 |
| 103 | MABIF visit NIFTEM T and its Lab | 03.10.2024 | 15 |
| 104 | MABIF attend AGM & Expo at Koodakarai | 06.10.2024 | 50 |
| 105 | MABIF RC's attend review meeting at Madurai | 07.10.2024 | 30 |
| 106 | MABIF attend Stakeholder consultation workshop organized by ESAF | 08.10.2024 | 50 |
| 107 | MABIF visit Vadipatti FPO to submit license related documents | 08.10.2024 | 10 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 108 | MABIF visit Nanchai FPO to License Followup | 09.10.2024 | 10 |
| 109 | MABIF attend FPO review meet at TNSAMB | 09.10.2024 | 50 |
| 110 | MABIF organized Neithal Thiruvizha at thoothukudi | 10.10.2024 | 10000+ |
| 111 | MABIF visit Madurai NABARD cluster office and discuss about Madurai region FPOs | 14.10.2024 | 5 |
| 112 | MABIF visit Guziliyamparai FPO for Creating business connect to FPOs | 15.10.2024 | 30 |
| 113 | MABIF visit FPOs at Nagapattinam & Mayiladuthurai | 16.10.2024 | 20 |
| 114 | MABIF visit FPOs at Chellampatti block | 17.10.2024 | 10 |
| 115 | MABIF attend Agri Marketing Commisioner meeting at Thoothukudi | 22.10.2024 | 30 |
| 116 | MABIF visit FPOs to Farm connect program and facilitate NABKISAN loan for erode region | 23.10.2024 | 50 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 117 | MABIF visit Vadipatti FPO for Input license application | 24.10.2024 | 10 |
| 118 | MABIF visit FPOs to facilitate NABKISAN loan & Business Tieup | 25.10.2024 | 10 |
| 119 | MABIF attend CGM for GI associations in IPR office in Chennai | 26.10.2024 | 5 |
| 120 | MABIF act as resource person for concept of FPOs in village level program | 26.10.2024 | 50 |
| 121 | MABIF visit Sangai Gomathi FPCL at Sanakarankovil | 04.11.2024 | 20 |
| 122 | MABIF attend BOD Meeting at Avinashiappar FPCL | 04.11.2024 | 20 |
| 123 | MABIF attend FICCI – TN Young Leadership Summit & Award'24 | 04.11.2024 | 50 |
| 124 | MABIF visit Vaagai FPCL at Vadipatti | 08.11.2024 | 20 |
| 125 | MABIF visit Installment document preparation at Nambiyur FPCL. | 11.11.2024 | 20 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 126 | MABIF visit Bannari Amman FPCL at Nambiyur | 12.11.2024 | 20 |
| 127 | MABIF attend National Conference on Building Sustainable Agricultural Startup at ICAR NAARM. | 12.11.2024 | 100 |
| 128 | MABIF visit Palakurichi FPCL to facilitate MCA loan documents | 13.11.2024 | 20 |
| 129 | MABIF visit Chellampatti FPCL to facilitate Collector visit at Vagai Millets. | 13.11.2024 | 30 |
| 130 | MABIF attend BOD Meeting at Guziliampaarai | 13.11.2024 | 20 |
| 131 | MABIF visit Avinashi FPCL | 14.11.2024 | 20 |
| 132 | MABIF visit Vadipatti, Aruppukottai, T. Kallupatti FPCL to complete Audit, Tax and Member Mobilization | 15.11.2024 | 20 |
| 133 | MABIF attend Monthly Progress Meeting at Collectorate | 18.11.2024 | 30 |
| 134 | MABIF attend Regional Advisory Committee at NABARD RO | 20.11.2024 | 50 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 135 | MABIF visit Jeevanadhi FPCL & Sangai Gomathi FPCL for SABC Meeting | 16.11.2024 | 20 |
| 136 | MABIF visit Vadipatti FPCL to complete audit work & MIS Updation. | 19.11.2024 | 20 |
| 137 | MABIF acted as resource person for FPOs Promoted by Agrimarketing department, Sivagangai. | 22.11.2024 | 75 |
| 138 | MABIF attend Inaugural of Agri clinic by Makilam FPCL at Udumalaipettai | 03.12.2024 | 30 |
| 139 | MABIF attend BOD Meeting at Chellapatti FPO | 03.12.2024 | 20 |
| 140 | MABIF visit NABL -Felicitation event for lab, APEDA for Gulf food '25 at Dubai , MSME for IPFC claim, Agri Innovate for co-Incubation at New Delhi | 03.12.2024 | 10 |
| 141 | MABIF visit DD(AB) Farmer Assocoation Identification for panneer rose and Arasampatti Coconut at Krishnagiri | 06.12.2024 | 30 |
| 142 | MABIF met Farmer Association Members & collected data for GI Registration at Hosur and Arasampatti | 06.12.2024 | 10 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 143 | MABIF visit for changing the CEO of the Joint Hand Women FPCL and monitor the business activities at Thalavady, Erode(dt) | 07.12.2024 | 10 |
| 144 | MABIF attend BOD meeting, FPO Visit, License follow up at T.Kallupatti, Vadipatti, Arupukottai. | 09.12.2024 | 20 |
| 145 | MABIF visit to facilitate a training program organized by Hand-in-Hand for FPO's at Salem | 11.12.2024 | 30 |
| 146 | MABIF visit Senkathir FPCL at Moolanur | 11.12.2024 | 20 |
| 147 | MABIF visit office, Sangai gomathi FPCL at Madurai, Sankaran Kovil. | 30.11.2024 | 15 |
| 148 | MABIF visit FPCL at Sankarankovil, Thoothukudi,MABIF | 16.12.2024 | 15 |
| 149 | MABIF visit FPCL at Palakurichi, Kadavoor,Guziliyamparai | 20.12.2024 | 15 |
| 150 | MABIF participate in FPO meet at Pudukkottai | 23.12.2024 | 50 |
| 151 | MABIF visit SOUMEX'24 Expo at Trade Centre, Chennai | 27.12.2024 | - |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 152 | MABIF visit for Interface meet to strength Export Opportunities for TN FPO's and SOUMEX'24 Expo at Anna Centenary Library, Chennai & Trade Centre | 26.12.2024 | - |
| 153 | MABIF visit to participate in CGM, NABARD TN-RO program at Makilan FPCL,Udumalaipettai. | 24.12.2024 | 30 |
| 154 | MABIF visit FPCL at Guziliyamparai, Dindigul | 18.12.2024 | 20 |
| 155 | MABIF attended Paddy Trading Business Initiation, MOU Signature for Maize trading at Chellampatti, Arupukottai | 19.12.2024 | 20 |
| 156 | MABIF visit to discuss the formation of the GI Association at Rayakottai and Arasampatti | 26.12.2024 | 20 |
| 157 | MABIF visit Thanporunai FPCL, Thoothukudi FPCL, as GM, NABARD scheduled to visit these FPO's at Thoothukudi | 30.12.2024 | 20 |
| 158 | MABIF visit to facilitate the GI Association in Thoothukudi Collectorate Office, Thoothukudi | 31.12.2024 | 20 |
| 159 | MABIF visit MABIF Office, FPO, Erode-DDM Office at Madurai,Perundurai,Erode,Thalavadi | 06.12.2024 | 20 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 160 | MABIF attend Capacity Building Programme on IPR at Madurai | 06.01.2025 | 50 |
| 161 | MABIF visit FPOs at palakuruchi, Nagapattinam, Mayiladuthurai, Karur. | 06.01.2025 | 50 |
| 162 | MABIF visit FPO for new CEO follow up at Vadipatti, Arupukottai, Vagaikulam, Chellampatti DD office. | 03.01.2025 | 50 |
| 163 | MABIF attend Agro & Food processing growth expo at Thanjavur - NIFTEM. | 04.01.2025 | 75 |
| 164 | MABIF visit Regional Agriculture Fair -2025 at Krishi Vigyan Kendra Aruppukottai, Virudhunagar. | 04.01.2025 | 500 |
| 165 | MABIF attend FPO, TNSLRM training and GM, NABARD visit at Guziliyamparai, Virudhunagar, Sankarankovil. | 30.12.2024 | 30 |
| 166 | MABIF visit Mukkudal FPCL for farmer mobilization and change of BOD - Reg at perundurai | 22.01.2025 | 30 |
| 167 | MABIF attend an International Reverse Buyer Seller meet at Chennai. | 11.01.2025 | 150 |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 168 | MABIF attend RM meeting-Review FPOs, Thanporunai FPCL & Thoothukudi millets FPCL, MABIF-duty at Thoothukudi, Madurai. | 06.01.2025 | 50 |
| 169 | MABIF attend workshop on digitalization of FPO data at NABARD,TN – RO,Chennai. | 23.01.2025 | 100 |
| 170 | MABIF attend in "GI Samagam" at Bharat Mandapam, Delhi. | 20.01.2025 | 500 |
| 171 | MABIF visit DDM at T.Kallupati | 20.01.2025 | 30 |
| 172 | MABIF visit FPO and DDM at Vagaikulam,Kallupatti,Vadipatti and Chellampatti. | 21.01.2025 | 30 |
| 173 | MABIF visit to participate in District Level Agri Expo and Conclave at Sattur | 27.01.2025 | 30 |
| 174 | MABIF attend BOD Meeting in Nanchai FPO at Vadipatti. | 27.01.2025 | 20 |
| 175 | MABIF visit to participate in GI-Postal Cover launch event at Authoor, Thoothukudi. | 30.01.2025 | 30 |
| 176 | MABIF attend TNIAMP facilitation Workshop at Ramanathapuram. | 30.01.2025 | 50 |
| 177 | MABIF attended the State level credit seminar at chennai | 05.02.2025 | - |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 178 | MABIF organized a Naanjil Thiruvizha'25 | 06.02.2025 | - |
| 179 | MABIF attended the 07th TNAU flower show at coimbatore | 10.02.2025 | - |
| 180 | MABIF visit Joints hands FPCL, Bannari Amman FPCL, Mukkudal FPCL | 12.02.2025 | - |
| 181 | MABIF visit Vadipatti FPCL to coordinate BIRD training | 17.02.2025 | - |
| 182 | MABIF attended the GulFood'25 at Dubai | 17.02.2025 | - |
| 183 | MABIF attended the Consortium of Food labs 2025 | 27.02.2025 | - |
| 184 | MABIF attended the 13th Stakeholders consultation committee meeting at BIRD, Mangalore | 03.03.2025 | - |
| 185 | MABIF organized a one day IP awareness program | 04.03.2025 | - |
| 186 | MABIF visited Kadavoor FPCL | 06.03.2025 | - |

| S.No | Name of the Program | Date | Participants |
|---|---|---|---|
| 187 | MABIF act as a resource person for the event “Training, Skill building & Incubation for SHG women” at College of dairy technology | 07.03.2025 | - |
| 188 | MABIF organized a one day IP awareness program | 10.03.2025 | - |
| 189 | MABIF visited KABIF for Physical asset verification | 24.03.2025 | - |
| 190 | MABIF visited Senkathir FPCL, Uzhavam FPCL, Batlagundu FPCL | 24.03.2025 | - |
| 191 | MABIF organized a one day IP awareness program | 27.03.2025 | - |

# IP SERVICES TO INCUBATEES

# PATENT

| S.No. | Company Name | Patent type | Invention title |
|---|---|---|---|
| 1 | Individual | Complete | SmartScope: A Smartphone Integrated Microscope System |
| 2 | Tomgo Agro Machines Pvt. Ltd | Complete | Solar Powered Electric Vehicle Backhoe |
| 3 | Individual | Complete | SmartScope: A Smartphone Integrated Microscope System |
| 4 | Tomgo Agro Machines Pvt. Ltd | Complete | Solar Powered Electric Vehicle Backhoe |
| 5 | Individual | Complete | SmartScope: A Smartphone Integrated Microscope System |
| 6 | Tomgo Agro Machines Pvt. Ltd | Complete | Solar Powered Electric Vehicle Backhoe |

# PATENT

| S.No. | Company Name | Patent type | Invention title |
|---|---|---|---|
| 7 | Individual | Complete | SmartScope: A Smartphone Integrated Microscope System |
| 8 | Tomgo Agro Machines Pvt. Ltd | Complete | Solar Powered Electric Vehicle Backhoe |
| 9 | Individual | Complete | SmartScope: A Smartphone Integrated Microscope System |
| 10 | Tomgo Agro Machines Pvt. Ltd | Complete | Solar Powered Electric Vehicle Backhoe |
| 11 | Ascentya | Complete | Sense stick |
| 12 | Tomgo Agro Machines Pvt. Ltd | Complete | Solar Powered Electric Vehicle Backhoe |

# TRADE MARK

| S.No | Company Name | Class | Application No |
|---|---|---|---|
| 1 | M/s. Girivalam | 29,30 | - |
| 2 | M/s. Kazhani | 29,30,31 | 4833549<br>4833550<br>4833551 |
| 3 | M/s. Pani weds poori | 43 | - |
| 4 | Anbum Natpum | 29 | - |
| 5 | Queen Bags | 18 | - |
| 6 | M2N Mart | 30 | - |
| 7 | M60 | 30 | - |
| 8 | House of Paneer | 43 | - |
| 9 | Arola | 41 | - |
| 10 | Pasukootam | 40,42 | - |
| 11 | Pachamalai | 29 | - |
| 12 | Rhizoticks | 1 & 35 | - |

# GEOGRAPHICAL INDICATION

| S.No | Geographical Indication | Application No |
|---|---|---|
| 1 | Uthukuli Butter | 1222 |
| 2 | Poongar Rice | 1223 |
| 3 | Rasipuram ghee | 1245 |
| 4 | Ayyampalayam Nettai Thennai | 1269 |
| 5 | Odaipatti seedless grapes | 1270 |
| 6 | Tirunelveli senna leaf | 1271 |
| 7 | Kolli Hills Pepper | 1272 |
| 8 | Sathayamangalam red banana | 1273 |
| 9 | Urigam Puli | 1274 |
| 10 | Senkanthal seed | 1275 |
| 11 | Karur Sencholam | 1291 |
| 12 | Bhuvanagiri Mithi Pagarkai | 1292 |

# GEOGRAPHICAL INDICATION

| S.No | Geographical Indication | Application No |
|---|---|---|
| 13 | Meenambur Seeraga Samba Rice | 1293 |
| 14 | Tamilnadu Idli | - |
| 15 | Ramnad- Pattarai Karuvadu (Dry Fish) | - |
| 16 | Ramnadu Palmyra Crystals | - |
| 17 | Tamilnadu Idli | - |
| 18 | Ramnad- Pattarai Karuvadu (Dry Fish) | - |
| 19 | Ramnadu Palmyra Crystals | - |
| 20 | Kovilpatti Seeval | 1375 |
| 21 | Ramnadu Palmyra Crystals | 1376 |
| 22 | Ramnad- Pattarai Karuvadu (Dry Fish) | 1377 |
| 23 | Panruti Palapazham (Jackfruit) | 836 |
| 24 | Panruti Cashew (Panruti Munthiri) | 837 |

# GEOGRAPHICAL INDICATION

| S.No | Geographical Indication | Application No |
|---|---|---|
| 25 | Puliyankudi Acid Lime | 881 |
| 26 | Thooyamalli Rice | 882 |
| 27 | Virudhunagar Samba Vathal (Chilly) | 883 |
| 28 | Chettikulam Small Onion | 920 |
| 29 | Ramanadu Chithiraikar Rice | 1051 |
| 30 | Kavindhapadi Nattu Sakkarai | 1052 |
| 31 | Ambasamuthiram Choppu Saman | 770 |
| 32 | Kai murukku | - |
| 33 | Poovila Chendu Banana | - |
| 34 | Ammanpuram Monthan Banana | - |
| 35 | Kadambir Boli | - |
| 36 | Karunganni Cotton | - |

# GEOGRAPHICAL INDICATION

| S.No | Geographical Indication | Application No |
|---|---|---|
| 37 | Kayalpatnam Thammadai | - |
| 38 | Chettinad Kai murruku | - |
| 39 | Karukurichi Pottery | - |
| 40 | Kalakad Banana | - |
| 41 | Kallidaikurichi Appalam | - |
| 42 | Adhanakootai Cashew | - |
| 43 | Sevur Groundnut | - |
| 44 | Karukurichi Pottery | - |
| 45 | Kalakad Banana | - |
| 46 | Kallidaikurichi Appalam | - |
| 47 | Adhanakootai Cashew | - |
| 48 | Sevur Groundnut | - |
| 49 | Tamilnadi Idli | - |

# GEOGRAPHICAL INDICATION

| S.No | Geographical Indication | Application No |
|---|---|---|
| 50 | Karukurichi Pottery | - |
| 51 | Kalakad Banana | - |
| 52 | Kallidaikurichi Appalam | - |
| 53 | Adhanakootai Cashew | - |
| 54 | Sevur Groundnut | - |
| 55 | Tamilnadi Idli | - |

# MABIF ACTIVITIES

## Client Visit @ MABIF: 01st April

M/s. Tooz Foods Private Limited visited MABIF and enquired about thier new product Millet instant sambar powder. MABIF explained awareness about the agribusiness opportunities and the significance of value-added products.







## Client Visit @ MABIF: 01st April

M/s. Ion Tech solution Private Limited visited MABIF and enquired about the milk powder and services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Client Visit @ MABIF: 02nd April

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.



## Client Visit @ MABIF: 01st April

MABIF Incubatee M/s. Kanmani Milk visited MABIF. They are planning to manufacture ghee, with an order of around 90,000 liters per year, for export to Dubai.




## Students Visit @ MABIF: 01st April




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from ADAC, Trichy 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.

## CFTRI Meeting: 02nd April

MABIF had an interaction with TN APEX & CFTRI, Bangalore for the HI Tech Food laboratory processing lab.





## Official Visit @ MABIF: 03rd April

Officials from MSME, including Mr. Jeyaselam, visited MABIF, where they interacted with the CEO and evaluated MABIF's GI.

## Client Visit @ MABIF: 03rd April

An client from Rarely startup visited MABIF and enquired about the SISFS and services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.



## Students Visit @ MABIF: 03rd April

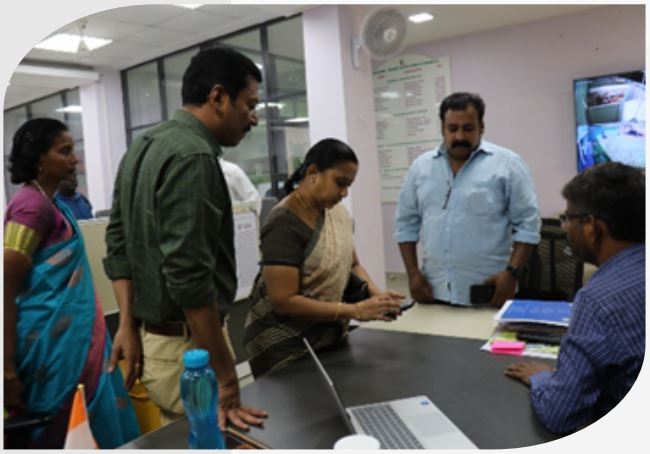
NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.




As a part of their exposure visit, students from AC&RI, Madurai 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.

## Client Visit @ MABIF: 04th April

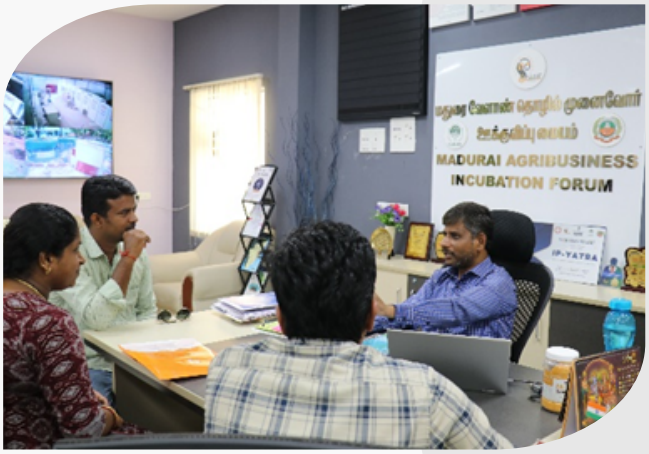
M/s. M2N visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.



## Client visit @ MABIF: 04th April

TNAU food tech internship student visited MABIF to explore the activities and services of MABIF. MABIF outlined the services that are provided to both Startups and Farmers based on their needs. They explained the Incubator facilities, Incubatee products, and Industrial Shed featuring various Food Processing Equipment.






## Client Visit @ MABIF: 04th April

Aspiring entrepreneurs visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.

## Monthly Review Meeting @ MABIF: 04th April

The Management has decided to review the status of each MABIF department on the 5th of every month to plan & and progress together. In this regard, the November review meeting happened on 4th April 2024.



## Official Visit @ MABIF: 05th April

DSP from Samayanallur 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.






## Official Visit: MABIF: 08th April

Dr. Mallesh, Former Head, CFTRI visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.

## Client Visit @ MABIF: 15th April

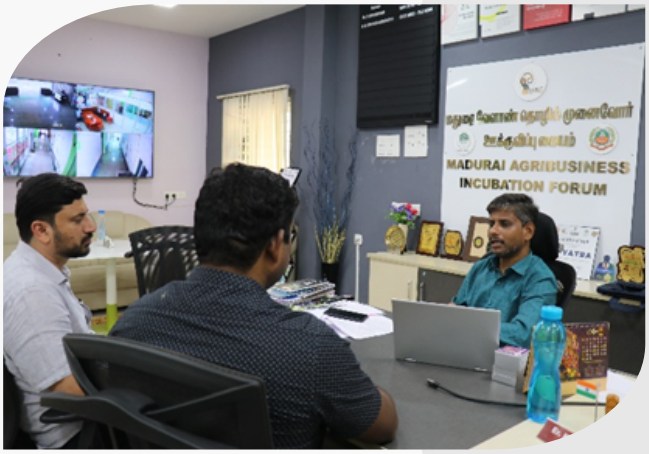
An official from Bharath Mandi, Mr. Shreyas Agarwal visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.



## Client Visit @ MABIF: 15th April

An Client from TAN Madura 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.




## Client Visit @ MABIF: 15th April

M/s. Ion Tech solution Private Limited visited MABIF and enquired about the milk powder and services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Client Visit @ MABIF: 18th April

M/s. Sri veera foods Private Limited visited MABIF to explore the agribusiness ideas who have an interest in the field of Value added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.



## Students Visit @ MABIF: 22nd April




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from Thangapazham Agricultural College 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.




## Client Visit @ MABIF: 25th April

Student from PSG College 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.

## Students Visit @ MABIF: 25th April




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from Palar Agricultural College 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.



## Client Visit @ MABIF: 25th April

M/s. Green Scart visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.

## Students Visit @ MABIF: 25th April




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from RVS College, Thanjavur 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.



## Client visit @ MABIF: 25th April

An Expo coordinator visited MABIF and enquired on the services provided by MABIF. MABIF explained the activities, how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Students Visit @ MABIF: 27th April




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from Mother Terasa College of Agriculture 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.



## Animal feed export @ MABIF: 27th April

MABIF Incubatee M/s. Rani's Animal Feed, they are planning to export feed around 5 ton order to Malasiya

## Students Visit @ MABIF: 04th May




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from Dhanalakshmi Srinivasan University 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.




## Students Visit @ MABIF: 03rd May

NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors

## Client Visit @ MABIF: 06th May

M/s. Tooz Foods Private Limited visited MABIF and enquired about thier new product Millet instant sambar powder. MABIF explained awareness about the agribusiness opportunities and the significance of value-added products.






## Farmers Visit @ MABIF: 13th May

MABIF established awareness of the agribusiness opportunities and the importance of value-added products in the local market by explaining the activities, how the services can be obtained, and how to avail access to infrastructure and food processing machinery. MABIF showed the incubated products.

## Students Visit @ MABIF: 10th May

NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors



## Client Visit @ MABIF: 04th June

Client along with Emperer Foods (MABIF Incubatee) visited MABIF. MABIF established awareness of the agribusiness opportunities and the importance of value-added products in the local market by explaining the activities, how the services can be obtained, and how to avail access to infrastructure and food processing machinery. MABIF showed the incubated products





## Official Visit @ MABIF: 07th June

Mrs.Kavitha, ADRD, TNSRLM, visited MABIF to explore the activities and services of MABIF. MABIF outlined the services that provide to both Startups and Farmers based on their needs. They explained the Incubator facilities, Incubatee products, and Industrial Shed featuring various Food Processing equipment.

## Startup Visit @ MABIF: 07th June

Dr. E. Somasundaram, Director, ABD and Director of MABIF visited the CCF 1.0 funded startup M/s. B&B Organics to evaluate the status of the fund utilized & Startup operations.



## Students Visit @ MABIF: 07th June

NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.




As a part of their exposure visit, students from Thakshashila University 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.



## Client Visit @ MABIF: 13th June

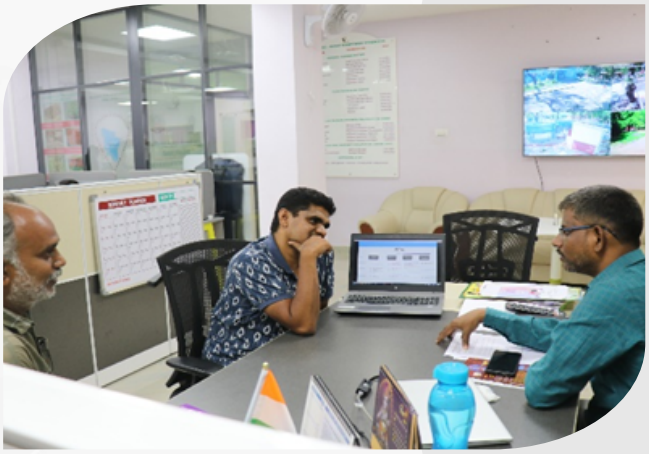
Aspiring entrepreneurs visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.

## Students Visit @ MABIF: 14th June

NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.




As a part of their exposure visit, students from Sethubhaskara Agricultural college 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



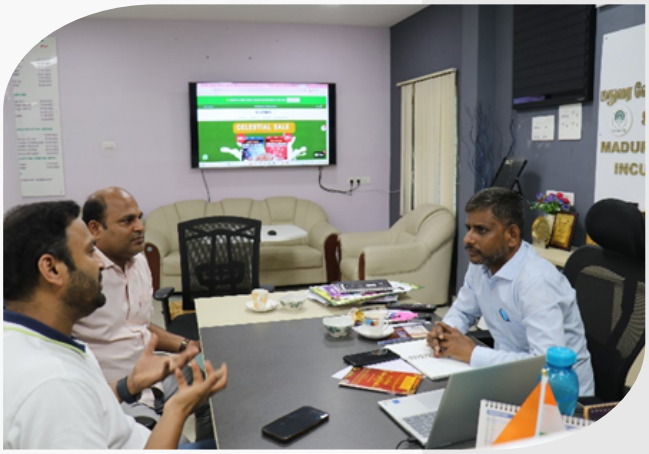
## Client Visit @ MABIF: 13th June

A client from Rarely startup visited MABIF and enquired about the SISFS and services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Client Visit @ MABIF: 18th June

Ramnad salt entrepreneur visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.





## Client Visit @ MABIF: 18th June

M/s. Frozen Feed visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products to USA.

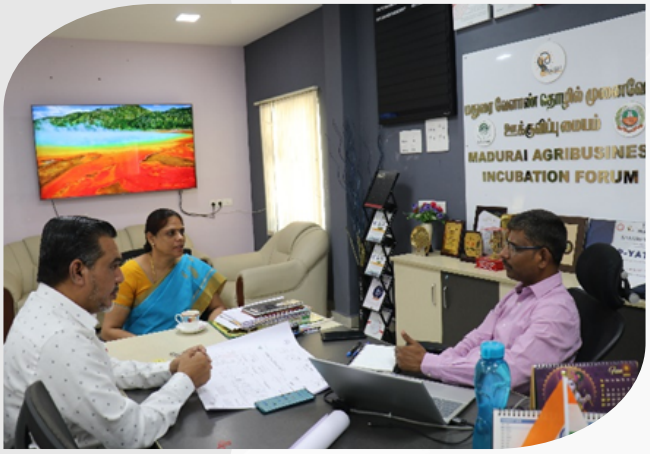
## Official Visit @ MABIF: 19th June

Mr. Srinivasan, an investor from Chennai Angles 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.



## Client Visit @ MABIF: 24th June

Goat meat entrepreneur visited MABIF and enquired about the B2B and services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.







## Official Visit @ MABIF: 25th June

Dr. Gurumoorthi, NABL Auditor 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 startups/entrepreneurs/farmers/FPOs for their products/services.

## Farmers Visit @ MABIF: 25th June

An women entrepreneur from Sakthi entrepreneur, Madurai visited MABIF and enquired on the services provided by MABIF. MABIF explained the activities, how the services can be availed, and also explained food standardization.



## EDP motivational talk series



AC & RI, Madurai along with MABIF, EDP cell conducted EDP motivational talk series on 28. 06. 2024. Ms.V. Bala Vidya, Vidhu's Kitchen Vlogs – YOUTUBER, delivered lecture on startups, entrepreneurship opportunities. Dr. P.P. Mahendran, Dean AC&RI, Madurai & Dr. S. Kanchana, Dean, CSC & RI, Madurai facilitated the gathering, Dr. A. Malaisamy, Professor & Head, Dept. of Agricultural Economics delivered the welcome address ,Dr. R. Balaji, Associate Professor,(HRM/ Dept. of Agri Eco),coordinated the event and Ms. S. Aparna , Joint - Secretary, Entrepreneurship club delivered the vote of thanks.

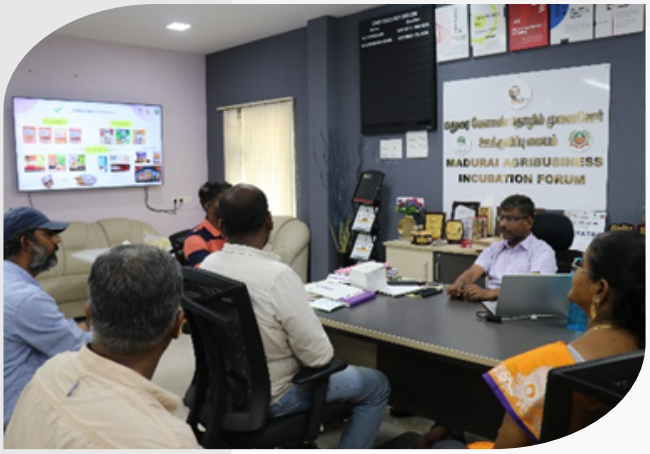


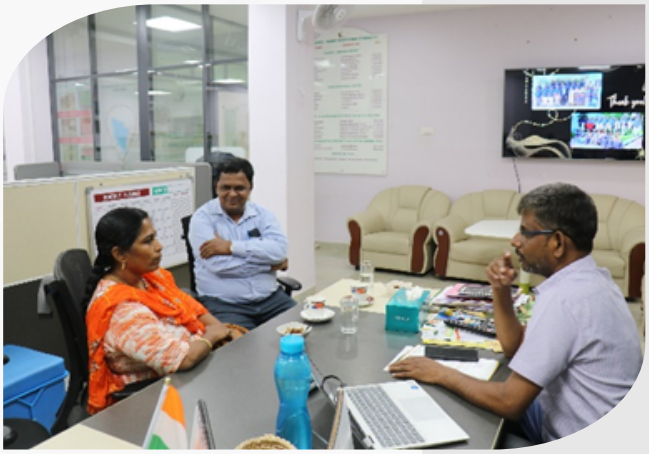

## TBI-TNAU Visit @ MABIF: 27th June

Er. K. Ganeshmoorthy, CEO, MABIF along with Dr. P.P. Mahendran, Dean and Director & Nodal Officer, MABIF visited ABIS-TBI product promotional centre.

## Client Visit @ MABIF: 01st July

Aspiring entrepreneurs visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.



## Client Visit @ MABIF: 01st July

A Milk based entrepreneur visited MABIF and enquired about the Milk value added products and services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products

## Client Visit @ MABIF: 04th July

Snacks based entrepreneur visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.



## Client Visit @ MABIF: 04th July

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.





## Act as a Resorce Person @ Nammazhvar College: 04th July

Er. Ganesh Moorthy K, CEO, NABARD MABIF, took center stage as a key speaker at the Nammazhvar Agricultural College on on 04th July 2024. His insightful speeches delved into the extensive scope for students and entrepreneurship opportunities in the food sector, unraveling the vast potential for innovation.

## Farmers Visit @ MABIF: 04th July

As a part of their training, farmers 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



## Official Visit @ MABIF: 05th July



NABARD MABIF was honored to host Dr. Allan Thomos, Professor & Head, Dept. of Agricultural Extension Education, College of Agriculture, Kerala Agricultural University. Their visit aimed to explore the cutting-edge incubation services provided to startups, FPOs, and farmers.

Excitingly, they expressed interest in potential incubation collaboration with MABIF. During the visit, Er. Ganesh Moorthy K, CEO, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre



## Startup Visit @ MABIF: 04th July

CEO MABIF visited the CCF 1.0 funded startup M/s. Lemurian to evaluate the status of the fund utilized & Startup operations.

## Official Visit @ MABIF: 05th July




NABARD MABIF was honored to host Dr. Y. D. Mishra, Nodal Officer, CAIE Gwalior, Gwalior, Mr. Aditya Singh, CEO, CAIE Gwalior. Their visit aimed to explore the cutting-edge incubation services provided to startups, FPOs, and farmers.

Excitingly, they expressed interest in potential incubation collaboration with MABIF. During the visit, Er. Ganesh Moorthy K, CEO, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc.,




## Client Visit @ MABIF: 05th July

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Client Visit @ MABIF: 08th July

Aspiring entrepreneurs visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand





## Client Visit @ MABIF: 09th July

An entrepreneur from KVCB visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Client Visit @ MABIF: 09th July

An Herbal based entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.



## Students Visit @ MABIF: 10th July




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Thangapazham Agriculture College 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.



## Client Visit @ MABIF: 10th July

A Cotton based entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products

## Students Visit @ MABIF: 11th July



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S.N.M School 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




## Client Visit @ MABIF: 11th July

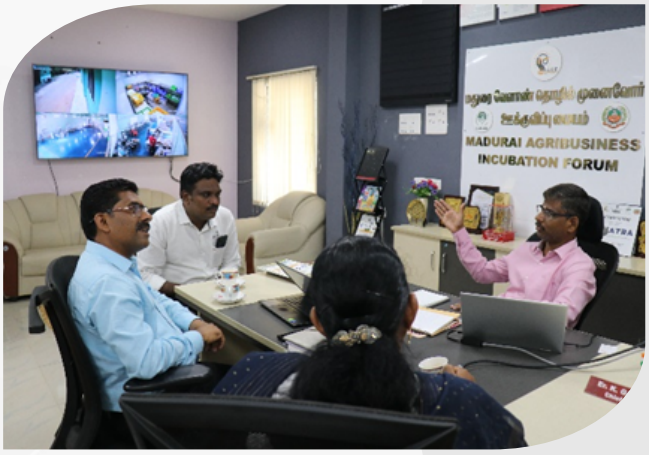
Aspiring entrepreneurs visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.

## Students Visit @ MABIF: 13th July




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from Community Science College 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.




## Client Visit @ MABIF: 15th July

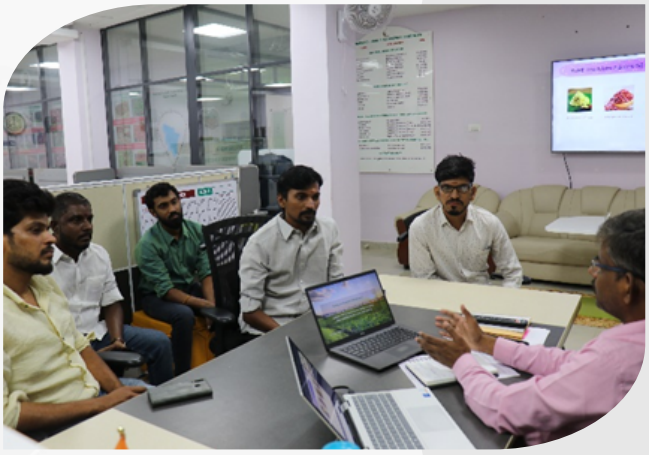
M/s. Miracle Tree along with Nikira ventures visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.

## Officials Visit @ MABIF: 15th July



Mr. Rajesh Kumar A. , CEO, AIC T-Hub. Their visit aimed to explore the cutting-edge incubation services provided to startups, FPOs, and farmers.

Excitingly, they expressed interest in potential incubation collaboration with MABIF. During the visit, Er. Ganesh Moorthy K, CEO, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc.,



## Client Visit @ MABIF: 15th July

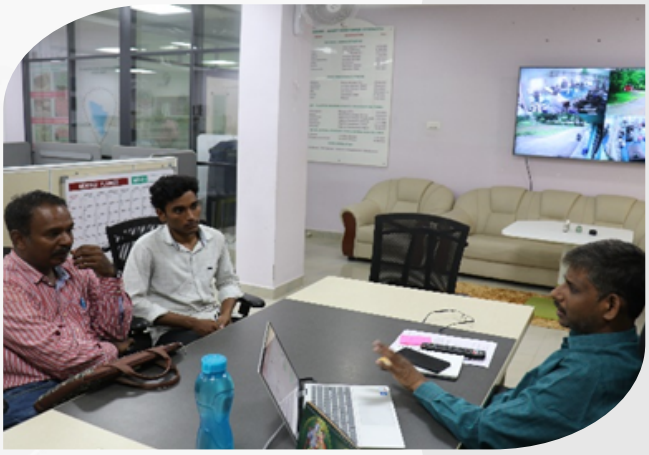
An organic entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Students Visit @ MABIF: 16th July




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from Gandhigram Rural Institute 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.



## Client Visit @ MABIF: 16th July

An organic entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Students Visit @ MABIF: 19th July




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from PKN Vidhayalaya School 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.



## Women Entrepreneurs Visit @ MABIF: 18th July

An women entrepreneur from Sajar Trust, Madurai visited MABIF and enquired on the services provided by MABIF. MABIF explained the activities, how the services can be availed, and also explained food standardization

## Students Visit @ MABIF: 22nd July



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from PKN Vidhayalaya School 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.



## Startup Visit @ MABIF: 19th July

CEO MABIF visited the CCF 1.0 funded startup M/s. Farmeratee to evaluate the status of the fund utilized & Startup operations

## Students Visit @ MABIF: 23rd July




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from Nammazhvar Agricultural College 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.



## Startup Visit @ MABIF: 19th July

CEO MABIF visited the CCF 1.0 funded startup M/s. Nutrigenetics Science to evaluate the status of the fund utilized & Startup operations.

## Students Visit @ MABIF: 25th July




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from JSA Agricultural College 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.



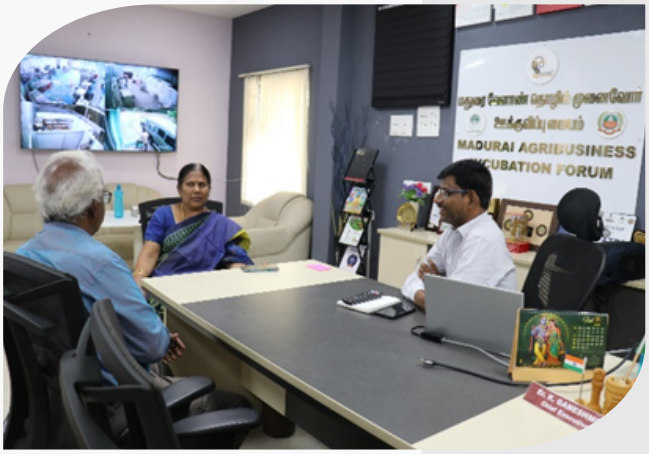
## Students Visit @ MABIF: 24th July

Student from AC&RI, Madurai 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.

## Client Visit @ MABIF: 24th July

Student from CSC&RI, Madurai visited the NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems and they are into make a trail in Retort for their product.






## Official Visit @ MABIF: 25th July

A faculty from Community Science College & Research Institute, Madurai visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF about the MOFPI incubation and Food Processing Centre

## Client Visit @ MABIF: 25th July

A Budding entrepreneur visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.



## Students Visit @ MABIF: 26th July




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from AEC & RI, Kumulur 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.



## Official Visit @ MABIF: 25th July

An Official from Engineering department visited the NABARD MABIF for inspection and 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 @ MABIF: 26th July



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from K.L.N engineering College 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.



## Official Visit @ MABIF: 26th July

A faculty from Kumulur Agricultural college visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre

## Client Visit @ MABIF: 26th July

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.






## Client Visit @ MABIF: 29th July

Aspiring entrepreneurs visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.

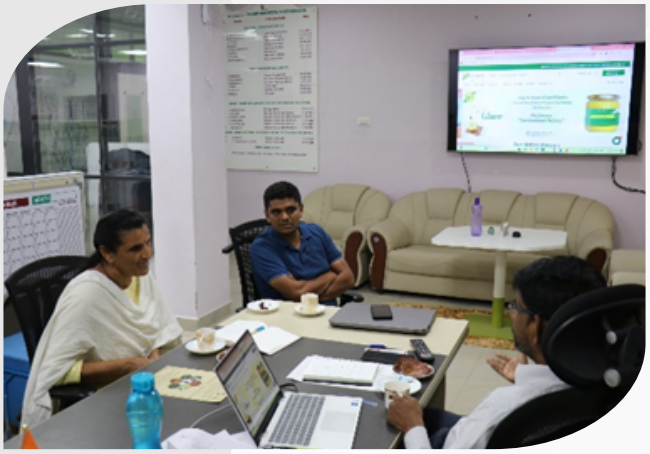
## Client Visit @ MABIF: 30th July

M/s. Durmeric visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.



## Client Visit @ MABIF: 01st August

M/s. Rearly Tech along aspiring entrepreneurs visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.






## Client Visit @ MABIF: 02nd August

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Student Intern @ MABIF: 02nd August

Students from Agricultural College & Research Institute, trichy recently 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.



## Student Visit @ MABIF: 03rd August



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Kalasalingam Agriculture College 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.




## Officials Visit @ MABIF: 05th August

Agricultural Officer, Melur visited MABIF, engaging with our startups to explore innovative solutions in agri-tech and sustainable farming. The visit underscored MABIF's commitment to fostering agricultural innovation, with discussions focusing on enhancing productivity, market access, and technological advancements. Collaborative efforts aim to drive growth and development in the agricultural sector.

## Students Visit @ MABIF: 05th August




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from Mangayarkarasi College 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.



## Client Visit @ MABIF: 05th August

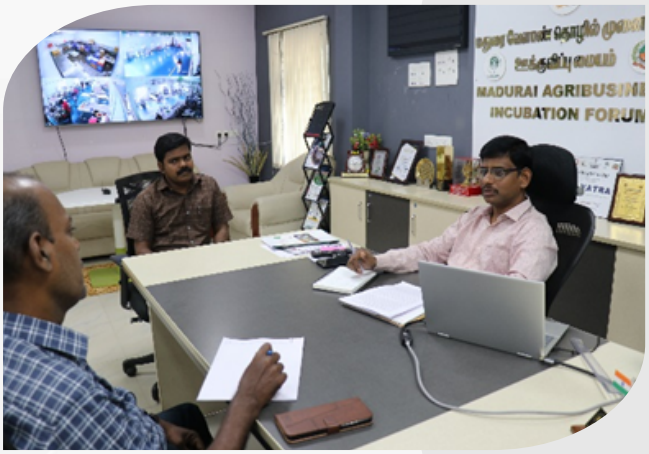
A Budding entrepreneur visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.

## Students Visit @ MABIF: 08th August




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from . Madurai Institute of Social Science 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.



## Client Visit @ MABIF: 08th August

A faculty from Agricultural College & Research Institute, Madurai visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF to know about 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 @ MABIF: 12th August



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from Vanniaperumal College for Women 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.



## Students Visit @ MABIF: 09th August

As a part of their exposure visit, students from S Govt. Hr. Sec. School 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.

## Client Visit @ MABIF: 13th August

A Budding entrepreneur from Thirumalai Naicker trust visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.





## MoU Sign @ MABIF: 14th August

MABIF and Sethu Institute of Technology signed an MoU, strengthening collaboration in innovation and entrepreneurship. This partnership aims to foster student startups, promote research, and develop cutting-edge solutions in agriculture and allied sectors.

## Client Visit @ MABIF: 16th August

A staff member from Consumer federation visited MABIF and had an interaction with CEO to Conduct the Cosumer Awareness Programme to protect interest of Telcom consumers.



## Students Visit @ MABIF: 16th August



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Ramasamy Naidu Memorial college 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.



## Client Visit @ MABIF: 16th August

A faculty from S. Ramasamy Naidu Memorial college visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products

## Students Visit @ MABIF: 20th August



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Guhan Matric Higher Secondary School 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.




## Client Visit @ MABIF: 19th August

A staff member from National Agro Foundation visited MABIF and had an interaction with CEO to Conduct the FoSTac Training Programme to Students & Farmers.

## Client Visit @ MABIF: 20th August

A staff member from ESAF visited MABIF and had an interaction with CEO to Conduct the Capacity Building Training Programme for Farmers under CSR.






## Farmers Visit @ MABIF: 21st August

A farmers from Punjab National Bank, Pillayarpatti visited MABIF and enquired on the services provided by MABIF. MABIF explained the activities, how the services can be availed, and also explained food standardization

## Client Visit @ MABIF: 21st August

A staff member from Suriyan FM visited MABIF and presented a memento in appreciation of our incubation support for the Isaiyum Rusiyum event. We are grateful for this recognition and look forward to continuing our partnership to support local entrepreneurship and innovation



## Students Visit @ MABIF: 22nd August




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Pandit Jawaharlal College of Agricultural & Research Institute 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.



## MoU Sign @ MABIF: 22nd August

MABIF and Latha Madhavan Engineering College signed a MoU, strengthening collaboration in innovation and entrepreneurship. This partnership aims to foster student startups, promote research, and develop cutting-edge solutions in agriculture and allied sectors.

## Students Visit @ MABIF: 23rd August



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. St. Antony College for arts & Science 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.



## Client Visit @ MABIF: 23rd August

A faculty from CTCRI, Thiruvanandhapuram visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre

## Client Visit @ MABIF: 27th August

A Budding entrepreneur visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.







## Students Visit @ MABIF: 27th August

As a part of their exposure visit, students from S. Govt. Hr. Sec. School 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.

## Client Visit @ MABIF: 28th August

M/s. Nallakeerai visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.



## Students Visit @ MABIF: 29th August



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Ladha Madhavan College 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.




## Client Visit @ MABIF: 28th August

A Staff member from Union Bank visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.

## Official Visit @ MABIF: 28th August

A Dean from Sri Konda Laxman Telangana State Horticultural University visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF 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 @ MABIF: 30th August

A faculty from KVK, Madurai visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF 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 @ MABIF: 30th August

A farmers from National Agro Foundation visited MABIF and enquired on the services provided by MABIF. MABIF explained the activities, how the services can be availed, and also explained food standardization



## Students Visit @ MABIF: 31st August



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Sethubashkara College of Agriculture 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.

## Students Visit @ MABIF: 31st August



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Mohammed Sadhak College 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 for products/services.

## Students Visit @ MABIF: 03rd September



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Madurai Institute of Social Science 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 @ MABIF: 02nd September

Farmers from KVK, Madurai visited the 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 @ MABIF: 03rd September

Farmers from Madurai under RRGSA scheme visited the 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 @ MABIF: 04th September

M/s. Arola visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.

## Client Visit @ MABIF: 04th September

M/s. Rearly Tech visited MABIF to meet with the CEO and discuss ways to assist AC&RI students in developing their innovative AI-based ideas.



## Client Visit @ MABIF: 04th September

M/s. Sree Mayil Vel (M 60) visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.






## Student project @ MABIF: 05th September

Students from the Agricultural College and Research Institute, Madurai, had the opportunity to present their innovative ideas to Dr. E. Somasundaram, Director, DABD, TNAU.

## Client Visit @ MABIF: 05th September

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

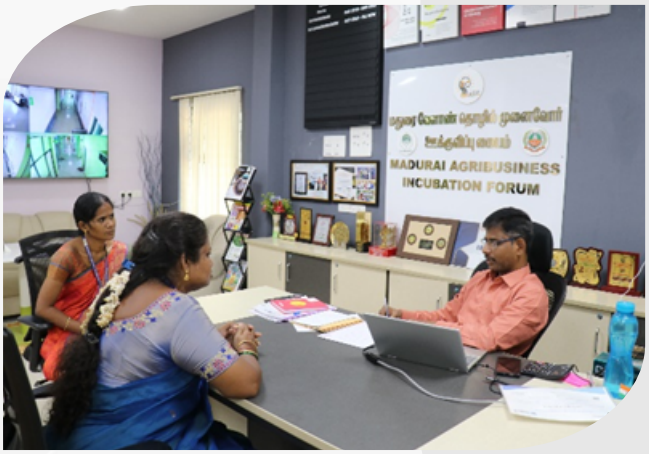


## Students Visit @ MABIF: 05th September



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Kamarajar College of Engineering 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.




## Client Visit @ MABIF: 05th September

A faculty from Kamarajar College of Engineering visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF to know about 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 @ MABIF: 06th September

A Budding entrepreneur visited MABIF to explore the agribusiness ideas who have an interest in the field of Pellet making. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.






## Official Visit @ MABIF: 06th September

Dr. S. Kanchana, Dean, CSC&RI, Madurai visited MABIF along Lady doak faculties. The visit underscored MABIF's commitment to fostering agricultural innovation, with discussions focusing on enhancing productivity, market access, and technological advancements. Collaborative efforts aim to drive growth and development in the agricultural sector.

## Client Visit @ MABIF: 06th September

Student from Agricultural College & Research Institute, Trichy visited MABIF for financial assistance as an investment for the entrepreneurship development of the B.Sc., Hons (Agriculture) for experimental learning.



## Client Visit @ MABIF: 06th September

An entrepreneur from Create NGO visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products





## Official Visit @ MABIF: 09th September

Honourable Minister Thiru. Udhayanidhi Stalin, Youth Welfare and Sports Development, along with other Honourable Ministers and the District Collector, visited our MABIF stalls and interacted with our incubatees.

## Client Visit @ MABIF: 10th September

A Budding entrepreneur from Kuzhambu Bazaar visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.



## Students Visit @ MABIF: 10th September



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. SRM College of Agricultural Sciences 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.



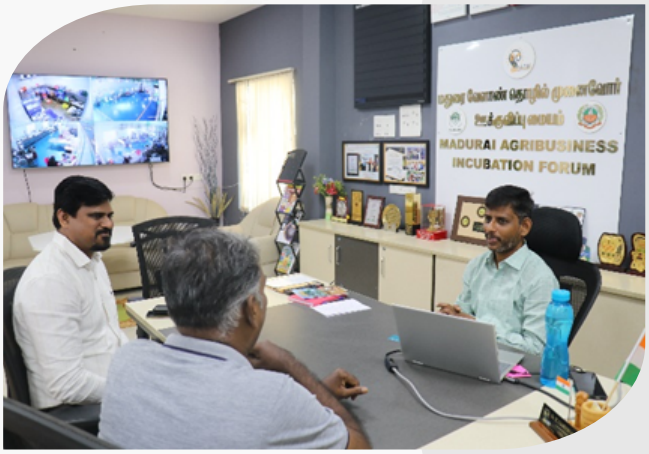

## Farmers Visit @ MABIF: 10th September

Farmers from Sivagangai dt. visited the 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.

## Official Visit @ MABIF: 12th September

Agriculture Marketing Officer visited MABIF, The visit underscored MABIF's commitment to fostering agricultural innovation, with discussions focusing on enhancing productivity, market access, and technological advancements. Collaborative efforts aim to drive growth and development in the agricultural sector.




## Official Visit @ MABIF: 12th September

Agriculture Marketing Officer visited MABIF, The visit underscored MABIF's commitment to fostering agricultural innovation, with discussions focusing on enhancing productivity, market access, and technological advancements. Collaborative efforts aim to drive growth and development in the agricultural sector.

## Official Visit @ MABIF: 16th September

Officials from Directorate of School Education, Mr. V. Jayakumar, Joint Director (Vocational), School Education Department, Government of Tamil Nadu visited the NABARD MABIF along with Mr. R. Baskaran, District Educational Officer (i/c) - Madurai and A. Satham Hussain, Vocational Coordinator on 16th September 2024.



## Students Visit @ MABIF: 16th September




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. SRM College of Agricultural Sciences 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



## Official Visit @ MABIF: 17th September

Chairman, NABARD MABIF and Hon'ble Vice Chancellor, Dr. V. Geethalakshmi, Tamil Nadu Agricultural University along with Dr. P.P. Mahendran, Dean, AC&RI-Madurai and Dr. S. Kanchana, Dean, CSC&RI-Madurai, visited NABARD MABIF on 17th September 2024 to explore MABIF's activities.

During the visit, students from the Agricultural College and Research Institute, Madurai, had the opportunity to present their innovative ideas to Vice Chancellor, TNAU.

## Official Visit @ MABIF: 18th September

Dr. K. Alagusundaram, MD&CEO, Tamilnadu Food Processing & Agri Export Promotion Corporation (TNAPEX), Govt. of TN visited the NABARD MABIF along with
Dr. P. P. Mahendran, Dean, AC&RI-Madurai



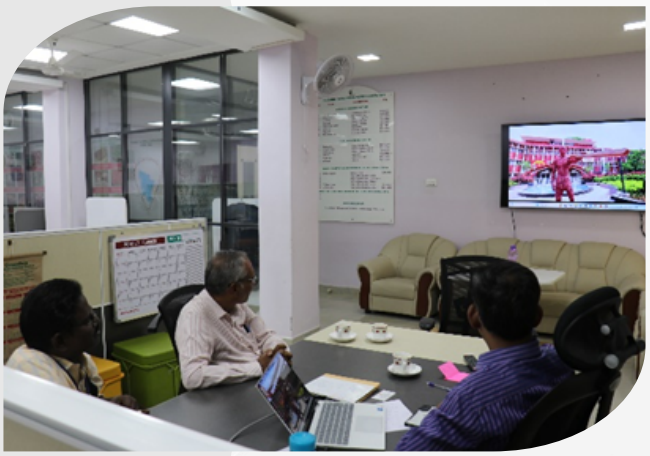



## Official Visit @ MABIF: 18th September

An Official from ADA visited the NABARD MABIF and interact with CEO for Organic seed certification and 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.

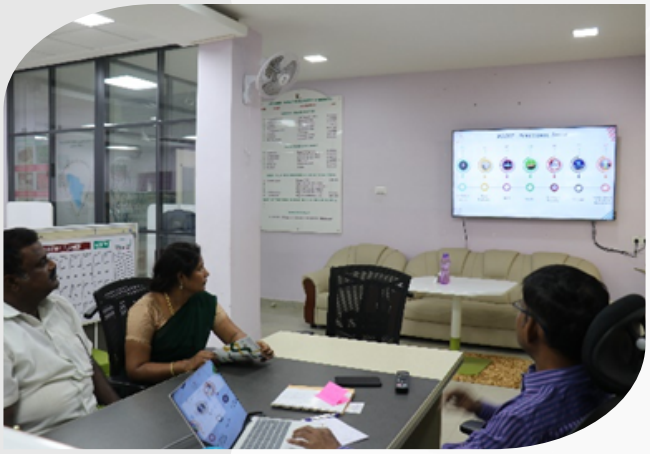
## Official Visit @ MABIF: 19th September

Mr. Saravanan, Assistant Director from MSME visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF 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 @ MABIF: 19th September

A Women Entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products



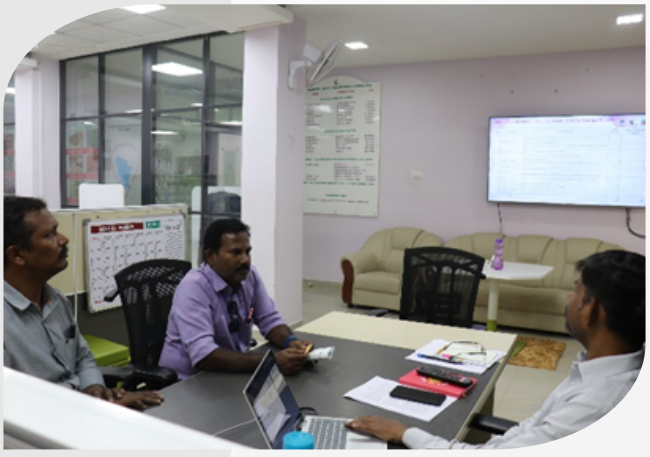



## Farmers Visit @ MABIF: 20th September

Farmers visited the 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 @ MABIF: 25th September

A Staff from TNRTP visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF 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 @ MABIF: 26th September



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Ladha Madhavan college 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.

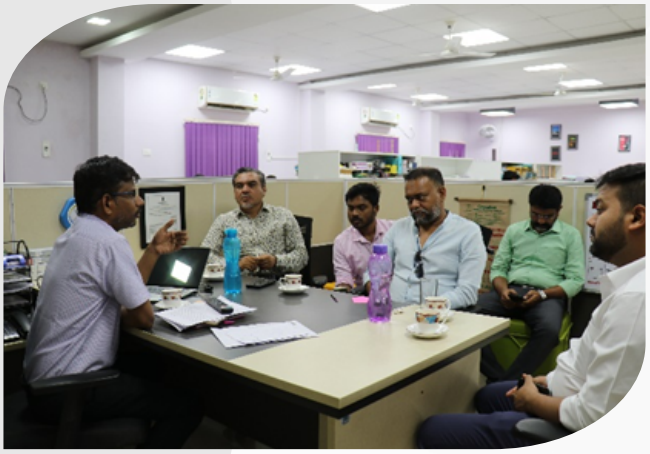



## Client Visit @ MABIF: 25th September

M/s. Sai Startz visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.

## Client Visit @ MABIF: 26th September

An Entrepreneur from Goat & Meat visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre





## Client Visit @ MABIF: 27th September

An organic entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Official Visit @ MABIF: 27th September

Officials from Kerala Agri Business Company. Their visit aimed to explore the cutting-edge incubation services provided to startups, FPOs, and farmers. Excitingly, they expressed interest in potential incubation collaboration with MABIF. During the visit, Er. Ganesh Moorthy K, CEO, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc.,

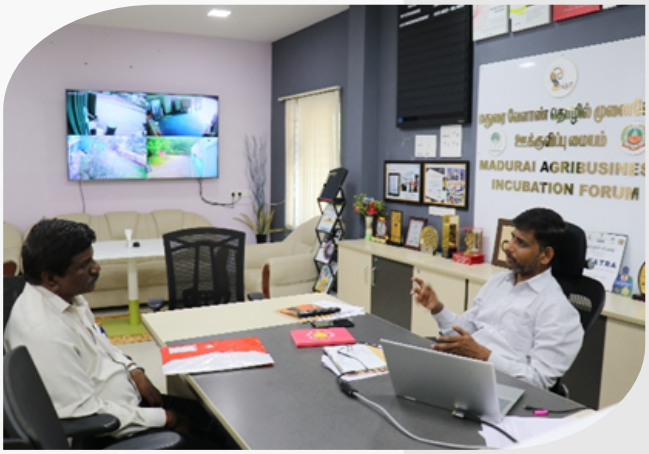


## Students Visit @ MABIF: 01st October



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Ayyanadar Janakiammal College 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.




## Client Visit @ MABIF: 01st October

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Acted as Resource Person : 01st October

MABIF acted as a Resource person at Buyer seller Meet and Spices workshop, Virudhunagar. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.



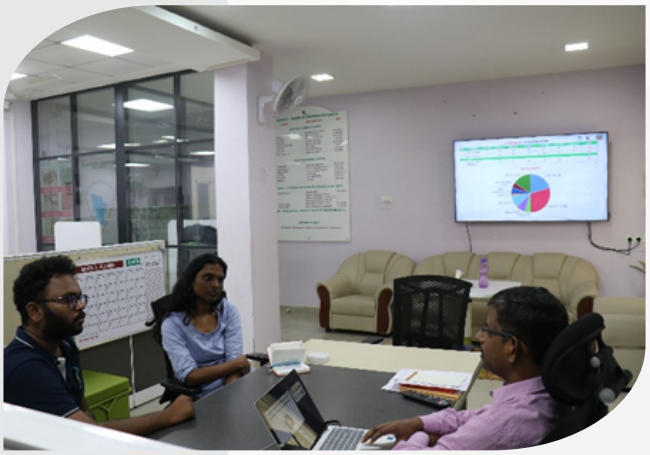


## EDP Motivation Series @ MABIF: 04th October

AC & RI, Madurai along with MABIF, EDP cell conducted EDP motivational talk series on 04th October. Mr. Prabhakaran, Cuptime, delivered lecture on startups, entrepreneurship opportunities. Dr. P.P. Mahendran, Dean AC&RI, Madurai & Dr. S. Kanchana, Dean, CSC & RI, Madurai facilitated the gathering.

## Client Visit @ MABIF: 07th October

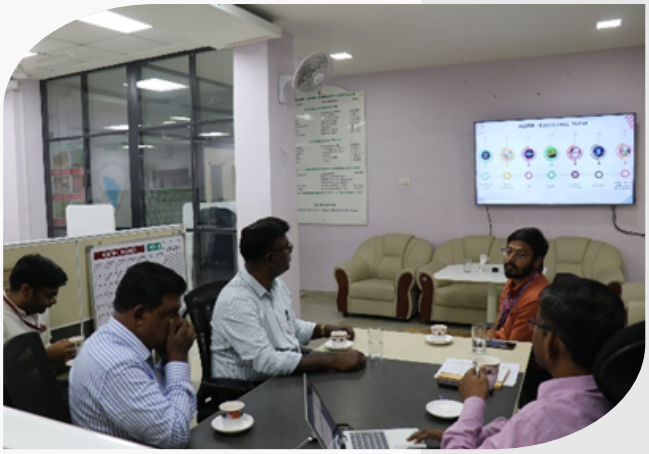
M/s. Pay Agri visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.



## FPO CEO Review Meet @ MABIF: 07th October

MABIF reviewed the status of each MABIF FPOs CEO's on 07th October. 25 FPO CEOs attended the review meet at MABIF.



## Official Visit @ MABIF: 07th October

Official from Kerala Agro Business Company Limited (KABCO) visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF 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.

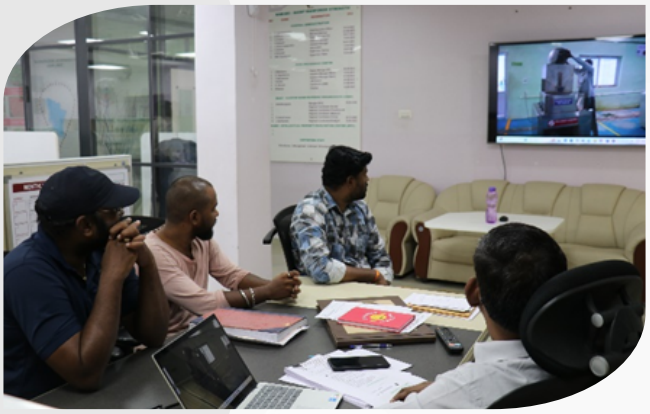
## Client Visit @ MABIF: 14th October

M/s. Honey Sticks visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.



## Client Visit @ MABIF: 15th October

M/s. Kanmani Milk visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.





## Students Visit @ MABIF: 15th October

Team Meraki, Students from the Agricultural College and Research Institute, Madurai, has secured 1st place in the prestigious EDII's Hackathon 2024. Among over 9,000 competing teams across the state, they have emerged victorious with their innovative solution, Pea Guard - Control of Bird Pest Using AI Laser System.

## Official Visit @ MABIF: 16th October

Mr. Saravanan, AD, MSME, Madurai visited MABIF. The visit underscored MABIF's commitment to fostering agricultural innovation, with discussions focusing on enhancing productivity, market access, and technological advancements. Collaborative efforts aim to drive growth and development in the agricultural sector.

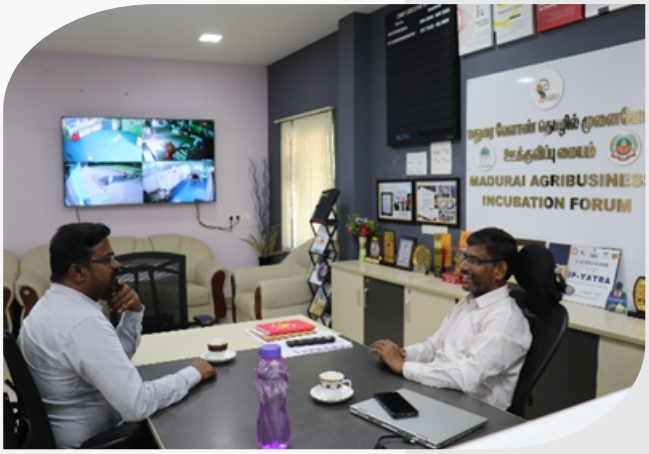


## Students Visit @ MABIF: 15th October



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Tamil Nadu Agricultural University 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.




## Client Visit @ MABIF: 16th October

A Director from Kaniko FPCL visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Farmers Visit @ MABIF: 17th October

Farmers visited the 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.







## Official Visit @ MABIF: 17th October

Managing Director, Nabventures, visited MABIF. The visit underscored MABIF's commitment to fostering agricultural innovation, with discussions focusing on enhancing productivity, market access, and technological advancements. Collaborative efforts aim to drive growth and development in the agricultural sector.

## Client Visit @ MABIF: 17th October

MABIF incubatee, M/s. Cuptime had an interaction with the Managing Director, Nabventures, at MABIF.



## Client Visit @ MABIF: 18th October

An entrepreneur from Vidiyal NGO visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.







## Client Visit @ MABIF: 18th October

An entrepreneur from Vidiyal NGO visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Client Visit @ MABIF: 21st October

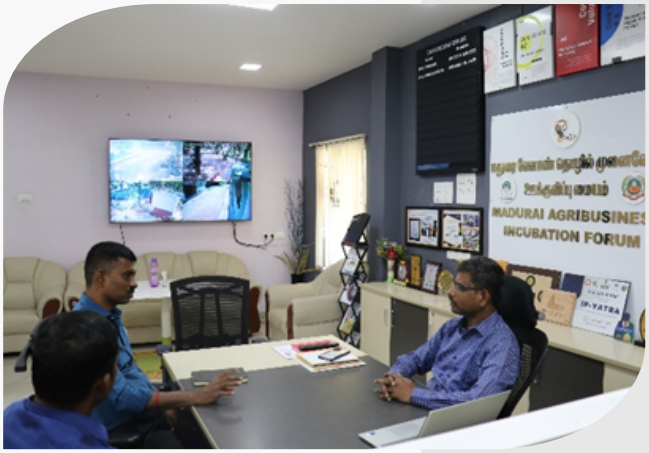
A client visited MABIF and enquired about GI filing procedures for Sennampatti Bitter guard, Sengapadai Kudo Millet, Karaikani Brinjal and Ettunazhi Brinjal.



## Review Meet @ MABIF: 21st October

MABIF reviewed the status of each Madurai Region FPOs CEO's on 21st October. 6 FPO CEOs attended the review meet at MABIF.




## Client Visit @ MABIF: 23rd October

An entrepreneur visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand.

## Client Visit @ MABIF: 23rd October

M/s. Shadvik nutria pvt ltd visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.



## Client Visit @ MABIF: 25th October

Faculty from E.G.S. Pillay Engineering College visited MABIF. The visit underscored MABIF's commitment to fostering agricultural innovation, with discussions focusing on enhancing productivity, market access, and technological advancements. Collaborative efforts aim to drive growth and development in the agricultural sector.





## Farmers Visit @ MABIF: 25th October

Farmers visited the 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 @ MABIF: 25th October

An Entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products



## Students Visit @ MABIF: 25th October




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from Govt. School 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.



## Women Entrepreneurs Visit @ MABIF: 25th October

Women Entrepreneurs visited the 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 @ MABIF: 29th October

A Women Entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products






## Training Program @ MABIF: 29th October

Exposure Visit of BoDs and CEOs of ESAF FPOs to MABIF from 28th to 29th October, 2024 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 @ MABIF: 04th November

M/s. Boss Agri Syndicate visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.



## Meet with NABARD CGM @ NABARD: 05th November

Er. Ganeshmoorthy, CEO, MABIF, and Dr. E. Somasundaram, DABD, TNAU, Coimbatore, met Shri. R. Anand, CGM, NABARD RO, and Smt. Jothi Srinivas, GM, NABARD RO, to discuss about additional support from NABARD, focusing on advancing MABIF's initiatives for agricultural innovation and entrepreneurship development.






## Client Visit @ MABIF : 06th November

A Director from Kaniko FPCL visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Client Visit @ MABIF : 08th November

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.



## Client Visit @ MABIF: 08th November

M/s. JS Edible Pvt Ltd visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products and had an interaction with the CEO, MABIF regarding the MABIF PPC.






## MABIF PPC Meeting @ MABIF: 08th November

MABIF successfully conducted the primary screening for the Product Promotional Centre (PPC) initiative. The screening focused on assessing and promoting innovative products from MABIF's incubatees, with participation from the following enterprises, M TO N Naturo Manufacturers Private Limited and JS Edible Pvt Ltd.

## Collector Visit @ Vagai Millets FPCL: 13th November

Smt. Sangeetha, District Collector, Madurai along with A. S. Shakthi Balan, AGM, NABARD visited Vaagai Millet FPCL to review its millet cultivation and value-addition initiatives. Collector interacted with farmers, appreciated their sustainable practices, and emphasized millet's importance for food security



## Client Visit @ MABIF: 14th November

M/s. Linga Chemicals visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.






## Client Visit @ MABIF: 14th November

MABIF signed a Memorandum of Understanding (MoU) with Arokaya Welfare Trust to foster collaboration in promoting agribusiness innovation and rural development. This partnership aims to leverage resources, support entrepreneurs, and implement impactful programs that enhance livelihoods, focusing on sustainable practices and community welfare initiatives.

## Client Visit @ MABIF: 14th November

An entrepreneur visited MABIF to explore the agribusiness ideas who have an interest in the field of Value-added products. MABIF suggested various ideas, and their scope and advised them to study their field of interest and its market demand



## Client Visit @ MABIF: 15th November

Entrepreneurs along with M/s. Frigoscan Post Harvest Technologies visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.







## Client Visit @ MABIF: 15th November

M/s. Tooz consumer products pvt ltd visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products

## Client Visit @ MABIF: 15th November

M/s. Tooz consumer products pvt ltd & Sree Mayil Vel (M 60) visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products



## Students Visit @ MABIF: 18th November



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Govt. Hr. Sec. School 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.




## Client Visit @ MABIF: 16th November

An Entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products

## Client Visit @ MABIF: 18th November

M/s. Sree Mayil Vel (M 60) visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.







## Client Visit @ MABIF: 18th November

M/s. Sanjana Agro Products visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.

## Client Visit @ MABIF: 18th November

A staff from Indian Overseas Bank (IOB) visited Madurai Agribusiness Incubation Forum (MABIF) and engaged in a productive discussion with the CEO. The interaction focused on exploring funding opportunities and financial support tailored to startups.



## Client Visit @ MABIF: 18th November

M/s. Heal and Glow visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products and interacted with CEO regarding the SISFS.






## Client Visit @ MABIF: 19th November

M/s. Moolanur Moringa visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products

## Client Visit @ MABIF: 19th November

Staff members from Naga visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.



## Client Visit @ MABIF: 21st November

An entrepreneur from Assam visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.






## MABIF PPC Screening @ MABIF: 21st November

MABIF successfully conducted the Secondary screening for the Product Promotional Centre (PPC) initiative. The screening focused on assessing and promoting innovative products from MABIF's incubatees, with participation from the following enterprises, M TO N Naturo Manufacturers Private Limited and JS Edible Pvt Ltd.

## Client Visit @ MABIF: 21st November

A Staff from Government Hr. Sec. School MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.



## Student's Intern @ MABIF: 21st November

Students from NMR Gandhi completed their internship at MABIF, gaining valuable insights into agribusiness incubation and entrepreneurial development. During their tenure, they actively participated in projects, interacted with startups, and contributed to various initiatives. This hands-on experience equipped them with practical knowledge and skills to excel in the agribusiness ecosystem.






## Client Visit @ MABIF: 21st November

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Client Visit @ MABIF: 22nd November

Farmers visited the 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 @ MABIF: 25th November



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Govt. Hr. Sec. School 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.




## Client Visit @ MABIF: 22nd November

An entrepreneur from Italy visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products

## Acted as Resource Person: 22nd November

MABIF acted as a Resource person at Agrimarketing department, Sivagangai. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.






## Client Visit @ MABIF: 26th November

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products

## Farmers Visit @ MABIF: 27th November

Farmers visited the 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 @ MABIF: 27th November




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Vanavarayar College of Agriculture 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.



## Students Intern @ MABIF: 29th November

We are excited to share that 25 enthusiastic 12th standard Vocational Agriculture students from Government Higher Secondary School, A. Vallalapatti, Madurai, had the incredible opportunity to intern at NABARD MABIF from 18th - 29th November 2024!

During their internship, they gained hands-on experience in various areas of business incubation, entrepreneurship and agricultural innovation. We hope this experience will empower these young minds to explore new career pathways and contribute to the growth of their communities.

## Students Visit @ MABIF: 29th November



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. Vanavarayar College of Agriculture 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.

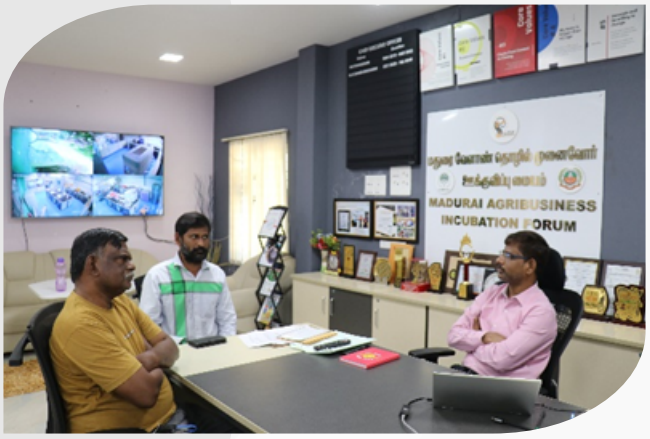



## Official Visit @ MABIF: 29th November

Official from BIRD, Mangaluru visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, MABIF 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 @ MABIF: 02nd December

An entrepreneur along Ms. Ranis Animal Feed visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products






## Client Visit @ MABIF: 03rd December

A Project Manager from Sammunati visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Client Visit @ MABIF : 04th December

M/s. Carbon Mint visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.



## Students Visit @ MABIF : 05th December




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from S. VIT College, Vellore 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 Visit @ MABIF : 04th December

Women Entrepreneurs visited the 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 @ MABIF : 06th December

NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.




As a part of their exposure visit, III Year B.Sc. (Hons.) Agriculture students from the Department of Seed Science and Technology, Agricultural College and Research Institute, Madurai, visited MABIF as part of their course practical class on "Seed Entrepreneurship Skill Development and Management".

The session was led by Mr. M. Ramkumar, Founder, Growix Farm Consumables and Produce Pvt Ltd, a proud NABARD MABIF incubatee. He shared invaluable insights into innovative strategies for seed sector development, inspiring the students to explore the entrepreneurial potential in agriculture.

During the visit, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc.,

Around 40 enthusiastic students actively participated, gaining hands-on experience and learning practical approaches to entrepreneurship in the seed sector.

## Client Visit @ MABIF : 05th December

Entrepreneurs visited the 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.






## KVK Staff Visit @ MABIF : 05th December

Regional Agricultural Fair 2025 - Towards Climate Resilience!

Invite CEO for the Regional Agricultural Fair 2025 organized by Directorate of Extension Education, Tamil Nadu Agricultural University (TNAU) at the Krishi Vigyan Kendra (KVK), Virudhunagar on 04th & 05th January 2025, this is a must-attend event for anyone interested in agriculture, innovation and climate resilience.

## Students Visit @ MABIF : 07th December

As a part of their exposure visit, students from Vallaba Vidhyala School 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.



## Students Visit @ MABIF : 07th December

As a part of their exposure visit, students from Vallaba Vidhyala School 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.





## Students Intern Visit @ MABIF : 09th December

Students from Govt. Arts College completed their internship at MABIF, gaining valuable insights into agribusiness incubation and entrepreneurial development. During their tenure, they actively participated in projects, interacted with startups, and contributed to various initiatives. This hands-on experience equipped them with practical knowledge and skills to excel in the agribusiness ecosystem.

## Client Visit @ MABIF : 11th December

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.



## Entrepreneurs Visit @ MABIF : 11th December

Women Entrepreneurs visited the 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 @ MABIF : 11th December

M/s. Crud Solution visited MABIF to avail of the mentorship service for their business growth in terms of linkage.

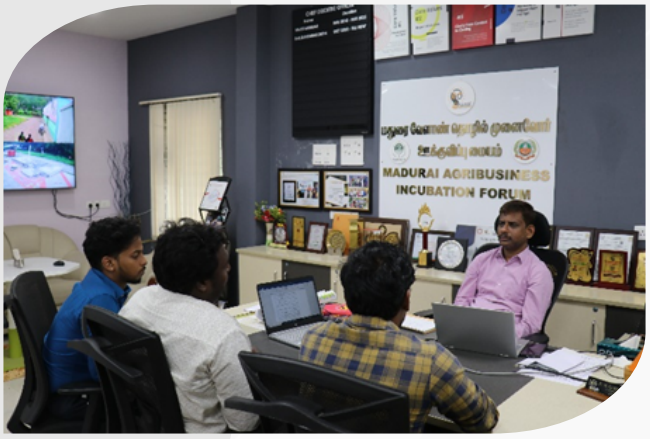
## Client Visit @ MABIF : 11th December

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.



## Client Visit @ MABIF : 11th December

An entrepreneur from Assam visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products







## Client Visit @ MABIF : 12th December

A Block Chain Entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products

## Official Visit @ MABIF : 12th December

Official from Startup Incubation & Innovation Council (SIIC), Khanpur visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF 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 @ MABIF : 12th December

A client from SKECH Trust NGO, Ramanadhapuram visited MABIF and enquired about GI products (Ramnad Mundu Chilli) for Market linkage.





## Client Visit @ MABIF : 12th December

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

## Client Visit @ MABIF : 13th December

A Food based entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.



## Student's Intern @ MABIF: 13th December

Students from Govt. Arts College, Melur completed their internship at MABIF, gaining valuable insights into agribusiness incubation and entrepreneurial development. During their tenure, they actively participated in projects, interacted with startups, and contributed to various initiatives. This hands-on experience equipped them with practical knowledge and skills to excel in the agribusiness ecosystem





## Client Visit @ MABIF: 16th December

A Client from Ramnad NGO visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products

## Client Visit @ MABIF: 17th December

TVS Foundation, Madurai visited MABIF. The visit underscored MABIF's commitment to fostering agricultural innovation, with discussions focusing on enhancing productivity, market access, and technological advancements. Collaborative efforts aim to drive growth and development in the agricultural sector.



## Client Visit @ MABIF: 17th December

A Client from Federal Bank visited MABIF and enquired about the services provided by MABIF. They are interested to provide a training programme for FPOs.







## Client Visit @ MABIF: 17th December

Entrepreneurs visited the 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.

## Women Entrepreneurs Visit @ MABIF: 18th December

Women Entrepreneurs visited the 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 Visit @ MABIF: 19th December

Entrepreneurs visited the 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 @ MABIF: 20th December

Entrepreneurs visited the 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 @ MABIF: 23rd December

An client from NIRD, Hyderabad visitedMABIF 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.



## MoU Sign @ MABIF: 20th December



MABIF has signed a Memorandum of Understanding (MoU) with Rural Beads, a platform dedicated to promoting traditional and indigenous products. This collaboration aims to provide a unique opportunity for Geographical Indication (GI) products to reach a wider audience through Rural Beads' store network. The partnership is expected to empower local artisans and entrepreneurs by enhancing the market visibility and accessibility of GI-tagged products, thereby supporting rural economic development and preserving traditional craftsmanship.




## Women Entrepreneurs Visit @ MABIF: 23rd December

Women Entrepreneurs visited the 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.

## Women Entrepreneurs Visit @ MABIF: 24th December

Women Entrepreneurs visited the 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.



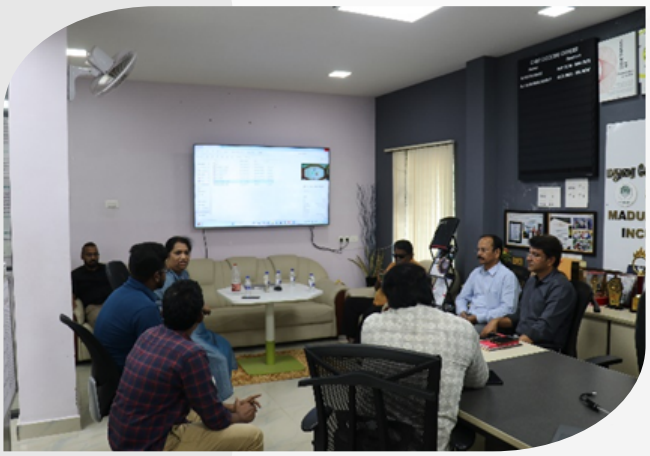



## CGM Visit @Makilam FPCL: 24th December

Chief General Manager of NABARD Mr. Anand and Mr.Ashok kumar, DDM, NABARD visited our organization to review our work. He expressed his appreciation for our efforts in supporting small and marginal farmers in the region. During his visit, he engaged with shareholders and directors, emphasizing the importance of organic farming in our area.

## Client Visit @ MABIF: 27th December

An Officials from Coimbatore visited MABIF to explore Warehouse Potential for FPO & Agri commodities and 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.



## NABARD & APEDA FPO Export Meet @ Chennai: 27th December

MABIF attended "An Interface Meet to Strengthen Export Opportunities for Tamil Nadu FPOs/ FPC's promoted by NABARD cum Buyer – Seller Meet at Anna Centenary Library, Kotturpuram, Chennai on 27th December 2024.





## SOUMEX 2024 @ Chennai Trade Centre: 28th December

NABARD MABIF had an incredible experience at the SOUMEX - 2024, organized by the Tamil Nadu Small and Tiny Industries Association, Chennai, from 27th to 29th December 2024

## Official Visit @ MABIF: 30th December

Dr. K. Alagusundaram, MD&CEO, Tamilnadu Food Processing & Agri Export Promotion Corporation (TN APEX), Govt. of TN visited the NABARD MABIF



## Students Visit @ MABIF: 04th January




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from Dhanalakshmi Srinivasan college 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.




## Client Visit @ MABIF: 07th January

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Client Visit @ MABIF : 07th January

A Mango pulp based entrepreneur visited the 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 @ MABIF : 08th January

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.

## Product Launch @ MABIF : 09th January

MABIF happy to announce the launch of M/s. Emperor foods innovative new product under the brand names Mr. Idly and Mrs. Sambhar. The launch was graced by Er. K. Ganeshmoorhy, CEO, MABIF and Mr. Shankaran, marking a significant milestone in the food industry.



## GI Sangamam @ Delhi : 12th January



Considering the importance of GIs and its enormous growth potential, MABIF participated in GI Samagam organized by DPIIT on 22 January 2025 at Bharat Mandapam, Delhi. The event bring together key stakeholders from various Government Ministries & Departments, User Departments of Central and State Governments, Policy Makers, Industry Leaders, Artisans, Producers etc. across the GI ecosystem in India on a single platform to exchange ideas and deliberate on the future growth and development of the sector.



## Client Visit @ MABIF : 20th January

Client from Ask Eve visited MABIF for discussions on implementing a chatbot solution for client support. The conversation focused on leveraging AI-driven chatbots to enhance customer engagement, streamline responses, and provide efficient support for clients.

## Students Visit @ MABIF : 22nd January




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from AC&RI, Karur 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.

## Students Visit @ MABIF : 23rd January




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from HC&RI, Paiyur 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.

## Students Visit @ MABIF : 23rd January



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from RVS Agricultural College 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.

## Students Visit @ MABIF : 24th January



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from PSR Engineering College 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.

## Students Visit @ MABIF : 31st January




NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from Parvathi Arts college 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.



## MABIF PPC Pooja @MABIF: 25th January

MABIF conducted the Bhoomi Pooja for its Product Promotional Centre in the esteemed presence of Dr. P.P. Mahendran, Dean, Agricultural College & Research Institute (AC&RI), Madurai. This initiative marks a significant step towards enhancing market opportunities for agribusiness startups and FPOs, providing them with a dedicated space to showcase and promote their innovative products.

## NSIC Awareness program @ MABIF : 31st January

The National Small Industries Corporation Limited (NSIC), a Government of India enterprise under the Ministry of MSME, is organized an awareness session to support MSMEs with various schemes and benefits, including:

Tender Benefits, Raw Material Assistance, Exhibitions & Tech Fairs, Online Market Access, Credit Facilitation.






## Official Visit @ MABIF: 03rd February

Mr. Saravanan, AD, MSME, Madurai visited MABIF and had a discussion with Er. Ganesh Moorthy K, CEO, NABARD MABIF to conduct National Seminar on Adoption of E commerce.

## Client Visit @ MABIF: 04th February

M/s. Varietas Green Energy visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.



## Client Visit @ MABIF : 04th February

A food based entrepreneurs visited the 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 @ MABIF : 12th February

M/s. Rearly Tech pvt ltd. visited MABIF to avail of the mentorship service for their business growth in terms of market linkage and others

## Officials Visit @MABIF: 12th February

Official from National Small Industries Corporation visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF 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 @ MABIF : 14th February



As part of their "Entrepreneurship Development and Business Management" course, III Year B.Sc. (Hons.) Agriculture students from the Agricultural College and Research Institute, Madurai, visited MABIF to gain insights into the startup ecosystem. The session covered the fundamentals of entrepreneurship, MABIF's role in supporting agribusiness ventures and an overview of various schemes and funding opportunities available for startups. This initiative aims to equip students with knowledge and resources to explore entrepreneurial opportunities in the agricultural sector.




## Client Visit@ MABIF: 13th February

Entrepreneurs visited the 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 @ MABIF : 14th February

Entrepreneurs visited the 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.






## Official Visit @ MABIF : 14th February

Official from Spices Board visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF 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 @ MABIF: 14th February

Entrepreneurs visited the 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 @ MABIF : 15th February



NABARD MABIF encourages the exposure visit for students with the opportunity to learn about entrepreneurship and innovation in the agribusiness sector. These visits are designed to give students hands-on experience of interacting with startup companies in the agribusiness sector and to expose them to different aspects of agribusiness including production, processing and sales & marketing of food manufacturing sectors.

As a part of their exposure visit, students from Sakthi womens college 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.




## Students Visit @ MABIF : 17th February

As a part of their exposure visit, students from Joy University, Kanyakumari 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.

## Students Visit @ MABIF : 19th February




The IDE (Innovation, Design & Entrepreneurship) Bootcamp, organized by PSNA College of Engineering and Technology, brought together students from various colleges and universities for an exposure visit to NABARD MABIF on 17th February 2025. NABARD MABIF facilitated this visit, providing students with insights into entrepreneurship and innovation in the agribusiness sector.

Around 300 students from Tamil Nadu, Kerala, Andhra Pradesh and Karnataka actively participated in this insightful exposure visit.

During the visit, NABARD MABIF explained the incubation centre activities towards the empowerment of startup ecosystems. Students learned about various government-supported opportunities available for startups, entrepreneurs, farmers and FPOs to develop their products and services. They also visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc.,




## Farmers Visit @ MABIF: 20th February

Farmers visited the 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 @ MABIF: 25th February

Entrepreneurs visited the 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 @ MABIF: 25th February

Entrepreneurs visited the 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 @ MABIF: 25th February

As a part of their exposure visit, students from Alagappa University, Karaikudi 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.



## Officials Visit @ MABIF: 25th February

During the visit, Professors from Alagappa University engaged in discussions with Er. Ganesh Moorthy K, CEO, NABARD MABIF and expressed their interest in potential collaboration with NABARD MABIF. This collaboration may bring a lot of insights and potential opportunities for students.







## Students Visit @ MABIF: 26th February

As a part of their exposure visit, students from Tractor training 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.

## Client Visit @ MABIF: 26th February

M/s. Mahashakthi & M/s. Nikira visited MABIF to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.



## Students Visit @ MABIF: 26th February

As a part of their exposure visit, students from Bharath University, Chennai 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.






## Official Visit @ MABIF: 26th February

During the visit, Professors from Bharath University engaged in discussions with Er. Ganesh Moorthy K, CEO, NABARD MABIF and expressed their interest in potential collaboration with NABARD MABIF. This collaboration may bring a lot of insights and potential opportunities for students.

## Students Visit @ MABIF: 27th February

As a part of their exposure visit, students from Ramachandra college 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



## Client Visit @ MABIF: 27th February

During the visit, Professors from Ramachandra College engaged in discussions with Er. Ganesh Moorthy K, CEO, NABARD MABIF and expressed their interest in potential collaboration with NABARD MABIF. This collaboration may bring a lot of insights and potential opportunities for students.







## Students Visit @ MABIF: 27th February

As a part of their exposure visit, students from Imayam college of Agriculture 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.

## Client Visit @ MABIF: 03rd March

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.



## Client Visit @ MABIF: 04th March

An Information Technology based entrepreneur visited the 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 @ MABIF : 05th March

Officials from TVS foundation visited MABIF had an interaction with CEO, MABIF regarding the outlet for MABIF's one of the FPO formed under CSS for formation and promotion of 10K FPOs scheme in Thirumangalam Block, Madurai District retail outlet to promote their value-added products in Uzhavar Sandai, Thirumangalam..

## Client Visit @ MABIF : 05th March

Students from Community Science College & Research Institute, Madurai visited MABIF enquired about the retort processing machine and to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.



## Client Visit @MABIF: 06th March

A Women entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.







## Officials Visit@ MABIF: 06th March

Official from Maditsia visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF 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 @ MABIF : 06th March

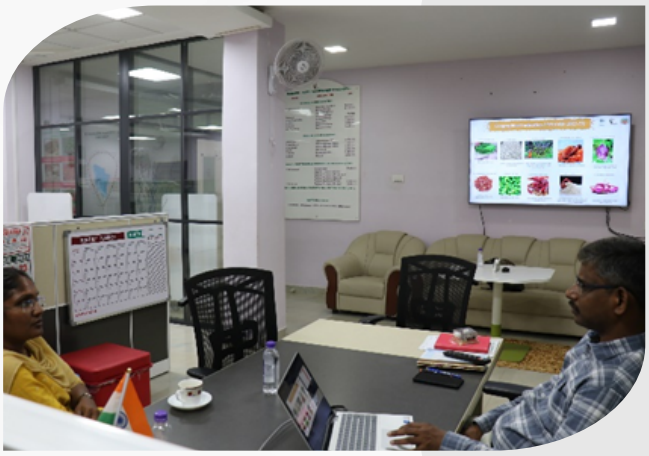
Lead Bank Manager, Canara Bank visited MABIF and had an interaction with Er. Ganesh Moorthy K, CEO, NABARD MABIF about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services..



## Entrepreneurs Visit @ MABIF : 07th March

As a part of their exposure visit, entrepreneurs from sivagangai 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.





## Client Visit @ MABIF : 10th March

Women entrepreneurs visited the 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 Visit @ MABIF : 13th March

As a part of their exposure visit, Women 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.



## Value-added products in Uzhavar Sandhai @ MABIF: 12th March

NABARD MABIF's one of the FPO formed under CSS for formation and promotion of 10K FPOs scheme in Thirumangalam Block, Madurai District have inaugurated their retail outlet to promote their value-added products in Uzhavar Sandai, Thirumangalam. The program was graced by Mr.T.Sudheer, DGM, NABARD, TN RO, Mr. A.S.Sakthibalan, AGM, NABARD, Madurai Cluster, Er. K.Ganeshmoorthy, CEO, MABIF, Mr. John David, Head, Arogya Trust (a part of TVS CSR Projects), Mr. Muthuraman, Manager, Arogya Trust.





## Supermarket Inauguration @ MABIF: 12th March

Shri. Harish, DDM, NABARD and LDM, Canara Bank, Dindigul inaugurated Batlagundu Flowers FPCL Mini supermarket.

## Client Visit @ MABIF : 13th March

An entrepreneur visited MABIF and enquired about the services provided by MABIF. MABIF explained the activities, and how the services can be availed, and also created awareness about the agribusiness opportunities and the significance of value-added products.



## Entrepreneurs Visit @ MABIF : 14th March

As a part of their exposure visit, 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.






## Client Visit @ MABIF: 14th March

Student from PSG College, Coimbatore visited MABIF enquired about the retort processing machine and to avail of the mentorship service for their business growth in terms of market linkage, value-added and Export products.

## Entrepreneurs Visit @ MABIF: 19th March

As a part of their exposure visit, Women 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.



## Students Visit @ MABIF: 19th March

As a part of their exposure visit, School students 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 Visit @ MABIF: 22nd March

As a part of their exposure visit, Women 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.

## Students Innovation Programme @ MABIF: 27th March

The One-day awareness programme on "Entrepreneurship and Innovation Development" was organized as part of a concerted effort to encourage and promote entrepreneurial thinking and innovative ideas among undergraduate students from the Agricultural College and Research Institute, Madurai on 27th March 2025.



## Students Innovation Programme @ MABIF: 28th March

The One-day awareness programme on "Entrepreneurship and Innovation Development" was organized as part of a concerted effort to encourage and promote entrepreneurial thinking and innovative ideas among undergraduate students from the Community Science College and Research Institute, Madurai on 28th March 2025.






## Officials Visit @ MABIF: 27th March

8th DMC meeting for 10k FPOs at Madurai District Collectorate, Naanmaadakoodal FPO Launched the Moringa Based value added products by Smt. Sangeetha, District Collector, Madurai along with Mr. A. S. Sakthibalan, AGM, NABARD – Madurai.

## Students Visit @ MABIF: 28th March

As a part of their exposure visit, Students from Kamaraj college of engineering and technology 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 Visit @ MABIF: 29th March

As a part of their exposure visit, Women 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.




## Official Visit @ MABIF: 30th March

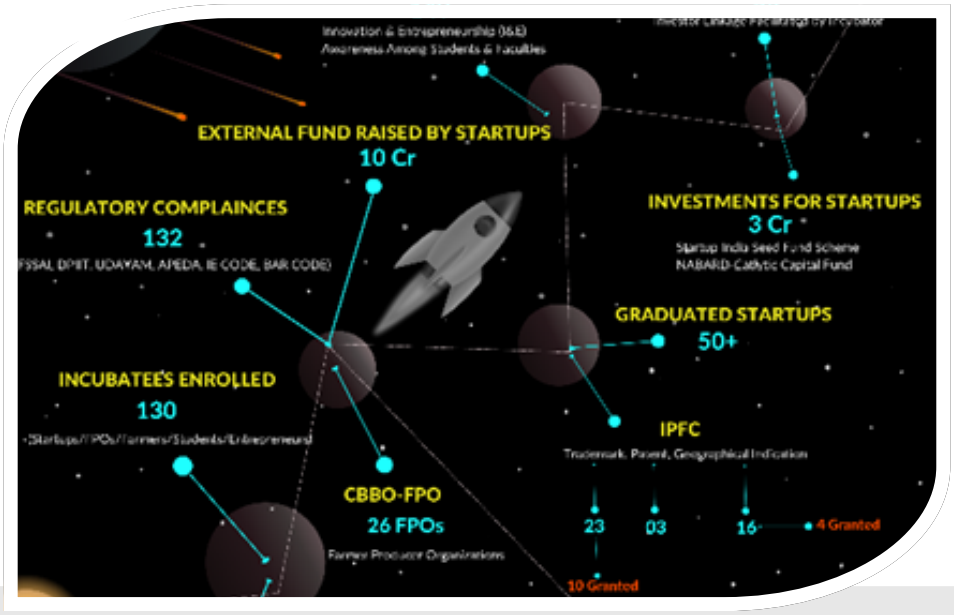



Mr. K.Jeyabalan, Assistant Commissioner of the labour department, Tamilnadu and P.Kumaragurubaran, Non -Official director of the Public enterprises selection board, New delhi visited the NABARD MABIF to know about the incubation centre activities towards the empowerment of startup ecosystems. MABIF explained the opportunities that are provided by the government to the startups/entrepreneurs/farmers/FPOs for their products/services.

# OTHER ACTIVITIES

MABIF

An Initiative of NABARD & TNAU




## Glimpse of NABARD MABIF's Financial Year 2023-24!

This year has been filled with fresh ideas, groundbreaking innovations and even greater strides toward our collective vision. We are excited to continue this adventure with you as part of our invaluable community.

NABARD MABIF extends heartfelt thanks to our dynamic Startups, forward-thinking FPOs, visionary Entrepreneurs and Dedicated officials from Tamil Nadu Agricultural University & NABARD - National Bank for Agriculture and Rural Development, Ministry of Micro, Small and Medium Enterprises, Government of India, Government of India (GoI), Government of Tamil Nadu, Team NABARD MABIF, Incubatees and all supporters for their unwavering support. Your collective efforts and commitment are driving innovation, sustainability and growth in the agricultural sector.

Together, we are building a resilient and prosperous future for agriculture.










## "Dr. K. Alagusundaram, MD&CEO, TN APEX, Govt. of TN visit @MABIF

Dr. K. Alagusundaram, MD&CEO, Tamilnadu Food Processing & Agri Export Promotion Corporation (TN APEX), Govt. of TN. Formerly, Deputy Director General (Agri. Engineering & Natural Resource Management), ICAR- Indian Council of Agricultural Research-New Delhi, Director, National Institute of Food Technology, Entrepreneurship and Management - Thanjavur (NIFTEM-T) - Thanjavur, National Fellow-ICAR- Indian Council of Agricultural Research, Professor-TNAU visited the NABARD MABIF along with Dr. E. Somasundaram, Director, DABD, TNAU-Coimbatore, Dr. P. P. Mahendran, Dean, AC&RI-Madurai on 06th April 2024. During the visit, Er. Ganesh Moorthy K, CEO, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc., Excitingly, Dr. K. Alagusundaram expressed interest in a potential collaboration with NABARD MABIF. This collaboration may bring a lot of insights and potential opportunities for budding entrepreneurs and startups in the food processing sector, which are essential for the upcoming future. NABARD MABIF was happy to be associated with Tamilnadu Food Processing & Agri Export Promotion Corporation (TN APEX). We extend our sincere gratitude to NABARD - National Bank for Agriculture and Rural Development, Tamil Nadu Agricultural University and all supporters for their unwavering support.













## "Panchagavya Karpooram" product launch @MABIF

We are delighted to announce that our esteemed incubatee, Aariyam International Agro & Natural Products Pvt Ltd, has introduced an innovative product: "Panchagavya Karpooram"! This groundbreaking product was unveiled at a special event held on 08th April 2024, under the auspices of NABARD MABIF.

The product launch ceremony was graced by esteemed dignitaries, including Shri. Shankar Narayan Ramanathan, Chief General Manager, NABARD - National Bank for Agriculture and Rural Development RO-Chennai, in the presence of distinguished guests such as Dr. E. Somasundaram, Director, DABD-TNAU, Dr. P.P. Mahendran, Dean, AC&RI-Madurai, Mr. A. S. Shakthi Balan, NABARD DDM-Madurai, Er. Ganesh Moorthy K, CEO, NABARD MABIF, Shri. Harish, NABARD DDM-Dindigul, Shri. Raja Sureshwaran, NABARD DDM-Virudhunagar, NABARD MABIF Staffs and Incubatees.

"Panchagavya Karpooram" promises to revolutionize the industry with its unique blend of innovation and tradition, offering valuable solutions in the realm of cow dung value-added products. Team NABARD MABIF congratulates Aariyam International Agro & Natural Products Pvt Ltd on this remarkable achievement and extends our best wishes for their continued success.







## Inspiring success stories with budding and future entrepreneurs

NABARD MABIF is delighted to announce that our incubatees, Farmerette Health Foods Pvt Ltd and Visalam Food Products Pvt Ltd, have shared their inspiring success stories with budding and future entrepreneurs.

Their journeys are a testament to perseverance, innovation and the spirit of entrepreneurship. We are incredibly proud of their achievements and grateful to these publications for showcasing their stories.We are grateful to Ananda Vikatan, Pasumai Vikatan, and Aval Vikatan for their support in promoting our startups. Thank you for showcasing our innovative ventures!





## MoU Signing - NABARD MABIF & Thiagarajar College

Empowering Future Innovators, Igniting Entrepreneurial Spirit.NABARD MABIF is excited to unveil an extraordinary Co-Incubation partnership with Thiagarajar College, aimed at nurturing student entrepreneurship and fostering a culture of innovation. Together, we're committed to equipping students with the skills, resources and support they need to turn their ideas into successful ventures.

What Does This Mean for Students?
Entrepreneurship Programs: Tailored programs and workshops to inspire and guide students on their entrepreneurial journey.
Mentorship: Access to experienced mentors and industry experts who will provide guidance and support every step of the way.
Networking Opportunities: Connect with fellow aspiring entrepreneurs, investors, and industry professionals to expand your network and collaborations.
Seed Funding: Opportunities for seed funding and financial support to kickstart your entrepreneurial ventures.
Incubation Facilities: Access to state-of-the-art facilities, resources, and mentorship through MABIF's incubation program.




## MABIF e-Newsletter, "உளி (Chisel) - ULI"!

NABARD MABIF is happy to announce the release of the second edition of the MABIF e-Newsletter, "உளி (Chisel) - ULI"! . Just like a chisel, MABIF is your tool for shaping entrepreneurial dreams. In this edition, we continue to showcase the latest developments, insights and accomplishments within the MABIF community.

Inside "உளி (Chisel) - ULI," you'll find a curated compilation of noteworthy Events, Programmes, visits and updates that reflect the vibrant and dynamic spirit of MABIF. Our team is dedicated to providing you with valuable content that highlights the innovative endeavors and achievements of our community members.

This edition builds upon the success of our inaugural issue and reaffirms our commitment to keeping you informed about the exciting happenings and progress within MABIF. Dive into the pages of our latest edition and explore the diverse stories that shape our entrepreneurial ecosystem.
Check out the newsletter here: https://lnkd.in/gnp97pz3















## "Dessert Baker" @ MABIF!

NABARD MABIF is delighted to share the remarkable success of our recent event, "Dessert Baker" held from 27th to 28th April 2024, at NABARD MABIF, AC&RI, Madurai. The event was exclusively for student entrepreneurs from AC&RI and CSC&RI, Madurai. The event commenced with an inauguration by Dr. P.P. Mahendran, Dean , AC&RI-Madurai and Er. Ganesh Moorthy K, CEO, MABIF. This exclusive hands-on training program was carefully designed to empower student entrepreneurs like never before.Around 80 enthusiastic Students & entrepreneurs from diverse backgrounds came together to learn, create and pursue their passion for baking. They honed their skills with hands-on training, mastering the art of creating cake icing, pizza, muffins, bread and mousse.

We extend our sincere appreciation to all the student entrepreneurs who enthusiastically participated, contributing to the resounding success of this event. Here's to a future brimming with success, boundless creativity, and mouth-watering creations! The journey doesn't end here; it continues to evolve and inspire!











## “Indian Iconic Agribusiness Firm of the Year 2024”

NABARD MABIF is overjoyed to announce that we have been honored with the prestigious “Indian Iconic Agribusiness Firm of the Year 2024” by the "Pride India Award 2024". This recognition celebrates our commitment to nurturing the Startup/FPO ecosystem and fostering innovation.

Getting awarded is great, but what’s even greater to us is the impact we have made by facilitating next-generation entrepreneurship & innovation. We commit to continuing to shape innovation and scale startups in the years to come.

We extend our thanks and gratitude to NABARD - National Bank for Agriculture and Rural Development and Tamil Nadu Agricultural University Officials, including NABARD Chairman Shri. Shaji K.V, Dr. V. Geethalakshmi, Vice-Chancellor-TNAU, Shri R. Anand, CGM, OFDD, NABARD HO-Mumbai, Shri. Shankar Narayan Ramanathan, CGM-NABARD RO-Chennai, Dr. E. Somasundaram, Director, DABD-TNAU, Dr. P.P. Mahendran, Dean, AC&RI-Madurai, Er. Ganesh Moorthy K, CEO, NABARD MABIF, Team MABIF, MABIF Incubatees, and all supporters for their unwavering support.

A special shoutout to our incredible Team NABARD MABIF! Your dedication, hard work, and passion are the driving force behind our success. Thank you for your unwavering commitment to our mission and for continuously striving for excellence. We couldn't do it without you!






MADURAI AGRIBUSINESS INCUBATION FORUM (MABIF)





















## ""GI Mahotsav cum MABIF Mela 1.0" @MABIF

NABARD MABIF in collaboration with Ministry of Micro, Small and Medium Enterprises, Government of India, NABARD - National Bank for Agriculture and Rural Development and Tamil Nadu Agricultural University organized a "GI Mahotsav cum MABIF Mela 1.0" held from 24th to 26th May, 2024 at the Agricultural College & Research Institute, Madurai. The event featured esteemed Chief Guests, including Dr. V. Geethalakshmi, Vice Chancellor-Tamil Nadu Agricultural University, Shri. Shankar Narayan Ramanathan, CGM-NABARD - National Bank for Agriculture and Rural Development RO, Dr. E. Somasundaram, Director, DABD-TNAU, Dr. N. Senthil, Dean, SPGS-TNAU, Dr. P.P. Mahendran, Dean, AC&RI-Madurai, Dr. S. Kanchana, Dean, CSC&RI-Madurai, Dr. S. Nagoor Ali Jinnah, Former CGM - NABARD, Smt. Pragya Chaturvedi, Intellectual Property, UK of New Delhi, Shri. Sivakumar, Assistant Registrar of Trade Marks & G.I. Head of office GI Registry Chennai, Thiru K. Muralidharan, Additional Director of Agriculture, Er. Ganesh Moorthy K, CEO, NABARD MABIF, Mr. A. S. Shakthi Balan, NABARD DDM-Madurai and Shri. Harish, NABARD DDM-Dindigul.

The event showcased over 190 stalls, including more than 40 stalls displaying products with Geograpical Indication (GI) tag such as Madurai Malli, Madurai Sungudai Malli, Kanchipuram silk sarees, Toda embroidery work, Thanjavur dolls, etc. There are over 150 stalls for Bankers, Govt. Departments like TNRTP, Agmark, etc., and Startups & FPOs as well as from the agri tech and food tech industry and stalls which sell farmers' produce. The main objective of mela is to promote the products of new and upcoming entrepreneurs and also to take the GI products to the global market.

The 3 days event dedicated to celebrating Geographical Indications and Startups/FPOs successfully concluded. It provided a unique platform for startups and FPOs to showcase their innovations, foster networking opportunities, facilitate market access, engage with potential investors, raise awareness and education, and receive support within the startup ecosystem. Various awards were also presented to recognize the outstanding contributions of GIs, startups, FPOs, students and women entrepreneurs. Each category had three awards: Best GI Stall, Best Startup Stall, Best FPO Stall, Best Women Entrepreneur Stall and Best Student Stall.


MADURAI AGRIBUSINESS INCUBATION FORUM (MABIF)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MADURAI AGRIBUSINESS INCUBATION FORUM (MABIF)









## Exciting Highlights from NABARD MABIF's "GI Mahotsav cum MABIF Mela 1.0"!

We are delighted to announce the launch of MABIF Mart and Shop GI, two exclusive e-commerce platforms designed to support Startups, Farmer Producer Organizations (FPOs) and Geographical Indication (GI) products.

MABIF Mart: Empowering Startups and FPOs
MABIF Mart is a dedicated e-commerce space that aims to empower innovative businesses and foster sustainable growth. Our platform provides Startups and FPOs with an exclusive opportunity to showcase their products, reach a wider audience and establish meaningful connections with customers.

Shop GI: Celebrating India's Heritage
Shop GI is dedicated to celebrating India's rich heritage and diverse culture. Our curated collection of GI-tagged products showcases the best of traditional craftsmanship, agricultural excellence and regional specialties. Each product tells a story of skill, dedication and tradition, highlighting the invaluable contributions of local artisans and farmers.














## "GI Mahotsav cum MABIF Mela 2.0"

NABARD MABIF in collaboration with Ministry of Micro, Small and Medium Enterprises, Government of India, NABARD - National Bank for Agriculture and Rural Development and Tamil Nadu Agricultural University organized a "GI Mahotsav cum MABIF Mela 2.0" held from 31st May, 01st and 02nd June 2024 at the Hotel Vijayetha Mahal, Vetturnimadam, Nagercoil, Kanyakumari. The event featured esteemed Chief Guests, including Shri. E. Prasanth, IFS, District Forest Officer and Wildlife Warden, Kanyakumari Division, Dr. E. Somasundaram, Director, DABD, TNAU-Coimbatore, Shri. Suresh Ramalingam RK, AGM, NABARD, Tirunelveli Cluster, Shri. Sanjai Gandhi, Nodal Officer of GI-GoTN, Smt. G. Jerina Bubby, Assistant Director, MSME-Tirunelveli, Prof. Dr.Swarnapriya Special Officer, EDII KABIF Mrs.Geetha, Deputy Director, Agricultural Marketing and Agri Business department, Mr. Shankaran, Managing Director, Frigoscan, Dr. Archana Das DM, Executive Director, Stella Maris Institute of Development Studies and Er. Ganesh Moorthy K, CEO, NABARD MABIF.The event showcased over 100 stalls, including more than 40 stalls displaying products with Geograpical Indication (GI) tag such as Madurai Malli, Madurai Sungudi Malli, Chediputta Sarees, Kovilpatti Kadalaimittai, Vilachery clay toys, etc. There are over 60 stalls for Bankers and Startups & FPOs as well as from the agri tech and food tech industry and stalls which sell farmers' produce. The main objective of mela is to promote the products of new and upcoming entrepreneurs and also to take the GI products to the global market.The 3 days event dedicated to celebrating Geographical Indications and Startups/FPOs successfully concluded. It provided a unique platform for startups and FPOs to showcase their innovations, foster networking opportunities, facilitate market access, engage with potential investors, raise awareness and education, and receive support within the startup ecosystem.










## "Enabling Agri Exports for Startups, FPOs and SMEs"

NABARD MABIF successfully organized an enlightening seminar on "Enabling Agri Exports for Startups, FPOs and SMEs" at NABARD MABIF, AC&RI, Madurai on 14th June 2024. The event kicked off with an inaugural address by Mr. Shankaran Ramamurthy, Director, Frigoscan Post Harvest Technologies Pvt Ltd and Er. Ganesh Moorthy K, CEO, NABARD MABIF. They explained the incubation services being provided to startups, FPOs, farmers, and students.

Speaker: Mr. Shankaran Ramamurthy, Director, Frigoscan Post Harvest Technologies Pvt Ltd, Chennai, delivered an insightful presentation covering:

- Export opportunities
- Commercial guidelines
- Export, GAP, GMP, FSSAI & Other certifications
- Regulatory compliances
- Aspects of Trade & Exports
- Global scenario & the position of various sectors in terms of exports
- Global free trade agreements
- Positioning & contribution of various agro-based sectors in global trade.

Engaged Audience: A big shoutout to the 50 enthusiastic participants from diverse sectors, including Startups, FPOs, Entrepreneurs and food industry enthusiasts. It was inspiring to see students actively participating and exploring the world of Agri-Exports!

Expert Insights: Special thanks to Mr. Shankaran Ramamurthy for sharing his wealth of knowledge. His expertise offered a deep dive into the dynamics of agri-exports, providing valuable insights and perspectives!











## Bakers Training! @MABIF

NABARD MABIF is delighted to share the remarkable success of our recent event, "Bakery Training!" held on 28th June 2024, at MABIF, AC&RI, Madurai. The event was exclusively for Budding, Women and Student entrepreneurs. The event commenced with an inauguration by Er. Ganesh Moorthy K, CEO, MABIF. This exclusive hands-on training program was carefully designed to empower entrepreneurs like never before.

Around 30 enthusiastic entrepreneurs from diverse backgrounds came together to learn, create and pursue their passion for baking. They honed their skills with hands-on training, mastering the art of creating Butterscotch Brownie, Oatmeal Raisin Cokkies, Cream Brulee (Dessert), Healthy Cake and Veg Stuffed Puffs.

We extend our heartfelt gratitude to all the entrepreneurs who participated, contributing to the resounding success of the event. Here's to a future filled with success, endless creativity, and delectable creations!






## Workshop on Agri Export Promotion and Product Development @MABIF

Tamil Nadu Food Processing and Agri Export Promotion Corporation (TNAPEx), a nodal agency of the Government of Tamil Nadu, Globalizing Tamil Nadu Food Processing Businesses) in collaboration with Madurai Agribusiness Incubation Forum (NABARD MABIF) hosted a specialized workshop aimed at enhancing business export potential and product development skills at MABIF, Agricultural College & Research Institute, Madurai, on 29th June 2024.

The event featured esteemed Chief Guests, including Dr. K. Alagusundaram, MD & CEO, TNAPEx, Govt. of TN, Dr. E. Somasundaram, Director, DABD, TNAU-Coimbatore, Dr. S. Kanchana, Dean, CSC&RI-Madurai, Mr. A. S. Shakthi Balan, AGM, NABARD-Madurai, Mr. M. Suresh Kumar, ADH, TNAPEx, Dr. Sriharsha V.P., Plant Protection Officer - Madurai and Er. Ganesh Moorthy K, CEO, NABARD MABIF.

The event was structured into two main sessions:

1.Round Table Discussion: About 25 food business startups along with officials of TNAPEx, TNAU and NABARD were invited for a round table discussion on the values of venturing in food processing businesses and on the challenges faced by them in the process of value-added food manufacturing and export.

2.Workshop on Agri Export Promotion and Product Development: This session included informative segments such as Export Procedure, Recent Trends in Food Processing, Phytosanitary Procedure, Branding & Packaging, and Experience Sharing by Exporters.

Key Highlights of the Program:

1.Export Opportunities in Agri & Food Sector and its Compliances: Mr. Deepanchakaravarthy, Senior Manager, TNAPEx discussed potential export markets and the necessary compliance requirements for agri and food products.

2.Building Your Own Brand – Importance of Branding and Packaging: Mr. Ashwin, Shapers Studios emphasized the significance of effective branding and packaging in the competitive food market.

3.Recent Trends in Food Processing Technology: Dr. N. Karpoora Sundara Pandian, AP, TANUVAS highlighted the latest technological advancements in food processing.

4.Plant Quarantine Regulations: Dr. Sriharsha V.P, Plant Protection Officer, explained essential regulations for plant quarantine to ensure safe export practices.












**" M2N Naturo Products Manufacturers Group of Companies "**

M2N Naturo Products Manufacturers Group of Companies is a joint initiative between NABARD MABIF and its incubatees aimed at helping manufacturers grow their businesses and increase their product sales.We are delighted to announce that our esteemed incubatee, M2N Naturo Products Manufacturers Group of Companies, has introduced an innovative product: "Herbal Drinking Water (Vetiver, Thulasi & Betel Leaf), Healthy & Happy Box and Kiosk". The launch ceremony was graced by esteemed dignitaries, including Mr. A. S. Sakthi Balan, AGM, NABARD-Madurai and Er. Ganesh Moorthy K, CEO, NABARD MABIF.

1. Herbal Drinking Water (Vetiver, Thulasi & Betel Leaf):Vetiver: Known for its cooling properties, vetiver is often used to reduce heat in the body and has a soothing aroma.Thulasi (Holy Basil): Renowned for its medicinal properties, Thulasi is an adaptogen that helps reduce stress and boost the immune system.

2. Healthy & Happy Box
The Healthy & Happy Box is a curated selection of health-focused products designed to promote overall well-being. It includes a variety of natural and organic items that support a healthy lifestyle.

3. Kiosk
The Kiosk is a versatile and convenient solution for distributing M2N Naturo's products. It is designed to be placed in high-traffic areas such as malls, airports and office complexes.












## “Interaction with NABARD MABIF incubatees”

Dr. E. Somasundaram, Director, DABD, TNAU-Coimbatore visited the NABARD MABIF along with Dr. S. Kanchana, Dean, CSC&RI-Madurai, Dr. M.Theradimani, Dean, V.O.Chidambaranar Agricultural College & Research Institute, Killikulam, Dr. M. Shanthi, Director, Department of Agricultural Entomology-TNAU on 12th July 2024.

During their visit, they interacted with NABARD MABIF incubatees and budding entrepreneurs, providing mentorship and guidance. The Startups Interaction session provided an informal setting for networking and building rapport between MABIF incubates and the delegates. It was an opportunity for NABARD MABIF incubatees to share their experiences, aspirations and ideas.







## "Best Performing Agribusiness Incubation Centre"

NABARD MABIF is overjoyed to announce that we have been adjudged the winner under the category "Best Performing Agribusiness Incubation Centre" in Tamil Nadu by the "NABARD - National Bank for Agriculture and Rural Development Tamil Nadu Regional Office". This recognition celebrates our commitment to nurturing the Startup/FPO ecosystem and fostering innovation.

The award was presented by Shri. K. R. Periyakaruppan, Hon'ble Minister for Co-operatives, Government of Tamil Nadu, in the presence of Shri R. Anand, CGM, NABARD RO-Chennai, Smt. Uma Sankar, Regional Director, Reserve Bank of India (RBI)-Chennai & Dr. N. Subbaian, IAS, Managing Director, Tamil Nadu Cooperative Milk Producers' Federation Ltd (Tcmpfl). The award was received by Er. Ganesh Moorthy K, CEO, NABARD MABIF, Dr. E. Somasundaram, Director, DABD, TNAU-Coimbatore, Dr. R. Thamizh Vendan, Registrar, TNAU-Coimbatore.

Getting awarded is great but what's greater to us is the impact we have made by facilitating Nextgeneration entrepreneurship & innovation. We commit to continuing to shape innovation and scale startups in the years to come.

We extend our thanks and gratitude to NABARD - National Bank for Agriculture and Rural Development and Tamil Nadu Agricultural University Officials, including NABARD Chairman Shri. Shaji K.V, Dr. V. Geethalakshmi, Vice-Chancellor-TNAU, Shri Partho Saha CGM, OFDD, NABARD HO-Mumbai, Shri R Anand, CGM-NABARD RO-Chennai, Dr. E. Somasundaram, Director, DABD-TNAU, Dr. P.P. Mahendran, Dean, AC&RI-Madurai, MABIF Incubatees and all supporters for their unwavering support.

A special shoutout to our incredible Team NABARD MABIF! Your dedication, hard work, and passion are the driving force behind our success. Thank you for your unwavering commitment to our mission and for continuously striving for excellence. We couldn't do it without you!




## MABIF e-Newsletter, "உளி (Chisel) - ULI"!

NABARD MABIF is happy to announce the release of the Third edition of the MABIF e-Newsletter, "உளி (Chisel) - ULI"!

Just like a chisel, MABIF is your tool for shaping entrepreneurial dreams. In this edition, we continue to showcase the latest developments, insights and accomplishments within the MABIF community.

Inside "உளி (Chisel) - ULI," you'll find a curated compilation of noteworthy Events, Programmes, visits and updates that reflect the vibrant and dynamic spirit of MABIF. Our team is dedicated to providing you with valuable content that highlights the innovative endeavors and achievements of our community members.

This edition builds upon the success of our inaugural issue and reaffirms our commitment to keeping you informed about the exciting happenings and progress within MABIF. Dive into the pages of our latest edition and explore the diverse stories that shape our entrepreneurial ecosystem.

Stay tuned as we release "உளி (Chisel) - ULI" every quarter, ensuring you stay connected and inspired by the stories that make up the fabric of MABIF.







## Honey Bee Keeping Training session

Honey Bee Keeping Training session

We are happy to announce the successful completion of our Honey Bee Keeping Training session, held on 8th August 2024, at NABARD MABIF, AC & RI, Madurai.

The session was expertly led by Dr. K. Suresh, Associate Professor (Entomology), KVK, AC & RI, Madurai, and Mrs. S. Josphine Arokya Mary, Founder, Vibis Royal Honey Pvt Ltd. Their in-depth knowledge and hands-on experience provided invaluable insights into the importance of beekeeping and the role of honey bee species.

With a total of 63 enthusiastic participants, the event was a huge success, filled with learning, engagement and practical demonstrations. We are confident that everyone left with a deeper understanding of beekeeping and a renewed passion for sustainable practices.

A special thanks to all who attended and contributed to making this event a success. We look forward to hosting more such enriching sessions in the future!











## Sri Konda Laxman Telangana State Horticultural University visited the NABARD MABIF

Hon'ble Vice Chancellor Dr. B. Neeraja Prabhakar, Sri Konda Laxman Telangana State Horticultural University visited the NABARD MABIF along with Dr. E. Somasundaram, Director, DABD, Tamil Nadu Agricultural University-Coimbatore, Dr. P. P. Mahendran, Dean, AC&RI-Madurai on 23rd August 2024.

During the visit, Er. Ganesh Moorthy K, CEO, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc.

Excitingly, Dr. B. Neeraja Prabhakar expressed interest in a potential collaboration with NABARD MABIF. This collaboration may bring a lot of insights and potential opportunities for budding Entrepreneurs and Startups.










## FoSTaC Training Programme@MABIF

We’re happy to share the success of the FoSTaC Training Programme, organized by National Agro Foundation (NAF) in association with NABARD MABIF, held from 19th to 22nd August 2024 at MABIF, AC&RI, Madurai.
Course Category: Basic - Retail & Manufacturing
With a fantastic turnout of 350 enthusiastic participants, including students, FPOs, and farmers, this event was all about enhancing knowledge and skills in Food Safety Supervision within the food industry.
Thank you to everyone who participated and made this event a resounding success! Let's continue unlocking knowledge and advancing in the dynamic world of food safety!











## Thozhuvam FPCL vehicle Launch@MABIF

Thozhuvam FPCL vehicle Launch@MABIF
NABARD MABIF's Board of Directors, Shri R. Anand, CGM, NABARD RO-Chennai, Dr. E. Somasundaram, Director, DABD, TNAU-Coimbatore, Dr. P.P. Mahendran, Dean, AC&RI-Madurai and Shri. K. V. Iyer, NABARD Nominee visited NABARD MABIF along with Mr. A. S. Sakthi Balan, AGM, NABARD-Madurai on 03rd September 2024.
Delegates launched the vehicle of Thozhuvam FPCL, supported by NABARD's BDA Scheme.
During their visit, they interacted with NABARD MABIF's invested startups, providing mentorship and guidance. The Startups Interaction session offered an informal setting for networking and building rapport between MABIF incubatees and the delegates, for series funding opportunities. It was an opportunity for MABIF incubatees to share their experiences, aspirations and ideas.













## Empowering FPOs: Capacity Building Training Program @MABIF

We're happy to share that the Capacity Building Training Program for the Management teams of NABARD MABIF - CBBO's 25 FPOs has been successfully completed! This comprehensive training, organized by ESAF Foundation and facilitated by NABARD MABIF, took place in 2 batches and benefited a total of 75 participants from various FPOs.

Topics Covered:

-Sustainable Business Opportunities: Exploring growth avenues within the Agri Eco System.

-Legal & Regulatory Compliances: Navigating the complexities of regulations.

-Financial Management & Accounting: Enhancing financial acumen for better decision-making.

-Branding, Packaging & Digital Marketing: Elevating FPO products to new heights.

-GST Compliances: Understanding GST requirements and their impact on FPOs.

Exposure Visits: Participants gained valuable insights through visits to:

-VRD Foods

-Vagai Millets FPCL

-Thozhuvam FPCL

-Sree Mayil Vel Natural & Healthy Foods Pvt Ltd

Together, we're fostering growth and innovation in the agri-business .










**Officials from Directorate of School Education**

Mr. V. Jayakumar, Joint Director (Vocational), School Education Department, Government of Tamil Nadu visited the NABARD MABIF along with Mr. R. Baskaran, District Educational Officer (i/c) - Madurai and A. Satham Hussain, Vocational Coordinator on 16th September 2024.

During the visit, Er. Ganesh Moorthy K, CEO, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc.,

Excitingly, Mr. V. Jayakumar, Joint Director expressed interest in a potential collaboration with NABARD MABIF. This collaboration may bring a lot of insights and potential opportunities for students.










## Hon'ble Vice Chancellor visited the NABARD MABIF

Chairman, NABARD MABIF and Hon'ble Vice Chancellor, Dr. V. Geethalakshmi, Tamil Nadu Agricultural University along with Dr. P.P. Mahendran, Dean, AC&RI-Madurai and Dr. S. Kanchana, Dean, CSC&RI-Madurai, visited NABARD MABIF on 17th September 2024 to explore MABIF's activities.

During the visit, students from the Agricultural College and Research Institute, Madurai, had the opportunity to present their innovative ideas to Vice Chancellor, TNAU. Also, Vice Chancellor appraised the incubation services being provided to Startups, FPOs, Farmers and Students.






## Global Food Regulators Summit (GFRS) as part of World Food India (WFI)

Er. Ganesh Moorthy K, CEO, NABARD MABIF, had the privilege of participating in the Global Food Regulators Summit (GFRS) as part of World Food India (WFI), organized by the Food Safety and Standards Authority of India (FSSAI) under the Ministry of Health and Family Welfare, Government of India. The event took place at Bharat Mandapam, New Delhi, from 19th to 21st September 2024. It was a proud moment for MABIF to be part of this significant event.

Madurai Agribusiness Incubation Forum (NABARD MABIF) has signed a MoU with the National Institute of Food Technology, Entrepreneurship and Management - Thanjavur (NIFTEM-T) in the presence of Hon'ble Union Minister of State Shri Ravneet Singh Bittu, Ministry Of Food Processing Industries, Government Of India at World Food India 2024. This collaboration is designed to promote innovation, research and entrepreneurship within the agri-food sector. MABIF exchanges MoU with Dr. Palanimuthu, Director, NIFTEM-T in the presence of delegates.

Additionally, M/s. Miracletree Life Science and M/s. Kugram Super Foods Pvt Ltd, a promising incubatees of MABIF, has also signed a MoU with NIFTEM-T, further enhancing the partnership's impact on the industry and academic collaboration for student's entrepreneurship development.

M/s. Nutrigentics Life Science Pvt Ltd, showcased the product “Plantegg” to Hon'ble Union Minister of State Shri Ravneet Singh Bittu, Ministry of Food Processing Industries, Government of India. Plantegg is a plant based vegan egg in the hard-boiled form catering the needs of protein & micronutrients and Minister appraised the new innovative product.

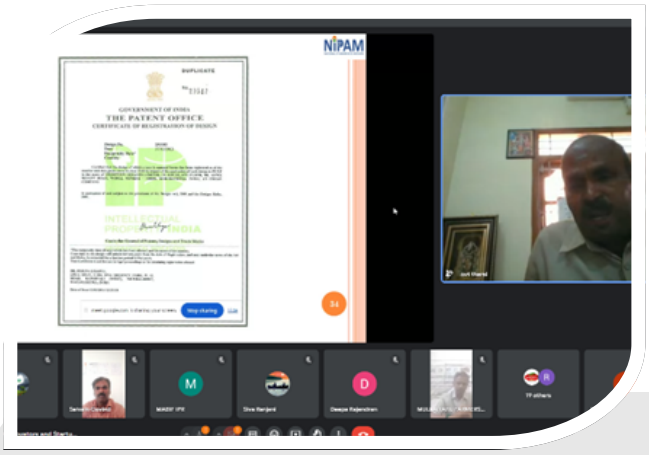
Here are the startups from NABARD MABIF that exhibited their products at the World Food India 2024:

1. Miracletree Life Science Pvt Ltd
2. Nutrigenetics Life Science
3. Dhaanyas Natural Products
4. Vattam Agro & Dairy Industries Pvt Ltd
5. Visahaa Agro Products.
6. Farmerette Health Foods Pvt Ltd
7. Sree Mayil Vel Natural & Healthy Foods Pvt Ltd

Also, Tamil Nadu Food Processing and Agri Export Promotion Corporation (TNAPEx) showcased an impressive display of products, highlighting the diverse range and quality of agri-food items from the region.

This event provided a platform for startups to showcase their products and explore opportunities in both domestic and international markets.

We extend our sincere gratitude to NABARD - National Bank for Agriculture and Rural Development, Tamil Nadu Agricultural University, National Institute of Food Technology, Entrepreneurship and Management - Thanjavur (NIFTEM-T), Ministry of Food Processing Industries, Ministry of Agriculture & Farmers Welfare, Government of India, FSSAI Publication, NABARD MABIF Incubatees and all stakeholders for their unwavering support.







**NABARD MABIF's Webinar on IPR Schemes for Innovators and Startups!**

We had an insightful session today, led by Dr Manoharan Chokkalingam M.E.,Ph.d.,, an IPR expert, where participants gained valuable knowledge on the following topics:

Webinar Highlights:

-Awareness about IPR – Covered key aspects of Patents, Trademarks, Designs, GI (Geographical Indications) and Copyrights, helping innovators understand the importance of protecting their intellectual property.

-Details about IPR-SIPP – An in-depth discussion on the Startup Intellectual Property Protection (SIPP) scheme, showcasing how startups can leverage this initiative.

-Procedures to Avail IPR-SIPP Scheme – Step-by-step guidance on the application process, making it easier for participants to navigate the scheme.

-Problems & Overcoming Methods of IPR Protection – Addressed common challenges faced in IPR protection and practical strategies to overcome them.

A big thank you to all the participants who joined us today! Let's continue to innovate and protect our ideas!

Stay tuned for more such knowledge-packed sessions from MABIF.













## TNAU State Level Mega Farmers Day - 2024

NABARD MABIF had an incredible experience at the TNAU State Level Mega Farmers Day - 2024 (Next Gen Agriculture), organized by the Tamil Nadu Agricultural University, Coimbatore, from 26th to 29th September 2024. Hon'ble Vice Chancellor, Dr. V. Geethalakshmi, TNAU - Coimbatore, Shri. R. Anand, CGM, NABARD RO - Chennai and Dr. E. Somasundaram, DABD, TNAU visited our stall and interacted with our team.

We are happy to announce that our NABARD MABIF FPO, Makilam FPCL, has been honored with the award for the “Best Stall Exhibited” at the State Level Mega Farmers Day 2024. The prestigious award was presented by Hon'ble Vice Chancellor, Dr. V. Geethalakshmi, Tamil Nadu Agricultural University, Coimbatore.

Here are the FPOs from MABIF that exhibited their products at the event:

Vagai Millets FPCL, Makilam FPCL, Shri Kenga FPCL, Batlagundu Flowers FPCL, Avinashiappar FPCL, Bannari Amman FPCL, Chellampatti Jasmine & Millets FPCL, Thozhuvam FPCL, Senkathir FPCL, Tirunelveli Natural FPCL and Kadavoor Organic FPCL.

We extend our sincere gratitude to Tamil Nadu Agricultural University and NABARD - National Bank for Agriculture and Rural Development for organizing this event and giving us this opportunity.













## "Emerging Incubator of the Year" in Tamil Nadu by the "FICCI - TN YOUNG LEADERSHIP SUMMIT & AWARDS 2024"

NABARD MABIF is overjoyed to announce that we have been adjudged the winner under the category "Emerging Incubator of the Year" in Tamil Nadu by the "FICCI - TN YOUNG LEADERSHIP SUMMIT & AWARDS 2024" on 05th November 2024. This recognition celebrates our commitment to nurturing the Startup/FPO ecosystem and fostering innovation.

The award was presented by Dr. Palanivel Thiaga Rajan, Hon'ble Minister for Information Technology and Digital Services, Government of Tamil Nadu in the presence of Dr. Ishari K Ganesh, Chancellor, VELS University, Dr. GSK Velu, Chairman, FICCI Tamil Nadu State Council, Mr. Bhupesh Nagarajan, Co-Chairman, FICCI Tamil Nadu State Council, Dr. Preethaa Ganesh, Convenor, FICCI TN Young Leaders Panel &Vice President, Vels Group of Institutions, Dr A Velumani, Founder & Managing Director Thyrocare Technologies Ltd. and Mr. C K Kumaravel, Co-founder & CMD Naturals Salon & Spa. The award was received by Er. Ganesh Moorthy K, CEO, NABARD MABIF, Dr. E. Somasundaram, Director, DABD, TNAU-Coimbatore and Dr. P. P. Mahendran, Dean, AC&RI - Madurai.

Getting awarded is great but what's greater to us is the impact we have made by facilitating Next generation entrepreneurship & innovation. We commit to continuing to shape innovation and scale startups in the years to come.

We extend our thanks and gratitude to FICCI and NABARD - National Bank for Agriculture and Rural Development, Tamil Nadu Agricultural University Officials, including, Shri. Shaji K.V, Chairman-NABARD, Dr. V. Geethalakshmi, Vice-Chancellor-TNAU, Shri Partho Saha CGM, OFDD, NABARD HO-Mumbai, Shri R Anand, CGM-NABARD RO-Chennai, Dr. E. Somasundaram, Director, DABD-TNAU, Dr. P.P. Mahendran, Dean, AC&RI-Madurai, MABIF Incubatees and all stakeholders for their unwavering support.

A special shoutout to our incredible Team NABARD MABIF! Your dedication, hard work and passion are the driving force behind our success. Thank you for your unwavering commitment to our mission and for continuously striving for excellence.



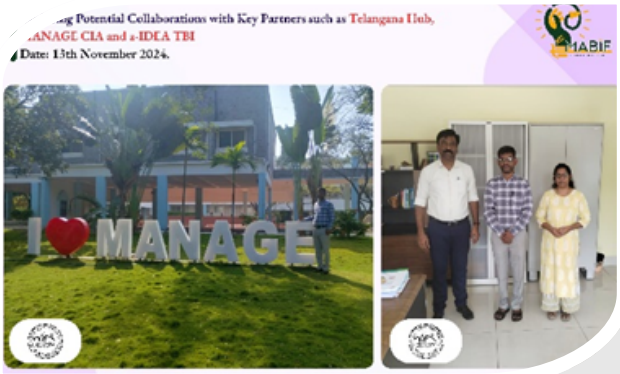
















## "National Conference on Building Sustainable Agricultural Start-ups in India"

NABARD MABIF had the privilege of participating in the "National Conference on Building Sustainable Agricultural Start-ups in India", organized by a-IDEA, NAARM-TBI, Hyderabad. The conference took place from 12th & 13th November 2024 at the M.S. Swaminathan Auditorium, a-IDEA, NAARM-TBI.

During this event, Er. Ganesh Moorthy K, CEO, NABARD MABIF, acted as an Eminent Expert in a panel discussion on "Leveraging Incubators for Startup Excellence". He emphasized the crucial role of incubators in driving agricultural innovation through mentorship, market linkages and funding support. His insights highlighted how incubators can foster sustainable growth for agri-startups tackling sector-specific challenges.

Additionally, NABARD MABIF is actively exploring potential collaborations with key partners such as T-Hub at Telangana, MANAGE-CIA and a-IDEA, NAARM-TBI, with plans to establish co-incubation opportunities.

MABIF also visited the NABARD MABIF's CCF 1.0 funded Startup M/s. Minkan Agro Industries Pvt Ltd (Milletbank) to assess the fund utilization and review Startup operations. This progressive startup is impressive in its approach to sustainable agricultural practices, innovative product development and its commitment to expanding market reach.

Additionally, another MABIF incubatee, M/s. Carbonmint India Pvt Ltd, engaged in discussions with CEO, MABIF, regarding mentorship service for their business growth in terms of market linkage, value-added products and Export opportunities.

We extend our sincere gratitude a-IDEA, NAARM-TBI for organizing this great event and giving us this opportunity







## "Financial Inclusion Impact Project and Awareness Program"

Partnering for Farmer Empowerment!
At NABARD MABIF, we are delighted to share the success of a transformative initiative conducted by our proud incubatee, M/s. payAgri Innovations Pvt Ltd on 18th November. The "Financial Inclusion Impact Project and Awareness Program" was organized to empower Farmer Producer Organizations (FPOs) and farmers with knowledge, resources and actionable insights.
The event fostered meaningful interactions, with FPO members and farmers sharing their challenges and seeking solutions to enhance their agricultural practices.
Key Highlights:
- Manjari Balu, Manager from payAgri Innovations Pvt Ltd led an insightful session on loan facilities, addressing participant queries with expertise.
- Success in Action: Mr. Karthikeyan from R. Puthukottai, Dindigul, was approved for a ₹50,000 loan within just 30 minutes. This funding will support his cultivation of black gram and maize crops, ensuring a brighter future for his farming endeavors.
- A spotlight was also on PayAgri's eVive platform, which received enthusiastic feedback for its role in driving innovation and convenience for farmers.
We are proud to see our incubates like PayAgri leading impactful initiatives, transforming the agricultural landscape and creating real value for the farming community. Together, we are building a resilient future for agriculture!







## Training on "Agri Value Addition Sensitization up to Markets"!

M/s. Frigoscan Post Harvest Technologies, a proud member of NABARD MABIF, conducted an insightful training session titled "Agri Value Addition Sensitization up to Markets" on 15th November 2024 at MABIF. The session aimed at equipping farmers with the knowledge and tools to enhance their value addition and market presence.

Key Highlights:

- Er. Ganesh Moorthy K, CEO, NABARD MABIF, inaugurated the session and shared how MABIF connects with farmers to foster effective value addition.

-Mr. Muresh Kumar, Co-founder, TOOZ Consumer Products, shared his inspiring entrepreneurial journey and the success story of the brand "TOOZ."

-Dr. Murugesan, focused on fostering unity among farmers, ensuring they grow together as a strong and connected community.

-Mr. Shankaran Ramamurthy, Frigoscan Post Harvest Technologies highlighted key market trends, export opportunities, and the "One District One Product" concept for expanding market reach.

This impactful session, conducted by Frigoscan Post Harvest Technologies Tech, provided farmers with actionable insights to multiply their enterprises and transform into successful Agri-entrepreneurs.












## "New Generation Food Business Strategies"

M/s. Frigoscan Post Harvest Technologies, a proud member of NABARD MABIF, conducted an insightful training session titled "New Generation Food Business Strategies" on 16th November 2024 at MABIF, bringing together innovative Agri-entrepreneurs and industry leaders to explore modern strategies for advancing the food business.

Key Highlights:

- The session was inaugurated by Er. Ganesh Moorthy K, CEO, NABARD MABIF, setting the stage for a day of inspiring discussions.
- Success stories were shared by entrepreneurs like Mrs. Subashini, Millets 'n Minutes, Mr. Muresh Kumar, TOOZ Consumer Products, Mr. Mannar Mannan, Durmeric Naturaceuticals (Onedrop Wellness) and Mr. Padmanaban, TryOnce Agro Pvt. Ltd., showcasing how they overcame challenges and scaled their ventures in the agri-food sector.
- Mr. Chandrasekaran, President, Biodynamic Association of India and founder of Jaycee Organics, highlighted the importance of value addition, herb exports, biodynamic farming and the health benefits of fruits and vegetables.
- A tech session by Mr. Prakash & Mr. Sivamani (You-Note) introduced innovative billing and accounting software, simplifying transaction management for entrepreneurs.
- Mr. Shankaran Ramamurthy, Frigoscan Post Harvest Technologies shared insights into agri-business strategies, branding, exports and how startups can leverage modern facilities and machinery for production enhancement.

The event was a vibrant platform for networking, learning and exploring market trends, equipping participants with tools to elevate their businesses.













## ICAR-National Research Centre for Banana (NRCB)

Dr. R. Selvarajan, Director, ICAR-National Research Centre for Banana (NRCB) along with Dr. Pramod Shelake, Scientist, ICAR-National Research Centre for Banana (NRCB) and Dr. K. Suresh, Associate Professor (Entomology), AC&RI-Madurai visited the NABARD MABIF on 20th November 2024.

During the visit, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc.,

Excitingly, Dr. R. Selvarajan, Director, ICAR-National Research Centre for Banana (NRCB), expressed interest in a potential collaboration with NABARD MABIF. This collaboration may bring a wealth of insights and opportunities for advancing the Agri and Food startup ecosystem. By leveraging the expertise of NRCB in banana cultivation and post-harvest technologies alongside MABIF's strong network of startups, Farmer Producer Organizations (FPOs) and entrepreneurs, the partnership aims to drive innovation, foster knowledge exchange and enhance market linkages within the agriculture sector.







## Grand Inauguration of PS Food's "Food Factory Outlet"!

We are happy to announce the inauguration of "Food Factory Outlet" of PS Foods, an incubatee of NABARD MABIF on 21st November 2024!
The outlet was inaugurated by Dr. E. Somasundaram, Director, DABD, TNAU - Coimbatore, in the presence of Dr. P.P. Mahendran, Dean, AC&RI-Madurai and Er. Ganesh Moorthy K, CEO, NABARD MABIF. This new venture is part of MABIF's continued support for the agri-food startup ecosystem, promoting innovation and entrepreneurship.
We congratulate PS Foods on this milestone and look forward to seeing them grow and thrive in the market!















**ESAF Krushakmithra Training @ MABIF**

NABARD Madurai Agribusiness Incubation Forum (MABIF), in collaboration with ESAF, successfully hosted the Krushakmithra Training from 26th to 30th November 2024 at the Agricultural College and Research Institute, Madurai. This 5-day comprehensive program empowered Farmer Producer Organizations (FPOs) with essential knowledge and tools to thrive in the agricultural ecosystem.

Key Highlights:

In-depth sessions on agri-entrepreneurship, product development, and pricing strategies by leading experts.

Practical workshops on branding, packaging, and financial planning to enhance FPO operations.

Exposure visits to VRD Foods Processing Unit, Shadvik Foods, and Vagai Millets FPCL to gain hands-on insights.

Discussions on government support, post-harvest management, and trading through e-NAM for sustainable growth.

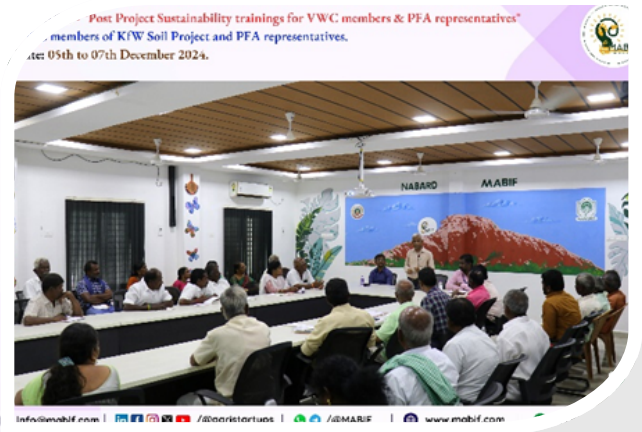
The event featured notable speakers like Dr. Mayilmurugan, Mr. Sureshbabu, and Mr. Vinay, who shared actionable strategies for FPO success.

With 28 enthusiastic participants, the program fostered collaboration, innovation, and growth in the FPO ecosystem.













## Post-Project Sustainability for VWC members of the KfW Soil Project and PFA representatives

NABARD - National Bank for Agriculture and Rural Development in association with NABARD MABIF, organized a 3-days training program on Post-Project Sustainability for VWC members of the KfW Soil Project and PFA representatives from 05th to 07th December 2024 at MABIF, Agricultural College and Research Institute, Madurai.
The event was inaugurated by Mr. S. Natarajan, Former CGM - NABARD, Mr. A. S. Sakthi Balan, AGM, NABARD-Madurai and Er. Ganesh Moorthy K, CEO, NABARD MABIF, setting the tone for an insightful and impactful program.
Training Highlights:
-Interactive sessions on innovative agricultural technologies, maintenance fund management and best practices in watershed sustainability.
-A field visit to the Sekkipatti watershed for hands-on learning about innovative practices and effective VWC operations.
-Participant presentations covering key topics like strengthening farmers clubs, water harvesting climate resilience and more.
Participants: 32 enthusiastic VWC members of KfW Soil Project and PFA representatives came together to share insights and strategies for ensuring long-term community success.
A heartfelt thanks to Mr. S. Natarajan, Former CGM - NABARD, IADF team, NABARD and all the resource persons for their invaluable contributions to making this program a success.

The training emphasized sustainable practices for climate adaptation, livelihood enhancement and the establishment of Village Knowledge Centers to drive skill development and community growth. Together, let's continue working towards building a more resilient and sustainable future!










## NABARD MABIF Honored at the NABL Felicitation Event!

Madurai Agribusiness Incubation Forum (NABARD MABIF) proudly participated in the prestigious "Felicitation Event for Laboratories Granted Fresh Accreditation" held at New Delhi on 9th December 2024.

During the event, MABIF Food Testing Laboratory was honored with the Accreditation Certificate, presented by Mr. N. Venkateswaran, CEO, National Accreditation Board For Testing and Calibration Laboratories (#NABL) and the certificate was received by Er. Ganesh Moorthy K, CEO, NABARD MABIF, Dr. E. Somasundaram, Director, DABD, TNAU-Coimbatore, Dr. P. P. Mahendran, Dean, AC&RI – Madurai and Mr. Malaisamy C, Deputy Manager (FP), MABIF.

Additionally, Team NABARD MABIF visited the various GoI organizations to explore potential opportunities for the startup ecosystem in agribusiness.

A meeting was held with Mr. Sunil Kumar Newar, Joint Director, MSME, Mr. Satish Kumar, Assistant Director, MSME and Mr. Ajit Jaiswal, Senior Consultant, MSME at Ministry of Micro, Small and Medium Enterprises, Government of India, Delhi, to discuss strategies for strengthening the MABIF's Intellectual Property Facilitation Centre (IPFC).

Meeting with Dr. Sudhanshu, Secretary, APEDA, to discuss the agri-startup incubation ecosystem and strategies for supporting SMEs to explore the international export marketing.



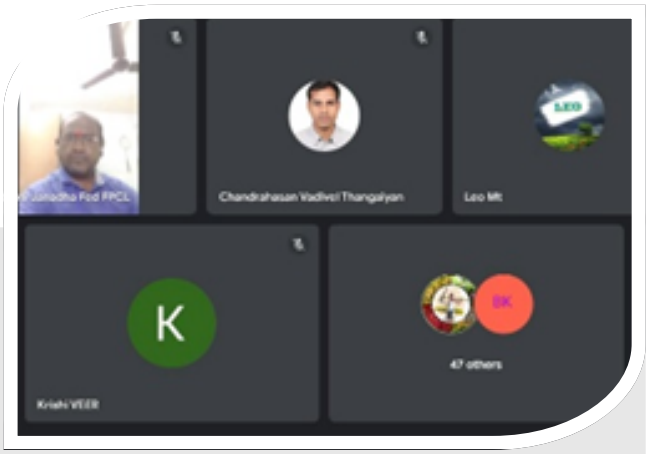




## Empowering Young Minds Through Practical Learning! @ MABIF!"

We are happy to share that 37 enthusiastic 12th standard Vocational Agriculture students from Government Higher Secondary School (Department of School Education,Govt of TN), Thamarakki & Idayamelur, Sivagangai, had the incredible opportunity to intern at NABARD MABIF from 27th November - 12th December 2024.
During their internship, they gained hands-on experience in various areas of business incubation, entrepreneurship and agricultural innovation. We hope this experience will empower these young minds to explore new career pathways and contribute to the growth of their communities.




## FPO-Startup Immersion Program: Empowering FPOs through Innovation!"

NABARD MABIF hosted an inspiring FPO-Startup Immersion Program online with 55+ enthusiastic FPOs from across Tamil Nadu, the session connected them with dynamic startups, unlocking fresh business opportunities and innovative solutions on 14th December'24.

Featured Startups & Business Models:

Seinilam Agri Business Culture: Transforming agriculture from Farmers to Market through contract farming for high-yield Maize, Dry Chillis, Cotton and Sesame.

RR Consulting Service Ltd.: Expert on GoI subsidy-based Community Petrol Bunk consultation, licensing, and subsidy acquisition procedures.

Bankberry Agri Fintech Limited: Empowering FPO shareholders with agri-input-based credit card services for cultivation needs.

Roots Goods Pvt. Ltd.: Revolutionizing FPO ecosystem with advanced Maize quality assessment technology and procurement strategies.

This engaging session helped FPOs discover innovative solutions, build valuable connections, and chart a prosperous path forward!













## "National Startup day"

NABARD MABIF organized an insightful Startup Roundtable as part of the "National Startup day".
The roundtable witnessed active participation from NABARD MABIF startups and featured discussions on funding opportunities provided by NABKISAN Finance Limited to support and benefit startups.
The event was graced by experts from NABKISAN Finance Limited and NABARD - National Bank for Agriculture and Rural Development, including Mr. G. Immanuvel, Chief Financial Officer, NABKISAN, Mr. Mahmood Hussain, Sr. Vice President, NABKISAN and Mr. A. S. Sakthibalan, AGM, NABARD - Madurai. The session was facilitated by Er. Ganesh Moorthy K, CEO, NABARD MABIF, ensuring an engaging and informative experience for all participants













## "Regional Officers from the Ministry of Micro, Small and Medium Enterprises, Government of India @ MABIF!"

NABARD MABIF was honoured to host Regional Officers from the Ministry of Micro, Small and Medium Enterprises, Government of India on 9th January 2025. The visit aimed to explore the state-of-the-art Incubation services & IPR Services provided to startups, Farmer Producer Organizations (FPOs) and farmers.

It also focused on how NABARD MABIF's Intellectual Property Facilitation Centre (IPFC), plays a crucial role in safeguarding the logos, brands and intellectual properties of startups by offering support for patenting, trademark registration and other legal protections. This ensures that the innovative work and brand identity of startups are securely protected in the competitive market.

During the visit, Er. Ganesh Moorthy K, CEO, NABARD MABIF explained the Incubation Services & IPR Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc.,













## District Central Cooperative Bank officials @ MABIF

On 9th January 2025, as part of the training program conducted by BIRD, Lucknow for District Central Cooperative Bank officials, visited NABARD MABIF accompanied by Mr. A. S. Sakthibalan, AGM, NABARD - Madurai.

During the visit, Er. Ganesh Moorthy K, CEO, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc.,




## NABARD MABIF is happy to release the Fifth edition of the MABIF e-Newsletter!

NABARD MABIF is happy to release the Fifth edition of the MABIF e-Newsletter, "உளி (Chisel) - ULI"!
Just like a chisel, MABIF is your tool for shaping entrepreneurial dreams. In this edition, we continue to showcase the latest developments, insights and accomplishments within the MABIF community.
Inside "உளி (Chisel) - ULI," you'll find a curated compilation of noteworthy Events, Programmes, visits and updates that reflect the vibrant and dynamic spirit of MABIF. Our team is dedicated to providing you with valuable content that highlights the innovative endeavors and achievements of our community members.
This edition builds upon the success of our inaugural issue and reaffirms our commitment to keeping you informed about the exciting happenings and progress within MABIF. Dive into the pages of our latest edition and explore the diverse stories that shape our entrepreneurial ecosystem.
Checkout the Newsletter here: https://lnkd.in/g8PzECVS
Stay tuned as we release "உளி (Chisel) - ULI" every quarter, ensuring you stay connected and inspired by the stories that make up the fabric of MABIF.







## FPO-Startup Immersion Program: Empowering FPOs through Innovation!"

NABARD MABIF, in collaboration with ESAF Foundation, organized a "Capacity Building and Business Plan Preparation Training Program" for BoDs/CEOs of FPOs from 23rd to 25th January 2025 at the Agricultural College and Research Institute, Madurai.

The 3-days intensive program empowered participants with key insights on FPO governance, Financial management, Business opportunities in the Agri-value chain and business plan development.

Expert speakers, including industry leaders and professionals, provided valuable guidance on:

- Governance and Responsibilities of FPOs
- Statutory Compliance and Record Maintenance
- Business Opportunities in Agri-Value Chains
- Selection of Viable Business Activities
- Comprehensive Business Plan Preparation

The event concluded with interactive sessions and insightful discussions, ensuring a strong foundation for the future of Farmer Producer Organizations.

A big thanks to ESAF Foundation and all the resource persons, participants, and collaborators for making this event a huge success! Let's continue to work together for a sustainable and innovative future in Agri-Entrepreneurship!













## "Nutraceutical Prospects of Probiotic Grain-Based Foods"

NABARD MABIF hosted an insightful seminar on "Nutraceutical Prospects of Probiotic Grain-Based Foods" led by Dr. Samlesh Kumari, Ph.D., ARS, Scientist at ICAR-Central Institute of Agricultural Engineering and Visiting Faculty at the University of Guelph, Ontario, Canada along with Mr. Shankaran Ramamurthy, Frigoscan Post Harvest Technologies on 28th January 2025 at MABIF, AC&RI, Madurai.

The seminar explored the exciting potential of probiotic grain-based foods and their role in improving health through fermentation. Here are the key highlights:

Probiotics for Grain Fermentation – Unlocking the power of probiotics in enhancing the nutritional value of grains.

Nutraceutical Cereal Substrates – The promising use of grains as substrates for producing nutraceuticals.

Production of Bioactive Compounds – Exploring the bioactive compounds in grains that can benefit human health.

A huge thank you to Dr. Samlesh Kumari and all participants for making this seminar a great learning experience!













## "State-Level Network Meeting"

NABARD MABIF, in collaboration with Bharat Centre of Excellence for Collective Enterprises (BCECE), ESAF Foundation organized a "State-Level Network Meeting" on 29th January 2025 at MABIF, AC & RI, Madurai.
With 60 participants representing 32 Farmer Producer Organizations (FPOs), the event was a dynamic platform for knowledge-sharing and strategic discussions.
Key Highlights:
-FPO Strengthening: Mr. G. Madhanagopal Ganesan, Manager (FPO), MABIF, shared insights into the vital role of Agri-business Incubation Centres in strengthening FPOs.
-New Agricultural Policy: Mrs. L. Meena, Agricultural Officer, led discussions on the impact of the New Agricultural Policy on FPOs.
-Market Linkage Strategies: Mr. Shankaran Ramamurthy, Frigoscan Post Harvest Technologies delved into market linkage strategies and commodity marketing in Tamil Nadu.
-Group Discussions: Ms. Sharika, Manager (BCECE), ESAF Foundation, facilitated interactive group discussions, tackling challenges and identifying solutions for FPO growth.
-BCECE's Opportunities for FPOs: Mr. Sakthi Kumaran, Chief Manager, ESAF Foundation, presented opportunities through BCECE to further empower FPOs.
We extend a heartfelt thanks to all the participants, speakers, and partners for their contributions in making this event a remarkable success! Together, we are fostering a thriving ecosystem for FPOs and agribusiness innovation.










## Celebrating Heritage and Recognition: Special Commemorative Postal Cover for Authoor Betel Leaf!

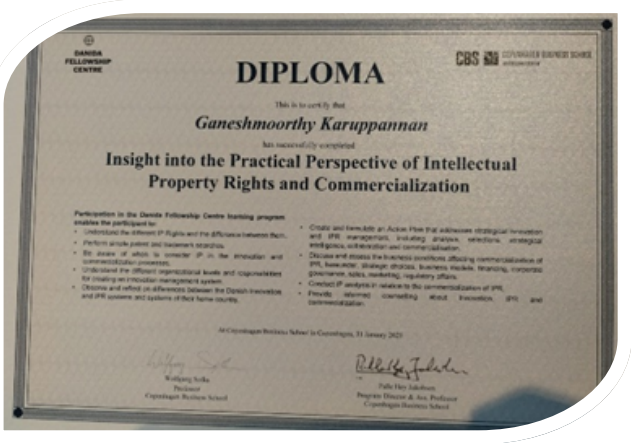
The Department of Posts, India has released a Special Commemorative Postal Cover featuring "Authoor Betel Leaf", a Geographical Indication (GI) product known for its distinctive aroma, unique taste and cultural significance. This release honors the deep agricultural roots and legacy of Authoor Betel Leaf, highlighting its importance to the region.

In this proud moment, NABARD MABIF and Dept. of Agri Marketing & Agri Business of Tuticorin District actively participated in the Special Commemorative Postal Cover release event. As part of the Philately Exhibition—TANAPEX 2025 , the event was held on 30th January 2025 at Authoor in the Tuticorin Division, organized by the Tamil Nadu Postal Circle.

NABARD MABIF contributed by providing detailed information about the GI-tagged Authoor Betel Leaf, underscoring its cultural, agricultural and historical significance.

We also extend our sincere thanks to the Tamil Nadu State Agricultural Marketing Board (TNSAMB) and Authoor Vattara Vetrilai Vivasayigal Sangam for their invaluable support in obtaining the GI tag for Authoor Betel Leaf!










## MABIF CEO Successfully Completes IPR - DFC Scholarship Programme 2024

Madurai Agribusiness Incubation Forum (MABIF) is proud to announce the successful completion of the IPR - DFC Scholarship Programme 2024 by our CEO, Er. K. Ganeshmoorthy. This prestigious programme, conducted under the Danida Fellowship Centre Scholarship Programme, provided valuable insights into Intellectual Property Rights (IPR), innovation management, and commercialization strategies.

The training, held from 20th - 31st January 2025 at Copenhagen Business School (CBS), Denmark, brought together professionals from India and Brazil, focusing on IP protection, patent and trademark searches, licensing agreements, and strategic commercialization. The programme also included interactive workshops, institutional visits, and peer learning sessions, enabling participants to gain practical exposure to global best practices.

Key Takeaways for Startups

The knowledge and expertise gained from this programme will directly benefit startups and incubatees at MABIF, helping them leverage intellectual property for business growth. The key takeaways include:

Enhanced IPR Support: MABIF will provide specialized mentoring on patents, trademarks and industrial design rights, helping startups protect and commercialize their innovations.

Stronger Commercialization Strategies: Startups will be guided on transforming intellectual property into market-ready solutions, improving their investment potential.

Access to Global Best Practices: With exposure to international IPR frameworks, MABIF can now offer advanced insights on IP management, ensuring startups stay ahead in the market.

Improved Innovation Ecosystem: By integrating modern innovation techniques with IP protection, MABIF aims to create a robust ecosystem for agribusiness entrepreneurs.

The completion of this programme marks a significant step in strengthening MABIF's support system for startups. With this knowledge, we are committed to empowering entrepreneurs with the right IPR strategies, ensuring sustainable business growth and global market readiness.



















# National Seminar on "Adoption of e-Commerce and Export Opportunities for Value-Added Food Product MSMEs" @ MABIF:

Madurai Agribusiness Incubation Forum (NABARD MABIF), in association with Branch MSME-DFO, Madurai organized a National Seminar on "Adoption of e-Commerce and Export Opportunities for Value-Added Food Product MSMEs" on 6th February 2025 at Agricultural College and Research Institute, Madurai. The seminar aimed to equip MSMEs with insights into e-Commerce adoption, export strategies and compliance requirements to enhance their business growth.

The event featured esteemed Chief Guests, including Shri. S. D. Dayanand,
Senior Director / Scientist-F & Head, Bureau of Indian Standards, Madurai, Dr.P.P.Mahendran, Dean, AC & RI, Madurai, Mr. S. Ganesan, General Manager, District Industries Centre (DIC), Madurai, Mr. Saravanan, Asst. Director, Br. MSME-DFO, Madurai, Ms. Uma Chandrika, Asst. Director, Br. MSME-DFO, Madurai, Mr. Jayaselvam, Asst. Director, Br. MSME-DFO, Madurai. and Er. Ganesh Moorthy K, CEO, NABARD MABIF.

Key Highlights of the Program:

1. Marketing opportunity in domestic through ONDC: Mr. John praveen,
Centre of Excellence, DIGIIT Business Services Pvt Ltd. ONDC Network Participant
2. Importance of Phytosanitary Certificate: Dr. Dr. Sriharsha V P, Protection Officer (WS), Plant Quarantine Station, Madurai Airport, Madurai.
3. Role of APEDA & TNAPEx in Export: Mr. Oliyarasan, TNAPEx, Madurai.
4. Export opportunities and procedures: Mr. Sathish Kumar, Export Help Centre, Madurai.
5. Digital Marketing techniques to capture orders: Mr. Srinivasa Vinayagam, Gradient X, Madurai.

Key Takeaways:

-Expert insights on export regulations, e-Commerce strategies and market access
-Opportunities for MSMEs to scale through digital platforms & global trade

















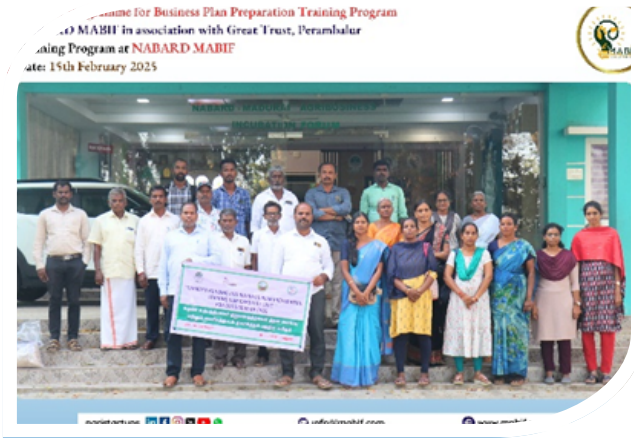


# Naanjil Festival 2025 – Celebrating Rural Innovation & Culture!

Naanjil Festival 2025 – Celebrating Rural Innovation & Culture!
From 7th to 11th February 2025, the Grameen Bharat Mahotsav Tamil Nadu – Naanjil Festival 2025 at Urban Haat, Poombuhar, Kanyakumari, brought together rural entrepreneurs, artisans, and cultural performers in a vibrant celebration of heritage and business innovation!
Inaugural Function Highlights:
Chief Guest: Tmt. R. Alagumeena, IAS, District Collector, Kanyakumari – Applauded the festival's role in empowering rural entrepreneurs.
Shri. R. Anand, CGM, NABARD, Chennai – Highlighted NABARD's commitment to fostering rural enterprises.
Thiru. R. K. Suresh Ramalingam, AGM, NABARD – Highlighted the festival's impact on rural business growth.
Valedictory Function:
Dr. P. P. Mahendran, Dean, AC&RI Madurai – Recognized the festival's impact on bridging rural businesses with urban markets.
Er.Ganesh Moorthy K, CEO, NABARD MABIF – Appreciated the enthusiastic participation & emphasized sustainable rural growth.
Thiru. B. Sashikumar, Manager, Tirunelveli and Tenkasi Clusters, NABARD, acknowledged the contributions of dignitaries, sponsors and volunteers in making the festival a success
Key Achievements:

- 50+ stalls by GI associations, FPOs & SHGs, boosting direct consumer engagement.
- Strong market linkages connecting rural producers with corporate buyers, exporters & industry associations.
- Training & Buyer-Seller Meet for artisans & farmers to enhance skills and business strategies.
- Expanding business networks by linking entrepreneurs with government officials & industry leaders.
- Extensive digital promotion for rural brands, increasing visibility & market access.

This festival was a testament to the power of rural entrepreneurship and cultural heritage! A huge shoutout to NABARD - National Bank for Agriculture and Rural Development for making this incredible platform possible.













## Capacity Building and Business Plan Preparation Training Program"@ MABIF!"

NABARD MABIF, in association with Great Trust, Perambalur, organized a "Capacity Building and Business Plan Preparation Training Program" for BoDs/CEOs of FPOs on 15th February 2025 at MABIF, Agricultural College and Research Institute, Madurai.

The program aimed to strengthen FPOs by enhancing their governance, compliance and business strategies through expert guidance.

Key sessions included:

Governance and Responsibilities of FPOs & Business Plan Development - Mr. A. P. Mayandi, Consultant, Sammunati

Statutory Compliance and Record Maintenance - Mr. Ramanathan, CEO, Paramakudi FPCL

Value chain & Processing, Branding, Packing & Marketing - Mr. Srinivasa Vinayagam, Founder, Gradient X

The event concluded with interactive sessions and insightful discussions, ensuring a strong foundation for the future of Farmer Producer Organizations.













## "On-location training program on Climate Resilient Agriculture, Agricultural Value Chain Mapping and Marketing with focus on Millets" @ MABIF

"On-location training program on Climate Resilient Agriculture, Agricultural Value Chain Mapping and Marketing with focus on Millets" @ MABIF
On 18th February 2025, as part of the "On-location training program on Climate Resilient Agriculture, Agricultural Value Chain Mapping and Marketing with focus on Millets" conducted by Bankers Institute of Rural Development (BIRD), Mangalore, a delegation of FPOs & NGOs, visited NABARD MABIF, Agricultural College and Research Institute, Madurai.
During the visit, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc.,
The event also featured insightful experience-sharing sessions by startups associated with NABARD MABIF, including Mr. M. Dhinesh (Dhaanyas Natural Products), Mr. Prasanna (SUVI Foods), and Mr. Hari Balaji (Amman Millet Foods Pvt. Ltd.), who shared their entrepreneurial journeys and experiences.




## Webinar on "A Step-by-Step Guide to Trademark, Patent & GI Tagging Registration"

We are happy to share that our webinar on "A Step-by-Step Guide to Trademark, Patent & GI Tagging Registration" was a great success, with 50+ participants actively engaging and gaining valuable insights on intellectual property rights.

A huge thanks to Mr. S. Vignesh, Deputy Manager (IPR), MABIF, for his expert guidance in simplifying the complex process of IPR registration. From trademark protection to patent filing and GI tagging, participants left with a clear roadmap to safeguard their innovations!

Kudos to all the participants for their enthusiasm and curiosity! Stay tuned for more insightful sessions from MABIF.

Gulfood 2025!
Theme Pavilion, Za'abeel Plaza, Dubai World Trade Centre
Date: 17th - 21st February 2025.

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## NABARD MABIF at Gulfood 2025 – A Remarkable Experience!

NABARD MABIF successfully concluded an incredible experience at Gulfood - The World's Biggest Annual F&B Event 2025, the world's largest annual food and beverage trade exhibition, held at the Dubai World Trade Centre from 17th - 21st February 2025.

With over 5,500 exhibitors from 129 countries, spanning 24 halls and 1.3 million square feet, the event showcased over one million products, further cementing Dubai's status as a global food trade hub.

India had a strong presence, with 370 companies participating—122 under six key industry associations and 248 independent exhibitors. Among them, NABARD MABIF, one of India's leading agribusiness incubation centers, played an active role in fostering innovation and global market access for its incubatees.

Our MABIF CEO & Directors, including Er. Ganesh Moorthy K, CEO, MABIF, Dr. E. Somasundaram, Director of DABD, TNAU-Coimbatore, Dr. P. P. Mahendran, Dean, AC&RI - Madurai and Shri. K. V. Iyer, Director, participated in this event.

The event was an invaluable opportunity for networking, learning, and showcasing our incubatees' innovative food products on a global platform. MABIF and its startups gained significant leads, business connections, and market insights that will drive their future growth. At Gulfood 2025, our MABIF leadership team engaged in impactful discussions with LuLu Group officials, exploring opportunities for collaboration and market expansion.

We were honoured to welcome esteemed dignitaries to the MABIF stall:

Shri. H.E. Chirag Paswan, Honorable Cabinet Minister, Ministry of Food Processing Industries, Govt. of India

Shri. T. G. Bharath, Hon'ble Minister for Industries & Commerce, Food Processing, Govt. of AP

Shri. Abhishek Dev, IAS, Chairman, APEDA

Dr. Sudhanshu, Secretary, APEDA

Their visit reinforced the importance of innovation and entrepreneurship in India's food sector.

We take immense pride in our incubatees who showcased their cutting-edge food products to the world:

Ariha Foods Pvt Ltd, Stripe Impex Pvt Ltd, Zulsi Foods India Pvt Ltd, Tooz Consumer Products Pvt Ltd, Pukal Foods Pvt Ltd, Saras Foods, VinSmile, Nutriome Bio Solutions.

We extend our thanks and gratitude to NABARD, TNAU and APEDA Officials, including, Shri. Shaji K.V, Chairman-NABARD, Dr. V. Geethalakshmi, Vice-Chancellor-TNAU, Shri Partho Saha CGM, OFDD, NABARD HO-Mumbai, Shri R Anand, CGM-NABARD RO-Chennai, Dr. E. Somasundaram, Director, DABD-TNAU, Dr. P.P. Mahendran, Dean, AC&RI-Madurai, MABIF Incubatees and all stakeholders for their unwavering support.

We extend our heartfelt gratitude to Mr. Shankaran Ramamurthy, Frigoscan, for facilitating MABIF's participation in this prestigious event.


aining, Skill Building, and Incubation Program for SHG women entrepreneurs in Food
ag and Bakery Enterprises under TANII
ning at NABARD MABIF
ate: 24th - 28th February 2025.
NABARD - MADURAI AGRIBUSINESS INCUBATION FORUM
AN INITIATIVE OF NABARD & TNAU


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## "TNSRLM - Training, Skill Building and Incubation Program for SHG women entrepreneurs"

NABARD MABIF, in association with Tamil Nadu Corporation For Development of Women Ltd (TNCDW) and Directorate of Agribusiness Development, TNAU - Coimbatore, has organized the TNSRLM - Training, Skill Building and Incubation Program for SHG women entrepreneurs in Food Processing and Bakery Enterprises under TANII (1st Phase).

The first spell of training was conducted from 24th - 28th February 2025 for the first batch of 25 women entrepreneurs from southern districts at MABIF, AC&RI, Madurai.

Key Sessions & Expert Speakers:

Overview of MABIF's Incubation Services for Startups, FPOs, Students, Farmers & Women Entrepreneurs – Er. Ganesh Moorthy K, CEO, MABIF

Bakery Industry in India: Innovations, Trends & Challenges – Mr. Malaisamy C, Deputy Manager (FP), MABIF

Establishing a Bakery Unit: Planning, Research, Legal Compliance, Setup & Inventory Management – Mr. Meera Hussain, Founder, Pasumai Dairy

Running & Managing a Bakery: Branding, Marketing, Finance, Operations, Quality Control & Customer Experience – Mr. Meera Hussain, Founder, Pasumai Dairy

FSSAI Licensing & Compliance: Registration, Renewal & Modification (State & Central License) – Mr. Malaisamy C, Deputy Manager (FP), MABIF

FSSAI Guidelines on Packaging & Labelling – Mr. Malaisamy C, Deputy Manager (FP), MABIF

Detailed Project Report (DPR) Preparation – Mr. A. Malaisamy, Head, Economics Department, AC & RI (TNAU), Madurai

Hands-on Training for DPR Preparation – Mr. A. Malaisamy, Head, Economics Department, AC & RI (TNAU), Madurai

Bakery Product Packaging Technology – Dr. K. Shanthi, Ph.D., Professor (Food Science & Nutrition), Community Science College & Research Institute, Madurai

Sensory Attributes & Food Evaluation – Dr. R. Saravanakumar, Ph.D., Professor (Human Development & Family Studies), Community Science College & Research Institute, Madurai

FoSTaC – Basic Food Safety in Catering (Bakery Perspective): Mr. Silambarasan Ramamoorthy, MBA (Quality Management), PGDFSQM, FoSTaC Trainer

Participants visited successful food-based entrepreneurs, including Thank You Bakery, Bharath Snacks, and Naveen Bakery, to gain practical insights.

The valedictory ceremony was graced by Dr. E. Somasundaram, Director of DABD, TNAU-Coimbatore, Dr. P. P. Mahendran, Dean, AC&RI - Madurai and Er. Ganesh Moorthy K, CEO, MABIF, who also presented FoSTaC certificates to the participants.

As food processing & bakery enterprises are emerging sectors, this training equipped SHG women entrepreneurs with knowledge of the latest technologies, legal compliance procedures, value addition, branding, and packaging—helping them build sustainable businesses in the industry.













## “TNSRLM - Training, Skill Building and Incubation Program for SHG women entrepreneurs” @ MABIF:

NABARD MABIF, in association with Tamil Nadu Corporation For Development of Women Ltd (TNCDW) and Directorate of Agribusiness Development, TNAU - Coimbatore, has organized the TNSRLM - Training, Skill Building and Incubation Program for SHG women entrepreneurs in Food Processing and Bakery Enterprises under TANII (2nd Phase).
The Second phase of training was conducted from 10th - 14th March 2025 for the first batch of 25 women entrepreneurs from southern districts at MABIF, AC&RI, Madurai.
Participants perfected the art of sponge cakes and buns to mastering cookies and pastries, our hands-on training session was a sweet success. Under expert guidance, they learned to mix creativity with precision, proving that passion and practice can turn simple ingredients into masterpieces.
The valedictory ceremony was graced by Dr. P. P. Mahendran, Dean, AC&RI - Madurai and Er. Ganesh Moorthy K, CEO, MABIF, who also presented Training & MABIF's Membership certificates to the participants.

Keep an eye out as our budding bakers continue to rise to new challenges!










## EDII Director @ MABIF:

Thiru. Ambalavanan Ramaswamy (IA&AS), Director, Entrepreneurship Development and Innovation Institute (EDII) visited the NABARD MABIF on 07th March 2025 along with Mr. C. Shanmugaraj, State Program Manager, EDII, Mr. Saravanan, District Statistical Officer, Mr. Muthu Vigneshwaran, FBDP Coordinator, Mrs. V. Archana, District Programme Manager - Madurai and Mr. Arumai Ruban Joseph, District Programme Manager - Sivagangai.
Additionally, beneficiaries of the Focus Block Development Programme from the Sivagangai district visited MABIF. NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc., Thiru. B. Sashikumar, Manager, Tirunelveli and Tenkasi Clusters, NABARD, acknowledged the contributions of dignitaries, sponsors and volunteers in making the festival a success


TNAU
IP YATRA 2.0


IP YATRA 2.0
MABIF's GI Facilitation
Tamil Nadu State Agricultural Marketing Board Funded GI's, GoTN
(2022-23)
(2023-24)
(2024-25)


Ministry of Micro, Small and Medium Enterprises (MSME), GoI
&
Madurai Agribusiness Incubation Forum (MABIF)
PATENT


IP-YATRA 2.0


TNAU
MADURAI
IP YATRA 2.0


IP YATRA 2.0
MABIF's Trademark Facilitation
IP YATRA 2.0
MABIF's Patent Facilitation


PATENT









## "MABIF's IP Yatra 2.0 !"

NABARD MABIF - Madurai Agribusiness Incubation Forum and Ministry of Micro, Small and Medium Enterprises, Government of India jointly presented a two-day event, "IP-Yatra 2.0" on Intellectual Property Rights (IPR), held at the Agricultural College and Research Institute, TNAU Campus, Madurai, from 20th - 21st March 2025.

The event featured esteemed guests including Dr. E. Somasundaram, Director (DABD), TNAU-Coimbatore, Dr. P. P. Mahendran, Dean, AC&RI-Madurai, Dr. S. Kanchana, Dean, CSC&RI-Madurai, Shri. S. Suresh Babuji, Joint Director, MSME-DFO-Chennai, Shri. P. Sanjai Gandhi, Nodal Officer, Registered GI Attorney, GoTN and Er. Ganesh Moorthy K, CEO, NABARD MABIF.

Expert-Led Knowledge Sessions:

Geographical Indications – Protecting India's Traditional Knowledge and Heritage by Shri. P. Sanjai Gandhi, Nodal Officer, Registered GI Attorney, GoTN

MSME Support for Commercialization of IP (MSME SCIP) Programme by Shri. P. Jeyaselvam, Assistant Director, Br. MSME DFO, Madurai

Global IP Protection - Turning Innovation into Business Opportunities & Its Registration Process by Dr. C. Manoharan, Registered IPR Expert in India

Sustainable Innovation: Patent & Technology Transfer by Dr. L. Ashok Kumar, Principal, Thiagarajar College of Engineering, Madurai

Commercialization of Patents – Turning Innovations into Business Opportunities and Its Registration Process by Shri. A. B. Rajasekaran, Patent Attorney, SV&R Partners

From Idea to Intellectual Property: MABIF's Incubation and IP Support for Patents, GI and Trademarks by Er. Ganesh Moorthy K, CEO, NABARD MABIF.

Student Innovation Showcase: Jallikattu 4.0 — A platform spotlighting creative student ideas that have the potential to reshape the future!

Intellectual Property is the foundation of innovation!

We extend our thanks and gratitude to NABARD, TNAU and MSME Officials, including, Shri. Shaji K.V, Chairman-NABARD, Dr. V. Geethalakshmi, Vice-Chancellor-TNAU, Shri Partho Saha CGM, OFDD, NABARD HO-Mumbai, Shri R Anand, CGM-NABARD RO-Chennai, Dr. E. Somasundaram, Director, DABD-TNAU, Dr. P.P. Mahendran, Dean, AC&RI-Madurai, Shri. K. V. Iyer, Nominee Director-MABIF, MABIF Incubatees and all stakeholders for their unwavering support.



















## Shri. Partho Saha, CGM, OFDD, NABARD HO, Mumbai Visited the NABARD MABIF "

Shri. Partho Saha, CGM, OFDD, NABARD HO, Mumbai Visited the NABARD MABIF on 19th March 2025 to explore MABIF's activities, along with Dr. E. Somasundaram, Director, DABD, TNAU-Coimbatore, Dr. P.P. Mahendran, Dean, AC&RI-Madurai and Mr. A. S. Sakthibalan, AGM, NABARD-Madurai.

During the visit, Er. Ganesh Moorthy K, CEO, NABARD MABIF explained the incubation Services that are being provided to Startups/FPOs/Farmers/Students and visited the Food Processing Centre which has Milk Processing Unit, Retort Processing Unit, Chikki Processing Unit, Animal Feed Production Unit and Food Testing Laboratory, etc., and they interacted with NABARD MABIF's startups including, M/s. Durmeric Naturaceuticals (Onedrop Wellness), M/s. Jai Bharath Recyclers, M/s. Rearly Tech Private Limited, M/s. JS EDIBLES PRIVATE LIMITED and TNSRLM's SHG women entrepreneurs, providing mentorship and guidance.













## MABIF's Jallikattu 4.0 — Final Pitching Completed Successfully!

We're excited to announce that NABARD MABIF successfully conducted the final pitching of Jallikattu 4.0 on 15th March 2025, an inter-college student entrepreneurship ideathon!

This year, we received 100+ innovative ideas from students across various Agri and Non-Agri colleges from Tamil Nadu. Out of these, 30+ ideas were shortlisted for the final pitching event, showcasing incredible entrepreneurial spirit and creative problem-solving.

Key Challenges Explored:

- Innovative Solutions to Extend the Shelf Life of Tomatoes
- Innovative Solutions to Extend the Shelf Life of Small Onions
- Transforming Plastic Waste into Sustainable Biodegradable Food Packaging Material
- Establishing a Standardized Tool for Minimum Support Price (MSP) for Horticulture Crops
- Developing Artificial Intelligence Solutions for Harvesting Palmyra Palm

We were truly honored to host an esteemed panel of judges who brought valuable insights and expertise to Jallikattu 4.0. Our distinguished panel included Dr. Karpoora Sunadara Pandian, Assistant Professor, TANUVAS, Mrs. Archana, District Programme Manager, EDII-Madurai, and Er. Ganesh Moorthy K, CEO, NABARD MABIF.

A Special thanks to Dr. P. P. Mahendran, Dean, AC&RI, Maduari and Dr. S. Kanchana, Dean, CSC&RI, Madurai for their unwavering support and huge thank you to all the passionate participants and mentors who made this inter-college event a grand success! Stay tuned for more updates on the winning ideas and their journey ahead.













## NABL's Gunvatta Yatra!

NABARD MABIF had the privilege of hosting NABL's Gunvatta Yatra at MABIF, AC&RI, Madurai on 26th March 2025. Organized by the Regional Office, Quality Council of India(QCI)-National Accreditation Board For Testing and Calibration Laboratories (#NABL), Bengaluru, the event aimed to raise awareness about NABL accreditation and its significance for district industries and associated laboratories in Tamil Nadu, particularly in the food and agriculture sectors. Dr. M. Ananthan, Dean (i/c), Professor and Head of the Department of Horticulture, AC&RI - Madurai, presided over the session and commended NABL for facilitating such an informative initiative.

Er. Ganesh Moorthy K, CEO, NABARD MABIF underscored the importance of NABL accreditation in ensuring quality and credibility across agribusinesses, laboratories and food industries. Shri K. Saravanan, Food Safety Officer, Madurai and representative of the Food Safety and Drug Administration Department Tamil Nadu, FSSAI Publication, Ministry of Health and Family Welfare, Government of India, elaborated on how accreditation enhances technical competence in laboratories, contributing to improved food safety and agro-food excellence. The event featured insightful presentations by Mr. Ranjith Kumar, Deputy Director, QCI-NABL Regional Office, Bengaluru, who outlined the benefits of NABL accreditation and Mr. Soundirapandian, Deputy Director, QCI-NABL, who provided a comprehensive walkthrough of the accreditation process and application procedures via the NABL web portal. With the participation of around 50 agriculture-based food businesses, startups and entrepreneurs from the Madurai district, the session served as a valuable platform for gaining knowledge on NABL accreditation and its role in elevating quality standards in the food and agricultural sectors.













## "TNSRLM - Training, Skill Building and Incubation Program for SHG women entrepreneurs"

NABARD MABIF, in association with Tamil Nadu Corporation For Development of Women Ltd (TNCDW) and Directorate of Agribusiness Development, TNAU - Coimbatore, has organized the TNSRLM - Training, Skill Building and Incubation Program for SHG women entrepreneurs in Food Processing and Bakery Enterprises under TANII (2nd Phase).

The Second phase of training was conducted from 17$^{th}$ – 21$^{st}$ March 2025 for the first batch of 25 women entrepreneurs from southern districts at MABIF, AC&RI, Madurai.

Participants perfected the art of sponge cakes and buns to mastering cookies and pastries, our hands-on training session was a sweet success. Under expert guidance, they learned to mix creativity with precision, proving that passion and practice can turn simple ingredients into masterpieces.

The valedictory ceremony was graced by Dr. P. P. Mahendran, Dean, AC&RI - Madurai and Er. Ganesh Moorthy K, CEO, MABIF, who also presented Training & MABIF's Membership certificates to the participants.

Keep an eye out as our budding bakers continue to rise to new challenges!













## "Millet Value Addition for women farmers of FPOs @ MABIF"

NABARD MABIF, in collaboration with Arogya Welfare Trust (a CSR initiative of TVS), successfully organized a hands-on training program on "Millet Value Addition for women farmers of FPOs" from 25th to 26th March 2025 at MABIF, AC&RI, Madurai.

The training was inaugurated by Er. Ganesh Moorthy K, CEO, NABARD MABIF and Mr. B. Muthuraman, Manager, Arogya Welfare Trust. The program featured hands-on training by Amman Millet Foods, an MABIF incubatee, covering innovative recipes such as Ragi Choco Cake, Kavuni Kanji Mix, Small Grain Cutlet, Kambu Momos, Millet Laddu and Millet Ribbon Buckoda.

Participants gained practical cooking techniques, branding strategies, packaging skills and digital marketing tips from industry experts like Mr. A. Dhakshina Moorthy.

The interactive sessions fostered peer learning and skill development, equipping women farmers to create healthy and marketable millet-based products. The event concluded with certificate distribution and an inspiring valedictory session.

Kudos to all participants for their enthusiasm and dedication to promoting healthy millet-based foods! Let's continue to innovate and empower!












## NABARD MABIF 08th FoSTaC Training Programme @ MABIF

We've unlocked a world of knowledge at the NABARD MABIF 08th FoSTaC Training Programme held on 29th March 2025 at MABIF, AC&RI, Madurai.
Resource Person: Mr. Gangaikondan Venketesh Subramaniyam, an expert Trainer-FoSTaC, guided us through an enriching learning experience.
A fantastic turnout with 16 eager participants, coming together to enhance their understanding of Food Safety Supervisor (FSS) in the food industry!
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.
Thank you to everyone who participated and made this event a resounding success!

# FINANCIAL STATEMENT

MABIF

An Initiative of NABARD & TNAU

**MADURAI AGRI BUSINESS INCUBATION FORUM**
**CIN : U01110TZ2018NPL030450**
**Balance Sheet as at 31st March, 2025**

| Particulars | Note No | 31st March 2025 | 31st March 2024 |
|---|---|---|---|
| **I. EQUITY AND LIABILITIES** | | | |
| **(1) Shareholder's funds** | | | |
| (a) Share capital | 1c | 10,000 | 10,000 |
| (b) Reserves & Surplus | 2 | 16,04,56,387 | 16,62,24,005 |
| (c) Money received against share warrants | | - | - |
| **(2) Share Application Money Pending Allotment** | | - | - |
| **(3) Non-current liabilities** | | | |
| (a) Long-term borrowings | 3 | 19,48,183 | 15,33,338 |
| (b) Deferred tax liabilities (Net) | | - | - |
| (c) Other Long-term Liabilities | | - | - |
| (d) Long-term Provisions | | - | - |
| **(4) Current liabilities** | | | |
| (a) Short-term Borrowings | | - | - |
| (b) Trade payables | | | |
| (A) total outstanding dues of micro enterprises and small enterprises; and | | | |
| (B) total outstanding dues of creditors other than micro enterprises and small enterprises | 4 | 14,54,546 | 8,91,745 |
| (c) Other current liabilities | 5 | 12,32,937 | 9,68,829 |
| (d) Short-term provisions | | - | - |
| **Total of (1) to (4)** | | **16,51,02,053** | **16,96,27,918** |
| **II.Assets** | | | |
| **(1) Non-current assets** | | | |
| ***(a) Property, Plant and Equipment and Intangible assets*** | 6 | | |
| (i) Property, plant and equipment | | 9,54,02,715 | 9,70,09,232 |
| (ii) Intangible Assets | | 41,823 | 28,978 |
| (iii) Capital Work-in-progress | | - | - |
| (iv) Intangible Assets under development | | - | - |
| (b) Non-current investments | 7 | 3,57,32,832 | 2,94,91,392 |
| (c) Deferred Tax Assets (Net) | | | - |
| (d) Long term loans and advances | 8 | 47,50,000 | 10,00,000 |
| (e) Other Non-current Assets | | - | - |
| **(2) Current assets** | | | |
| (a) Current Investments | | - | - |
| (b) Inventories | | - | - |
| (c) Trade receivables | 9 | 27,36,865 | 24,51,155 |
| (d) Cash and cash equivalents | 10 | 2,01,91,124 | 3,51,73,604 |
| (e) Short-term loans and advances | 11 | 2,78,944 | 5,55,194 |
| (f) Other Current Assets | 12 | 59,67,751 | 39,18,362 |
| **Total of (1) to (2)** | | **16,51,02,053** | **16,96,27,918** |

Notes referred to above form an integral part of the Financial Statements.

**As per our report of even date**
**For G R A N D M A R K & Associates**
**Chartered Accountants**
**ICAI F.R.No. 011317N**

**D VENKATARAMANAN**
**Senior Partner**
**M.No.: 204728**

GRANDMARK & ASSOCIATES ★ Chartered Accountants ★ CBE - 641 002

**Date:- 15-09-2025**
**Place:- Coimbatore**
**UDIN:- 25204728BMJAVP9765**

**For & On Behalf of the Board**
**MADURAI AGRI BUSINESS INCUBATION FORUM**

**EGAN SOMASUNDARAM**
**DIRECTOR**
**DIN: 09660095**

**PEYANDITHEVAR PARAMAN MAHENDRAN**
**DIRECTOR**
**DIN: 09866269**

**GANESHMOORTHY**
**CHIEF EXECUTIVE OFFICER**

**MADURAI AGRI BUSINESS INCUBATION FORUM**
**CIN : U01110TZ2018NPL030450**

**Statement of Income and Expenditure for the year ended 31st March, 2025**

| | Particulars | Note No. | 2024-25 | 2023-24 |
|---|---|---|---|---|
| I | Income from operations | 13 | 4,77,62,033 | 2,76,58,001 |
| II | Other income | 14 | 2,90,207 | 6,43,745 |
| **III** | **Total Income (I+II)** | | **4,80,52,240** | **2,83,01,746** |
| IV | *Expenses:* | | | |
| | Cost of materials consumed | | - | - |
| | Purchase of Stock - in - Trade | | - | - |
| | Changes in inventories of finished goods, work-in-progress and Stock-in-Trade | | - | - |
| | Employee benefit expenses | 15 | 91,16,157 | 83,30,642 |
| | Financial costs | 16 | 39,380 | 41,492 |
| | Depreciation and Amortisation Expenses | 17 | 47,08,281 | 43,17,898 |
| | Other Expenses | 18 | 3,29,29,882 | 1,30,28,590 |
| | **Total Expenses** | | **4,67,93,700** | **2,57,18,622** |
| V | Income over Expenditure before exceptional and extraordinary items and tax (III - IV) | | **12,58,540** | **25,83,124** |
| VI | Exceptional Items | | - | - |
| VII | Income/ (Expenditure) before extraordinary items and tax (V-VI) | | **12,58,540** | **25,83,124** |
| VIII | Extraordinary items | | - | - |
| IX | Income/ (Expenditure) before tax (VII-VIII) | | **12,58,540** | **25,83,124** |
| X | Tax Expenses: | | | |
| | (1) Current tax | | - | - |
| | (2) Deferred tax | | | |
| | i. Deferred tax liability | | - | - |
| | ii.(Deferred tax asset) | | - | - |
| XI | Income/ (Expenditure) for the period from continuing operations (IX-X) | | **12,58,540** | **25,83,124** |
| XII | Income/ (Expnditure) from discontinuing operations | | - | - |
| XIII | Tax expenses of discontinuing operations | | - | - |
| XIV | Income/ (Expenditure) from discontinuing operations (after tax) (XII-XIII) | | - | - |
| **XV** | **Income/ (Expenditure) for the period (XI+XIV)** | | **12,58,540** | **25,83,124** |

Notes referred to above form an integral part of the Financial Statements.

**As per our report of even date**
**For G R A N D M A R K & Associates**
**Chartered Accountants**
**ICAI F.R.No. 011317N**

**D VENKATARAMANAN**
**Senior Partner**
**M.No.: 204728**

GRANDMARK & ASSOCIATES ★ Chartered Accountants ★ CBE - 641 002

**Date:- 15-09-2025**
**Place:- Coimbatore**
**UDIN:- 25204728BMJAVP9765**

**For & On Behalf of the Board**
**MADURAI AGRI BUSINESS INCUBATION FORUM**

**EGAN SOMASUNDARAM**
**DIRECTOR**
**DIN: 09660095**

**PEYANDITHEVAR PARAMAN MAHENDRAN**
**DIRECTOR**
**DIN: 09666269**

**GANESHMOORTHY**
**CHIEF EXECUTIVE OFFICER**

MABIF

An Initiative of NABARD & TNAU

# Guided by

*Dr. P. P. Mahendran*

# Prepared by

*Er. K. Ganeshmoorthy*

*& Team MABIF*

# Designed by

*S. Gokul*

# THANK YOU