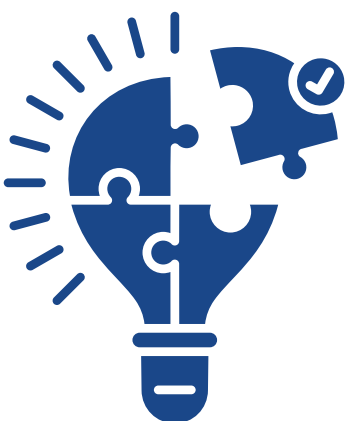




MADURAI AGRI BUSINESS INCUBATION FORUM



Jan - Mar'26



ULI

Carving a Niche & Chiselling a Future

JOIN OUR THRIVING COMMUNITY OF AGRIBUSINESS STARTUPS

MABIF is an initiative of NABARD & TNAU to promote Agribusiness in the southern region of Tamilnadu. The Madurai Agribusiness Incubation Forum (MABIF) proposes to expand its reach in agribusiness development throughout Tamilnadu.

Business incubators provide start-ups and early-stage businesses with the support and resources those young companies find difficult to access. MABIF involves access such as networks, investors, mentors, or co-working space alongside other businesses and Experienced Professionals.



“VISION”

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



“MISSION”



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

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An Initiative of



FOREWORD



Dr. P. Chandramani

Dean (i/c)

Agricultural College & Research Institute,
Tamil Nadu Agricultural University Campus, Madurai.

NABARD–Madurai Agribusiness Incubation Forum (MABIF) is a pioneering initiative jointly established by NABARD and TNAU to foster agribusiness development and nurture agripreneurs, thereby promoting prosperity and enterprise growth in southern Tamil Nadu. As a dynamic incubation hub, MABIF offers world-class infrastructure, expert guidance and skilled human resources, while instilling core values of collaboration and competition.

Beyond functioning as an incubator, MABIF has evolved into a vibrant ecosystem that provides opportunities, knowledge, and mentorship, empowering startups, entrepreneurs, and individuals to achieve sustainable growth in their respective domains over the past eight years. It brings together a unique combination of industrial resources, institutional expertise, government support schemes, and financial guidance through a range of programs. These initiatives address key areas such as innovation, incubation, technology commercialization, entrepreneurship development, product innovation, value chain enhancement, technology transfer, mentoring, and capacity building—critical components for successful agribusiness ventures.

Since its inception, MABIF has incubated 559 startups and engaged 556 Farmer Producer Organizations (FPOs) along with 60 farmers across Tamil Nadu. The MABIF-IPFC, supported by MSME, has contributed significantly with 141 trademarks, 20 patents, and 70 Geographical Indications (GIs) to strengthen startup growth. Additionally, MABIF has been empanelled as a CBBO by NABARD and has been assigned 25 FPOs across various districts in Tamil Nadu.

With the strong foundation built over the years, MABIF's startup ecosystem has now reached a self-sustaining stage. Leveraging its experience and achievements, it is poised to emerge as a promising investment destination for aspiring entrepreneurs in agriculture and allied sectors. I extend my sincere appreciation and best wishes to MABIF as it continues its journey towards self-reliance, working collaboratively with all stakeholders to ensure a sustainable and prosperous future.

MABIF PORTFOLIO

22 **INCUBATEES ENROLLED**

13 **REGULATORY COMPLAINTS**

19 **TRAINING ORGANISED**

474 **FARMERS VISIT**

1250 **STUDENTS VISIT**

04 **GI DOCUMENTATION**

40 **EXPOSURE VISITS ORGANISED**

41 **STUDENTS INTERN**



ENTREPRENEURS STROLLING

Client Visit at MABIF: 05th January



Entrepreneurs visited MABIF to gain insights into the incubation centre's activities focused on strengthening and empowering the startup ecosystem. During the visit, ED&CEO explained various government-supported schemes and opportunities available for startups, entrepreneurs, farmers and FPOs to support the development and promotion of their products and services.

Client Visit at MABIF: 06th January

Entrepreneurs visited MABIF to gain insights into the incubation centre's activities focused on strengthening and empowering the startup ecosystem. During the visit, ED&CEO explained various government-supported schemes and opportunities available for startups, entrepreneurs, farmers and FPOs to support the development and promotion of their products and services.



Client Visit @ MABIF: 08th January

Bio-waste entrepreneurs visited MABIF to gain insights into the incubation centre's initiatives aimed at strengthening and empowering the startup ecosystem. During the visit, the entrepreneurs also presented and explained their innovative bio-waste-based products and solutions.



ENTREPRENEURS STROLLING



Client Visit at MABIF: 19th January

The Gateway of Madura team visited MABIF in connection with the Grand Opening of the Kiosk and Nursery Garden at the Gateway of Madura (MABIF Products Promotional Centre), held on 24th January 2026 at Block C, opposite Gate No.1, Agricultural College & Research Institute, TNAU Campus, Madurai.

Client visit at MABIF: 21st January

Beeda-based entrepreneurs visited MABIF to gain insights into the incubation centre's initiatives aimed at strengthening and empowering the startup ecosystem. During the visit, the entrepreneurs presented and explained their innovative beeda-based products and solutions.



Client Visit at MABIF: 23rd January

Entrepreneurs visited MABIF to gain insights into the incubation centre's activities focused on strengthening and empowering the startup ecosystem. During the visit, ED&CEO explained various government-supported schemes and opportunities available for startups, entrepreneurs, farmers and FPOs to support the development and promotion of their products and services.

ENTREPRENEURS STROLLING



Training at MABIF: 02nd February

A Business Incubation Training Scholar from the TN Food Accelerator Program visited MABIF and underwent a training programme from 02.02.2026 to 03.02.2026, gaining knowledge from the successful startups incubated at MABIF and visiting food industry units.

Student Intern @ MABIF: 10th February

A student from Tamil Nadu Agricultural University, Coimbatore, underwent an internship training programme at Madurai Agri Business Incubation Forum (MABIF). During the internship period, the student was exposed to various agribusiness incubation services, startup support systems, value addition processes, and institutional facilities available at MABIF.



Client visit at MABIF: 16th February

M/s. Sea eden pvt ltd visited MABIF to avail of the mentorship service for their business growth in terms of market linkage and other activities.



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ENTREPRENEURS STROLLING

Client visit at MABIF: 18th February



Entrepreneurs visited MABIF to gain insights into the incubation centre's activities focused on strengthening and empowering the startup ecosystem. During the visit, ED&CEO explained various government-supported schemes and opportunities available for startups, entrepreneurs, farmers and FPOs to support the development and promotion of their products and services.

Client visit at MABIF: 23rd February

A team from Kallidai Food Products Private Limited visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services



Client visit at MABIF: 25th February

Betel leaf entrepreneurs visited MABIF to gain insights into the incubation centre's initiatives aimed at strengthening and empowering the startup ecosystem. During the visit, the entrepreneurs also presented and explained their innovative betel leaf-based products and solutions.



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ENTREPRENEURS STROLLING

Client visit at MABIF: 25th February



Entrepreneurs visited MABIF to gain insights into the incubation centre's activities focused on strengthening and empowering the startup ecosystem. During the visit, ED&CEO explained various government-supported schemes and opportunities available for startups, entrepreneurs, farmers and FPOs to support the development and promotion of their products and services.

Client Visit at MABIF: 02nd March

Entrepreneurs visited MABIF to gain insights into the incubation centre's activities focused on strengthening and empowering the startup ecosystem. During the visit, ED&CEO explained various government-supported schemes and opportunities available for startups, entrepreneurs, farmers and FPOs to support the development and promotion of their products and services.



Website Launch at MABIF: 06th March

Sun 'n' More, a MABIF incubated venture, has been officially launched by the ED & CEO. The brand focuses on ready-to-eat products, aiming to deliver convenient and quality food solutions while promoting entrepreneurship through the incubation ecosystem.



ENTREPRENEURS STROLLING



Client Visit at MABIF: 13th March

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

Client Visit at MABIF: 26th March

Entrepreneurs visited MABIF to gain insights into the incubation centre's activities focused on strengthening and empowering the startup ecosystem. During the visit, ED&CEO explained various government-supported schemes and opportunities available for startups, entrepreneurs, farmers and FPOs to support the development and promotion of their products and services.



OFFICIALS STROLLING

Officials Visit at MABIF: 08th January

Officials from TN RISE visited MABIF to gain insights into the incubation centre's activities aimed at strengthening and empowering the startup ecosystem. During the visit, MABIF officials highlighted various government-supported schemes, incubation support, and investment facilitation opportunities available for startups, entrepreneurs, farmers, and FPOs to support the development, scaling, and market linkage of their products and services.



Officials Visit at MABIF: 08th January

Officials visited MABIF to gain insights into the incubation centre's activities focused on strengthening and empowering the startup ecosystem. During the visit, ED&CEO explained various government-supported schemes and opportunities available for startups, entrepreneurs, farmers and FPOs to support the development and promotion of their products and services.





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OFFICIALS STROLLING

Official Visit at MABIF: 23rd January

An official from YI, Madurai visited MABIF and interacted with the ED & CEO regarding Agri Startup Surge, a high-impact Hackathon and Pitch Fest. The initiative is designed to take rural agri innovations from Madurai to the NSE Mainstage in Mumbai, while also providing exposure at IMMA's 6th National Crop Nutrition Summit, along with expert mentorship, training, and masterclasses.



Officials visit at MABIF : 28th January

Officials from ESAF Foundation and Villgro interacted to deliberate on incubation services designed to empower startups and FPOs. The session explored opportunities for collaboration, capacity building and leveraging incubation platforms to accelerate innovation and enterprise development.



Official Visit at MABIF: 07th February

Dr. Ranjit Kumar, CEO, a-IDEA & Principal Scientist, ICAR-NAARM, visited MABIF in connection with the Agri-Business Management Development Program (ABMDP) – Tamil Nadu



OFFICIALS STROLLING

Official Visit at MABIF: 05th February

Officials from TANSIM visited MABIF to gain insights into the incubation centre's activities aimed at strengthening and empowering the startup ecosystem. During the visit, MABIF officials highlighted various government-supported schemes, incubation support, and investment facilitation opportunities available for startups, entrepreneurs, farmers, and FPOs to support the development, scaling, and market linkage of their products and services.



Officials Visit at MABIF: 12th February

A team of staff members from M.A.M College of Engineering visited MABIF and interacted with the ED & CEO to understand the incubation activities and explore opportunities to empower students in entrepreneurial initiatives.



Official visit at MABIF: 16th February

An official visited MABIF to understand how incubation centres support entrepreneurs through mentoring, technical assistance, business development services, market linkages, and access to infrastructure for nurturing innovative agri-based startups.



OFFICIALS STROLLING

Official visit at MABIF: 17th February

Official along with Moringa zone staff visited MABIF to gain insights into the incubation centre's activities aimed at strengthening and empowering the startup ecosystem. During the visit, MABIF officials highlighted various government-supported schemes, incubation support, and investment facilitation opportunities available for startups, entrepreneurs, farmers, and FPOs to support the development, scaling, and market linkage of their products and services.



Official visit at MABIF: 18th February

An official from the TVS Group visited the Madurai Agri Business Incubation Forum (MABIF) and enquired about the kiosk established at Gateway of Madurai (MABIF PPC).



OFFICIALS STROLLING



Officials Visit at MABIF: 12th March

An official visited MABIF to understand how incubation centres support entrepreneurs through mentoring, technical assistance, business development services, market linkages, and access to infrastructure for nurturing innovative agri-based startups.

Officials Visit at MABIF: 12th March

Officials from Yi visited MABIF to discuss the new initiative "Startup Shakthi," aimed at supporting and empowering women entrepreneurs. The discussion focused on collaboration opportunities, incubation support, and promoting women-led startups through structured guidance and ecosystem support.



Officials Visit at MABIF: 17th March

Staff from a Government School visited MABIF and honoured the ED & CEO in appreciation of the regular support extended to Government school students through internship opportunities, enabling them to learn about the incubation ecosystem and gain practical exposure.



OFFICIALS STROLLING

Shri. H. Manoj, CGM, NABARD TN RO, Chennai at MABIF



Shri. H. Manoj, CGM, NABARD TN RO, Chennai, visited the NABARD MABIF on 20th February 2026 to explore the various activities undertaken by the incubation centre. During the visit, he interacted with the in-house incubatees and the MABIF team and provided valuable insights and guidance for strengthening the incubation ecosystem.

During the visit, Er. Ganesh Moorthy K, ED & CEO, NABARD MABIF, along with Mr. A. S. Sakthibalan, AGM, NABARD – Madurai, explained the incubation services being extended to Startups, Farmer Producer Organizations (FPOs), Farmers and Students. He also visited the MABIF in-house facilities, including the Food Processing Centre, Food Testing Laboratory, Bio Floc Unit, MABIF Products Promotional Centre (Gateway of Madura) and NABARD GIFC.



OFFICIALS STROLLING

Exposure Visit by IAS Trainees at NABARD MABIF



On 12th March 2026, 10 IAS trainees visited NABARD MABIF to explore the various activities undertaken by the incubation centre.

During the visit, Er. Ganesh Moorthy K, ED & CEO, MABIF provided an overview of the incubation services extended to Startups, Farmer Producer Organizations (FPOs), Farmers, and Students.

The trainees also explored the in-house facilities at MABIF, including the Food Processing Centre, Food Testing Laboratory, and Bio Floc Unit, gaining firsthand exposure to innovative agri-business support systems.



OFFICIALS STROLLING

Smt. Latha, Commisioner, EDII, Chennai visited MABIF



Smt. Latha, Commisioner, EDII, Chennai, along with Ms. Gayathri and Ms. Archana, District Coordinator, EDII visited the NABARD MABIF on 20th March 2026 to explore the various activities undertaken by the incubation centre. During the visit, he interacted with the in-house incubatees and provided valuable insights and guidance for strengthening the incubation ecosystem.

During the visit, MABIF explained the incubation services being extended to Startups, Farmer Producer Organizations (FPOs), Farmers and Students. He also visited the MABIF in-house facilities, including the Food Processing Centre, Food Testing Laboratory, Bio Floc.



STUDENTS STROLLING

Students Visit at MABIF: 05th January

As part of their exposure visit, students from Indian Agricultural College visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



Students Visit at MABIF: 08th January

As part of their exposure visit, students from SRM arts & science, Trichy visited NABARD-MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



Students visit at MABIF: 21st January

As part of their exposure visit, students from Sethu bhaskara agricultural college visited NABARD-MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



STUDENTS STROLLING

Students visit at MABIF: 29th January

As part of their exposure visit, students from AC&RI, Madurai visited NABARD–MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



Students visit at MABIF: 30th January

As part of their exposure visit, students from Dhanalakshmi Srinivasan Agriculture college, Perambalur visited NABARD–MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



Student Intern @ MABIF: 10th February

A student from Tamil Nadu Agricultural University, Coimbatore, underwent an internship training programme at Madurai Agri Business Incubation Forum (MABIF).



STUDENTS STROLLING

Students Visit at MABIF: 09th February

As part of their exposure visit, students from Mohamed Sathak Hamid College of Arts and Science for Women visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



Students Visit at MABIF: 12th February

As part of their exposure visit, students from M.A.M College of Engineering visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



Students visit at MABIF: 12th February

As part of their exposure visit, students from PSR Engineering College for Women visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs.



STUDENTS STROLLING

Students visit at MABIF: 12th February

As part of their exposure visit, students from Horticultural College & Research Institute (TNAU) visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



Students visit at MABIF: 13th February

As part of their exposure visit, students from Francis Xavier Engineering College visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



Students visit at MABIF: 13th February

As part of their exposure visit, students from Pondicherry University visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



STUDENTS STROLLING

Students visit at MABIF: 16th February

As part of their exposure visit, students from MAM College of Engineering visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



Students visit at MABIF: 17th February

As part of their exposure visit, students from KLN college of Engineering visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



Students visit at MABIF: 25th February

As part of their exposure visit, students from St. Michael College of Engineering and Technology visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs.



STUDENTS STROLLING

Students visit at MABIF: 26th February

As part of their exposure visit, students from Sourashtra College visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



Students visit at MABIF: 27th February

As part of their exposure visit, students from Holy Cross College (Autonomous) visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



Students Visit at MABIF: 04th March

As part of their exposure visit, students from Bharath Institute of Higher Education and Research visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs.



STUDENTS STROLLING

Students Visit at MABIF: 24th March

As part of their exposure visit, students from The Syed Ammal Arts and Science College visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services



Students Visit at MABIF: 26th March

As part of their exposure visit, students from The Indian Public School visited MABIF to gain insights into incubation centre activities aimed at empowering startup ecosystems. The team at MABIF shared details on various government-supported opportunities available for startups, entrepreneurs, farmers, and FPOs to promote their products and services.



Farmers visit at MABIF: 12th February

Farmers from Water Management Training Centre Vinayagapuram 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.





TRAINING PROGRAM

One-day Vision Building Programme



NABARD MABIF conducted a one-day Vision Building Programme for Farmer Producer Organisations (FPOs) on 28th January 2026, supported by ESAF Foundation's Bharat Centre of Excellence for Collectives (BCECE) at MABIF. The programme brought together 28 FPOs, including MABIF Delta acceleration programme FPOs, MABIF CBBO-supported FPOs, and Virudhunagar Samba Chilli FPOs, fostering collaborative learning and strategic thinking.

The programme was inaugurated with the lighting of the lamp by Mr. Sakthikumaran, Chief Manager, ESAF Foundation, Er. Ganesh Moorthy, ED & CEO, MABIF and Ms. Sharika Chandrababu, Manager, ESAF Foundation, in the presence of Mr. Muralidharan S, Regional Head – Madurai Region, and Mr. Samuel Raj, Manager, ESAF Foundation.

The sessions focused on organizational vision building, leadership, governance, and strategic planning, equipping farm leaders with practical insights to strengthen their FPOs and ensure sustainable growth.

Key focus areas included:

- Market challenges faced by FPOs and practical solutions
- Challenges in developing market-ready products, with emphasis on labelling and packaging
- Introduction to the Business Model Canvas for creating SMART and implementable business plans
- Overview of BCECE, its pillars and functions and ESAF's legacy in developing rural enterprises

TRAINING PROGRAM

One-Day Large Trade Activation Programme for agri-startups & FPOs.



MABIF, in partnership with Villgro, conducted a One-Day Large Trade Activation Programme for Villgro-incubated agri-startups.

The programme provided 31 Farmer Producer Organisations (FPOs) with hands-on exposure through live demonstrations of innovative small agri-equipment and mechanization kits developed by 10 agri-startups.

This initiative creates dealership and income opportunities for FPOs, enhances market access and product sales for startups, and promotes farm-level mechanization to improve productivity and rural livelihoods.

The programme was inaugurated by Er. Ganesamoorthy, Executive Director & CEO, MABIF, and enriched by valuable insights from Mr. Poonacha and Ms. Deshna Suryanarayan, Manager, Villgro.

Startups featured: Suryanirbhar Agritech, Chimertech Private Limited, Pinnacle Bio Sciences, Niyo Farm Tech, Kissan Darambhir Multi-Food Processor

TRAINING PROGRAM

Agri-Business Management Development Program (ABMDP)



a-IDEA, ICAR-NAARM, in collaboration with NABARD MABIF (an initiative of NABARD & TNAU), jointly organized the Agri-Business Management Development Program (ABMDP) – Tamil Nadu, a 60-day capacity-building initiative for prospective CEOs of Farmer Producer Organizations (FPOs). The final phase of the programme was conducted at MABIF from 04th to 07th February 2026. The programme was designed to strengthen managerial, legal and organizational capabilities and to prepare participants for leadership roles in FPOs, CBBOs, NGOs and agri-startups.

During the four-day intensive training at MABIF, participants underwent focused sessions on organizational management, FPO governance, supply chain systems, seed business models and leadership development, equipping them with practical insights and strategic skills required to manage and scale farmer-owned institutions effectively.

The programme concluded with a valedictory ceremony that included a programme overview by Dr. Ranjit Kumar, CEO, a-IDEA, a special address by Mr. A. Sakthibalan, AGM, NABARD-Madurai, a chief guest address by Shri. S. S. Vaseeharan, GM, NABARD TN RO and a vote of thanks by Er. K. Ganesh Moorthy K, Executive Director & CEO, NABARD MABIF.

A total of 30 well-educated and professionally trained participants has successfully completed the programme and are now prepared to take up CEO roles in FPOs.

TRAINING PROGRAM



Hands-on Training on Microgreens Production & Applications



An Initiative of NABARD & TNAU





TRAINING PROGRAM

We are excited to announce the successful completion of our one-day Hands-on Training on Microgreens Production & Applications, held on 19th February 2026 at NABARD MABIF, Agricultural College & Research Institute Campus, Madurai. The session was inaugurated by Er. Ganesh Moorthy K, Executive Director & CEO, MABIF, who welcomed the participants and emphasized the growing scope of microgreens as a sustainable and profitable agribusiness opportunity.

The program brought together 35 participants including home makers, entrepreneurs, professors, students and professionals, who actively engaged in practical sessions. To support their learning, each participant was also provided with a kit bag.

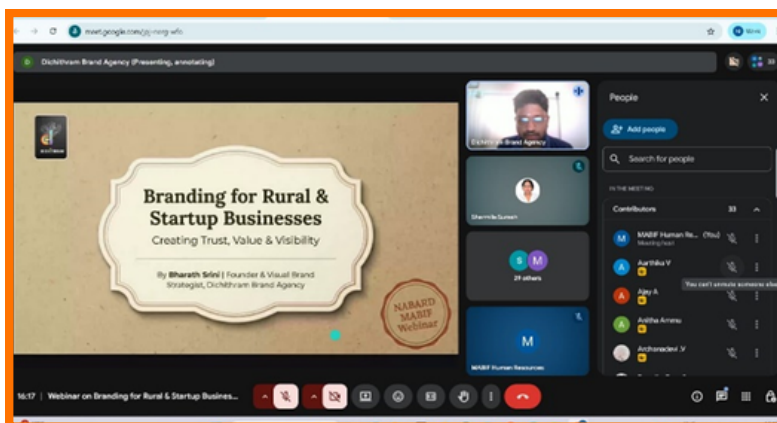
Training Highlights:

- Practical demonstration of microgreens cultivation
- Nutritional & health benefits of microgreens
- Business opportunities & marketing strategies
- Hands-on guidance on harvesting & drying techniques
- Problem-solving support for cultivation challenges
- Value addition & diversification methods

The sessions were led by Shri. S. Vijayalakshmi, Founder, Harlax Greenergy Pvt. Ltd. (A MABIF Incubatee) who shared her technical expertise and hands-on experience, enabling participants to confidently initiate microgreen production and explore entrepreneurial pathways.

TRAINING PROGRAM

Webinar on “Branding for Rural & Startup Businesses: Creating Trust, Value & Visibility”



Webinar on “Branding for Rural & Startup Businesses: Creating Trust, Value & Visibility” was organized by NABARD Madurai Agribusiness Incubation Forum (MABIF) on 14th March 2026.

The session witnessed the participation of around 30 participants, including startups, entrepreneurs, students, FPO members and aspiring innovators, who actively engaged in the session and gained valuable insights on building strong and trustworthy brands.

The webinar was led by Mr. Bharath Sridi, Founder & Visual Brand Strategist, Dichithram Brand Agency, who shared practical knowledge on the importance of branding for rural and startup businesses and how effective branding can help businesses create trust, value and market visibility.

Key topics covered during the session included:

- Importance of branding for rural & startup businesses
- Building trust and brand value
- Creating strong brand identity and packaging
- Improving brand visibility in the market
- Digital branding strategies for entrepreneurs

TRAINING PROGRAM

Developing Prospective Agri-Startups through Capacity Building"



NABARD MABIF successfully organized a two-day Training Programme on "Developing Prospective Agri-Startups through Capacity Building" from 9th to 10th March 2026 at Madurai.

Conducted in association with BIRD Lucknow, the programme brought together government officials, bankers, agri-entrepreneurs, and FPO leaders with the objective of strengthening the agri-startup ecosystem through capacity building and experiential learning.

The programme was inaugurated by Mr. A. Sakthibalan, AGM, NABARD – Madurai, and Er. K. Ganeshmoorthy, Executive Director & CEO, NABARD – MABIF, in the presence of Mr. Amit Kumar Lal and Mr. Rajesh Yadav, Faculty Members, BIRD Lucknow.

Discussions on export facilitation, market linkages, and funding opportunities provided practical insights for scaling agri-businesses. In addition, sessions on public-private partnerships, intellectual property rights (IPR), copyright, and GI tagging enabled participants to understand the regulatory and strategic aspects of enterprise growth.

TRAINING PROGRAM

Training on Pitch Perfect: From Deck to Due Diligence



We are delighted to share the successful completion of our one-day training programme on “Pitch Perfect: From Deck to Due Diligence”, held on 20th March 2026 at NABARD MABIF, Agricultural College & Research Institute Campus, Madurai.

The programme was inaugurated by Er. K. Ganeshmoorthy, Executive Director & CEO, MABIF, who welcomed the participants and highlighted the importance of structured pitching, financial clarity, and due diligence in attracting potential investors.

The programme witnessed active participation from startups, FPOs, SMEs, students, and aspiring entrepreneurs, who engaged enthusiastically throughout the sessions and gained practical exposure to investment readiness.

Training Highlights:

- Preparation of effective and compelling pitch decks
- Understanding investor expectations and evaluation criteria
- Insights into due diligence processes
- Financial planning and presentation for pitching
- Real-time guidance on refining business ideas
- Strategies for improving investment readiness



TRAINING PROGRAM

Shri. Sunil Kairnar, Founder of Indigram Labs Foundation visited the NABARD MABIF



We were delighted to host Shri. Sunil Kairnar, Founder of Indigram Labs Foundation, New Delhi, at Madurai Agribusiness Incubation Forum on 3rd March 2026.

During his visit, he explored MABIF's operations and its growing impact as an agribusiness incubation ecosystem jointly promoted by NABARD and Tamil Nadu Agricultural University.

On the following day, an engaging one-to-one interaction session was organized between Mr. Sunil Kairnar and our promising incubated startups, including:

- Cup Time (Maheesha Foods & Beverages Pvt Ltd)
- Kanmani Dairy & Agro Foods
- Lemurian Ventures Pvt Ltd (Lemurian Bazaar)
- Durmeric Naturaceuticals Pvt Ltd (OneDrop Wellness)
- Southern Foods & Sweets Pvt Ltd
- RearlyTech Private Ltd
- Sea Eden Private Ltd

The discussion focused on key growth enablers such as:

- Investment potential and funding readiness
- Market access and scaling strategies
- Strategic networking opportunities
- Business model strengthening and positioning

EVENTS

TFMA Trade Fair



NABARD MABIF's incubatees had a presence at the TFMA Trade Fair, organized by the Tamil Nadu Foodgrains Merchants Association Limited, held at Tamukkam, Madurai, from 31st December 2025 to 4th January 2026.

The expo provided an excellent platform to promote startups to both domestic and international markets. MABIF continues to facilitate strong network and business linkages for startups, FPOs, and farmers through various expos, and this event further strengthened such opportunities with the support of NABARD and TNAU.

Our incubatees — EL Love Eats, Excel Nutri Foods, VIBIS Royal Honey Pvt. Ltd., Guru Food Products, Sai Startz and Gelato Stories — showcased their innovative products during the fair.

EVENTS

"Mega Agriculture Expo 2026"



NABARD MABIF's incubatees & FPOs had a presence at the "Mega Agriculture Expo 2026", organized by the KISAN Morcha, held at Erode, from 04th - 05th January 2026. The expo provided an excellent platform to promote startups & FPOs to both domestic and international markets. MABIF continues to facilitate strong network and business linkages for startups, FPOs, and farmers through various expos, and this event further strengthened such opportunities with the support of NABARD and TNAU.

Our incubatees & FPOs — Sea Eden Pvt Ltd, Pinnacle Biosciences Pvt Ltd, EL-Love Eats, Mukkudal FPCL and Avinashiappar FPCL — showcased their innovative products during the expo.

EVENTS

Agri Startup Surge – Hack Madurai Fields @ MABIF

Agri Startup Surge - Hack Madurai Fields Surge to NSF Mainstage (Mumbai)
Yi Madurai in association with NABARD MABIF
Date: 23rd & 26th January 2026.



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Agri Startup Surge, a high-impact Hackathon and Pitch Fest organised by Yi Madurai in association with NABARD MABIF, was held at the MABIF, Agricultural College & Research Institute, Madurai, on 23rd and 26th January 2026. The initiative was designed to take rural agri innovations from Madurai to the NSE Mainstage in Mumbai, while also offering exposure at IMMA's 6th National Crop Nutrition Summit, along with expert mentorship, training, and masterclasses.

The event witnessed an inspiring response, with 15 agritech startups screened for the Pitch Fest, including 10 startup teams and 5 student innovation ideas. The innovations presented focused on strengthening rural agriculture and agribusiness ecosystems.

Among the participating startups, Sea Eden, Zushi Foods, and Simplify Agri emerged as the top performers, highlighting the strong potential of homegrown agritech innovations to scale beyond regional boundaries and reach the national stage.

"Grand Opening of the Kiosk and Nursery Garden at the Gateway of Madura"



EVENTS



We are delighted to share the Grand Opening of the Kiosk and Nursery Garden at the Gateway of Madura (MABIF Products Promotional Centre), held on 24th January 2026 at the Block C, Opposite Gate No. 1, Agricultural College & Research Institute, TNAU Campus, Madurai.

The event was graced by esteemed dignitaries Dr. E. Somasundaram, Director, DABD, TNAU, Mr. Suresh Sivanandam, Vice President - HR, TVS Mobility, Dr. Balaji Venkataraman, President, TVS Sensing Solutions, Mr. John David, Assistant Director, Arogya Welfare Trust and Er. K. Ganesh Moorthy, ED & CEO, NABARD MABIF.

This initiative marks a significant step towards empowering agri-entrepreneurs and farmers, strengthening market linkages for FPO products and promoting indigenous products.

EVENTS

MABIF recognized by the NABARD Tamil Nadu Regional Office!



NABARD MABIF is overjoyed to announce that our contributions to Special Projects in Virudhunagar District have been recognized by the NABARD Tamil Nadu Regional Office. This honour reaffirms our commitment to nurturing the Startup and FPO ecosystem and fostering innovation at the grassroots level.

The award was presented by Thiru. T. Udhayachandran, IAS, Additional Chief Secretary (Finance), GoI, in the esteemed presence of Shri. S. S. Vaseegara, GM, NABARD TN RO, Shri. T. Sudeer, DGM, NABARD, Smt. Uma Sankar, Regional Director, RBI-Chennai, Shri. T. Dhanaraj, ED, IOB, Smt. Anusha Elizabeth, AGM, NABARD-Virudhunagar, along with Team NABARD MABIF.

This recognition motivates us to further strengthen inclusive growth, innovation, and sustainable development across the region.

EVENTS

Bhoomi Poojai Ceremony – Central Processing Facility!



The Bhoomi Poojai Ceremony for the establishment of the Central Processing Facility (CPF) under the FPO Accelerator Program was successfully conducted on 05th March 2026 at Dr. M. S. Swaminathan Agricultural College and Research Institute, Eachangkottai, Thanjavur.

The facility aims to support Farmer Producer Organizations (FPOs) in the Cauvery Delta region by enabling scientific processing, value addition, branding, and marketing of rice and rice-based products, thereby improving farmer income and strengthening agri-business opportunities.

The ceremony was graced by dignitaries including Shri H. Manoj, CGM, NABARD TN RO, Dr. P. P. Mahendran, Director, MABIF, Dr. K. R. Jahanmohan, Dean, MSSWACRI, Mrs. G. Vidhya, JDA, Thanjavur, Mr. R. Pradeep Kannan, LDM, IOB, Er. K. Ganeshmoorthy, ED & CEO, MABIF, Mrs. Durga Uma Maheshwari, AGM, NABARD and Mr. Periyasamy, MD, TDCC Bank along with officials from NABARD, MABIF, TNAU and FPO representatives.

The CPF will serve as a common infrastructure platform for processing, branding, and marketing, helping FPOs transition towards value-added agricultural enterprises. This remarkable platform not only amplified the voices of emerging agri-startups but also highlighted the transformative potential of innovation in India's agri-input ecosystem.

EVENTS

Buyer Seller Meet for GI Tagged Virudhunagar Samba Chilli



Madurai AgriBusiness Incubation Forum (MABIF), under the NABARD-funded Virudhunagar Samba Chilli Special Project, successfully organized a Buyer-Seller Meet on 03th March 2026 at the Virudhunagar Samba Chilli Processing Unit, Thiruchuli, as part of the post-GI interventions.

The programme aimed to strengthen market linkages between chilli farmers, Farmer Producer Organizations (FPOs), processors, traders, exporters, and institutional buyers, thereby improving market access and price realization for farmers. Representatives from FPOs, government departments, NABARD, and other stakeholders participated in the event. A total of 21 traders, processors, and exporters took part in the meet.

The programme began with the welcome address by Mrs. Anusha Elizabeth, DDM – NABARD. Er. K. Ganeshamoorthy, ED & CEO – MABIF, provided an overview of the project and its key interventions.

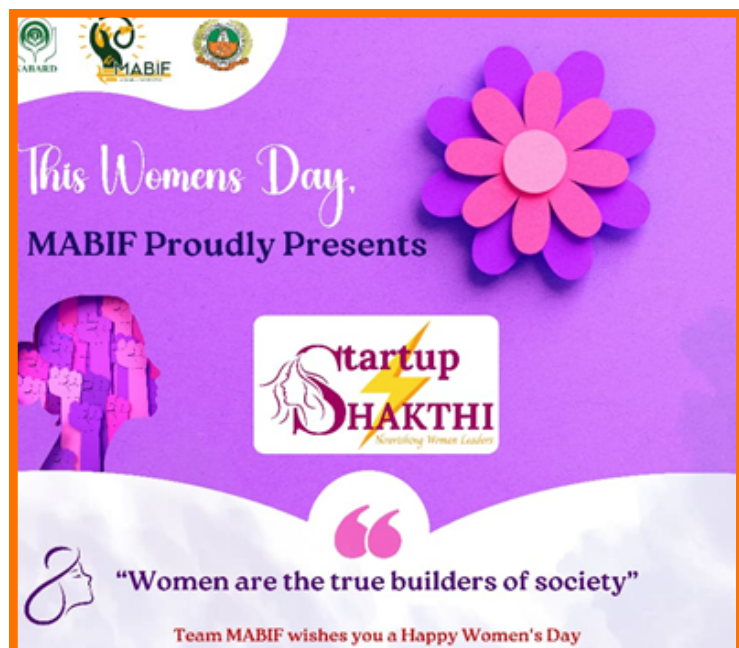
Felicitations were delivered by the Deputy Directors from the Departments of Horticulture and Agricultural Marketing, and representatives from the Special Schemes of the Government of India.

Dr. P. P. Mahendran, Director – MABIF, delivered the special address emphasizing the significance and impact of the project initiatives.



EVENTS

Launching "Startup Shakthi" – Powering Women Entrepreneurs!



This International Women's Day, Madurai Agri Business Incubation Forum (NABARD MABIF) proudly launches "Startup Shakthi"— a dedicated initiative to empower, mentor, and accelerate women-led startups.

Women are not just participants in the startup ecosystem — they are creators of change, drivers of innovation, and architects of resilient businesses.

Through Startup Shakthi, we aim to:

- Support women innovators and entrepreneurs
- Provide mentorship, incubation, and capacity building
- Enable access to networks, funding, and markets
- Build a strong ecosystem for women-led enterprises

Because when women rise, industries evolve, communities grow, and economies transform.

We celebrate not just women, but the power, courage, and vision they bring to entrepreneurship.

Thank you!



TEAM MABIF

An Initiative of NABARD & TNAU

Contact

Er. K. Ganeshmoorthy

Executive Director & CEO

NABARD MABIF

AC&RI, TNAU Campus, Madurai.

ceo@mabif.com

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