



## Report on **FICCI's NAVEENA VIVASAYAM – 2023**

Farmers-Start-ups-Entrepreneurs Expo on Agriculture and Processing  
24 – 26 March 2023 at Agricultural College & Research Institute, Madurai

FICCI-Tamil Nadu State Council in association with Tamil Nadu Agriculture University (TNAU) as the Knowledge Partner jointly organized the 2<sup>nd</sup> edition of **NAVEENA VIVASAYAM 2023** between 24 - 26 March 2023 at Agriculture College and Research Institute, Madurai. With the theme, **Farmers-Start-ups-Entrepreneurs Expo on Agriculture and Processing**.

The event objective was to create awareness and provide exposure to recent advancements in processing and value addition of major agricultural food products like millets, pulses, oilseeds, spices and condiments, fruits and vegetables. Also provide exposure to institutional support available for food processing, value addition, government schemes and export opportunities for processed and value-added products.

The exhibition and conference was inaugurated by **Dr. S. Aneesh Sekhar IAS., District Collector & District Magistrate, Madurai**. During his Chief Guest Address, he highlighted the importance of processing and adding value to agri produces, which considerably increases the revenue to the farmers. He also highlighted the schemes and grants available to farmers, FPOs', Agri start-ups, etc from the state government.

**Dr. R. Mahendran, Convenor, FICCI Agriculture and Food Processing Panel & Founder Chairman Expovan, Indian Vanilla Initiative** was the guest honour for this programme. During his address, he mentioned the opportunities and scope available for value-added agricultural products in the industry and raising demand for Agri start-ups. Also, he encouraged the farmers to convert their Agri produces into value-added products rather than selling them as raw produces in the market.

**Dr. P.P. Mahendran**, Dean, Agricultural College & Research Institute, Madurai and **Mr. R. Sudharsan**, State Coordinator, FICCI Tamil Nadu State Council also spoke on the occasion.

To encourage agri start-ups and honouring their innovative ideas for converting the Agri produces into value-added products, the following SIX Agri start-ups were selected and awarded by the Chief Guest during the inaugural session.

1. Narumagai Herbal Napkin
2. Rare and Pure Specialities Products Pvt Ltd – B & B Organics
3. M/s. Agnicart
4. SVM Naturals
5. Farm Again
6. MRGS Agro Traders

The event had around 75 stalls from leading companies like TAFE, EID Parry, SBI, John Deere, Macronol, Yanmar Solis, Everest Roofs, Sonalika, Lovol harvesters, SKM Agro, Mobitech, Jain irrigation, Sathyam Biotech. etc.,

More than 5000 farmers, FPOs from different districts of Tamil Nadu visited the three days event. The farmers were immensely benefited through the exhibition and product demo which was organized by leading companies at the venue.



**Photo Caption (L to R):** Dr. R. Mahendran, Convenor, FICCI Agriculture and Food Processing Panel & Founder Chairman Expovan, Indian Vanilla Initiative, Dr. P.P. Mahendran, Dean, Agricultural College & Research Institute, Madurai, Dr. S. Aneesh Sekhar IAS., District Collector & District Magistrate, Madurai