



कृषि प्रौद्योगिकी अनुप्रयो अनुसंधान संस्थान

AGRICULTURAL TECHNOLOGY APPLICATION RESEARCH INSTITUTE

ICAR-ATARI, ZONE-X, HYDERABAD



KVK : Ariyalur
Date : 20.07.2023 (Thursday)
Title : Workshop on export avenues and procedures was held at KVK, Ariyalur”
Venue : KVK, Ariyalur
Activity : Technology week celebration

Activities:

- Workshop on Opportunities for export of agricultural commodities and procedures, Certification procedures of organic farms and branding, packaging, labelling etc were dealt in detail.
- Chairman Dr. V. Nadanasabapathy, inaugurated the exhibition and sessions with remarks on importance of market led extension in the present context.
- Smt. Shobana Kumar, Regional Head, APEDA, Chennai delivered lecture on export avenues and formalities.
- Mr. Sabapathy, Organic certification officer, TNOCD explained certification procedures for organic farm.
- Mr. Mathanagopal, AM, MABIF explained about incubation, designing of labels, selecting packaging materials for domestic and export market, branding etc.
- GM, District Industries Centre, LDM, ADH, PO, Mahalir Thittam, AO Marketing and others participated actively to come with workable plans in near future.

Participants & No: Entrepreneurs & 65

