



NANDHA ENGINEERING COLLEGE

(AUTONOMOUS)

(Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai)

ERODE – 638052 TAMILNADU

Email :principal@nandhaengg.org Mobile : 73737 12234

Department of Agricultural Engineering

CIRCULAR

Ref: NEC/Agri/ 2024-25 /CIR - 004

Date: 01.02.2025

This is to inform you that the department of Agricultural Engineering is going to organize a Career Guidance Program titled “**Bridging the gap: Unlocking market potential strategies for farmers**” for all second year and third year students. The details of the Programme as follows;

Date of the Event	Name of the Alumni	Topic	Time	Venue
03.02.2025	Mr.M.Mugil, Mugil mathi Goat Farm, Thalaivasal, Salem.	Bridging the gap: Unlocking market potential strategies for farmers	11.00-12.00 PM	Block 7-201

Head/Agri



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POST EVENT REPORT

Department	Agricultural Engineering	
Name of the event	Alumni Interaction	
Title of the Event	“Bridging the gap: Unlocking market potential strategies for farmers”	
Date & Time	03.02.2025	11.00-12.00 PM
Venue	Block 7-201	
Name of the Chief Guest	Mr.M.Mugil,	
Designation of the Chief Guest	Founder and Marketing Head, Mugil mathi Goat Farm, Thalaivasal, Salem	
Number of Participants	60	
Outcome	Alumni shared his insights on leveraging technology for market intelligence, adopting sustainable practices to meet consumer demand, and forming strategic partnerships with agribusinesses. The session underscored the need for capacity-building programs, financial literacy, and government support to empower farmers in navigating market complexities. Overall, the interaction fostered knowledge exchange, inspiring participants to implement innovative approaches for improved market access and profitability in agri business management.	
Feedback	The session provided a comprehensive understanding of the challenges farmers face in accessing markets and the innovative strategies that can enhance profitability in agri business. The session also emphasized the importance of collaboration between farmer and policymakers to create sustainable agricultural ecosystems. Overall, students found the interaction inspiring, as it broadened their perspective on agribusiness opportunities.	



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Glimpses of the event





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NANDHA ENGINEERING COLLEGE

DEPARTMENT OF AGRICULTURAL ENGINEERING

ALUMNI INTERACTION

"BRIDGING THE GAP: UNLOCKING MARKET POTENTIAL STRATEGIES FOR FARMERS"

BLOCK 7 - 201

03.02.2025

11.00AM

MUGIL M

MUGIL MATHI GOAT FARM

7/728 AAYARPADY KATTUKOTTAI

THALAIVASAL SALEM 636121



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Chief Guest profile

Name	Mr.M.Mugil,
Designation	Founder and Marketing Head
Company Name	Mugil mathi Goat Farm, Thalaivasal, Salem
UG	B.E.
Branch	Agricultural Engineering
Batch	2024



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DEPARTMENT OF AGRICULTURAL ENGINEERING

Bridging the gap: Unlocking market potential strategies for farmers

About the Seminar

The Department of Agricultural Engineering in Nandha Engineering College had organized an Alumni interaction in the topic **Bridging the gap: Unlocking market potential strategies for farmers**. The guest alumni for the interaction was Alumni Mr.M.Mugil batch (2020-2024). The Alumni interaction was conducted for II, III year Agri department students from other departments on 03.02.2025. The welcome address and vote of thanks was given by Dr.D.Ambika, HoD /Agri.

During the session alumni shared his insights on leveraging technology for market intelligence, adopting sustainable practices to meet consumer demand, and forming strategic partnerships with agribusinesses. The session underscored the need for capacity-building programs, financial literacy, and government support to empower farmers in navigating market complexities. Overall, the interaction fostered knowledge exchange, inspiring participants to implement innovative approaches for improved market access and profitability in agri business management.

The session provided a comprehensive understanding of the challenges farmers face in accessing markets and the innovative strategies that can enhance profitability in agri business. The session also emphasized the importance of collaboration between farmer and policymakers to create sustainable agricultural ecosystems. Overall, students found the interaction inspiring, as it broadened their perspective on agribusiness opportunities.

Dept Alumni Coordinator

HoD

Dean
(Alumni Affairs & Higher Education)