

## INNOVATING NATURALLY: STUDENTS EXPOSURE VISIT TO ANNAI FARMS TRICHY

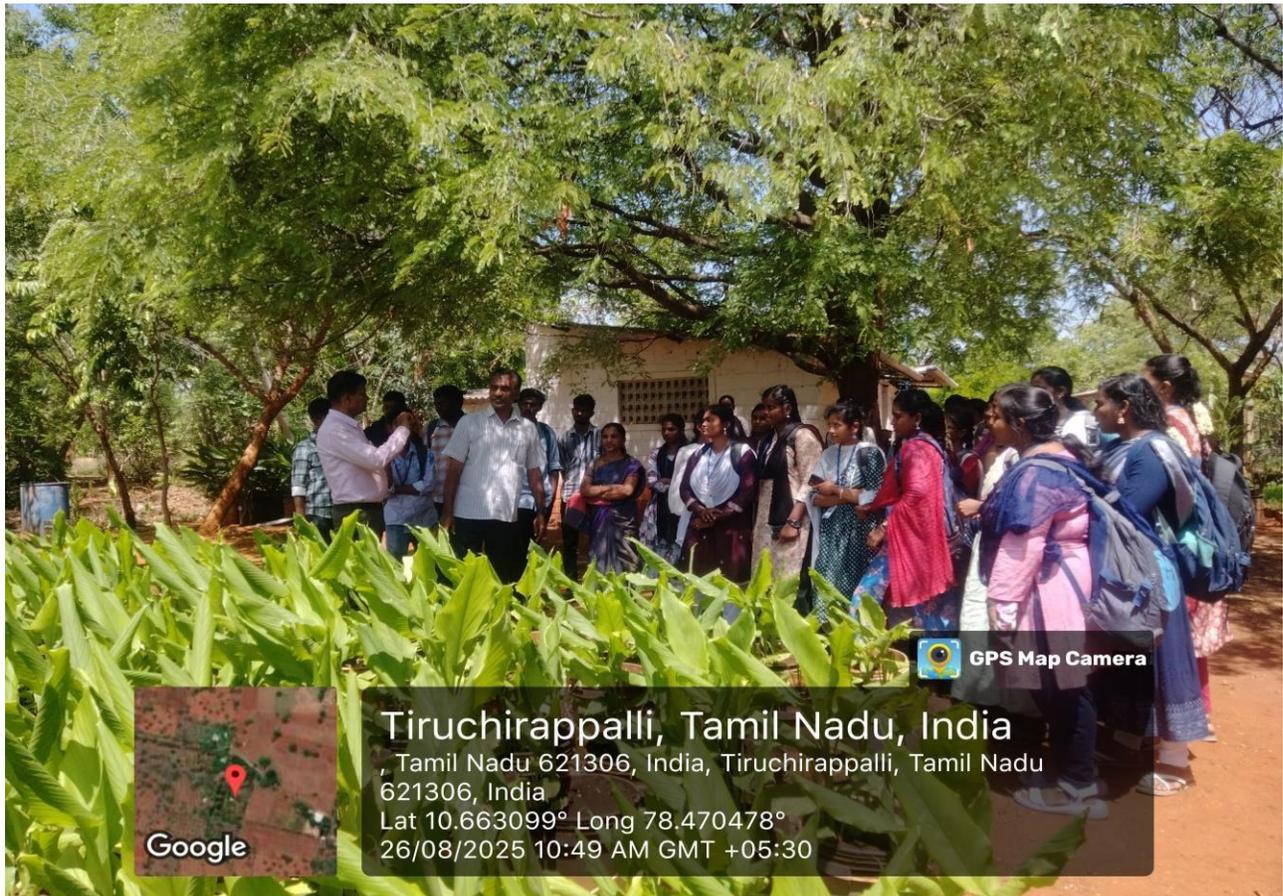
The TC Venture Club of Thiagarajar College, Madurai, organised a **Student Exposure Visit to Annai Farms, Trichy on 26th August 2025** under the theme “*Innovating Naturally.*” The main objective of the visit was to provide students with practical exposure to herbal farming, cultivation techniques, and entrepreneurial opportunities in the herbal sector.

Students from various departments, along with faculty mentors from the **Innovation, Patent & Entrepreneurship Cell**, actively participated in the visit. The program began with a welcome and orientation session at Annai Farms, followed by a demonstration of herbal cultivation practices. Students observed more than ten varieties of herbal plants with significant medicinal and commercial value.

The representatives of Annai Farms explained the processes of **drying, oil extraction, and value addition** of herbs. A special session highlighted the entrepreneurial possibilities of herbal farming, such as starting ventures in herbal oils, cosmetics, nutraceuticals, and eco-friendly products. The visit concluded with an interactive Q&A session where students clarified their doubts regarding market demand, product branding, and funding opportunities.

The visit resulted in multiple outcomes. Students gained awareness about the value chain of herbal products from cultivation to commercialization and identified opportunities for **student startups** in herbal-based products. They also developed a deeper understanding of **sustainability and innovation in agriculture-based entrepreneurship**.

The visit was conducted under the guidance of **Dr. D. Pandiaraja, Principal**, and coordinated by **Dr. K. Thiruppathy, Dean – Innovation, Patent & Entrepreneurship** and **Dr. M. Rama Prabha, Associate Dean – Innovation, Patent & Entrepreneurship**





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