



**VANAVARAYAR**  
Institute of Agriculture  
Enriching India

# Information Brochure

Undergraduate and  
Diploma Programs

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**B.Sc. (Hons.) Agriculture  
Diploma in Agriculture**



சுழன்றும்ஏர்ப் பின்ன துலகம் அதனால்  
உழந்தும் உழவே தலை.

குறள் எண்:1031



**VANAVARAYAR**  
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VIA was founded in 2007 by Arutchelvar Dr. N. Mahalingam in Manakadavu, near Pollachi. VIA aims at empowering youth as agricultural professionals who can uplift rural development through quality education, profound research and extension activities involving the farming community.

We offer two programmes in agriculture; 4 - year Bachelor Degree programme - B.Sc (Hons.) Agriculture and 2 - year Diploma programme - Diploma in Agriculture. VIA is affiliated to Tamil Nadu Agricultural University (TNAU), Coimbatore. The medium of instruction is English..



## Our Vision

To undertake high quality education, strategic research and extension activities for enhancing agricultural productivity and sustainability under systems approach, resources conservation, involving entire set of stakeholders on the value chain and quality of rural livelihood.

## Our Mission

To develop knowledge, attitude and skill based agricultural professionals capable of undertaking rural development and poverty alleviation with quality.

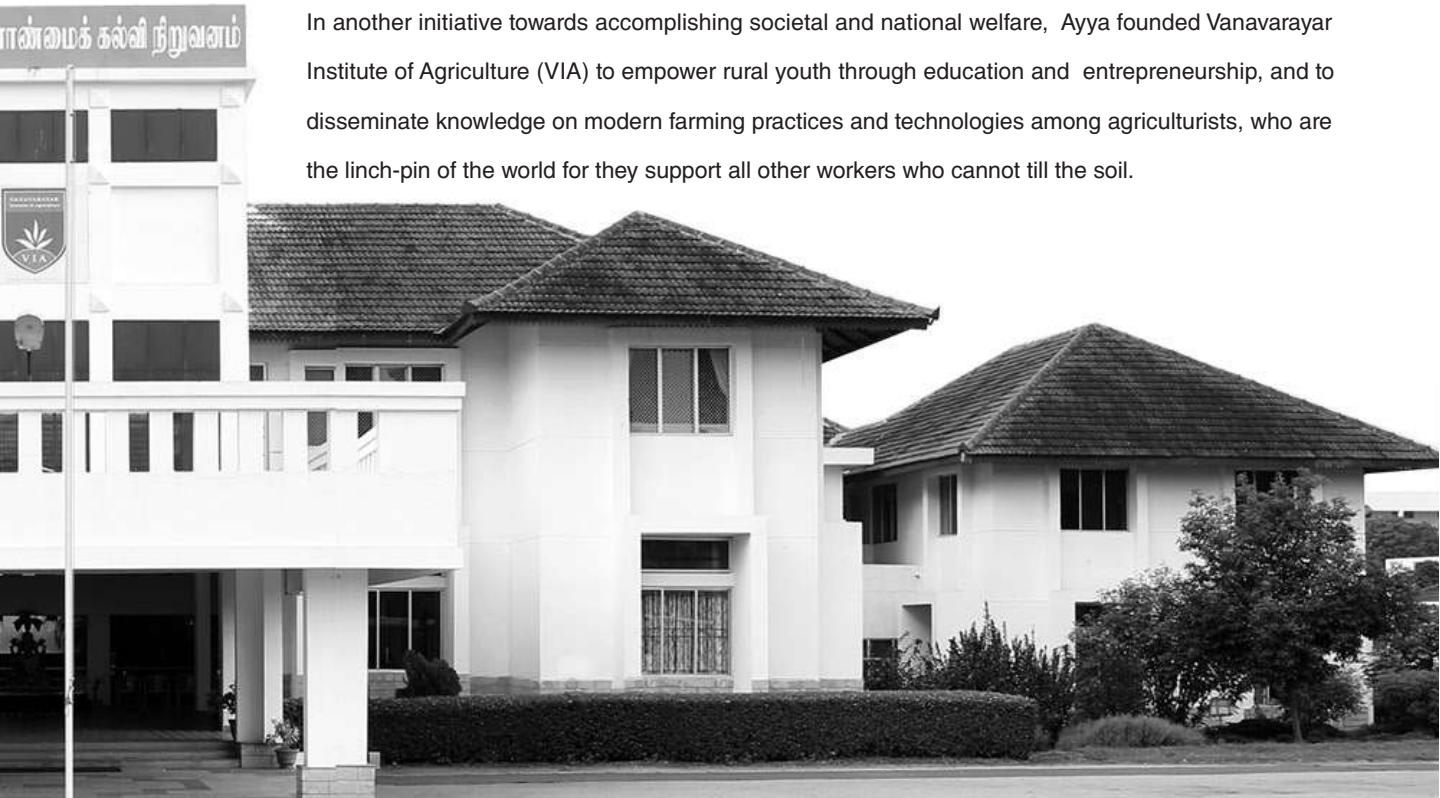
## About Us

Arutchelvar Dr. N. Mahalingam envisioned the welfare of our country through the goodness that a society gains due our actions. Ayya did accomplish his cherished goal of improving social welfare through successful business ventures. “People are our best resources. And, if you do not encourage and promote the best, how could we achieve sustained, all-round development”, said Ayya who also aimed at creating entrepreneurs who would run business in an ethical manner which would also serve the society at large.

On the otherhand, to fulfil his father’s wish to set up a polytechnic college, Ayya formed the Nachimuthu Industrial Association (NIA) Trust in 1956 and started Nachimuthu Polytechnic College under NIA in 1957, which was his first initiative towards providing technical education to aspiring youth. Eventually, several educational institutions including schools, engineering colleges and agricultural colleges were founded to offer quality education to students from all segments.

Ayya believed that India’s vast landscape of cultivation would liberate its potential to grow and export agricultural produce. He was born into a family that practiced farming and, naturally, he was passionate about agriculture. The Parambikulam Aliyar Irrigation project was implemented during his political tenure which still serves as the lifeline of farmers in this region.

In another initiative towards accomplishing societal and national welfare, Ayya founded Vanavarayar Institute of Agriculture (VIA) to empower rural youth through education and entrepreneurship, and to disseminate knowledge on modern farming practices and technologies among agriculturists, who are the linch-pin of the world for they support all other workers who cannot till the soil.





### B.Sc. (Hons.) Agriculture

- 🕒 4 years
- 👤 120 students per year

### Diploma in Agriculture

- 🕒 2 years
- 👤 50 students per year

## Academic Information

- 👤 580 students on roll
- 👤 Academic Departments

|                                   |                          |
|-----------------------------------|--------------------------|
| 👤 <b>Agricultural Engineering</b> | 👤 <b>Crop Protection</b> |
| 👤 <b>Crop Management</b>          | 👤 <b>Horticulture</b>    |
| 👤 <b>Crop Improvement</b>         | 👤 <b>Social Sciences</b> |

- 👤 40 dedicated faculty members
- 👤 Institute and Industrial visits
- 👤 Tamil Nadu short-tour
- 👤 All India study-tour (study of diversified Agroclimate across India)
- 👤 Rural Agricultural Work Experience (**RAWE**)
- 👤 State and Central Agricultural Institute visits.
- 👤 Attachment with state department of agriculture.
- 👤 Attachment with non-governmental organisations.
- 👤 Farmer - students interaction
- 👤 Internship in Agro-industries
- 👤 Experiential Learning
- 👤 Sports ( **Indoor and Outdoor** -Track & Field, Volley Ball, Hand Ball, Basket Ball, etc.)

## Infra-structure and Facilities

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>👤 <b>250 acre Campus</b> ( including Wetland, Dry land, Garden land, Orchard, Herbal Garden, Wood lot, sports area,etc.,)</li> <li>👤 Library with <b>10000 books; 75 journals</b> and thier back volumes</li> <li>👤 <b>Free - Wifi campus</b></li> <li>👤 <b>Extensive transport facility</b> for both day scholars and residential students.</li> </ul> | <ul style="list-style-type: none"> <li>👤 Separate hostels for boys and girls; healthy balanced diet</li> <li>👤 Dedicated medical center</li> <li>👤 Book depot and Stationary stores</li> <li>👤 IFS unit</li> <li>👤 Sericulture unit</li> <li>👤 Mushroom unit</li> <li>👤 Dairy unit</li> <li>👤 Goat rearing unit</li> <li>👤 Poultry broiler &amp; layer units</li> <li>👤 Piggery unit</li> </ul> |
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**Mr. N. Muthukannan**  
M.Sc., (Biotechnology)  
Asst. Professor  
Dept. of Crop Management

Our Institution has well qualified staffs with best study environment and facilities to enrich their knowledge and skills. Our College provides an ample opportunities for the young agrarians to achieve their goals for sustainable growth and development in the mother land of agriculture.



**Selvan. Harikrishnan K Menon,**  
Process Manager (Commodity Operations),  
ITC Ltd. (Agri Business Division)  
B.Sc.Agri, Batch 2016-18, VIA, Pollachi  
PGDM (ABM), Batch 2016-18,  
MANAGE, Hyderabad

VIA was more of a family to me. I still remember the first day when I entered the campus, having no clue about how my career is going to be. I received extensive support from all the faculty members as I progressed. The staff as well as my peers helped me in getting the fundamentals right, which I feel is the most important part as far as a professional course is concerned. Learning in VIA was a 24x7 process. When I started preparing for CAT, the faculties offered me a lot of flexibilities in submission of assignments, specimens and projects. VIA has played a major role in shaping me personally as well as professionally.



# Experiential Learning

Students aspiring to be Agripreneurs – Entrepreneurs in Agriculture, are rightly facilitated by the curriculum- based Experiential Learning that offers hand-on training in areas like Apiculture (bee keeping and rearing ), Sericulture ( silk worm rearing ), Mushroom production, Dairy & Poultry, Azolla cultivation, Landscaping/ Gardening, Composting, Dry-flower making and in other value-added categories.



## Laboratories & Observatory

- 🏠 Agronomy Lab
- 🏠 Soil Science Lab
- 🏠 Plant Breeding & Genetics Lab
- 🏠 Agricultural Biotechnology Lab
- 🏠 Agricultural Entomology Lab
- 🏠 Plant Pathology Lab
- 🏠 Agricultural Microbiology Lab
- 🏠 Horticulture Lab
- 🏠 Seed Science & Technology Lab
- 🏠 Environmental Science Lab
- 🏠 Crop physiology Lab
- 🏠 Agricultural Engineering Lab
- 🏠 Food Science & Nutrition Lab
- 🏠 Computer Science Lab
- 🏠 Communication Lab
- 🏠 Agricultural Meteorology Observatory

### Our Industry Partners



### Our Institute Partners



### Our Recruiters



## Student Career Development and Higher Education

Guest lectures and motivational classes were arranged for helping the students to perform well in interviews ( in & off campus ).

VIA to pursue careers in reputed agro-based industries, co-operative societies, etc. Workshops are organized for students to improve their communication and presentation skills.

Students who aspire for higher education are exclusively guided and trained by the faculty from TIME institute for CAT & Bank coaching exams.

Separate coaching classes for ICAR & UPSC aspirants.

Center for Agribusiness Incubation also fosters entrepreneurial ideas and assists in business development from idea to market, and facilitates the opportunity to Earn while you Learn.

## Scholarships and Awards for VIA Students

- 🌿 Rs. 8 Lakh worth **Government Scholarships** and Rs. 2 Lakh worth **VIA Scholarships** per year
- 🌿 “Merit - cum - Means” scholarship instituted by NIA Trust for educational institutions
- 🌿 Medal and reward for University Rank holder

## VIA and Farming Community

VIA regularly meets farmers from its locality and beyond to discuss problems related to farms and farming practices. Faculty, students and the farming community disseminate knowledge among themselves and share experiences for mutual benefit through the **Uzhavar Sinthanai Kalanjyam**, an event organized by the Extension & Outreach club of VIA. These programmes serve as capacity building initiatives on adaption of modern technology & practices in agriculture.



**Selvan. K. Sundaramahalingam**

B.Sc., (Agri.)

2009-13 Batch student

Now as Senior Inspector of Cooperative Societies, Chennai

The time at VIA helped me to hone my skills to the fullest potential and that is acting as a catalyst for career progress in all walks of my life.

- 🌿 Gold Medal for Best Outgoing Student
- 🌿 **Yuvasakti Award** for outstanding girl student bestowed every year on International Women’s Day.

## Extra-curricular

🌿 Fitness through YOGA

🌿 Cultural and Fine Arts Events

🌿 Clubs and Forums



**Natural Club**



**Agripreneurship Club**



**Research and Innovation Club**



**Extension and Outreach Club**



**Studio VIA**

## Agri Business Incubator (ABI)

### Kalpaviruksha Certificate Course:

Kalpaviruksha – Specially designed certificate course for MARICO field officers on “Good agriculture practices” in coconut cultivation.

### A Center for Agribusiness Incubation

Under the National Agricultural Innovation Project (NAIP) scheme of Central Plantations Crops Research Institute (CPCRI-Kasaragod, Kerala) and with the technical guidance of Agribusiness Incubator Center of International Crops Research Institute for Semi-Arid Tropics (ICRISAT-Hyderabad), the ABI has been established by VIA in the campus. The objective of ABI is to demonstrate an institutional system to promote entrepreneurship in the coconut value chain, A total financial outlay of 75.50 Lakhs is shared by VIA, CPCRI and the farming community.

### Facilities in ABI

- 🌿 Preparation and Packing of
  - Coconut Chips & flakes
  - Coconut Milk (Fresh)
- 🌿 Facilities for manufacturing Bio Fertiliser
- 🌿 Facilities for manufacturing Cold Pressed Coconut Oil, Virgin Coconut Oil & Groundnut Oil
- 🌿 Desiccated coconut powder
- 🌿 NEERA Drink, Coconut Sugar & Coconut Jaggery.



## Promotion of Farmer Producer Companies (FPCs)

National Bank for Agriculture and Rural Development (NABARD) has identified Vanavarayar Institute of Agriculture as the Producer Organization Promoting Institution (POPI) for promoting and nurturing five Farmer Producer Organizations (FPOs) in Coimbatore and Tirupur Districts. NABARD has sanctioned an amount of Rs. 45.30 Lakhs to establish these FPO's which have been duly registered and are fully functional.

## The FPCs promoted by VIA are

Farmer Producer Organisation





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## Pollachi

In ancient times, Pollachi was called as “POLLIL VAICHI” meaning THE LAND OF NATURAL WEALTH AND PROSPERITY and also “PORUL AATCHI” THE LAND OF GOVERNANCE OF WEALTH. Located on the NH connecting Tamilnadu and Kerala, Pollachi is the gateway of transit between the two states. Pollachi is a striving town in agri business due to its flourishing agriculture all round the year. Coconut is primarily grown and marketed in Pollachi, and hence rightly called the “Coconut City of South India.”

## Manakkadavu

It is a village located 19 kms from Pollachi and 6 kms from Meenakshipuram, on the course of Bharathapuzha river, a perennial water source for agriculture in the region. Manakkadavu enjoys southwest monsoon making agriculture as the primary occupation of the inhabitants. Rich soil and water resources make Manakkadavu an ideal location for agricultural study in VIA.

## Directions

### BY ROAD

19 kms from Pollachi,  
Tamil Nadu 6 kms from  
Meenakshipuram, Kerala.

### BY TRAIN

Nearest Railway station  
Pollachi Junction Railway Station  
19 kms from Pollachi, Tamil Nadu.

### BY AIR

Nearest airport  
Coimbatore International Airport  
75 kms to Manakkadavu, Pollachi

### CONTACT US

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