

OLEEVIA FOUNDATION AND NRCB JOIN HANDS FOR SOCIAL UPLIFTMENT



Oleevia Foundation has signed a historic Memorandum of Understanding (MoU) with the ICAR-National Research Centre for Banana (NRCB), Trichy, on 13 September 2024, to collaborate on initiatives aimed at uplifting marginalized sections of society. This partnership marks a significant step in the foundation's ongoing efforts to support sustainable development of vulnerable communities. The MoU establishes a framework for leveraging the expertise of NRCB to introduce innovative agricultural technologies and training programs that will directly benefit disadvantaged groups.

As part of this collaboration, the foundation will soon acquire the transfer of technology for fiber production and stem juice extraction from banana plants, which have significant potential for generating additional income streams for farmers and local communities. The Oleevia Foundation aims to facilitate the establishment of small-scale production units, creating employment and entrepreneurship opportunities for the marginalized.



In addition to the technology transfer, the MoU will enable beneficiaries to attend specialized training programs at NRCB. These training sessions will focus on equipping farmers and other stakeholders with the skills and knowledge required to effectively implement the new technologies. Through this initiative, Oleevia Foundation envisions building capacity among marginalized communities, ensuring they can fully benefit from the advancements in banana farming and related industries.

