

## LAUNCH PROGRAM OF ARBOREASY™ DNA ISOLATION KIT

Institute of Forest Genetics and Tree Breeding developed the ArborEasy™ DNA Isolation Kit based on the joint patent filed by Institute of Forest Genetics and Tree Breeding and Department of Biotechnology, GoI. The inventors of the patent were Dr. Modhumita Dasgupta and Dr. Radha Veluthakkal.

The technology was subsequently upgraded based on the market requirement and a spin column based DNA isolation kit was developed under the Direct to Consumer Scheme of Indian



Council of Forestry Research and Education (ICFRE) in 2016 and trade mark was registered for name ArborEasy in 2017.

The kit provides an indigenous, non-biohazardous, low cost spin column based system for isolation of plant genomic DNA from wide range of tissue type. The performance of the kit has been validated by various national laboratories. Presently, the Institute has partnered with Adastra IP Pvt Ltd, Gurugram, Delhi for



commercialization of the kit. Adastra IP Pvt Ltd with its presence in leading ASEAN countries is co-ordinating with IFGTB to license/ market the kit in India and other countries.

The kit was launched in the Institute premises by Dr. Meenakshi Munshi, Scientist G & Adviser, Department of Biotechnology, Government of India on 24 January 2018. During the launch

program, Dr. Munshi appreciated the effort of the Institute and Dr. Modhumita Dasgupta in developing a low –cost product and suggested that efforts should be made for the product to reach different laboratories across country in an affordable cost. The program was also attended by Dr. Sathish Kumar, Associate Professor, Department of Biotechnology, Bharathiar University, Coimbatore. He had validated the kit in challenging tissues and shared his| experience in using the kit. Other users from the Institute also provided their feedback, revealing that the kit had a potential in the market.



Dr. S. Murugesan, Director, IFGTB highlighted the need for cost effective indigenous technologies and highlighted that the product release was possible due to continued support and emphasis on technology transfer by Dr. S. C. Gairola, IFS, Director General, Indian Council of Forestry Research & Education, Dehradun. During the launch program he announced that the competitive advantage of the kit which included ease of handling, high recovery from dry tissues and cost effectiveness. He also stated that the Institute is striving to reach the user groups in particular and the society at large through its innovation in forestry research.

A screenshot of a news article from The Hindu. The article is titled "DNA isolation kit launched" and is categorized under "TAMIL NADU". It is written by a "STAFF REPORTER" and is dated "COIMBATORE, FEBRUARY 05, 2018 00:00 IST". The article text states: "The Coimbatore-based Institute of Forest Genetics and Tree Breeding (IFGTB) has launched a new cost-effective DNA isolation kit- called 'ArborEasy' recently. The product was developed by Modhumita Dasgupta, a scientist at IFGTB and her student Radha Veluthakkal. The kit was developed based on a joint patent filed by (IFGTB) and Department of Biotechnology. According to Modhumita Dasgupta, the kit provides an indigenous, non-biohazardous, low cost spin column based system for isolation of plant genomic DNA from wide range of tissue types. S. Murugesan, Director of the Institute, said that the kit is specifically made for tree crops. The kit was released by Meenakshi Munshi, Advisor, Department of Biotechnology, Government of India." The article also includes a "STAFF REPORTER" label at the bottom.