

## AGRICULTURAL MARKETING AND AGRI BUSINESS

The main objective of the Agricultural Marketing and Agri Business department is to ensure that the farmers get fair price for their produce and better income. For this the following infrastructure has been created by the department in Theni District.

### **1. Theni Market Committee**

Theni Market Committee was established on 04.01.2003 under Tamil Nadu Agriculture Produce Marketing ( Regulation) Act 1987 and Tamil Nadu Agricultural Produce Marketing Rules 1991.

#### **Regulated Markets:**

Regulated Markets are established for better regulation of buying and selling of agricultural produce. There are 7 Regulated Markets in Theni District one each at Theni, Cumbum, Chinnamanur, Bodinayakanur, Periyakulam, Andipatti @ Thangammalpuram and Uthamapalayam. Apart from facilitating the farmers and traders to trade in the Regulated Markets, the following benefits are given to them through the Agricultural Market Committee, Theni.

#### **i)Farmer Welfare Scheme:**

The farmer has to transact at least 1 MT of his produce through any one of the Regulated Markets continuously for three years he gets an insurance coverage for Rs.1Lakh.

#### **ii)Pledge Loan:**

The farmer or trader stores his produce in the Regulated Market he is given pledge loan to a tune of upto 75% of the value of his produce, a maximum of Rs.3 lakhs at the interest rate of 5% for farmers and Rs.2 lakhs at the interest rate of 9% for traders.

#### **Pledge Loan Details: (01.04.2014 to 28.02.2018)**

S.No	Regulated Market	Total Pledge loan (Rupees in lakhs)		Beneficiaries Numbers	
		Farmers	Traders	Farmers	Traders
01	Theni	142.210	39.950	93	38
02	Cumbum	6.800	14.000	7	14
03	Chinnamanur	34.930	----	18	----
04	Bodinayakanur	65.710	7.300	45	8
05	Aundipatty	----	----	----	----
06	Periyakulam	----	----	----	----
07	Uthamapalayam	----	----	----	----
	<b>Total</b>	<b>249.650</b>	<b>61.250</b>	<b>163</b>	<b>60</b>

### iii) Construction of Drying yards:

For the benefit of farmers and to reduce post harvest loss, 9 drying yards have been already constructed with a dimension of 20x20m at a cost of Rs.2.5Lakhs each and are under better utilization.

### iv) Storage Godown Facilities

S.No	Regulated Market	Rural Godown		Modern Godown		Total capacity (MT)
		No.s	Capacity (MT)	No.s	Capacity (MT)	
1	Theni	3	1500	1	2000	3500
2	Cumbum	1	500	2	4000	4500
3	Chinnamanur	0	0	1	2000	2000
4	Bodinayakanur	1	500	1	2000	2500
5	Aundipatty	2	1000	0	0	1000
	<b>Total</b>	<b>7</b>	<b>3500</b>	<b>5</b>	<b>10000</b>	<b>13500</b>

The above godowns utilized for store the Agricultural produce for pledge loan and rental purpose to the maximum period of 180 days

### v) Cold Storage Facilities

S.No	Regulated Market	Cold Storage				Total Capacity (M.T)
		5MT	25MT	50MT	500MT	
1	Theni	-	1	-	-	25
2	Cumbum	-	1	-	1	525
3	Chinnamanur	1	-	1	-	55
	<b>Total</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>605</b>

The above cold storages leased out to the farmers/farmers trust on monthly rental basis.

### vi) e-National Agriculture Market (e-NAM):

e- National Agriculture Market Project started with the aim of one license, One business, one business market all over India. Under this project in India 585 Regulated Markets will be linked in electronic mode with in March 2018. Till now, there are 475 Regulated Markets were linked through electronic mode. In Tamil Nadu 15 Regulated Markets selected for e-NAM in 1<sup>st</sup> phase. Cumbum Regulated Market in Theni District is already linked in e-NAM. e-NAM created competition among the traders and farmers get benefited by getting better price for their produce without involving commission agent/middleman.

## **2) Creation of Infrastructure facilities:**

Creation of Infrastructure facilities like formation of commodity groups, and facilitating MOU between buyers and farmers through TN IAMWARM project. 9 numbers of drying yards one each at Balasamuthiram, Kandamanur, Bathrakalipuram, Ammapatti, Eranampatti, Kodangipatti, Oonjampatti, Mottanuthu and Kothaluthu, 3nos of collection centres one each at Balasamuthiram, Odaipatti and Bathrakalipuram have been constructed. One Agri Business centre has been constructed at Theni. 2nos of storage godown one each at B.Ammapatti and Thoppupatti are under utilization at present.

Awareness campaigns are being conducted to disseminate Post harvest technology to farmers and make them to adopt grading, value addition and collective marketing of their produces.

## **3)Agmark Grading:**

The Agmark Scheme is a voluntary scheme which was setup by the Directorate of Marketing and inspection, Government of india, under Ministry of Agriculture and Farmers Welfare as per the Agricultural Produce (Grading And Marketing) Act 1937. The Main aim of Agmark Scheme is to provide unadulterated food stuff to the consumers. One Agmark grading lab is functioning at Theni and 11numbers of packers have been enrolled and given Agmark label.

## **4)Disseminating Market intelligence to Farmers:**

To inform the latest market price for various Agriculture and Horticulture produce farmers are enrolled in DEMIC Scheme implemented by TNAU which provides price forecast and latest market rates through SMS. 3nos of Ticker Boards have been fitted at Regulated Markets which display the price of Paddy, Maize, Jowar, Bajra, Cotton and Coconut traded in Regulated Markets. Vegetable price at Uzhavar Shandhai is published through news papers and broadcast through AIR.

## **5) Supply Chain Management Project**

This scheme is implemented in 10 Districts of Tamil Nadu, vide reference G.O:169 Agriculture (WDI), Department Dated: 21.06.2016, to avoid middlemen and commission agents, to create Post Harvest and value addition infrastructures and an effective market linkage.

In this scheme, in Theni district 3 Primary Processing Centres at Theni, Chinamaur and Cumbum were proposed and are now in construction stages. Throughout the district 74 Vegetable & Fruits growing major villages were identified as catchment villages, 21 collection centres were selected to collect commodities from these villages. Vehicle provided by department

will collect the commodities from collection centre to Primary Processing Centre. In Primary processing Centre grading, sorting packing facilities will be created for the farmers utilization, then the open action will happen in front of farmers & traders the highest bidder will collect the commodities and the total amount will be deposited to farmers bank account within 24 hours through market Committee. All the logistics and preprocessing activities inside the PPC will be handled by the potential FPC's or SHG's or FIG's. Infrastructures at a cost of Rs.5.40 crores estimate are under progress in the 3 PPC's viz, Theni, Chinnamanur, Cumbum.

#### **6) TN - IAMP**

Under Tamil Nadu Irrigated Agriculture Modernization Programme, 2 FPOs will be formed in Suruliyar & Varaganadhi sub basin with the financial support of Rs.339.31 lakhs. Rs.42.00 lakhs is allotted to support & strengthen the existing FPO in Varaganadhi sub basin.

#### **7) Collective farming**

In Theni District, In collective farming scheme 100 FIGs & 20 FPGs were formed through Agriculture Department and 55 FIGs & 11 FPGs were formed through Horticulture Department. With the financial support from NMSA, NADP 3 FPOs will be formed by federating 7-10 FPGs to develop better marketing channels, to create infrastructures and to promote the value addition based on location specific and crop specific business plans.

#### **8) NADP**

Under NADP proposal for construction of 90 numbers of drying yards, Distribution of tarpaulins, plastic crates over the Span of 5 years period from 2017-18 to 2021-22 have been submitted.

#### **9) SADP**

Under SADP for conducting training and creation of post Harvest Management Infrastructures at Total Project Cost of Rs.151.325 lakhs already has been approved by the state planning commission and funds are awaited.

#### **10) Mega Food Park**

For Mega Food Park in Theni District, two locations Upparpatti - Thappukundu, Sipcot - Pulikuthi were selected and proposal sent to Commissioner of Agricultural Marketing and Agri Business, Chennai for selection of one location.

#### **11) Farmers Market:**

Farmers Market was introduced in 1999-2000 for direct selling of fruits and vegetables at a fair price by farmers to consumers without any intermediaries. There are 7 farmers

market in Theni district one each at Theni, Chinnamanur, Cumbum, Bodinayakanur, Theavaram, Periyakulam and Andipatti. Awareness campaigns for the benefit of farmers and consumers are being arranged then and there.

**Achievement from 01.04.2014 to 28.02.2018**  
**(Average/day)**

<b>S.No</b>	<b>Name of Uzhavar santhai</b>	<b>Arrivals (M.T)</b>	<b>Value (Lakhs)</b>	<b>Farmers (No)</b>	<b>Consumers (No)</b>
1.	Theni	30.21	7.51	72	4381
2.	Cumbum	39.17	9.42	98	5840
3.	Periyakulam	6.05	1.18	10	1105
4.	Bodinayakanur	6.93	1.51	12	1251
5.	Aundipatty	5.42	1.33	11	778
6	Chinnamanur	15.72	3.62	23	2331
7.	Thevaram	5.29	0.86	11	756

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