

Department of Agricultural Marketing and Agri Business

Activities

1. Establishment and maintenance **Farmers market (UzhavarSandhai)** for the benefit of farmers as well as consumers, there are 11 UzhavarSandhai's in Salem – Suramangalam, Ammapet, Attur, Thathagapatti, Mettur, Hasthampatti, Elampillai, Thammampatti, Jalagandapuram & Eadapdi with average per day farmer arrival of 938 nos, Consumers of 42257 no.
2. Establishment and maintenance of **Regulated markets** in order to facilitate buying and selling of agricultural produce for the benefit of the farming community. Regulated Markets are located in Uthamasolapuram, Omalur, Valapaddy, Kadayampatty, Attur, Gangavalli, Thalaivasal, Thammampatti, Karumandurai, Mecheri, Kolathur, Konganapuram, Edapadi, Sankari,
3. To set up modern cold storage facilities to enable the farmers to store and sell their produce at favourable price and to help consumers to get quality food products. Cold Storages are established at Mecheri (100.00mt, 25.00mt), Salem (100.00mt), Valapady (100.00mt), Attur (100.00mt) & Gangavalli (100.00mt).
4. To **create awareness** among the farmers about the benefits of **storing, grading, marketing, value addition and processing** their produce by taking up training, publicity and propaganda.
5. To provide necessary **post harvest management and other infrastructure required** and information prices prevailing at markets as an integrated approach through computers.
6. To take up **Agmark grading** of agricultural products for the benefit of the consumers.
7. To promote **Food Processing Industries** to minimise wastage of agricultural products, to increase employment opportunities and to enhance foreign exchange.
8. To strengthen **Market Intelligence and Information System for** disseminating market information.