

Horticulture in Coimbatore District:

With vivid breezing Agro climatic conditions, Coimbatore District favors almost all Horticulture Crop Production. Horticulture Produce grown has made significant Contribution to State's Horticulture crop Production. Having good and easy access to inputs, know-how and market, Farmers have wide scope for horticultural produce production.

Given that area and production of fruits and vegetables have been increasing steadily, Coimbatore has the potential to increase its contribution towards the economy by way of exports.

As returns from Horticulture per unit of land are higher in comparison to Agriculture, Know-How through University, Department and Institution, Market through Export and Logistics, There is Voluntary shift in the cropping pattern towards horticulture Based Farming

The Horticulture is climate resilient, therefore assures higher income to farmers. Due to changing Socio economic profile and increasing middle class coupled with higher per capita income this sector has more potential as food habits are changing and people are becoming more health conscious.

With an Average Area Coverage of 1,25,000 Hectare, Coimbatore strongly positioned for Coconut(84,000 Hectare), Tea (11,191 Hectare), Arecanut (1,800 Hectare), Banana (8,142 Hectare), Mango(2,400 Hectare), Tomato (2,000 Hectare), Small Onion(1,080 Hectare), Curry Leaves(1,000 Hectare), Gourds(720 Hectares), Brinjal (380 Hectare), Bhendi (324 Hectare).

Major Contribution of Coimbatore in Tamil Nadu

Sl.No	Crop	Area (Ha)	Rank
1	Banana	8142	3
2	Grapes	77	3
3	Tea	1191	2
4	Arecanut	1813	2

District has Annual Average of 1.25 Lakhs Ha. Under Horticulture crops with an average annual production of 11.36 Lakhs metric tons.

Department of Horticulture and Plantation Crops, Coimbatore:

With a Vision to enhance farmers income and to ensure nutritional security to the people, Department of Horticulture and Plantation crops, Coimbatore aims to increase Area, Production, Productivity through technical inputs and Government Schemes to farmers.

Mission:

1. To enhance area, production and productivity of Horticulture Crops through infusion of innovative technologies.
2. To provide nutritional security to the consumers through horticulture crops.
3. To inculcate the eating habits of fruits and vegetables in all ages.
4. To play a significant role in women empowerment, by providing required skill and employment opportunities
5. To motivate youngsters to become Horticulture entrepreneurs.
6. To ensure inclusiveness of differently abled, transgenders and other marginalised sections of the society by handholding them in Horticulture activities.
7. To work towards sustainable ecosystem with aesthetic sense through home gardens, landscaping, parks, gardens and environmental sustainable activities.

Schemes implemented:

1. Mission for Integrated Development of Horticulture- National Horticulture Mission (MIDH-NHM).
2. National Agriculture Development Programme (NADP)
3. PradhanMantriKrishiSinchayeeYojana (PMKSY).
4. Supplementary Water Management Activity(SWMA)
5. Rainfed Area Development Programme- Integrated Farming System (RAD-IFS).
6. Integrated Horticulture Development Scheme (IHDS)
7. Tamil Nadu Irrigated Agriculture Modernization Project (TNIAMP) – IAMWARM
8. Collective Farming
9. PradhanMantriFasalBimaYojana (PMFBY)

State Horticulture Farms (SHFs)**TANHODA Outlet**

1) Mission For Integrated Development Of Horticulture-National Horticulture Mission (MIDH-NHM)

A) Area Expansion Programme

- Cultivation of Hybrid vegetables (Brinjal, Tomato and Chillies)- Protray seedlings has been produced at State Horticulture Farms and distributed to farmers at free cost at the rate of Rs. 20,000 per hectare
- Crop incentive programme-The farmers can avail an incentive of Rs 2,500 per hectare to cultivate vegetables during off-season.
- Augmentation of Moringa Seedlings with Rs.10,000 per hectare
- Mango cultivation under High Density Planting- Rs. 9,840 per hectare
- Flower crops cultivation: For cultivating Marigold Pro-tray Seedlings value of Rs. 16,000 per hectare and for Tuberose Rs. 60,000 per hectare will be given to farmers as back ended subsidy
- For Cultivation of Spice chillies Pro-tray Seedlings value of Rs. 12,000 per hectare will be given.
- For Cultivation of Perennial spices cultivation Rotted cuttings value of - Rs. 20,000 per hectare as subsidy
- For cultivation of Cocoa, Planting Material value of Rs. 12,000 per hectare as subsidy

B) Protected Cultivation

- Construction of Poly house: 50% subsidy has been provided for constructing Poly houses at the rate of Rs. 467.50 per square meter allowing maximum 4000 sq.m per beneficiary
- Shadenet house: As like poly house construction, 50% assistance has been given to the maximum of 4000 sqm per beneficiary at rate of Rs. 355 per square meter
- Mulching: 50% assistance will be given-Rs. 16,000 as back ended subsidy
- Creation of water resources: To encourage Creation of water resources, water harvesting structures for individuals, with an assistance of Rs. 75,000/unit on Pro-rata basis will be provided.

C) Integrated Nutrient Management/Pest Management (INM/IPM)

- To motivate the use of Bio-Fertilizer and micro nutrients in crop cultivation, Bio-Fertilizer and Micro Nutrient inputs value of Rs. 1200 per hectare will be provided to farmers.

D) Organic farming

- Under Adoption of organic farming – to motivate farmers for Organic Cultivation Rs.4,000 per Hectare will be provided as subsidy

E) Pollination Support through Bee-Keeping

- In order to maximize production, installation of honey-bee colonies with hives at 40% subsidy valuing Rs. 1,600 per colony per Hive and for honey extractor Rs. 8,000 will be given.

F) Horticulture Mechanization

- For purchase of 20HP tractor value of Rs. 75,000 will be provided as subsidy at 25 % subsidy respectively.

G) Integrated Post-harvest Management

- To construct pack houses for the purpose of grading, cleaning and packing of Horticultural produces subsidy at the rate of 50% maximum of Rs. 2.00 lakh will be provided to farmers.

2) National Agriculture Development Programme(NADP)

- Under Onion Development Scheme, Rs. 20,000 per hectare will be provided as subsidy
- To Promote Organic cultivation – Incentive will be provided for Greens (Rs.2,500), Tomato , Brinjal, Bhendi, Gourds (Rs.3750) and Group Certification also.Rs.500 will be assisted for certification of individual/farmer in a group).
- Establishment of Permanent Pandal system at Rs.2 lakh/Ha
- Establishment of Value chain in Vegetables.

3) PradhanMantriKrishiSinchayeeYojana(PMKSY)

- Under this scheme, to emphasis efficient use of irrigation water, farmers are being encouraged to set up micro irrigation facility through financial assistance of 100 % subsidy to small and marginal farmers and 75 % subsidy to big farmers. A

beneficiary can get financial assistance up to (75%). Farmers who are all already benefited can also get subsidy for renew the laterals after seven years.

- During installation of Main Pipe under the Drip System, To take up trench cutting activity an incentive value of Rs. 3,000/Ha on pro rata basis will be provided.

4) Supplementary Water Management Activities (SWMA)

- In this, subsidy is extended for creation of ground level water storage structures (Rs.40,000), digging of borewells in safe firkas (Rs.25,000), laying of conveyance pipes (Rs.10000) and for Electric motors/Diesel pumpsets (Rs.15000).

5) Rainfed Area Development Program (RADP) – Integrated Farming System (IFS)

- To promote Integrated Farming System (IFS) and to enable farmers in maximizing the farm returns for sustaining livelihood
- Horticulture Based Farming system – Assistance of Rs. 9,200/Ha will be provide for Main Crop along with Intercrop
- For Purchase of Milch Cow/Buffalo (1 No), Goat / Sheep (4+1 Nos.), Desi poultry birds (10 No's)- Assistance of Rs. 25,500/Ha will be provided
- For Permanent Vermicompost units – Assistance of Rs. 12,500 will be provided.
- For installation of Apiary units - Assistance of Rs. 12,500 will be provided.

6) Integrated Horticulture Development Scheme (IHDS)

Integrated Horticulture Development Scheme is implemented with an objective to increase the area under Horticulture Crops by providing seeds and other quality planting materials at 40% subsidy to the farmers.

A) Area expansion

- To Promote Traditional Cultivars – Maximum Subsidy of Rs. 15,000 per Hectare will provide.
- To Promote Minor Fruits – Maximum subsidy of Rs. 30,000 per Hectare will be provided.

7) Tamil Nadu Irrigated Agriculture Modernization Project –TNIAMP

TNIAMP is a multi-Disciplinary Project funded by World Bank and implemented by the Government of Tamil Nadu. The main objective of the programme is to accelerate crop diversification from crops requiring more water to high remunerative and less water requiring horticultural crops, through promotion of hi-tech cultivation technologies and water conservation technologies in the proposed sub basins. The innovative interventions implemented are Horticultural crop demonstration – Banana Suckers Rs. 26,250 Per Hectare as back ended subsidy.

8) Collective Farming

The Government of Tamil Nadu has announced in the Budget speech 2017-18 to implement an innovative program for organizing small and marginal farmers into Farmer Producer Groups which will be federated into Farmer Producer Organizations to promote collective farming for credit mobilization, better adoption of technology and facilitate effective forward and backward linkages.

9)Pradhan Mantri Fasal Bima Yojana (PMFBY)

In Coimbatore district, Banana, Small Onion, Turmeric, Tomato, Brinjal and Tapioca crops are notified to be covered under this insurance scheme. Farmers insured the crops in notified villages could get insurance amount for crop damages due to natural calamities and tremendous yield loss due to pest and diseases.(Season Kharif or Rabi).

How to Avail Schemes:

1) Through Uzhavan App: Farmers can upload prescribed Documents through Uzhavan App (Available at Google-Play store) and can enroll themselves for various schemes.

2) Through Web-Portal: Using following web portals farmers can enroll for various scheme

a) www.tnhorticulture.tn.gov.in:8080/Subsidy/TNHortNetRegistration

b) www.tnhorticulture.tn.gov.in/horti/newmim/

3) In Direct: Farmers can enroll various schemes by submitting prescribed documents to Assistant Director of Horticulture at each. Address and Contact of Block officer is given below.

- All the farmers who have own agriculture lands are eligible. If on lease land, the lease period should be a minimum of 10 years for project based components and PMKSY.
- Assured irrigation facilities are necessary where water usage is mandatory for the components like protected cultivation, area expansion etc.
- The beneficiary farmers should enclose all mandatory documents along with the application.
- The documents should be valid for the current period.

Prescribed Documents to avail Subsidy:

1. Application Form with passport photo.
2. Chitta and adangal (original).If joint patta –NOC from others should be submitted.
3. FMB sketch
4. Aadhaar
5. In case of Lessee farmers, registered lease agreement should be furnished.
6. Soil and water test reports for cultivation related components
7. Passport size photos (3 Nos.)
8. Ration card (Xerox)
9. Bank passbook (1st page Xerox) for verifying the Account Number
10. Affidavit for components wherein the assistance is above Rs.50,000/-
11. Field photos during various stages of implementation with beneficiary (for Area expansion and project based activities)
12. Field Board with Scheme logo after completion (for project based& Micro Irrigation)

State Horticulture Farms (SHFs)

Under Department of Horticulture and Plantation Crops, Coimbatore District two State Horticulture Farms are being operated to satisfy the demand of planting Materials, inputs and seeds required by farmers across the district.

1) State Horticulture Farm - Kannampalayam

- **Production of Pro-tray seedlings:**
 - Tomato, Brinjal, Chillies, Moringa and Papaya Seedlings are produced with Proven Technology in horticulture and distributed through various schemes and direct sales.
- **Products of Organic inputs:**
 - VermiCompost produced at farm distributed through TANHODA Outlet and also to farmers.
 - Bio-control Agents Production Unit producing Tricoderma Viridiis been supplied to farmers through various schemes and also through TANHODA Outlet.
- **Distribution of seed balls:** Trees are mainly propagated through seeds and seed balls are essential to create greener environment by convenient dispersal mechanism for people. The seeds wrapped in seed ball will keep the seed safely until a conducive environment arise for proper germination.
- **Farm Tourism:** To impart knowledge on latest Horticultural technologies to students and farmers, Farm tourism was initiated in all State Horticulture Farms, Parks and Gardens throughout the state. This will help the students and people in urban areas to practically experience farming. This concept has many interesting parts in which the visitors can directly involve in farm activities. They are provided with natural refreshment and gifted with a plant as memento in remembrance of the farm visit.
- **Plants as Return Gifts for Public and Private Functions:** In Tamil Nadu, during functions like Birthday Celebration, Wedding Anniversary, Marriage, Engagement, House warming ceremony, opening ceremony of new shops, etc.,

return gift are given to the guests. For promoting Environment, people like to present tree saplings as return gift, as the trees and plants live longer and significantly benefit the environment. This programme brings happiness to both the giver and the taker of the plants and promotes growing of trees and plants.

State Horticulture Farm - Anaikatty

- **Production of Pro-tray seedlings:**
 - Tomato, Brinjal, Chillies, Moringa, Papaya Seedlings and Amla Grafts are produced with Proven Technology in horticulture and distributed through various schemes and direct sales.

- **Products of Organic inputs:**
 - Vermi Compost produced at farm distributed through TANHODA Outlet and also to farmers.

- **Production of Ornamental Plants:**
 - Crotons, Curry Leaves, Duranta, Hibiscus and Roses seedlings are produced were sold to public through TANHODA Outlet

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TANHODA Outlet:

TANHODA outlets operated at Deputy Director of Horticulture campus sells products like potager garden kits, vegetable seeds, Spice boxes, Dry fruit boxes, FPO products(Traditional foods like Cereals, Millets, Jaggary etc.), etc are being sold at a nominal price to the public. TANHODA outlet also facilitates the farmers / FPOs and FPU to have choice for selling their products at nominal cost without any intermediaries so that they will get more income.

In addition to the above, Fruits and Vegetables procured from farmers filed and sold nominal Price to public.

Whom to Contact at District:

Sl.No	Name of The Officer	Designation	Address	Contact Number
1	Mrs. Bhuvaneswari. M.	Deputy Director Of Horticulture	8, Thadagam Road, GCT Post, Coimbatore – 14 Landmark: Lawely Road Signal	0422 - 2453578 9443366250
2	Mrs. Gomathi	Assistant Director Of Horticulture (Planting Material)	8, Thadagam Road, GCT Post, Coimbatore – 14 Landmark: Lawely Road Signal	0422 - 2455799 9962211192

Whom to Contact at Block Level:

Sl. No	Name of the Block	Name of The Officer	Designation	Address	Contact Number
1	Anaimalai	Mrs. Jamuna Devi.	Assistant Director Of Horticulture	Assistant Director of Horticulture, Agricultural extension centre, Union office compound, Anaimalai-642104.	04253-282977
2	Annur	Mrs. Madubala	Assistant Director Of Horticulture	Assistant Director of Horticulture, Agricultural extension centre, Union office compound, Annur-641653.	04254-264468.
3	Karamadai	Mr. Suresh	Assistant Director Of Horticulture	Assistant Director of Horticulture, Agriculture Extension centre complex, Behind Taluk office, Sirumugai Road, Mettupalayam-641301.	9894163887

4	Kinathukadavu	Mrs. Gomathi	Assistant Director Of Horticulture	Assistant Director of Horticulture Department, Union office campus Kinathukadavu-642109	9942471852
5	Madukkarai	Mrs. Suchindra	Assistant Director Of Horticulture	Assistant Director of Horticulture, Panchayat union office campus, Palghat Main Road, Madukkarai.	9486590155
6	Periyanaicjen palayam	Mr. Shivakumaran	Assistant Director Of Horticulture	Assistant Director of Horticulture, Periyanaickenpalayam near Panchayat union office(near LMW), Coimbatore.	04222 -693511
7	Pollachi South	Mrs. Sowmiya	Assistant Director Of Horticulture	Assistant Director of Horticulture, Back side of Block development office Pollachi south, Palakkad Road, Pollachi.	9488226159
8	Pollachi North	Mrs. Vasumathy	Assistant Director Of Horticulture	Assistant Director of Horticulture, Ulavar maiyam,Regulated Marketing office compound, Meenkarai raod, Pollachi.	04259 - 222666

9	Sarkarsamakulam	Mrs. Anisha Begum	Assistant Director Of Horticulture	Assistant Director of Horticulture, Agricultural Extension Centre, Near Panchayat union office, S.S.Kulam, Coimbatore -6410107.	0422-653506
10	Sulthanpet	Mr. Mohan	Assistant Director Of Horticulture	Assistant Director of Horticulture, Department of Horticulture and Plantation Crops, Union office campus, Sulthanpet block, Sulur Tauluk, Coimbatore-641669.	9787725219
11	Sulur	Mrs. Nandhini	Assistant Director Of Horticulture	Assistant Director of Horticulture, Veterinary Hospital complex, Near court complex, Railway feeder road, Sulur-641402.	0422-2688022
12	Thondamuthur	Mrs. ChitraBanu	Assistant Director Of Horticulture	Assistant Director of Horticulture, Panchayat Union office compound, Madampatty road, Thondamuthur-641109.	0422 -2618890

Whom to Contact for State Horticulture Farm:

SI.No	Name of The Officer	Designation	Address	Contact Number
1	Mrs. Begum Firthhouse	Horticulture Officer, SHF- Anaikatty	Horticulture officer, State Horticulture Farm, Jambukandi pirivu, Anaikatty – 641108.	9600999852
2	Mrs. Punithaveni	Horticulture Officer, SHF- Kannampalayam	State Horticulture Farm, Kannampalayam, Sulur-641402.	0422-2688022

Whom to Contact for TANHODA Outlet:

SI.No	Name of The Officer	Designation	Address	Contact Number
1	Mr. Shivakumaran	Assistant Director Of Horticulture (I/c)	8, Thadagam Road, GCT Post, Coimbatore – 14 Landmark: Lawely Road Signal	7406566333

Deputy Director of Horticulture
Coimbatore