

## **2.3. Agricultural Marketing and Quality Control**

**2.3.1.** The prime objective of the Department of Agricultural Marketing & Agribusiness is to help the farmers in marketing their agricultural produce in a fair manner and to ensure remunerative returns to them. The objective is being achieved by regulating the agricultural produce trade as per the act "Tamil Nadu Agricultural Produce Marketing (Regulation) Act 1987". This Department is also focusing on the other related activities like creation of modern marketing infrastructures, post harvest management, food processing, agri exports which indirectly help the farmers to realize better returns.

**2.3.2.** There are 273 Regulated Markets, 15 Sub-Markets, 16 Check posts, 108 Rural Godowns and 108 Grading centres functioning under 21 Market Committees. Competitive and remunerative prices are ensured for the produce sold by the farmers through closed tender system in the Regulated Markets. To help the producers to get better price for the produce according to their grades, 96 Commercial Grading Centres, 11 Kapas Grading Centres and 1 Tobacco Grading Centre are functioning in the Regulated Markets.

### ***Tenth Five Year Plan Achievements:***

**2.3.3.** An amount of Rs.14.55 crore was provided for X plan. An amount of Rs.5.37 crore was expected to be spent during x plan period.

**2.3.4.** Every year infrastructural facilities like transaction sheds, godowns, rest sheds, input shops, drinking water and sanitary facilities are created in regulated markets for the use of farmers and traders. 1933 number of such works costing Rs.57.04 crore have been done utilizing the Market Committee Funds. About 1130 drying yards at villages have been constructed at a total cost of Rs.20.95 crore utilizing the funds of Market Committee and the Tamil Nadu State Agricultural Marketing Board.

**2.3.5.** A market complex exclusively for paddy has been established at Madurai at a cost of Rs.17.06 crore.

**2.3.6.** A Food park at a cost of Rs.13.00 crore is being established by the TN State Agricultural Marketing Board and State Industries Promotion

Corporation of Tamil Nadu Ltd. with a grant of Rs.3.25 crore from the Ministry of Food Processing Industries, GOI.

**2.3.7.** An Agri-Export Zone (AEZ) has been established exclusively for cutflowers at Hosur in Dharmapuri district at a project cost of Rs.24.85 crore by TANFLORA Floriculture Park, a joint venture company of TIDCO. An AEZ for flowers in The Nilgiris is being established with participation from a private entrepreneur at a project cost of Rs.15.89 crore. An AEZ exclusively for mango has been established in Theni district at a project cost of Rs.24.60 crore.

**2.3.8.** A mega wholesale market complex for fruits and vegetables at a cost of Rs.3.08 crore is being established at Oddanchatram of Dindigul district.

***Strategies for 11<sup>th</sup> five year:***

**2.3.9.** The following are the strategies for Agricultural Marketing during the XI Five Year Plan period.

- ? Enhancing marketability of Agri commodities by providing necessary infrastructural facilities
- ? Preventing the wastage through post harvest facilities
- ? Provision of backward and forward linkages through marketing; agro processing, port and contract farming
- ? Educating the farmers on marketing practices - with extension network
- ? Better realization to agri produce through alternative markets like product - wise Terminal Markets/Mega Markets
- ? Revamping Regulated Markets with structural changes in the existing system
- ? Stepping up export of agri / horti produce - with setting up of AEZ and establishment of Food Parks
- ? Commercialization of agriculture - market driven approach
- ? Policy interventions to attract private sector into storage and agro processing industries.

? Integrated approach - from planting to marketing which includes, choice of crops, grading, packaging, storage and marketing in domestic and international markets.

**2.3.10.** The Agricultural Marketing and Agri-Business Department is implementing the following programmes

***Infrastructure Creation for Regulated Markets:***

**2.3.11.** Required infrastructures like transaction sheds, input shops, godowns, office cum godowns, payment counters, rest sheds, drinking water facility, sanitary facilities etc are being created in the regulated markets year by year in a phased manner to enhance the facilities to farmers and traders which will ensure better marketability of agricultural produce.

***Post Harvest Management:***

**2.3.12.** In Tamil Nadu there are about 133 cold storage units with a combined capacity of 1.00 lakh MT. Agricultural Marketing and Agri-Business Department has identified 15 potential places in the State and proposals have been sent to Government to establish integrated cold chain at a total cost of Rs.41.95 crore through Public Private Participation mode with financial assistance from National Horticulture Board and RIDF.

***Construction of Drying Yards in the Villages:***

**2.3.13.** In order to help the farmers to minimize the post harvest losses in grains, the Department has taken up construction of drying yards at village level. Under this scheme, so far 1130 drying yards have been constructed at a total cost of Rs.20.95 crore.

***Uzhavar Santhaigal:***

**2.3.14.** Uzhavar Santhaigal (Farmers Market) for the benefit of farmers as well as the consumers have been set up in the urban areas in Tamil Nadu. At present in total 103 Santhais are functioning in the State. Every day on an average 950 MT of vegetables and fruits worth Rs.1 crore is being brought and sold by 6500 farmers benefiting 1.50 crore of consumers.

***Paddy Market Complex:***

**2.3.15.** At Madurai, a market complex has been established exclusively for paddy at a total cost of Rs.17.06 crore. In this market complex 314 shops have been built, out of which 143 shops for paddy, 54 shops for input shops, 100 shops for flowers and 17 shops for providing facilities like office, post office, telephone exchange, canteen, cooperative store have been allotted.

***Turmeric Market Complex:***

**2.3.16.** Another Market Complex for Turmeric at a total cost of Rs.36.32 Crore is to be established in Nasiyanur and Villarasampatti villages near Erode. The proposed market complex which is a Public and Private partnership project will cater to the marketing needs of the farmers of the State and Traders of the entire country.

***Establishment of Market Complex for Mango and Onion:***

**2.3.17.** Two Market complexes with cold storage facilities will be established one at Krishnagiri in Krishnagiri District for Mango and at Palladam in Coimbatore District for onion in the larger interests of the small and marginal farmers at a project cost of Rs.2 crore each.

***Establishment of cold storage unit at Odaipatti of Theni District for Grapes.***

**2.3.18.** Action is being taken for the establishment of Cold storage unit at Odaipatti at Theni District for grapes in order to facilitate grading, packaging and export of grapes so as to benefit the grape growers at a cost of Rs.3.75 crore.

***Establishment of a Market for Paddy at Kaveripattinam:***

**2.3.19.** A market with drying yard and godown facilities for paddy is to be established at Kaveripattinam of Krishnagiri Districts to benefit the paddy growers.

***Establishment of Terminal Markets:***

**2.3.20.** As per the guidelines of the Central Government, 3 Terminal Markets with all facilities would be established near metro areas of Chennai, Madurai and Coimbatore for processing, storage and marketing of perishables like fruits and vegetables.

***Agri Export Zones:***

**2.3.21.** The concept of AEZ is that it attempts to take a comprehensive look at a particular Agriculture / Horticulture produce located in a contiguous area for the purpose of developing and sourcing the raw materials, their processing, packing, leading to packaging etc. of its final export.

***AEZ for Cutflowers at Hosur in Dharmapuri and Krishnagiri district:***

**2.3.22.** An Agri Export Zone has been established exclusively for cut flowers at Hosur in Dharmapuri District at a project cost of Rs.24.85 crore. TANFLORA, a Joint venture company of TIDCO provides infrastructure facilities like common processing unit, common marketing and leasing the lands for floriculture units.

***AEZ for flowers in the Nilgiris District:***

**2.3.23.** An Agri Export Zone for flowers in The Nilgiris is being established with participation from a private entrepreneur at a project cost of Rs. 15.89 crore. Infrastructure facilities like cold storage, reefer vans, common marketing facility, etc., would be created very soon. Hi-tech training centre, common marketing facilities etc would also be created shortly.

***AEZ for Mangoes in Theni District:***

**2.3.24.** Another Agri Export Zone exclusively for mango has been established in Theni district with private sector participation at a project cost of Rs.24.60 crore. The private promoter M/s Maagrita Exports Limited has established facilities like State of art pack house, collection centre, processing units etc.

***AEZ for Cashew in Cuddalore District:***

**2.3.25.** It is proposed to establish an Agri Export Zone exclusively for cashew at Cuddalore district with private sector participation at a project cost of Rs. 10.36 crore. M/s Sathva Agro Export (P) Limited has been selected as the anchor promoter for cashew AEZ.

***AEZ for Banana in Tiruchirappalli District-Proposed:***

**2.3.26.** Another Agri Export Zone exclusively for banana in Tiruchirappalli District with private sector participation at a project cost of Rs. 10.00 crore is proposed to be established. Necessary proposals have been sent through Government of Tamil Nadu to APEDA for approval for these AEZs.

***Food Processing Industries:***

**2.3.27.** This Department is acting as a State Nodal Agency for Ministry of Food Processing industries, Govt. of India from July 2002. Project proposals for setting up of new food industries and expansion and modernisation are scrutinized, recommended and forwarded to the Ministry of Food Processing Industries for subsidy.

***Food Park:***

**2.3.28.** Food Parks with common processing facilities enable small entrepreneur, small-scale industries and even farmers to take up food processing without much capital investment. A Food Park in private sector at Aruppukottai has already been established with assistance from MFPI, GOI. Another Food Park at a total cost of Rs.13.00 crore is being set up at Nilakottai.

***Department of Seed Certification:***

**2.3.29.** Seeds are the basic input for increasing agricultural productivity. It contains in itself the blue print for the agrarian prosperity. For protecting the farming community, a strong seed certification programme and a quality control mechanism are a must. Making available adequate quantity of quality seeds at the doorsteps of the farmer at the right time is an essential pre requisite for increasing agricultural production.

**2.3.30.** Seed certification is done to encourage the production of adequate quantities of genetically pure and good quality seeds, particularly of high yielding improved varieties and hybrids of different crops. The Department carries out the functions of the seed certification agency according to the provisions of the Central Seed Act 1966 and Seed rules 1968 to ensure the quality of the certified seeds produced in the state.

**2.3.31.** 6286 licensed seed selling points are available at present in the State. Each seed selling point shall be inspected on an average 4 to 5 times per annum, there by 31,200 number of total inspects shall be carried out. It is proposed to draw 24,000 seed samples during the year 2007-08. The seed testing through 7 notified Seed Testing Laboratories is being carried out to analyse the factors like germination, physical purity, moisture, seed health and admixture of other distinguishable varieties.

***Plan Outlay for 2007-08:***

**2.3.32.** An amount of Rs.4.89 crore is expected to be spent during 2006-07. An outlay of Rs.2.02 crore is provided for this sector for 2007-08.