

Department of Agricultural Marketing and Agri Business

Head of the Department	Deputy Director (Agri Business), Thiruvarur.
Name of the Department	Department of Agricultural Marketing and Agri Business.
Office Address	Regulated Market Complex, Big Mill Street, Vijayapuram, Thiruvarur. Email id: ddabthiruvarur@gmail.com
Department Profile	Deputy Director : 1 Agricultural Officer (AB) : 3 Agricultural Officer (U/S) : 2 Deputy Agricultural Officer (U/S) : 1 Assistant Agricultural Officer (AB) : 10 Assistant Agricultural Officer (U/S) : 7
Schemes Details	1) Monitoring & Running of Uhavar Santhais 2) Commercial grading of Agricultural Commodities 3) Organizing commodity groups 4) National Mission on Food Processing 2013- 2014

Details of sanctioned post and staff position

Sl. No	Category	Name of Post	Sanctioned Strength	Persons in working	Vacancy
1.	B	Deputy Director (Agri Business)	1	1	-
2.	B	Agricultural officer (Agri Business)	3	1	2
3.	B	Agricultural officer (Uzhavar santhai)	2	1	1
4.	B	Deputy Agricultural officer(Uzhavar santhai)	1	-	1
5.	B	Superindentend	1	1	-
6.	C	Assistant	3	3	-
7.	C	Assistant Agriculture officer (Agri Business)	10	8	2
8.	C	Assistant Agriculture officer(Uzhavar santhai)	7	5	2
9.	C	Junior Assistant	1	-	1
10.	C	Typist	1	-	1
11.	C	Jeep Driver	1	1	-
12.	D	Office Assistant	1	-	1
13.	D	Watchman	1	-	1
		Total	33	21	12

Contact Numbers

Thiru . N.Sampathkumar, Deputy Director (Agri Business), Thiruvarur - 9940910400

Thiru .R.Dharmaraj, Agricultural Officer (Agri Business), Thiruvarur- 9442439471

Thiru .J.S.Kamaraj, Agricultural Officer (Uzhavarsandhai), Mannargudi-9442345757

Selvi. M.Shenbagam, Agricultural Officer (Uzhavarsandhai),Thiruthuraipoondi-9944922003

Thiru.P.Sarathy, Deputy Agricultural Officer (Uzhavarsandhai), Thiruvarur- 9443849923

Nature of Work

- I. Motivating the farmers to switch over to **“Market- led agriculture”** from **“Production- led agriculture”**.
 - a) Using Extension methods to propagate concepts of Agriculture marketing.
 - b) Organizing farmers into small units called commodity groups to aggregate products and sell at higher price.
 - c) Encouraging farmers to become traders and start food processing units at village level and financially supporting them through **National Mission on Food Processing (NMFP)**
 - d) Conducting farmers meet at village level and demonstrate them grading of various agricultural commodities.
 - e) Propagating the new concepts of **Farmer’s organisation** and **Producer’s company** among farmers. Helping farmers to register Producers’ company under company act.

II. Running uzhavar sandhais

There are seven uzhavarsandhais in Thiruvarur district. Farmers bring their products to uzhavar sandhai and sell them to consumers at nominal price which is advantageous to both farmers and consumers.

Schemes

1) Monitoring & Running of Uzhavar Sandhais

- 1.Thiruvavarur
- 2.Thiruthuraipoondi
- 3.Mannarkudi I
- 4.Mannarkudi II
- 5.Muthupet
- 6.Needamangalam
- 7.Valangaiman

2) Commercial grading of Agricultural Commodities

District : Thiruvavarur

Year: 2013-2014

Sl.No	Commodity	Target (quintal)
1	Paddy	270000
2	Pulses	92500
3	Cotton	8000
4	Groundnut	2500
5	Sesame	2000
	Total	375000

3) Organizing of commodity groups

Block wise target for the year 2013-2014

S.No	Name of the Block	Crop wise Target (No) of commodity groups to be farmed			Total
		Pulses	Cash crops		
			Veg	Coconut	
1	Thiruvavarur	10	-	-	10
2	Thiruthuraipoondi	8	-	2	10
3	Nannilam	10	-	-	10
4	Kodavasal	8	2	-	10
5	Valangaiman	8	2	-	10
6	Koradachery	10	-	-	10
7	Needamangalam	7	3	-	10
8	Mannargudi	7	3	-	10
9	Kottur	8	2	-	10
10	Muthupet	7	-	3	10
	Total	83	12	5	100

4) National Mission on Food Processing 2013- 2014

S.No	Component	Financial Assistance
1	Scheme for Technology upgradation/ Setting up/ Modernization/ Expansion of food processing industries	25% of the cost of plant & machinery and technical Civil Works subject to a maximum of Rs. 50.00 lakhs in general areas
2	Scheme for supporting cold chain facilities and Reefer Vehicles for other than Horticulture Products.	50 % the total cost of plant and machinery and technical civil works in General areas subject to a maximum of Rs. 10 Crore.
3	Scheme for Human Resource Development (HRD)	
a	Creation of Infrastructure facilities for Running Degree/ Diploma / Certificate Courses in food Processing technology.	Maximum eligible amount of Rs. 75. 00 lakhs for creation of infrastructure like technical/ academic books etc.,
b	Entrepreneurship Development Programme (Entrepreneur Development Programme)	Up to Rs.2.00 lakhs per Entrepreneur Development Programme.
c	Food Processing Training Centre (FPTC)	Single Product Line Centre: Up to a ceiling Rs. 4.00 lakhs (for any one group of processing Fixed capital costs and Rs. 2.00 lakh for processing activities) as revolving seed capital. Multi Product Line Centre: Up to a ceiling of Rs. 11.00 lakhs (for more than one group of fixed capital costs and Rs. 4.00 lakh for processing activities) as revolving seed capital.
4.	Scheme for Promotional Activities	
a	Organizing Seminar/ Workshops	50 % of the cost. Subject to a maximum of Rs. 3.00 lakhs.
b	Conducting Studies/ Surveys	50 % of the cost. Subject to a maximum of Rs. 3.00 lakhs.
c	Support to Exhibition / Fairs	The quantum of assistance depends on the merits of proposal.
d	Advertisement & Publicity	The quantum of assistance depends on the merits of proposal.

Schemes Progress Report

Commercial grading of Agricultural Commodities

District : Thiruvarur

Year: 2013-2014

Sl.No	Commodity	Target (quintal)	Achievement up to May (quintal)
1	Paddy	270000	-
2	Pulses	92500	36500
3	Cotton	8000	-
4	Groundnut	2500	1350
5	Sesame	2000	1400
	Total	375000	39250

Organizing of commodity groups

S.No	Name of the Block	Crop wise Target (No) of commodity groups to be farmed			Total	Achievement up to May, 13
		Pulses	Cash crops			Coconut
			Veg	Coconut		
1	Thiruvarur	10	-	-	10	1
2	Thiruthuraipoondi	8	-	2	10	-
3	Nannilam	10	-	-	10	-
4	Kodavasal	8	2	-	10	-
5	Valangaiman	8	2	-	10	-
6	Koradachery	10	-	-	10	-
7	Needamangalam	7	3	-	10	-
8	Mannargudi	7	3	-	10	-
9	Kottur	8	2	-	10	-
10	Muthupet	7	-	3	10	1
	Total	83	12	5	100	2

NATIONAL FOOD PROCESSING MISSION [NFPM]

Details of Project Proposal readied to be placed before District Food Processing Mission Committee.

S.No	Name of the Project	Proposer of the Project	Total Cost of the Project (Rs. in lakhs)	Subsidy Portion of the Project (Rs. in lakhs)
1	Fruit Drinks and Processed fruit products	Thiru. M. Kumaran D.M.E MK TOSS Soft Drinks, Mettupalayam – 614715 Thiruthuraipoondi, Thiruvarur Distrrict Phone : 04369-232960 Cell : 9655780703	131.00	21.00
2	Reefer Vehicle for the transport of Prawns	Thiru M. Chellappa D.M.E President, Lagoon Aqua Farmers welfare Society (LAFWS) Jambavanodai. No.1 Old Post Office St Muthupet(P.O) – 614701 ,Thiruvarur District Phone : 04369-260331 Cell : 9788197221	15.00	15.00
3	Chilling Plant for Milk and Milk Products	District Programme Manager Puthuvazhvu Thittam, Thiruvarur.	100.00	50.00
4	EDP – Training/10 Nos @ one training per block for 10 Block	District Programme Manager Puthuvazhvu Thittam, Thiruvarur.	20.00	18.00
5	EDP – Training/10 Nos @ one training per block for 10 Block	Reward Society 129/A, Ambuja Complex, I floor,Trichy Main Road, Villupuram – 605602 Phone : 04146-250370 , 04146-250380	20.00	18.00
6	EDP – Training/10 Nos @ one training per block for 10 Block	Thiru G.Soundararajan, Founder, NAMBIKKAI FOUNDATION Kulalar St., Mettupalayam – 614715 Thiruthuraipoondi T.K, Thiruvarur District.	20.00	18.00
7	EDP – Training / 3 Nos.	Thiru. M.P. Manohar Chairman/ Managing Trustee, Trust of People (TOP) 103, Dhanam Complex, I floor, G.D. Nagar, Thiruvarur Cell: 9159435178	6.00	5.40
8	EDP – Training/10 Nos @ one training per block for 10 Block	Mrs. A.P.Aruna, C.E.O (i/c) Periyar Technology Business Incubator (Periyar TBI) Periyar Maniammai University (NAAC Accredited) Periyar Nagar, Vallam – 613403, Thanjavur District Phone: 04362-264520	20.00	18.00