

Water released from Vaigai dam

Water was released from Vaigai dam for irrigation of the first crop in the double-cropping areas in Dindigul and Madurai districts on Friday. After releasing the water from the dam in the afternoon, Theni Collector K.S. Palanisamy and Madurai Collector L. Subramanian said 900 cusecs of water had been released from the dam. The discharge would continue for the next 120 days. A total of 45,041 acres – 29,501 acres in Madurai north block, 13,747 acres in Vadipatti block in Madurai district and 1,793 acres in Nilakottai block in Dindigul district – would benefit through this release. Turn system would be introduced if there was a slump in storage level or in case of monsoon failure, they added. The Collectors appealed to farmers to use water judiciously and raise short-term crops for bumper harvest and better profit. Public Works Department officials and hundreds of farmers took part in the function.

Villagers seek release of water

The people of 10 villages in Vedaranyam including Antharcadu, Athanur, and Karuppankulam tried to stage a road roko at Athanur to urge the district administration to release water into Manankondan channel on Friday. They withdrew their agitation only after getting assurance from the officials that steps would be taken to release the water at the earliest.

Farmers observe fast

Farmers of Manjavayal village near Pattukottai undertook a fast on Friday at Manjavayal village demanding release of water into Vadakadu canal. Idumbaiyan, branch secretary of the CPI (M), led the fast.

Forest Department traps tiger

A tiger was trapped and shifted from the Omkara range of Bandipur National Park to Mysore for treatment on Friday. Though Forest Department personnel laid the trap to catch a leopard suspected to have killed cattle in the village, the authorities were stunned to see the tiger in the cage. H.C. Kantharaj, Director, Bandipur Tiger Reserve, said locals had complained of a leopard stalking their livestock, following which a trap was laid at Desipura village in the Omkara range. Close examination revealed the tiger was old and wounded. The animal has been shifted to the Mysore zoo.

MNREGA funds for rejuvenating Vedavati

For the first time in the State, the government will be utilising the Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA) funds for rejuvenating a river. A sum of Rs. 6.2 crore has been sanctioned to rejuvenate the Vedavati, which originates in the Western Ghats near Trilangeshwar temple in Hoskote village of Chikmagalur district. The river flows for 100 km through Devanur, Madapur, Aadigere and Hosadurga before reaching Vani Vilas Sagar reservoir in Chitradurga. MNREGA Special Commissioner Prabhash Chandra Ray told *The Hindu* that over the last 20 years, the river has dried up and only runs during the monsoon. "The villages in the region are facing acute water shortage as nearly 90 per cent of borewells in the region have gone dry, with groundwater levels dropping to 1,200 ft in some places," he said. Volunteers under the banner of Vyakthi Vikas Kendra (part of Art of Living), started the rejuvenation project last month by involving people from 49 villages, and members and office-bearers of 10 gram panchayats. Members of taluk and zilla panchayats in Chikmagalur and officials of the Rural Development and Panchayat Raj Department have been supporting the execution of the project. Using satellite imagery, a water body map of the region was drawn by the technical team. The location for 810 water-harvesting structures, such as percolation wells, injection wells, boulder checks and water ponds were identified, he said. Vyakthi Vikas Kendra is the nodal agency for implementing the project. The project is expected to be completed by October-end. Nearly 50 per cent of the planned

810 water-harvesting structures have been completed. About 1.5 lakh saplings will be planted under the Social Forestry, Mr. Ray said.

Water conservation

“The aim is to undertake comprehensive water conservation activities and afforestation to ensure availability of water in the river during summer from next year,” Mr. Ray, who visited the project site, said.

Water-level at Linganamakki dam touches 1,819 ft.

The water-level at Linganamakki reservoir, the source of water for the Sharavati hydroelectricity project, reached its full level on Friday afternoon, following incessant rain in the catchment areas in the past few days. The water-level, which was at 1,818.5 ft. on Thursday, touched the full reservoir level of 1,819 ft. on Friday. More than 5,000 cusecs of water was being released to Sharavati river from the reservoir through three of its 11 radial gates. G. Hanumanthappa, Chief Engineer of the Karnataka Power Corporation Ltd. told *The Hindu* that in the wake of the water-level at Linganamakki reaching its full level, power was being generated to its optimum capacity at the Sharavati hydroelectricity project.


Poor yield, low price put plantain farmers in a fix



The low market price of the ‘nendran’ variety of plantains and the poor quality of the produce owing to climatic vagaries are the major concerns of plantain cultivators during the Onam season. The spot price of the first grade ‘nendran’ variety was between Rs.43 and Rs.45 a kg at the Meenangadi market on Friday as against Rs.46-

Rs.47 a kg during the corresponding period last year. The price of the second quality of plantain was Rs.34 a kg as against Rs.38 a kg in the previous year. Though the input cost, including land rent, price of fertilizers, and labour cost, had increased considerably this year, the returns from the crop had declined sharply, said K. Jose, a marginal farmer at Karachal. The prices are slightly better over the past one week, but farmers have little to cheer as they have suffered huge crop loss this year owing to incessant rain for nearly three months, farming sources said. The rain also adversely affected the remaining crop and its quality, the source added. Last year, Mr. Jose had cultivated 500 plantains on one acre of land and 90 per cent of the produce was sold as first grade at a better price. This year he cultivated close to 1,000 plantains, of which 450 plantains were destroyed in rain-related calamities. When he harvested the remaining crops, he could hardly sell 20 per cent of the produce as first grade. According to data of the Agriculture Department, as many as 7,85,000 bunched and non-bunched bananas planted on 314 hectares were destroyed in monsoon-related calamities in the district this year.

Vegetable, fruit exports peak ahead of Onam season



The image shows a table titled "Perishable cargo export through CIAL during Onam" with a background image of an airport cargo terminal. The table lists the date and quantity of exports in metric tonnes from August 17 to September 2.

Date	Quantity (Metric Tonnes)
Aug 17	70
18	83
19	93
20	98
21	77
22	100
23	80
24	79
25	77
26	92
27	114
28	96
29	96
30	86
31	84
Sep 1	97
2	114

With Malayalis in the Middle East gearing up to celebrate Onam in great pomp, the export of perishable cargo through the Cochin airport has been witnessing a sharp increase over the past couple of weeks. As on September 2, the volume of export stands at 114 MT (metric tonnes) per day. The rush for perishable exports took to a formal start on August 19 with the cargo wing handling 93 MT a day against the daily

average of 70 MT and the flow is expected to continue till September 9. "Vegetables and fruits cultivated in the State account for the largest part of perishable traffic during the period. In addition, a huge quantity of process food items like banana chips and pappadam are also being exported," officials said. At present, perishable commodities comprising fruits, vegetables and flowers account for almost 70 per cent of the total volume of the average daily exports. Meanwhile, airline officials said that increased outbound freight traffic from here might have led to a reduction in the volume of payload, though most of the narrow bodied carriers could airlift a maximum cargo of one tonne during this 'prime season' of international travel. Though acknowledged the rush in the exports of perishable, the export agents maintained that they would not be able to reap the full advantages of this surge as the purchase of the items had been nearly 12 per cent dearer

CPI(M) district unit denies re-entry of Murali followers

Refusal of the Communist Party of India (Marxist) [CPI(M)] district committee to allow re-entry of more than 60 followers of M.R. Murali, who had left the party and formed the Janakeeya Vikasana Samithi (JVS) before returning to the party fold, has put the leader in a tight spot. Mr. Murali was re-inducted into the CPI(M) along with 53 others in July with the promise that the party membership of the remaining followers would be restored soon. It was the State committee of the party that took the initiative for the conciliatory efforts and brought back the dissident leader to the party fold. However, the district committee had made it clear that it would not accommodate any more followers of Mr. Murali, who caused irreparable damage to the party's organisational machinery in the Ottappalam-Shornur region. It was in 2008 that Mr. Murali and over 100 party members, including more than a dozen municipal councillors, left the party and joined hands with the Congress to capture power in the Shoranur municipality, which was till then a stronghold of the CPI(M). During the Lok Sabha elections last month, Leaders of the former JVS are now making it clear that the CPI(M) would not get full benefits of the merger without accommodating the rest of the members blocked by the district committee. Those who were denied return to the CPI(M) fold included Shoranur municipality's welfare standing committee

chairperson K. Sarala, councillors Raveendran and Prasad, former councillors K.P. Prasad and Vimala, local committee former members V.K. Raveendran and N. Savithri. According to CPI(M) sources, the district committee was opposing their entry in view of the ensuing organisational elections. The district committee fears that the entry of the remaining leaders would give an upper hand to Mr. Murali in the Shoranur-Ottappalam region in the organisational election and he would turn to be an alternative power centre in the district.

Soaring prices of vegetables dampen Onam spirit

Heavy rain leads to dip in production of greens



Banana is one of the indispensable items for Onam celebrations. A scene from the Thrissur market.— PHOTO: K.K. Najeeb

With the festival of Onam round-the-corner, prices of vegetables have reached the peak. The Onam purchase is going to make a hole in the purse of the common man. The low income groups are struggling to manage the family budget. The prices of cow beans, carrot, cabbage, potato and many other vegetables are very high. Traders fear that the prices will continue to increase in the coming days. The price increase is mainly owing to the fact that Kerala depends on the neighbouring States for its supply of vegetables. Banana, which is used for making chips, tops the price chart. "The prices of almost all vegetables have recorded about 40 per cent hike than previous year. The price of banana has reached a record level of Rs.80-90," said V.L. Dencil, the secretary of the Merchants' Association. A kg of cow beans is selling at Rs.100. Drum sticks are selling at Rs.70-80. The price of bitter gourd is Rs. 50 while potato is

Rs.45.Shortage in the arrival of vegetables is the main reason for the price rise, says Mr. Dencil.The untimely rain has heavily affected the production of vegetables in the State. The rain has affected vegetable production in Tamil Nadu too, he said.The rain also thwarted the hopes of the government and the agriculture department, which have been promoting family vegetable gardens in the State.More than 90 per cent of the vegetables that the State uses has been coming from Tamil Nadu. The local production, mainly leafy vegetables, bitter gourd, snake gourd and ash gourd now constitute hardly 10 per cent of the total consumption.

Delayed monsoon hits paddy cultivation in East Godavari

The delayed monsoon seems have an adverse impact on paddy cultivation during kharif season in East Godavari district this year. As against the usual transplantation in an extent of 2.20 lakh hectares, farmers have been able to cultivate paddy only in 1.90 lakh hectares so far. Subsequently, they have to take up crop cutting in November, which is known as “the month of cyclones” in the district.Though the average yield is around 12 lakh metric tonnes during kharif season, the Agriculture Department now expects an outcome of 7.44 lakh metric tonnes of paddy.The delay in the opening of canals has also forced farmers to go for transplantation later. Except farmers from the Konaseema region, those from the rest of the district suffered shortage of water since the beginning of the current season. And, most of them have gone for direct sowing, instead of growing nurseries, only to save to crop time.“Kharif season has been giving us bitter experiences for the last three to four years. Cyclones coincide with crop cutting, and we lose a major chunk of yield,” says Medisetti Venkatramulu, a farmer from Karapa in Kakinda rural.Echoing similar views, Vaddi Ramanjaneyulu of Samalkot says not many farmers are interested in paddy cultivation during kharif season. “Instead, they are keen on spotting some tenant farmers,” he adds.The Civil Supplies Department, on the other hand, is making arrangements for opening as many as 175 paddy procurement centres across the district from November.Even as the Union government brought down the levy percentage to 25 per cent, officials are of the view that the farmers will face a challenge in selling paddy of inferior quality.

Agricultural operations pick up

EXTENT OF CULTIVATION		
FARMERS CULTIVATED 5,15,713 HECTARES THIS KHARIF SEASON AS AGAINST THE NORMAL AREA OF 5,18,349 HECTARES		
Soyabean was cultivated in 18,385 hectares against the normal area of 5,225 hectares as most farmers had to opt for ID crops	Maize was cultivated in 53,622 hectares against the normal area of 57,432 hectares	
	Paddy was cultivated in 1,61,394 hectares against the normal area of 1,63,574 hectares	Cotton cultivation reached only 2,23,334 hectares against the normal area of 2,30,668 hectares

Thanks to the recent rains, agricultural operations have picked up in Karimnagar district with farmers taking up the cultivation of ID (irrigated dry) crops. A fortnight ago, the area of cultivation in the district during the kharif season was 78 per cent. Now, it has reached 99 per cent. Against the normal area of cultivation of 5,18,349 hectares during the kharif season, farmers cultivated in 5,15,713 hectares till Friday. During the last kharif season, farmers had cultivated a larger area following the bountiful rains. However, crops such as paddy, maize and cotton did not achieve the target till Friday. Paddy was cultivated in 1,61,394 hectares against the normal area of 1,63,574 hectares. Paddy was cultivated in 2,13,934 hectares during the last kharif season. Similarly, maize was cultivated in 53,622 hectares against the normal area of 57,432 hectares and during the last kharif season, it was cultivated in 63,540 hectares. Likewise, cotton cultivation reached only 2,23,334 hectares against the normal area of 2,30,668 hectares. Last kharif season, cotton was cultivated in 2,33,248 hectares. Due to poor rainfall, majority of farmers had to opt for ID crops such as black gram, soya bean, vegetables and other pulses.

Mid Manair Dam land oustees plead for compensation

Welcoming the CID probe into alleged irregularities in the payment of compensation to land oustees, the Karimnagar district land oustees association urged the Lok Satta udyama samstha representatives to strive for the welfare of the oustees of the Mid Manair Dam (MMD) reservoir. In a press note here on Friday, association president B. Shankar and general secretary R. Venkat Rao said that the Lok Satta should demand the speedy completion of the MMD reservoir, which has been pending since the last

eight years. Compensation should be paid to the oustees and construction of relief and rehabilitation colonies for them should be undertaken, they added. The government has not even provided compensation to at least 50 per cent of the oustees of the project in nine villages, they said and demanded that the government provide compensation as per the new Land Acquisition Act. Clarifying that villagers and farmers were not responsible for the escalation of cost of the structures, they said that the officials, in connivance with the politicians, escalate the cost for their own gains, only in some villages. They also dared the Lok Satta to an open debate on the payment of compensation to land oustees in any village of the MMD reservoir. They also said that the Lok Satta representatives should strive for the welfare of farmers and ensure that they get suitable compensation as their land was acquired by the government and not sold. They also urged the Lok Satta to demand a CID probe into the granite, sand and rice millers' mafia.

Mettur Dam water level

The water level at Stanley Reservoir in Mettur stood at 103.10 feet against its full reservoir level of 120 ft here on Friday. The storage was 68.918 tmcft against the dam's capacity of 93.470 tmcft. The inflow was 17,370 cusecs while the outflow was 18,967 cusecs.

Chennai

Chennai - INDIA

Today's Weather



Cloudy

Saturday, Sep 6

Max Min

33° | 25°

Rain: 0

Sunrise: 05:57

Humidity: 89

Sunset: 06:18

Wind: normal

Barometer: 1006

Tomorrow's Forecast



Cloudy

Sunday, Sep 7

Max Min

32° | 25°

Extended Forecast for a week

Monday
Sep 8



34° | 25°

Cloudy

Tuesday
Sep 9



34° | 25°

Cloudy

Wednesday
Sep 10



33° | 25°

Cloudy

Thursday
Sep 11



34° | 25°

Partly Cloudy

Friday
Sep 12



34° | 25°

Partly Cloudy

Airport Weather

Chennai

Chennai

Rain: 0

Sunrise: 05:57

Humidity: 79

Sunset: 06:16

Wind: normal

Barometer: 1007



THE NEW INDIAN EXPRESS

Renew Crop Loans, AB CMD Tells Ryots

The attempt of Andhra University authorities to launch innovative courses landed students of the five-year integrated engineering courses in trouble with several companies participating in the campus recruitment refusing to recognise the degree. Irked at the development, over 400 students of Andhra University Engineering College staged a dharna in front of the principal's office here Friday and refused to heed until the vice-chancellor assured them of placements by talking to the representatives of the companies. Students alleged that during the recently-conducted campus recruitment, the multi-national companies refused to allow students of the integrated engineering courses to participate in the recruitment. "None of my friends seeking employment in software industry, was allowed to appear for the examination conducted by a multinational company and were denied employment. If the employers do not recognise our degree, what is the use of this course?" said Kranthi, a final year Civil Engineering student. Parents too joined the students in the protests and demanded an explanation from college principal PS Avadhani over non-recruitment of their children. Later, vice-chancellor GSN Raju and Avadhani explained to the parents and students that the allegations that the companies coming for campus recruitments would be properly briefed about the new courses being conducted by the University. "The company might have refused to recruit the students of integrated courses as they are overqualified when compared to BTech students. We shall ensure that all students get placements in the campus recruitments," said GSN Raju.

Kharif Paddy Output Pegged at 6 Lakh MT in E Godavari

The paddy procurement committee (PPC) has decided to devise an action plan to procure paddy from the farmers in November this year. Speaking at a PPC meeting here Thursday, joint collector Revu Mutyala Raju said paddy crop was raised in 1.9 lakh hectares as against 2.2 lakh hectares by the end of August this kharif season. The production is pegged at 6 lakh MT this kharif season. As many as 177 paddy purchase centres will be set up. Of them, Indira Kranthi Patham members will operate six, primary agriculture co-operative societies 162 and Rythu Mitra Groups seven, he said and directed the officials of the Civil Supplies Department to store gunny bags and tarpaulins, paddy cleaners and moisture meters at the purchase centres. The joint collector also directed the Food Corporation of India (FCI) to procure 25 per cent of the yield towards levy.

THE HINDU BusinessLine

'India can unlock billions in value by branding agricultural produce'

Clustered cropping can lead to better supply chains: Danfoss Industries' President



Imagine a situation where the country's agricultural produce, fruits such as bananas, pomegranates and mangoes for instance, are branded and marketed in India and

abroad. Each of these fruits have the potential to churn out a couple of billion dollars in income. It is conservatively estimated that bananas alone could fetch about \$3-4 billion through value addition. Given that India is the world's largest producer of bananas, produces 35 per cent of the world's mangoes and 23 per cent of grapes, by branding them, India could well be scripting a different story. Ravichandran Purushothaman, President, Danfoss Industries, and Chairman of CII Task Force for Cold Chains, in an exclusive interaction with *BusinessLine*, sought to highlight how the CII is working with various Central Government Ministries and State Governments to develop horticultural crops in clusters, aimed at unlocking their potential through value addition. Edited excerpts:

So what progress has the CII task Force made so far?

We have been constantly engaged with various Central Government Ministries and State Governments to emphasise the importance of pre-harvest and post-harvest infrastructure and the need to brand fruits to add value. As a part of this initiative, we have succeeded in the process with the Central Government setting up a separate Ministry and the Union Budget announcing a series of initiatives to support setting up of cold chains.

What about the initiatives with the State Governments?

We have been working with various State Governments and advocating cluster-based development of horticulture crops as this will enable us to work on supply chains and cold storage chains. As a part of this, we have presented reports on banana, pomegranates, and are in the process of presenting a report on mangoes. India is estimated to produce about 200-210 million tonnes of horticultural produce and barely has 30 million tonnes of cold storage capacity. The storage capacity of 85 per cent is mainly for potato and onions. Therefore, CII is advocating development of these crops in a cluster-based approach which will then help in value addition by setting up cold chains through private sector participation. Accordingly, we are working with the Governments of Tamil Nadu, Maharashtra and Andhra Pradesh, among others, on various horticulture produce.

How do you see branding of fruits helping in value addition?

Branding, food processing and investments in supply chain will ensure that the farm produce gets the right value. The CII Task Force has therefore worked on apples in Himachal Pradesh, grapes in Maharashtra, bananas in Tamil Nadu, pomegranates in Karnataka and mangoes in Andhra Pradesh, among other clusters. A report on mangoes will be presented by December. Case studies of Theni in Tamil Nadu and apples in Himachal show things are changing or the better. By branding, we would be able to ensure that the producers get higher returns. Already, several large corporations have entered the fray and many more are likely to follow suit. But the real turning point would be when small and medium enterprises get into the business. This could then turn out to be a sector like IT, offering immense scope for jobs in rural areas. Not just horticulture, similar potential is seen in developing milk, meat and poultry cold chains.

How much has Danfoss expanded in India so far and when will you commission the new plant?

Part of the European global company, Danfoss in India has been pioneering climate, energy and power solutions. The company currently employs about 500 people, with 50 per cent in R&D. We plan to grow to 1,200 people within two to three years, with 50 per cent in R&D. We are looking at expanding our India presence by offering locally relevant solutions. Our new manufacturing plant in Tamil Nadu will be commissioned on November 5.

Kharif oilseed, pulses acreage trail

Sliding acreage*		
(lakh hectares)		
Crop	This year	Last year
Rice	360.61	364.08
Pulses	97.24	103.69
Coarse Cereals	174.74	192.32
Oilseeds	173.43	188.93
Sugarcane	48.74	50.32
Cotton	123.71	113.12
Jute & Mesta	8.13	8.31
Total	986.59	1020.78

• * As on September 5



• *Kharif* acreage continues to trail last year's levels for most of the crops except cotton, but it has increased steadily over the past week. Latest data from the Agriculture Ministry indicate that acreage, so far, is lower by about three per cent at 986.59 lakh hectares against 1,020.78 lakh ha during the same period a year ago. The decline in acreage is mainly on account of poor rainfall this year, predicted to be the weakest in five years. Despite the revival of monsoon during July and August, the seasonal rainfall deficit as on September 5 stood at 14 per cent. As sowing data trickles in, cotton continues to gain and now stands at a record of 123.71 lakh ha with farmers in the key growing regions switching to the fibre crop from soyabean, groundnut or maize. Sowing was affected during *kharif* this year due to delayed and erratic monsoon. Production of key crops such as rice, pulses, oilseeds and coarse cereals may be impacted on account of lower acreage and the heavy rains that lashed several parts of the country recently. Rice has been planted on about 360.61 lakh ha, marginally lower than 364.08 lakh ha in the same period a year ago. Transplantation of paddy is still on in Andhra Pradesh, Odisha and Chhattisgarh and is likely to be completed by the month-end. The shortfall in acreages of oilseeds and pulses could

trigger higher imports . Pulses acreage is down by about six per cent at 97.24 lakh ha over last year's 103.69 lakh ha, while oilseeds acreage is eight per cent lower at 173.43 ha over last year's 188.93 lakh ha.

Coarse cereals

Coverage of coarse cereals was lower by about 10 per cent at 174.74 lakh ha(192.32 lakh ha). Also, the acreage of sugarcane is down at 48.74 lakh ha from last year's 50.32 lakh ha.Despite a pick up in rainfall across the country, the reservoir storage is lower than last year, but higher than the 10-year average. As on September 4, the water level in the 85 important reservoirs was 110.52 billion cubic metres, which is 71 per cent of the total storage capacity of these reservoirs.The monsoon continued to remain active across the country, which should help the winter plantings.As on September 5, about 22 of the 36 metrological sub divisions had received normal rains, while 12 had scanty rains. Only one subdivision of Haryana had received deficient rains, while the South Interior Karnataka had excess rainfall.

Govt sees bigger role for private firms in dairy sector

With the aim of increasing milk productivity to meet an estimated demand of 200 million tonnes by 2021-22, the Government sees a bigger role for the private sector in the dairy industry and has identified areas for public-private partnerships (PPPs).“For us, the private sector is as important as the cooperative sector,” said Rajni Sibal, Joint Secretary, Department of Animal Husbandry, Dairying & Fisheries, at an event on ‘Dairy Vision 2015’, hosted by the Confederation of Indian Industry.The areas where the Government sees a potential for PPPs are setting up veterinary hospitals and colleges, semen stations for cattle breeding, production of vaccines, drugs and nutraceuticals, cattle feed and fodder seed plants, automated dairy farms, milking and testing machines, cold chain infrastructure, providing milk cans and tankers, among others.Sibal said the Government believed in ‘minimal intervention’ in the country's dairy trade, which was one reason why exports had been rising.In an earlier session, Agriculture Minister Radha Mohan Singh said to encourage breeding of *desi* cows and reducing dependence on foreign and hybrid cows, the Government will set up national

breeding centres. “In two months, one National Kamadhenu Centre each will be set up in North and South India. Land is being identified for this purpose,” he added. T Nandakumar, Chairman, National Dairy Development Board, called for taking the ‘white revolution’ to the eastern part of India. “The region has more water resources and is conducive to fodder production. Moreover, there are poverty issues that need to be addressed.” Nandakumar said one of the biggest challenges for increasing milk yield was availability of good quality fodder, and called for efforts to make fodder production a commercial activity in India. He also noted that ‘feminisation’ of agriculture was most visible in the dairy industry, but benefits were not flowing to over four million women involved in the sector. Daljeet Singh, President, Progressive Farmers Dairy Association, said the farmer needed to be given incentives, such as minimum support price, to stick to dairying. “Unless a farmer is able to save something for himself, he will not go for commercial farming,” he added. To raise milk productivity, experts also suggested genetic improvement of animals, import of quality semen, as well as a clear policy on dry animals among others.

Jasmine loses fragrance on higher arrivals

The price of jasmine has dropped sharply due to heavy arrivals. “The price of jasmine had touched Rs. 400/kg three days ago and because of Onam we expected good sale.. But Prices fell to Rs. 150/kg on Friday morning and over 25 tonnes arrived for sale. Gradually, the price decreased and at noon it was sold at Rs. 40/kg,” said Muthuswamy, President of the Sathyamangalam Flower Growers and Merchants Association. He said due to heavy rains over the last few days in Sathyamangalam, Kothamangalam, Pudukottai production has increased by three-fold. For the past few days, 15 tonnes of jasmine arrived daily for sale and the flower was sold at Rs. 200-300/kg. The price of the other fragrance flower *Mullai* also dropped and was sold at Rs. 100-125/kg in the morning which came down to Rs. 50/kg in the noon. But in the retail market, jasmine was sold at Rs. 300/kg and the mullai at Rs. 250. The farmers said that the present price is too low for them, as they are paying Rs. 50/kg itself as plucking prices.

Scheme to encourage cashew cultivation in tribal areas

The Puttur-based Directorate of Cashew Research has selected 30 people to encourage cashew cultivation in tribal areas. Under the tribal sub-plan of the 12th Plan, the directorate will provide grants up to Rs. 65,000 a hectare for the development of cashew orchards. PS Bhat, Principal Scientist at the directorate, told *Business Line* that Rs. 65,000 grant will be extended over a period of three years. Tribal people will also be given 625 saplings by the directorate for a hectare of land, and assistance will be given for pit-making, planting, and soil and water conservation measures. They will also get inputs such as fertilizer, manure and plant protection chemicals among others.

Central grant

MG Nayak, Principal Scientist at the directorate, said the Central Government has extended a grant of Rs.1 crore to extend cashew cultivation in tribal areas in the next five years. Of this, Rs. 20 lakh is being given to 30 beneficiaries during the current year, he said. Speaking at a programme to hand over the plants to beneficiaries in Puttur on Friday, PL Saroj, Director of the Directorate of Cashew Research, urged the beneficiaries to make use of the concessions to improve the productivity of their orchards. Thulasi Maddineni, Chief Executive Officer of Dakshina Kannada Zilla Panchayat, who was the chief guest at the function, said those who have taken the benefit under the tribal sub-plan of the Central Government can make use of the national rural employment guarantee scheme to grow mixed crops. They can also consider taking up bee-keeping activities in their areas. All these measures will help improve their income levels, she said.

Business Standard

Sugar rises 0.23% on spot demand



[Sugar](#) prices moved up by 0.23 per cent to Rs 3,048 per quintal in futures trade today as speculators created fresh positions, tracking a better trend at spot market following rise in demand in view of the festive season. However, ample supplies from mills in the physical market restricted the gains. At the National Commodity and Derivatives Exchange, sugar for delivery in October rose by Rs 7, or 0.23 per cent to Rs 3,048 per quintal with an open interest of 3,590 lots. The September contract traded higher by Rs 6, or 0.20 per cent to Rs 3,009 per quintal in 10,020 lots. Analysts said the rise in sugar prices was mostly on account of pick-up in demand in the spot market in view of festive season but ample supplies from mills limited the gain.

Cardamom up 0.4% as demand picks up



Cardamom prices rose 0.43% to Rs 937 per kg in futures trade today as traders enlarged positions driven by pick-up in spot market demand. The tight stocks position following less arrivals from producing regions also influenced cardamom prices.

At the Multi Commodity Exchange, cardamom for delivery in September rose by Rs 4.10, or 0.43%, to Rs 937 per kg, with a business turnover of 56 lots. Similarly, the spice for delivery in October edged up by Rs 4, or 0.43%, to Rs 928.70 per kg with a business turnover of 77 lots. Marketmen attributed the rise in cardamom future to pick up in spot market demand against restricted arrivals from producing belts, mainly influenced cardamom prices at futures market.

THE ECONOMIC TIMES

Plantings of rice and other summer-sown crops pick up on heavy rains



Plantings of rice and other summer-sown crops have picked up as heavy rains in past few days eased some drought concerns and increased water flow into reservoirs. Rain deficit has narrowed to 13% from 17% a week ago. Reservoirs are still below last year's levels, but are above their 10-year average, which improves the prospects of water availability for winter crops, mainly wheat. June-September monsoon that brings about 70% of annual rains is vital as 55% of farmland doesn't have irrigation facilities and is entirely rain-fed. Though the situation has improved, current deficit compared with the 50-year average taken as benchmark is still more than the 10% cutoff considered to declare drought. Total crop plantings at 98.66 million hectares for the week ending September 5 were still 3% below the level this time last year, according to agriculture ministry data. Sowing of paddy, pulses and coarse cereals was expected to pick up over as the planting season comes to an end. Data from the India

Meteorological Department showed that about two-thirds of the country - 23 of 36 subdivisions - have received normal to excess rainfall this monsoon. On Friday, rainfall was 87% above-average, with north and northwest India, the regions where the monsoon was the weakest this year, getting heavy rains. The Met forecasts heavy rains to occur on the Sowing of paddy, pulses and coarse cereals was expected to pick up over as the planting season comes to an end. Data from the India Meteorological Department showed that about two-thirds of the country - 23 of 36 subdivisions - have received normal to excess rainfall this monsoon. On Friday, rainfall was 87% above-average, with north and northwest India, the regions where the monsoon was the weakest this year, getting heavy rains. The Met forecasts heavy rains to occur on the west and east coasts, particularly in Odisha and Telangana, in 24 hours. This week's rainfall has helped rice planting to expand to 36 million hectares, similar to last year. Officials said sowing was still slow in Telangana, Andhra Pradesh and Maharashtra. Trilochan Mohapatra, director of Central Rice Research Institute at Cuttack, said the paddy crop was in good condition." Farmers still have two-three days. This year, rice production should be similar to last year's 106 million tonnes, provided there is no drought during flowering and grain filling," Mohapatra said.



Flower prices double ahead of Onam in Coimbatore

The city flower market is abuzz with activity ahead of Onam. Anyone entering the market at this time can hear a cacophony of voices trying to persuade visitors to buy flowers. Vendors make feverish sales pitches, not wanting to miss the opportunity to do good business. You can also see some customers bargaining over prices but vendors are well aware that regardless of the price, the customer would buy on the occasion of Onam."The rates are quite high especially in the morning, as the demand

is at its peak at this time of day," said S Vijayalakshmi, a homemaker. She has been buying flowers from the market for the past 10 years. "Today, the rates have come down. It will be higher tomorrow," said K Arumugam, a flower vendor. According to the vendors, the recent rain in the city has caused a major drop in prices. "Our major supply during onam is to Palakkad, Kochi and other regions in Kerala. But the rates have decreased by 30 to 40% this year," said B Mustafa, a supplier at the flower market. "Many people buy flowers two days earlier and store them in the fridge. Yesterday, several college students came and bought flowers but today not even one turned up," he added. The vendors in the city flower market supply to other countries as well. "We export to US, Qatar, Dubai and Malaysia. These flowers need to reach the Kochi airport by afternoon. So the prices are higher in the morning," said V S Selvakumar, president, Coimbatore District Flower Business Association. But the rates decrease gradually through the day. "The best time to buy flowers is in the afternoon as the prices become low," said R Keerthi, college student.

CM's Holland visit: Agriculture business, cycle tracks in the offering

The state government on Friday claimed that chief minister Akhilesh Yadav's trip to The Netherlands would benefit the state. Yadav had led a high-level delegation with an aim to attracting investment and increasing trade ties from industrialists, trade groups, companies and other institutions. During the visit, a memorandum of understanding was signed between the UP government and the Netherlands Agri Food Tech Centre for exchange of ideas and sharing of information in the field of dairy and agriculture. The MoU, Yadav said, would benefit mandis, cooperative institutions, environment and farmers. Yadav said that he has also invited the experts to help modernize the Parag Dairy. A recent survey by ASSOCHAM had placed UP as the top milk producing state in the country. But despite this income of milk producers in the state continues to be very low. With the help of the Netherlands experts, through new techniques and food processing, income of farmers will be enhanced. Yadav met the mayor of Hague Jozias Van Artsen and sought his help in establishing cycling tracks in UP cities like Noida, Greater Noida, Agra and Lucknow. He also met traffic engineer Wim Van Der Wijk. The CM invited industrialists to invest in the state and assured them all possible help and facilities by his government. He met representatives of many big companies like ING, Philips and KPMG. During his stay, representatives of the company who made London eye HVB Holandia made a presentation before him.