



# **STATE LEVEL SEMINAR**

with

# **Farmers-Scientists-Officials**

**Venue: TNAU, Coimbatore**

**Date: 27.09.2013**

**Presentation by**  
**Commissioner of Horticulture & Plantation Crops, Chennai.**

# 1. Action taken on identification of lead crops

Sl.No.	Category	Lead crops identified
1	Fruits	Banana, Mango, Grapes, Guava, Aonla
2	Vegetables	Tapioca, Drumstick, Tomato, Onion, Brinjal, Cabbage, Potato & Bhendi
3	Spices & Condiments	Curry leaves, Turmeric, Coriander, Chillies, Tamarind
4	Plantation Crops	Cashew, Coffee, Tea
5	Medicinal & aromatic plants	Glory lily, Senna, Coleus
6	Commercial flowers	Jasmine spp, Marigold, Rose, Tuberose, carnation & Chrysanthemum

# Lead crops in Major Districts

Sl.No.	Crop	Major Districts
<b>I</b>	<b>FRUITS</b>	
1	Banana	Tiruchirapalli, Tuticorin, Tirunelveli, Pudhukottai, Theni & Thanjavur
2	Mango	Krishnagiri, Vellore, Dindigul, Theni, Dharmapuri & Madurai
3	Grapes	Theni, Dindigul & Coimbatore
4	Guava	Madurai, Theni, Dindigul, Vellore & Virudhunagar
5	Aonla	Tirunelveli, Sivagangai, Tuticorin & Dindigul.

# Lead crops in Major Districts

Sl.No.	Crop	Major Districts
<b>II</b>	<b>VEGETABLES</b>	
6	Tapioca	Namakkal, Salem & Dharmapuri
7	Drumstick	Tuticorin, Theni, Dindigul & Karur
8	Tomato	Coimbatore, Dharmapuri, Dindigul, Salem & Krishnagiri
9	Onion	Perambalur, Tiruchirapalli, Namakkal, Tiruppur & Dindigul
10	Brinjal	Vellore, Kanchipuram, Theni & Coimbatore
11	Cabbage	Nilgris, Krishnagiri & Dindigul
12	Potato	Nilgris & Dindigul
13	Bhendi	Kancheepuram, Vellore & Dindigul

# Lead crops in Major Districts

Sl.No.	Crop	Major Districts
<b>III</b>	<b>SPICES &amp; CONDIMENTS</b>	
14	Curry leaf	Coimbatore, Salem & Tuticorin
15	Turmeric	Erode, Coimbatore & Salem
16	Coriander	Cuddalore, Perambalur & Virudhunagar
17	Chillies	Ramanathapuram & Tuticorin
18	Tamarind	Dindigul, Theni, Tirunelveli & Madurai
<b>IV</b>	<b>PLANTATION CROPS</b>	
19	Cashew	Ariyalur, Cuddalore, Pudhukottai, Theni & Sivagangai
20	Coffee	Dindigul, Nilgris & Salem
21	Tea	Nilgris

# Lead crops in Major Districts

Sl.No.	Crop	Major Districts
<b>V</b>	<b>Medicinal &amp; aromatic plants</b>	
22	Glory lily	Dindigul, Karur & Tiruppur
23	Senna	Tirunelveli, Tuticorin & Virudhunagar
24	Coleus	Tiruvannamalai & Salem
<b>VI</b>	<b>Commercial flowers</b>	
25	Jasmine	Madurai, Erode, Krishnagiri, Kanyakumari & Dindigul
26	Tuberose	Erode, Trichy, Tiruvannamalai, Kanyakumari, Dindigul & Madurai
27	Marigold	Madurai, Dindigul, Erode, Salem, Theni & Krishnagiri
28	Chrysanthemum	Krishnagiri, Salem, Dindigul, Erode & Dharmapuri

# Lead crops in Major Districts

Sl.No.	Crop	Major Districts
29	Carnation	Nilgris, Kodaikanal & Dindigul
30	Rose (cut flower)	Krishnagiri
31	Rose	Krishnagiri & Dindigul

## 2. Identification of potential areas and assessing the feasibility of production of Horticultural products and export to nearby states and to other countries

S.No	Potential areas identified	Commercial product	Export potential (Production in MT/year)
1	Dindigul	Jasmine flowers	8561
2	Madurai		10000
3	Trichy		3600
4	Erode		7931
5	Coimbatore		1260
		<b>Total</b>	<b>31352</b>



# Feasibility of production of Jasmine flowers

District	Area under cultivation of Jasmine (in Ha)	Potential blocks
Dindigul	1223	Nilakottai
Madurai	1294	Thirupparankundram, Chellampatty, Usilampatty, Kallikudi & Tirumangalam
Trichy	450	Anandanallur, Manachanallur, Manaprai, Thottiyam & Vaiyampatty
Erode	1133	Satyamangalam, bhavanisagar
Coimbatore	180	-

# 3. Crop Specific Farmers group formation

- Objectives
  - To ensure continuous supply of Horticultural produce to the burgeoning urban and export markets
  - To create forward & backward linkages from and to rural and urban areas.
  - To create crop specific producer companies for efficient supply chain management system.
- Project sanctioned under Part II (component II) 2013-14 – G.O(Ms)No.126, Agriculture (H2) Dept, dt.20.06.2013 at an outlay of Rs.30.00 lakhs.
- Potential zones for major horticulture crops like **banana, mango, senna, chillies, turmeric & jasmine** were identified.
- Programme - Formation of FIGs, capacity building and formation of Farmers Producer Company is under progress.

# Identified Potential Districts & No. of FIGs.

S. No	Crop	District	Area under cultivation (in Ha) *	No.of FIGs proposed to be formed
1	Banana	Theni	5767	250
2	Mango	Krishnagiri	34164	330
3	Senna	Tuticorin	158	130
4	Chillies	Ramnad	21217	100
5	Turmeric	Erode	12857	90
6	Jasmine	Madurai	1393	100

\* - as per Season & crop report, Department of economics & Statistics, 2011-12

# Objectives of the FPO

- Coordinate the cluster farmers and motivate them to take up Hi-tech cultivation of group specific crops
- Assess, procure and distribute all the inputs for cultivation of group specific crops to the cluster farmers
- Monitor the produce before going out to retail outlets.
- Fix the procurement and selling price in such a way that it will be beneficial for both the farmers and the consumers.

# 4. Utilization of scheme funds in time

- Strategies to utilize scheme funds in time:
  - Preparation of action plan specific to season
  - Identification of potential horticulture Districts & allotment of funds based on the potentiality
  - Dovetailing the scheme components with one another for effective scheme implementation
  - Enabling wide publicity of the schemes through mass media, Audio Visual shows, campaigns etc at village level to create awareness among the farmer beneficiaries.
  - Arranging visits to the nearby fields of successful farmers for scheme promotion.

# 5. Benefit tracking system

- ❑ Physical inspection & Records verification
  - Constituting State level inspection team
  - Field inspection – 100% by block level officers & 20% by District level officers
  - Scrutinizing all the documents enclosed by the farmer-beneficiary while availing subsidy benefits
  - Reconciling the village wise crop area every month with the revenue figures
  - Ensuring release of subsidy in terms of cash through ECS & verification of bank entry with the bank records.
  
- ❑ Online monitoring
  - Management Information System / Horticulture web portal

## 6. Identification of production zones for banana and grapes

- Banana
  - Tuticorin, Trichy, Tirunelveli, Coimbatore, Theni, Dindigul, Kanniyakumari & Vellore
  - *“G-9”, “Nendran”, “Nazhipoovan”, “Rasthali”, “Robusta”, “Poovan”, “Nendran”*
- Grapes
  - Theni & Coimbatore
  - *“Thompson seedless”, “Red globe” (to be introduced)*

# Identification of production zones for specific vegetables, medicinal plants

S.No	Specific vegetable	Production zones identified
1	Potato	Dindigul & The Nilgris
2	Carrot	Dindigul & The Nilgris
3	Onion	Perambalur, Dindigul, Tiruppur, Trichy & Namakkal
4	Brinjal	Salem, Vellore & Dharmapuri
5	Lady's finger	Salem, Vellore & Dharmapuri
6	Cabbage	Krishnagiri & The Nilgris
7	Tomato	Krishnagiri, Dharmapuri, Salem, Coimbatore & Theni
8	Gourds	Coimbatore, Dindigul, Salem & Tiruppur
9	Beans	Krishnagiri, Dindigul & The Nilgris
10	Drumstick	Theni, Dindigul, Karur, Tuticorin & Tiruppur
11	Watermelon	Kancheepuram



# Identification of production zones for medicinal plants

S.No	Medicinal plants	Production zones identified
1	Senna	Virudhunagar, Madurai, Tuticorin & Ramnad
2	Neem	Virudhunagar & Tuticorin
3	Gloriosa	Dindigul, Tiruppur & Karur

# 7. Market Led Precision Farming

S.No	Particulars	Description
1	Implementing agency	TNAU in coordination with Department of Agriculture & Horticulture
2	Funding	1 year: NADP – Rs.659.00 lakhs NMMI – Rs.1500.00 lakhs NHM – Rs.80.00 lakhs ATMA – Rs.140.00 lakhs

# Market Led Precision Farming

S.No	Particulars	Description	Horticulture (Ha)	Agriculture (Ha)
<b>CROP CORRIDORS</b>				
1	Erode, Salem & Villupuram (750 Ha)	Sugarcane, ground nut, sunflower, maize, turmeric, banana, tapioca, watermelon, gourds, brinjal, chillies & onion	220	530
2	Theni, Madurai & Tirunelveli (750 Ha)	Sugarcane, banana, flowers, gourds, tomato, brinjal & chillies	500	250
3	Dharmapuri & Krishnagiri (500 Ha)	Sugarcane, cotton, banana, potato, cabbage, cauliflower, watermelon, muskmelon, tapioca, tomato, brinjal & chillies	300	200
		<b>TOTAL</b>	<b>1020</b>	<b>980</b>

# Implementation – Market led Precision Farming

- Target - 250 Ha/District
- Technical feasibility evaluation – TNAU
- Identification & registration of farmers, delivery of inputs – District extension officials
- Development of advance precision farming cell – TNAU
  - Preparation of action plan, production & market plan
  - Coordination committee – JDA, DDH to address daily issues
  - Preparation of activity schedule for each District & input purchase plan

# Progress in implementation of market led precision farming

- Inter Departmental meeting conducted by Commissioner of Horticulture & Plantation Crops on 25.07.2013
- Special meeting conducted by Additional Secretary on 23.09.2013
- Target arrived – 2000 Ha.
  - Agriculture – 980 Ha
  - Horticulture – 1020 Ha

**THANK YOU**