

## 5. AGRICULTURAL MARKETING

### SCHEMES UNDER AGRICULTURAL MARKETING AND AGRI BUSINESS DEPARTMENT

Scheme No. 1	Uzhavar Sandhais
Benefits offered	Uzhavar Sandhais (Farmers Market) for the benefit of farmers as well as consumers have been set up in the urban areas of Tamil Nadu. At present, 141 Uzhavar Sandhais are functioning in the State. Uzhavar Sandhais ensure the farmers to get better price for their produce and enable the consumers to get farm fresh commodities at a lesser price than in the open market.
Eligibility	Farmers cultivating vegetables and fruits possessing the Identity cards issued by the Department of Horticulture and Plantation Crops.
Officer to be approached	District Collectors / Deputy Director of Agriculture (Agri Business) / Secretary, Market Committee / Agricultural Officer (Uzhavar Sandhai).
Time limit for sanction/ rejection	No time limit
Appellate Authority	Commissioner Department of Agricultural Marketing and Agri Business, CIPET Road, Thiru Vi.Ka. Industrial Estate, Guindy, Chennai: 600 032. Phone No.044-22253885 / 22253884 Fax No.044 - 22253754.

**Scheme No. 2****Immediate payment to farmers at Regulated Market**

Benefits offered

The main objective of the Regulated Markets is ensuring immediate payment to the farmers for their agricultural produces sold. When the farmers agreed to sell their produce at the price quoted by the traders then the staff of the Regulated Markets ensure correct and immediate payment to the farmers before their produce taken away by the traders.

Eligibility

All farmers who sell their Agricultural Produce in the Regulated Markets.

Officer to be approached

Superintendent / Supervisor of Regulated Market

Time limit for sanction/ rejection

On the same day of declaration.

Appellate Authority

The Secretary, Market Committee.

**Scheme No. 3****Pledge loan to farmers**

Benefits offered

In order to avoid distress sale by the small and marginal farmers due to glut in Market during harvest seasons, Regulated Markets are issuing pledge loan to farmers. Under this scheme, the farmers can store their agricultural produce in the godowns of the Regulated Markets for a maximum period of 6 months and avail pledge loan of 75% of the total value of the produce upto the maximum of Rs.1,00,000. For the first 15 days there is no interest. Interest at the rate of 5% will be charged beyond 15 days.

Eligibility

All farmers who sell their Agricultural Produce in the Regulated Markets.

Officer to be approached

Superintendent / Supervisor of Regulated Market.

Time limit for sanction/ rejection

One week.

Appellate Authority

The Secretary, Market Committee.

**Scheme No. 4****Pledge loan to traders**

Benefits offered

As an encouragement to the traders to buy Agricultural Products through Regulated Markets and also to make the payment to the farmers immediately, pledge loan is extended to the traders in all Regulated Markets. Pledge loan of 50% of the purchase value upto the maximum ceiling of Rs.1.00 lakh is given to the licensed traders. Traders can stock their purchased agricultural produce in the regulated market itself for a maximum period of 3 months for which the interest rate is 9%.

Eligibility

Licensed traders who are trading in the Regulated Markets.

Officer to be approached

Superintendent / Supervisor of Regulated Market

Time limit for sanction/ rejection

One week.

Appellate Authority

The Secretary, Market Committee.

Scheme No. 5	Tamil Nadu Farmers Development and Welfare Scheme.
Benefits offered	<p>The farmers / tenants who sell their agricultural produce one or more than one metric ton of their agricultural produce through Regulated Markets every year will be enrolled under this scheme and are eligible for a grant of a lumpsum amount up to Rs.1,00,000, in case of death / permanent disability occurring due to accident/ death due to snake bite, Rs.75,000 for loss of both the hands or both the legs or both the eyes due to accident, and Rs.50,000/- for losing one hand or one leg or one eye or permanent hip disability due to accident. The farmers need not pay any Premium for this grant. The Market Committee concerned and the Tamil Nadu State Agricultural Marketing Board will bear the contribution of Rs.10 per individual per year equally.</p>
Eligibility	<p>All farmers who sell one or more than one MT of their agricultural produce per year in the Regulated Markets.</p>
Officer to be approached	<p>Superintendent / Supervisor of Regulated Market</p>
Time limit for sanction/ rejection	<p>The proposal should be submitted to Tamil Nadu State Agricultural Marketing Board, Chennai within 3 months of the accident/ death occurred.</p>
Appellate Authority	<p>The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board, Chennai-32.</p>

Scheme No. 6	Agmark grading
Benefits offered	In order to help the consumer to get quality and unadulterated food products, in Tamil Nadu 30 State Agmark Grading Laboratories at various districts and one Principal Laboratory at Chennai are functioning. Agmark grading is done for Centralized and de-Centralized commodities. Agmark labels are issued to the authorized packers under the direct supervision of the staff for certifying quality and purity of the food products. Agmark is the symbol of purity, quality, unadulterated and Government guaranteed food products.
Eligibility	Agmark authorized food product packers.
Officer to be approached	Agricultural Officer, State Agmark Grading Laboratories.
Time limit for sanction/ rejection	15 days.
Appellate Authority	The Deputy Director of Agriculture (Agri Business).

Scheme No. 7	Irrigated Agriculture Modernization and Water Bodies Restoration and Management (IAMWARM)
Benefits offered	To help the sub-basins farmers to get better price for their diversified agricultural produce the Department of Agricultural Marketing and Agri Business is strengthening their market orientation by working on market information and intelligence. The Department is providing market infrastructures viz., drying yards, storage sheds, Agri Business Centres, Collection Centres and Marketing equipments viz. Moisture Meters, Weighing scales.
Eligibility	Membership in Water User Association of sub-basin (or) Commodity Group of concerned sub-basin.
Officer to be approached	Deputy Director of Agriculture (Agri Business).
Time limit for sanction/ rejection	No time limit
Appellate Authority	The Commissioner, Department of Agricultural Marketing and Agri Business, CIPET Road, Thiru Vi.Ka.Industrial Estate, Guindy, Chennai : 600 032. Phone : 044 22253773 / 22253885 / 22253884. Fax No.044 - 22253754.

<b>Scheme No. 8</b>	<b>Credit linked subsidy for establishment of pack house</b>
Benefits offered	To minimize the Post harvest loss of Horticultural produce produced by the farmers, subsidy for construction of pack house is given where cleaning, grading and packing are done at farm level. The subsidy given is 25% of the project cost or Rs.62,500 /- whichever is less. It is a credit linked back ended subsidy and offered through National Horticulture Mission Scheme. This scheme is available for selected 20 districts only.
Eligibility	Farmers, Producer groups, and Agri Entrepreneurs.
Officer to be approached	Deputy Director of Agriculture (Agri Business).
Time limit for sanction/ rejection	Within 3 months after the submission of Bank term loan sanction letter, approval from District Mission Committee and Completion report.
Appellate Authority	The Commissioner Department of Agricultural Marketing and Agri Business, CIPET Road, Thiru Vi.Ka.Industrial Estate, Guindy, Chennai : 600 032. Phone : 044 22253885 / 22253884. Fax No.044 - 22253754.

**Scheme No. 9****Tamil Nadu Small Farmers Agri-business Consortium (TNSFAC)**

Benefits offered

The main objective of TNSFAC is to link the small farmers to technologies as well as market in association with Private, Corporate, Co-operative sectors, by providing both forward and backward linkages. This will be achieved through assisting entrepreneurs to make investments in setting up agribusiness projects through venture capital assistance and encourage producer group / organizations to establish suitable agro-based projects by assisting them in evolving commercially viable projects through a project development facility. The schemes of SFAC are Venture Capital Assistances and Project Development Facility.

Eligibility

Farmers, Producer groups, Agri. entrepreneurs, Units in Agri. Export Zone, Organizations and Agricultural Graduates

Officer to be approached

The Managing Director  
Tamil Nadu Small Farmers Agri. Business Consortium,  
Cipet Road, Guindy, Chennai-600 032.  
Phone No.044- 22253498.

Time limit for sanction/ rejection

Depending up on the merit of the projects, the time limit varies for sanction / rejection.

Appellate Authority

The Managing Director  
Small Farmers Agri Business Consortium,  
NCUI Auditorium Building, 5th Floor,  
3, Siri Institutional Area, August Kranti Marg,  
Hauz Khas, New Delhi- 110 016.  
Phone No. 011- 2696 6017/ 2696 6037 / 2696 6039.  
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