

CHAPTER V

TAMIL NADU HORTICULTURAL PRODUCERS CO-OPERATIVE ENTERPRISES LIMITED (TANHOPE)

Tamil Nadu Horticultural Producers Co-operative Enterprises Limited (TANHOPE) was registered as a primary Horticultural Co-operative Society to benefit the small and marginal horticultural farmers. This Co-operative Society was registered under Co-operative Societies Act. The Director of Horticulture and Plantation Crops is the Special Officer and Joint Director of Horticulture is the Managing Director.

Objectives of TANHOPE

1. To promote and encourage the development of Horticulture crops.
2. To organize marketing of Fruits and Vegetables on modern lines by means of grading, sorting and standard packaging.
3. Marketing on Co-operative basis and marketing through retail outlets and branches and to undertake export of fresh and processed produces.

So far 3904 Horticultural crop growers have been enrolled in this Society by paying a membership fee of Rs.100 per farmer.

Activities

Integrated pack house for banana in theni district

1. An Integrated Pack House for Banana in an area of 5 acres at Chinnamanur Regulated Market Complex of Theni District through Tamilnadu Horticultural Producers Co-operative Enterprises Ltd. (TANHOPE) along with Theni District Banana Growers Association with an estimated cost of Rs.676.79 lakhs is being established.
2. A packing capacity of 60 M.T./day for export is being established with cold storage facilities of 300 M.T. This integrated pack house will have the facility for the ripening of 30 MT/ day of banana.
3. It is planned that the Integrated Pack House will control the quality of the Banana in the entire supply chain from the farm to the Pack House and then from the Pack House to the markets both domestic and international. By setting up this Pack House at Theni it is possible to export quality produce, which will fetch a remunerative price for the produce to the farmers.

2. Supply of Inputs:

TANHOPE supplies inputs required for various Horticultural schemes implemented by the Department of Horticulture and Plantation Crops. The inputs are distributed to the farmers through the Officers of Horticulture department.

The Department of Horticulture and Plantation Crops will use TANHOPE as the procurement Agency to procure inputs in a manner similar to ELCOT, which is being used as procurement agency by the Government Departments for procurement of electronic equipment and Information Technology equipment.

TANHOPE will procure various inputs like Vegetable Seeds, fruit Plants, Cocoa plants, Tissue culture Banana plants, Jasmine Rooted cuttings, Bio fertilizers, Bio fungicides, Bio pesticides, Organic manure, Vermi compost, Neem cake, Micro Nutrient Mixture, Chemical fertilizers, Plant protection Chemicals etc and supply to Department of Horticulture and plantation crops.

3. Joint venture

TANHOPE will facilitate Joint ventures with private partners to help the farmers to market their produce and to get reasonable price. Farmers are encouraged to go for production of good quality Horticultural produce. A Trading firm is being established with private partner and will become operational during 2008-09.