



Tamil Nadu Agricultural University
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To
The Editor,
Sir,

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I request that the following message may kindly be published in your esteemed daily:

TNAU Pre-Sowing Price Forecast for Brinjal

India is one of the major producers of brinjal globally, having West Bengal, Odisha and Gujarat as major producing states within the country according to the final estimates of 2024 - 25 of the Ministry of Agriculture and Farmers' Welfare. In India, brinjal is cultivated in an area of 6.89 lakh hectares, with total production of 131.31 lakh tonnes during 2024 – 25 with an average productivity 19.06 tonnes per hectare. In Tamil Nadu, the major producing districts include Dharmapuri, Salem, Thiruvannamalai and Krishnagiri. In Tamil Nadu, brinjal is cultivated in an area of 0.20 lakh hectares, with a total production of 2.68 lakh tonnes during 2024 - 25.

Major hubs with majority of fresh brinjal arrivals within Tamil Nadu includes markets in Hosur, Dindigul, Salem and Coimbatore. Brinjal arrives from nearby states such as Karnataka, Andhra Pradesh and Telangana to Tamil Nadu, meeting the demands of the state. Similarly, brinjal from the state reaches the markets of Kerala, Karnataka, Andhra Pradesh and Telangana.

In this context, Domestic and Export Market Intelligence Cell (DEMIC) of Centre for Agricultural and Rural Development Studies (CARDS), TNAU has analysed the brinjal prices prevailed in Dindigul and Coimbatore markets for the past 15 years and also conducted market survey. As per the results of the time series analysis, the farm gate prices of good quality brinjal during harvest will be around Rs.37-38/Kg. Hence, the farmers are advised to take up sowing decision accordingly.

For Marketing information details contact:

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