Government of Tamil Nadu

Department of Agricultural Marketing and Agri Business

DETAILED PROJECT REPORT FOR TN IAMP-PHASE-III

GUMMIDIPOONDI SUBBASIN

TIRUVALLUR DISTRICT

2020-2022

ESTIMATED PROJECT COST: Rs 284.06 Lakhs

PROJECT AYACUT AREA: 1672.03Ha.

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DEPUTY DIRECTOR OF AGRICULTURE
AGRI BUSINESS

TIRUVALLUR DISTRICT

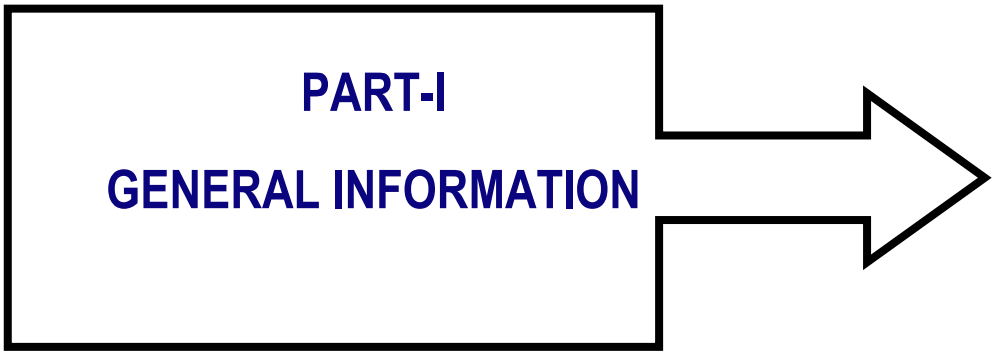
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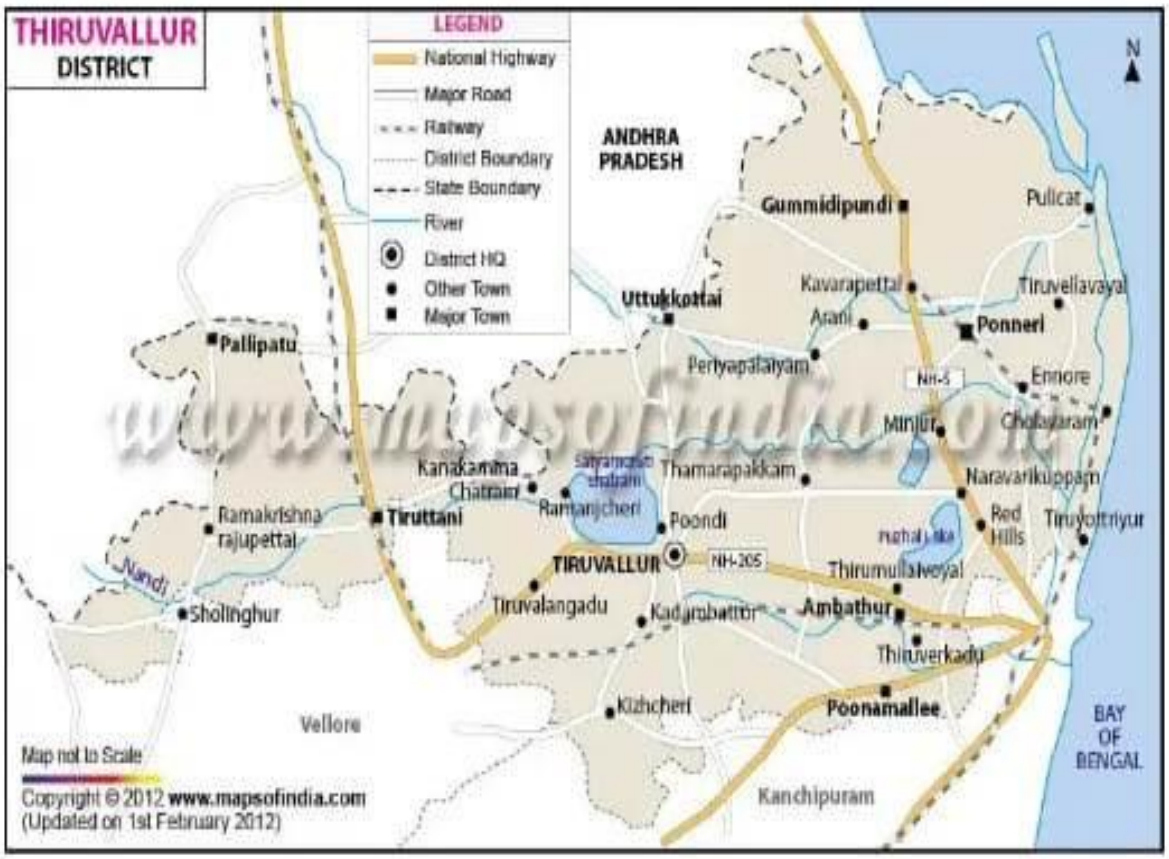
PART-I

GENERAL INFORMATION

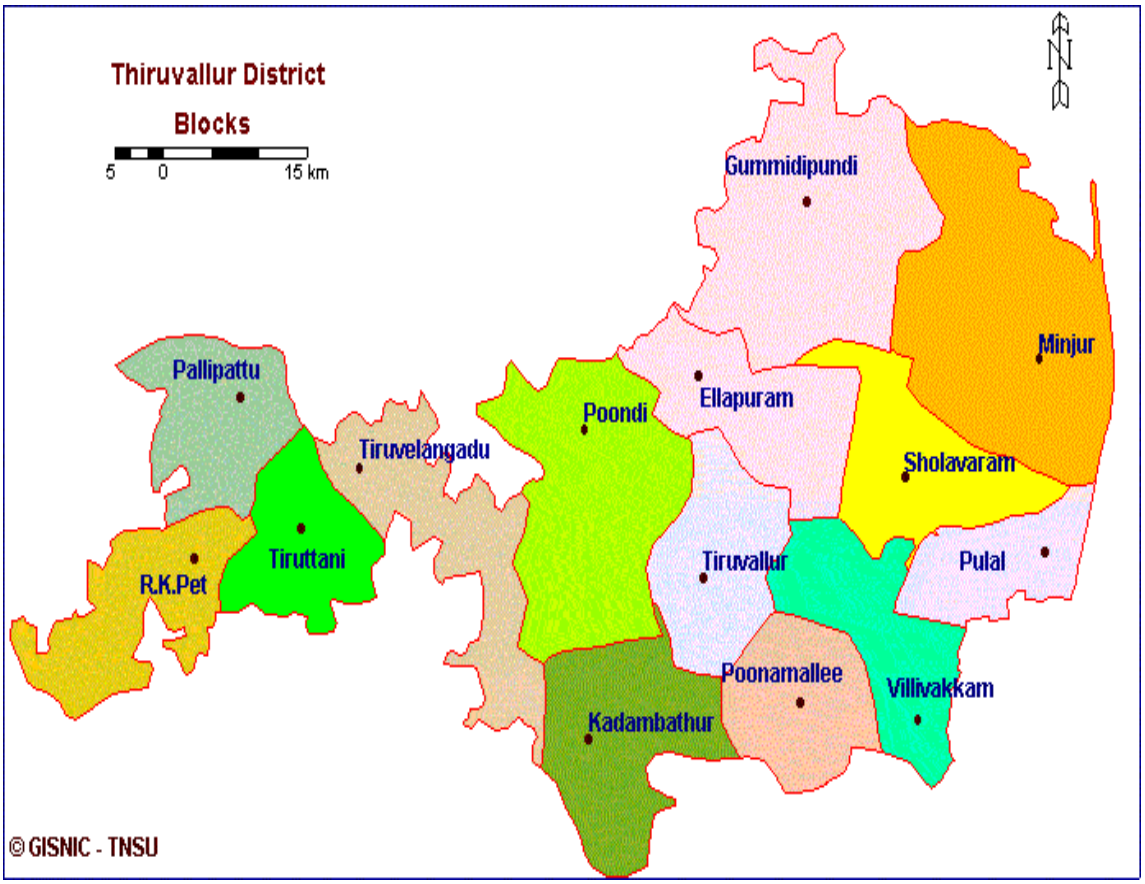


1.Tiruvallur District Road Map. Block Map and Subbasin Map

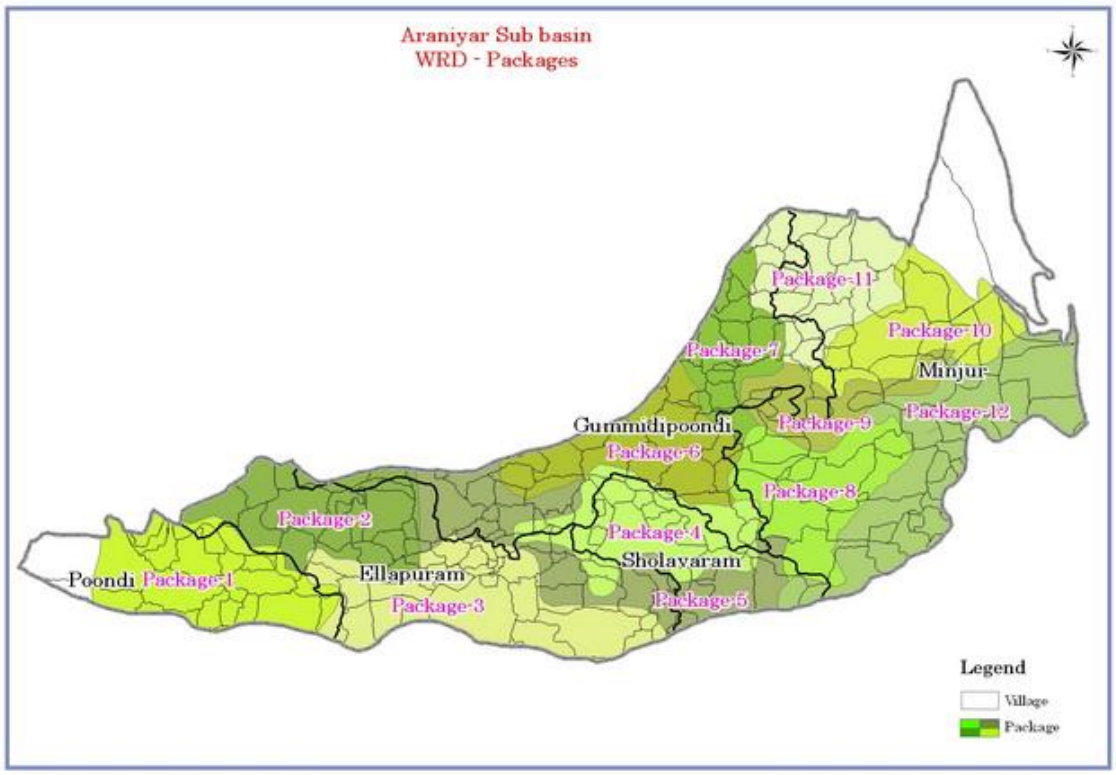
Road Map

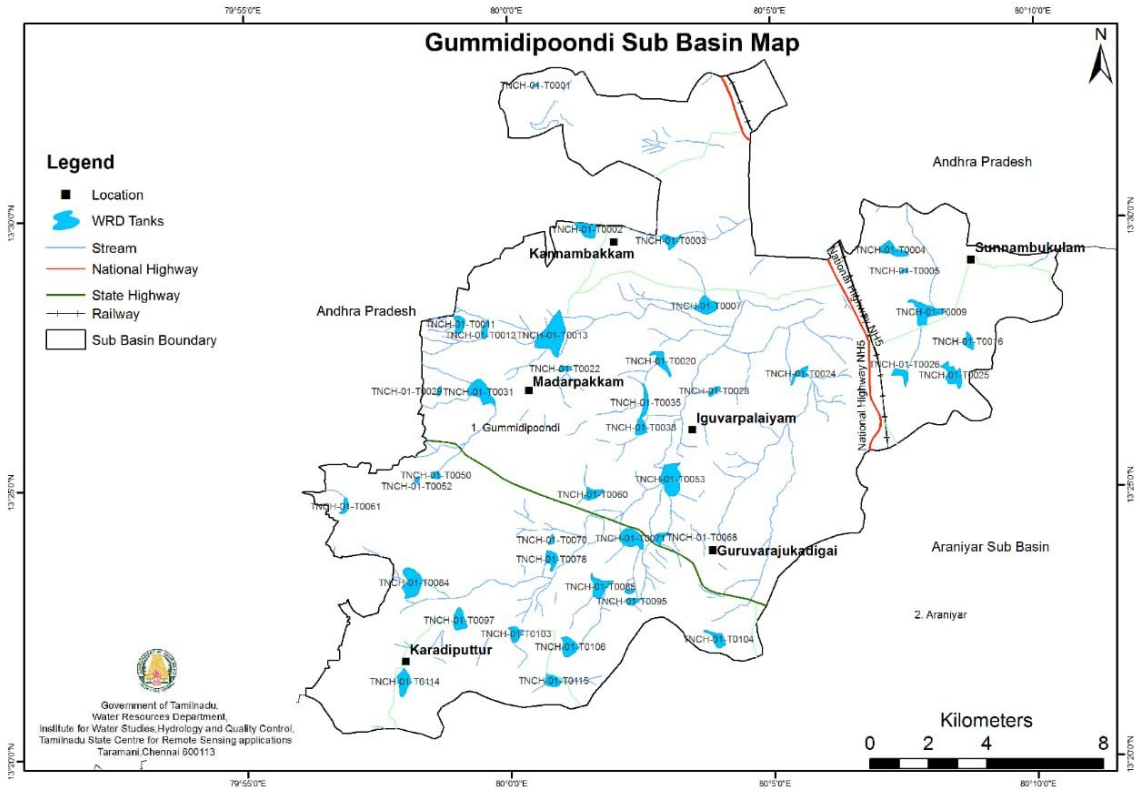


Tiruvallur District Map- Blockwise



Subbasin map
Gummidipoondi





DETAILED PROJECT REPORT

SUB-BASIN NAME :**Gummidipoondi**
District : Tiruvallur
WRD Region : Tiruvallur
District Covered : **Tiruvallur**

2.INTRODUCTION

Tiruvallur district is spread over 3422 Sq. km. It is geographically located between between 12°15' and 13°15' Northern Latitude and between 79°15' and 80°20'Eastern Longitude. According to 2001 census, the total population is 27,38,866 which consists of 13,90,292 males and 13,48,574 females. The total land under forest cover is 19736 hectares. The total cropped area in the district is 131172 hectares. About 47% of the total work force is engaged in agricultural and allied activities..

The district is surrounded by Kancheepuram district in the South, Vellore district in the West, Bay of Bengal in the East and Andhra Pradesh State in the North. Agriculture is the chief occupation of the Tiruvallur district. Farmers of the district grow rice, black gram, green gram, sugar cane and groundnut. Horticultural crops like mango, guava and vegetables are also cultivated. Nearly 16940 small scale industries, are successfully running in the district some of them are wood, textile, chemical, engineering, non-metallic and leather industries.

The district does not have a perennial river. The district has a number of seasonal rivers like Kesathaliar, Aravar, Nandi, Kallar,Coovam and Buckhingham Canal. To supplement the water supply to the district, irrigation is done through tanks, tube wells and open wells are very common.

DESCRIPTION OF GUMMIDIPOONDI SUB BASIN

Gummidipoondi sub basin covers an area of 331.11Sq.Km. Numerous small streams originate from Sathiavedu hills at about an altitude of 261 m and a few steams originate from Tamilnadu and drain most of the plain areas of Gummidipoondi. These steams flow in the North, Northeast direction filling up several tanks in Pallavada, Periyaopalapuram, Thanipoondi, Sirupulalpettai and Siruvadur. Finally to the west Elavurthe stream joinwith the Pulicat lakein Andhra Pradesh. It is one of the sub basin in Chennaibasin which is located in the Northern part of Chennai basin and Pulicat

lake. The Gummidipoondi sub basin located between latitude of 13°35' and 13°54' and longitude of 79°94' and 80°14'

Water is the most important natural resource, which forms the core of ecological system. Recently there has been overall development in various fields such as agriculture, industry and urbanization in India. This has lead to increase in the demand of water supply which is met mostly from exploitation of groundwater resources.

The Tank proposed in the sub basin, 22 Tanks (all are non system Tanks) and 4 Anicut

Tank Ayacut (22 Tanks) : 1379.01 Ha
Anicut Ayacut (4Anicuts) : 293.02 Ha
Total Ayacuts = 1672.03 Ha.

Tank Ayacut -22 Tanks : **1379.01 Ha**
Anicut Ayacut -4Anicuts : **293.02 Ha**
Total Ayacuts = **1672.03 Ha.**

3.List of Blocks and Taluks covered in Gummidipoondi Sub Basin with Ayacut in ha.

District	Block	Taluk	Tanks		Anicut		Total Ayacut
			Nos.	Ayacut	Nos.	Ayacut	
Tiruvallur	Gummidipoondi	Gummidipoondi	22	1379.01	4	293.02	1672.03

4. Tank wise and Anaicut wise details

Sl. No.	District	Block	Taluk	No.of Tanks	Ayacut in Ha
1	**Thiruvallur**	Cluster- I Gummidipoondi	Gummidipoondi	12	637.92
		Cluster- II Gummidipoondi	Gummidipoondi	10	741.09
			SubTotal	**22**	**1379.01**

5. Project Development Objectives:

The Project Development Objective (PDO) is to enhance productivity and climate resilience of irrigated Agriculture, improve water management, and increase market opportunities for farmers and agro-entrepreneurs in selected sub- basin areas of Tamil Nadu.

6. CLUSTER CLASSIFICATION

Sl. No.	No. of Cluster	Name of Tank	Block	Taluk	Village	Ayacut (Ha)
1.	CLUSTER –I	Amarambedu parikkeri	Gummidipoondi	Gummidipoondi	Amarambedu	40.660
2.		Amarambedu Tank	Gummidipoondi	Gummidipoondi	Amarambedu	67.580
3.		Amirthamangalam tank	Gummidipoondi	Gummidipoondi	Amirthamangalam	46.140
4.		Aramani Tank	Gummidipoondi	Gummidipoondi	Aramani	48.220
5.		Budur Anicut Thangal	Gummidipoondi	Gummidipoondi	Budur	75.270
6.		Chinna Bommanjikulam Tank	Gummidipoondi	Gummidipoondi	Bommanjikulam	46.350

7.		Kanalur Pedu Eri	Gummidipoondi	Gummidipoondi	Kanalur	60.300
8.		Periya Bommanjikulam Tank	Gummidipoondi	Gummidipoondi	Periya Bommanjikulam	62.230
9.		Pondavakkam PuduTank	Gummidipoondi	Gummidipoondi	Pondavakkam	50.590
10.		Sedilpakkam Tank	Gummidipoondi	Gummidipoondi	Sedilpakkam	44.900
11.		Edur Tank	Gummidipoondi	Gummidipoondi	Edur	50.000
12.		Thervoy Kandigai Chitteri	Gummidipoondi	Gummidipoondi	Thervoy Kandigai	45.680
13.	CLUSTER -II	Vanamalli Tank	Gummidipoondi	Gummidipoondi	Vanamalli	62.850
14.		Elavoor Hissa Kattu Thangal	Gummidipoondi	Gummidipoondi	Elavoor	80.000
15.		Elavoor Katteri Tank	Gummidipoondi	Gummidipoondi	Elavoor	74.050
16.		Elavur Large Tank	Gummidipoondi	Gummidipoondi	Elavur	144.170
17.		Eguvarpalayam Odaperi	Gummidipoondi	Gummidipoondi	Eguvarpalayam	100.030
18.		Narasingapuram Tank	Gummidipoondi	Gummidipoondi	Narasingapuram	39.200

19.		Peria Natham Thattan Tank	Gummidipoondi	Gummidipoondi	Peria Natham	69.000
20.		Melapakkam Pettai Cheruvu	Gummidipoondi	Gummidipoondi	Melapakkam	42.500
21.		Poovalai Large Tank	Gummidipoondi	Gummidipoondi	Poovalai	80.390
22.		Thervali Thamarai Tank	Gummidipoondi	Gummidipoondi	Thervali	48.900
23.		Total				1379.01

7.PRESENT SCENARIO

Tiruvallur district is one of the fastest developing districts in Tamil Nadu It is bounded on the north by Nellore and Chittoor districts of Andhra Pradesh state, on the east by the Bay of Bengal, on the southeast by Chennai district, on the south by Kanchipuram and Chengalpattu districts, on the northwest by Vellore and on the west by Ranipet district.The coastal region of the district is mostly flat and dreary; but in the other parts it is undulating and even hilly in some places.

The district has been divided into three revenue divisions viz, Tiruvallur, Tiruttani and Ponneri. There are four taluks under Tiruvallur division, two taluks under Tiruttani divisions and two taluks under Ponneri division. There are 46 firkas and 820 revenue villages. Likewise there are 14 blocks, 5 Municipalities and 10 town panchayats which implement rural development activities.

The Important crops cultivated in Tiruvallur district are Paddy, Millets, Sugarcane, Groundnut, Vegetables, Fruits and Flowers. Presently, the farmers from this sub basin sell their produce at Koyambedu, Villivakkam wholesale markets, local mandis, Regulated market, Uzhavar sandhai, direct procurement center and also

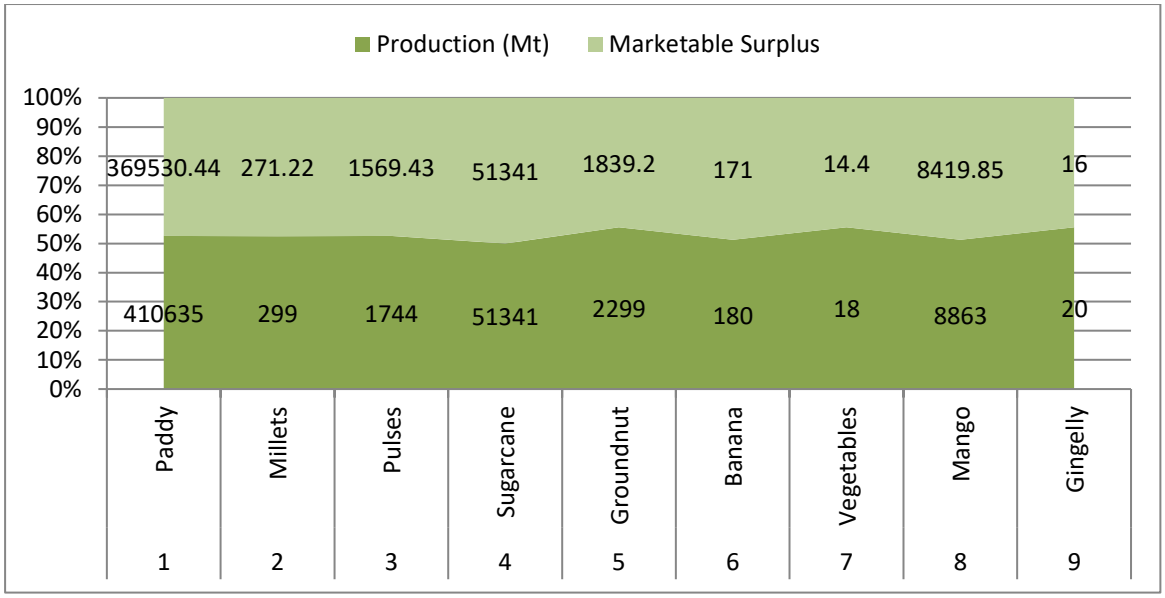
have MOU signed with companies for procurement of harvested produce to avoid during over production prices loss. .

Implementing TNIAMP -III project in Gummidipoondi block will not only enhance the agricultural production and productivity, effective use of water and also increase the income of the small farm holders. Forming a new FPC in this region will be very much useful for the betterment of farmers in this region.

The upcoming, TNIAMP-III project farmers will be created awareness through Training and facilitated by organizing themselves to form a Business plan and credit facilitation support by which the farmers will get enough knowledge on Market strategy, management practices, information on market price and they will become a successful Agrientreprenuer.

8.DISTRICT WISE PRODUCTION, PRODUCTIVITY AND MARKETABLE SURPLUS

S.No	Major Crop	Area (Ha.)	Production (Mt)	Productivity (Mt/Ha)	Marketable Surplus
1	Paddy	96348	410635	4.262	369530.44
2	Millets	2578	299	0.116	271.22
3	Pulses	12736	1744	0.137	1569.43
4	Sugarcane	7215	51341	7.116	51341.00
5	Groundnut	6905	2299	0.333	1839.20
6	Banana	666	180	0.271	171.00
7	Vegetables	1323	18	0.061	14.40
8	Mango	9572	8863	0.926	8419.85
9	Gingelly	1607	20	0.013	16.00



9. Basinwise Production, Productivity and Marketable surplus

S.No	Name of the crop	Area (Ha)	Production (MT)	Productivity (Kg)	Marketable surplus (MT)
1	Oil seeds	500	1500	3000	1425.000
2	Pulses	300	165	550	156.750

10. CROPPING SEQUENCE

- ✓ Paddy -Paddy -Pulses
- ✓ Paddy -Oil seeds -Pulses

11. Cropping Pattern

Cropping pattern

Name of the sub Basin : Gummidi poondi
Nodal District : Tiruvallur
Registered Ayacut Area : 1379.01 ha
No. of WUAs :22

Fully Irrigated : 888.06 Ha
Partially Irrigate : 240.580 Ha
Gap : 250.370Ha
Total Ayacut Area :1379.01 Ha

S.No.	Crop	Without Project(Ha)				With Project(Ha)				Increase
		FI	PI	RF/G	TOTAL	FI	PI	RF/G	TOTAL	
I	**Perennial crop**									
1	Coconut	0	0	0	0	0	0	0	0	0
2	Mango	40	0	0	40	48	0	0	48	8
	Total	**40**	**0**	**0**	**40**	**48**	**0**	**0**	**48**	**8**
II	**Annual Crop**									
1	Sugarcane	25	0	0	25	0	0	0	0	-25
2	Banana	0	0	0	0	0	0	0	0	0

3	Fodder Agathi	0	0	0	0	0	0	0	0	0
	Total	**25**	**0**	**0**	**25**	**0**	**0**	**0**	**0**	**-25**
III	**1st crop**									
1. a	Paddy	482	170.58	0	652.58	90	0	0	90	-562.58
b	Paddy SRI	10	0	0	10	608	0	0	608	598
2	Ragi	0	0	0	0	0	0	0	0	0
3	Cumbu	0	0	0	0	0	0	0	0	0
4	Red Gram	0	0	0	0	0	0	0	0	0
5	Green Gram	10	0	0	10	20	0	0	20	10
6	Groundnut	207.06	70	0	277.06	360.01	0	0	360.01	82.95
7	Gingelly	0	0	0	0	0	0	0	0	0
8	Brinjal	22	0	0	22	52	0	0	52	30
9	Bhendi	28	0	0	28	40	0	0	40	12
10	Chillies	13	0	0	13	30	0	0	30	17
11	Tapioca	8	0	0	8	18	0	0	18	10
12	Bittergourds	0	0	0	0	15	0	0	15	15
13	Sanke gourds	0	0	0	0	12	0	0	12	12
14	Moringa	2	0	0	2	40	0	0	40	38
16	Banana sucker	1	0	0	1	6	0	0	6	5
17	Colocassia Esculanta	0	0	0	0	0	0	0	0	0
18	Greens	15	0	0	15	15	0	0	15	0
19	Flowers	25	0	0	25	25	0	0	25	0
20	Non Agrl. Purposes	0	0	0	0	0	0	0	0	0
21	Fallow	0	0	250.37	250.37	0	0	0	0	-250.37
22	Fodder Sorghum	0	0	0	0	0	0	0	0	0
23	Fodder Cowpea	0	0	0	0	0	0	0	0	0
	Total	**823.06**	**240.58**	**250.37**	**1314.01**	**1331.01**	**0**	**0**	**1331.01**	**17**
	G. Total (I+II+III)	**888.06**	**240.58**	**250.37**	**1379.01**	**1379.01**	**0**	**0**	**1379.01**	**0**
IV	**2 nd crop**									
1. a	Paddy	170	70.58	0	240.58	90	0	0	90	-150.58
b	Paddy SRI	15	10	0	25	450	0	0	450	425
2	Ragi	0	0	0	0	0	0	0	0	0
3	Maize	0	0	0	0	0	0	0	0	0
4	Minor Millets	0	0	0	0	0	0	0	0	0
5	Black Gram	0	0	0	0	0	0	0	0	0
6	Green Gram	0	0	0	0	0	0	0	0	0
7	Groundnut	0	0	0	0	0	0	0	0	0
8	Brinjal	10	0	0	10	15	0	0	15	5
9	Bhendi	12	0	0	12	15	0	0	15	3
10	Chillies	5	0	0	5	7	0	0	7	2
11	Fodder Cholam	0	0	0	0	0	0	0	0	0
12	Fodder Cowpea	0	0	0	0	0	0	0	0	0
	Total	**212**	**80.58**	**0**	**292.58**	**577**	**0**	**0**	**577**	**284.42**
V	**3rd crop**									
1. a	Paddy	0	0	0	0	0	0	0	0	0
b	Paddy SRI	0	0	0	0	0	0	0	0	0
2	Black Gram	0	0	0	0	0	0	0	0	0
	Total	0	0	0	0	0	0	0	0	0
	Grand Total	**1100.06**	**321.16**	**250.37**	**1671.59**	**1956.01**	**0.00**	**0.00**	**1956.01**	**284.42**
	Cropping Intensity				**121.21%**				**141.84%**	

12. Marketing Channels of Tiruvallur District Regulated Market, Farmer Market, Weekly Market and other existing market)

In Tiruvallur district the major crops cultivated are Paddy, Millets, Sugarcane, Groundnut, Vegetables, Fruits and Flowers. The existing infrastructures developed in Tiruvallur district under various Government schemes like NADP andTN-IAMWARM cater the need sof the local farming community in scientific method sof storage and transaction.

District wise infra- structure –Existing Infrastructure inTiruvallur District

Sl. no	Name of the Infrastructures	Nos	Capacity in MT
1	Regulated Market	8	2400
2	Storage Godown Government	16	33280
3	Co-operative Society Godown	111	24465
4	Agri Business Centre	1	100
5	Collection Centre	3	300
6	Weekly Sandhai	20	-
7	Daily Sandhai	1	-
8	Uzhavar Sandhai	6	-
9	Drying Yard	22	-

Alternate marketing channel

Marketing Channels of Tiruvallur District (Regulated Market, Farmer Market, Weekly Market and other existing market) Traditional Market Channels at Tiruvallur District:

S. NO.	NAME OF THE MARKET	VILLAGE	BLOCK	PURPOSE/ COMMODITIES TRANSACTED	If any
1	Uzhavarsandhai	Ambathur	Ambathur	Veg, Fruits, Flowers	
		Paruttipet	Poonamallee	Veg, Fruits, Flowers	
		Naravarikuppam	Puzhal	Veg, Fruits, Flowers	
		Tiruvallur	Ekkadu	Veg, Fruits, Flowers	
		Perampakkam	Kadambathur	Veg, Fruits, Flowers	
		Tiruthani	Tiruthani	Veg, Fruits, Flowers	
2	Regulated market	Nazarathpet	Poonamallee	Paddy.Millets, Gnut, Pulses	
		Redhills	Puzhal	Paddy.Millets, Gnut, Pulses	2600 mt
		Ponneri	Minjur	Paddy.Millets, Gnut, Pulses	
		Gummidipoondi	Gummidipoondi	Paddy.Millets, Gnut, Pulses	
		Uthukottai	Ellapuram	Paddy.Millets, Gnut, Pulses	600 mt
		Tiruvallur	Ekkadu	Paddy.Millets, Gnut, Pulses	600 mt
		Tiruthani	Tiruthani	Paddy.Millets, Gnut, Pulses	600 mt
		Pallipet	Pallipet	Paddy.Millets, Gnut, Pulses	
3	ABC/ Collection center	Thamaraipakkam	Ellapuram	Paddy, Groundnut	100 mt
		Chinnampedu	Solavaram	Paddy, Groundnut	100 mt
		Atrampakkam	Ellapuram	Paddy, Groundnut	100 mt
		Kilampakkam	Poondi	Paddy, Groundnut	100 mt

4	Rural sandhai		Solavaram	Vegetable, Fruits & Groceries	1
			Ellapuram	Vegetable, Fruits & Groceries	1
			Ekkadu	Vegetable, Fruits & Groceries	3
			Poondi	Vegetable, Fruits & Groceries	2
		Kadambathur	Kadambathur	Vegetable, Fruits & Groceries	2
			Tiruvelangadu	Vegetable, Fruits & Groceries	3
		Tiruthani	Tiruthani	Vegetable, Fruits & Groceries	4
			Pallipet	Vegetable, Fruits & Groceries	4
			R.K.Pet	Vegetable, Fruits & Groceries	5

Ware House details-TNCSC Godowns in Tiruvallur District

Sl.No	Storage structure	Location	Capacity Mt
1	Tamil Nadu state warehousing Corporation	Ekkadu	4380
2	Tamil Nadu state warehousing Corporation	Minjur	2800
3	Tamil Nadu state warehousing Corporation	Pallipet	500
4	Tamil Nadu state warehousing Corporation	Poonamallee	500
5	Tamil Nadu state warehousing Corporation	Poondi	1500
6	Tamil Nadu state warehousing Corporation	Solavaram	1500
7	Tamil Nadu state warehousing Corporation	Tiruthani	3050
8	Primary Agricultural Co-operative Credit Society Ltd.	Ambattur	200
9	Primary Agricultural Co-operative Credit Society Ltd.	Ekkadu	500
10	Primary Agricultural Co-operative Credit Society Ltd.	Ellapuram	1100
11	Primary Agricultural Co-operative Credit Society Ltd.	Gummidipoondi	1300
12	Primary Agricultural Co-operative Credit Society Ltd.	Kadambathur	500
13	Primary Agricultural Co-operative Credit Society Ltd.	Minjur	1000
14	Primary Agricultural Co-operative Credit Society Ltd.	Pallipet	900
15	Primary Agricultural Co-operative Credit Society Ltd.	Poonamallee	600
16	Primary Agricultural Co-operative Credit Society Ltd.	Poondi	900
17	Primary Agricultural Co-operative Credit Society Ltd.	Puzhal	0
18	Primary Agricultural Co-operative Credit Society Ltd.	R.K.Pet	800
19	Primary Agricultural Co-operative Credit Society Ltd.	Solavaram	800
20	Primary Agricultural Co-operative Credit Society Ltd.	Tiruthani	15065
21	Primary Agricultural Co-operative Credit Society Ltd.	Thiruvalangadu	800

13. Existing FPC's in Tiruvallur District

S.No	Name of the FPO	Name of the block	PRODUCER ORGANIZATION PROMOTION INSTITUTION	Crop
1	Kosasthalai Collective Farming Farmer Producer Company Ltd.	Ambattur, Puzhal, Sholavaram, Gummadipoondi	SFAC	Jasmine, Banana, pulses & groundnut
2	Vanmugil Collective Farming Farmer Producer Company Ltd.	Poonamallee, Ikkadu, Kadambathur, Ellapuram	SFAC	Groundnut, Pulses & Flowers
3	Rathinasabhai Collective Farming Farmer Producer Company Ltd.	Poondi, Thiruvalangadu	SFAC	Groundnut, Pulses & Flowers
4	Tiruttani Collective Farming Producer Company Ltd.	Tiruttani, R.K. Pet, Pallipet	SFAC	Groundnut, Pulses & Flowers
5	Ponneri Pulses Farmer Producer Company Ltd.	Ponneri	SFAC	Green gram, Paddy

PART-II

SUB BASIN'S MARKETING SYSTEMS

1.INTRODUCTION

By using a detailed analytical approach, this DPR has identified important information on marketing systems and emerging crops that will help in the development of the sub basin and increase the economic and income opportunities for farmers.

Specific topics discussed in this report are as follows:

1. Emerging major crops of the sub basin
2. Price variation for emerging crops of the sub basin
3. Farmer assessment
4. Existing marketing scenario
5. Constraints in the marketing system
6. Recommendations

The World Bank assisted Tamil Nadu Irrigated Agricultural Modernization Project (TN IAMP) is an initiative of the Government of Tamil Nadu to overcome deficiencies in the present agriculture marketing system of the State. The present marketing system is weighed down by shortcomings. Although there is a good amount of marketable surplus in the sub basin, the producers do not get a reasonable price for their produce because of serious deficiencies in the present agricultural marketing system. Some of the main shortcomings in the system are:

There is a lack of standardization and enforcement of quality and grades;

i. Farmers receive insufficient and ineffective information and services related to inputs

ii. There is an absence of facilities for grading, packing, cold storage and processing;

iii. There is inadequate transparency in marketing; and

iv. There is a lack of private sector investment.

This problem could be better addressed through different interventions resting on two praimary pillars

i). improving extension support to farmers, and,

ii). improving the agricultural marketing system.

Productivity improvement and production of improved quality of agricultural produce is necessary to make agriculture viable. The thrust so far has been on increasing agricultural productivity. As a result, the extension machinery of concerned departments has been heavily focused on increasing production. Market led extension has been lacking and this has resulted in a poor understanding of agricultural marketing by the marketing departmental agencies and the producers.

Various national programs like Rashtriya Krishi Vikas Yojana (RKVY), National Horticulture Mission (NHM), and National Food Security Mission (NFSM) have been implemented in the district. The proposed TN IAMP, with the assistance of the World Bank, is one out of the many steps taken by the Government of Tamil Nadu to address various issues and constraints so as to encourage the development of agriculture in the state. The components and subcomponents under TN IAMP are based on the overall strategy of the State. TN IAMP aims to enhance the productivity of agriculture and improve the quality of production by helping build the capacity of farmer producers through the Agricultural Technology Management Agency ('ATMA') programs. In order to enable farmers to be competitive in the market and fetch higher prices for their agriculture produce, alternative channels of marketing are being proposed and developed amongst which strengthening the present marketing structure, by way of modernization is of key importance.

The Project Development Objective (PDO) and overall objectives of TN IAMP are outlined below.

The Project proposes to improve the productivity and quality of produce in agriculture and allied sector by various interventions proposed under Component B. Farmers will get better and reasonable returns for their produce if their access to markets is improved. This can be achieved by developing infrastructure and creating alternative marketing channels as outlined in Component B. The components and sub components of TN IAMP and their component-level objective are enumerated below:

2. B: Intensification and Diversification of Market led Production

i. 1: Market-led Agriculture Technology Transfer

Objective: To increase the productivity of agriculture by adopting modern technology

ii. 2: Agri Business Promotion Facility

Objective: To create trained manpower to operate and manage infrastructure facilities

iii. 3: Market Information Services

Objective: To improve market access for enhancing marketing opportunities for farmers

iv. 4: Livestock Support Services

Objective: To strengthen sources of alternative income for farmers.

3. Improving Farmer Access to Markets

i. 1: Promoting Alternative Markets

1.1: Product Aggregation and Sale through Producers Association

Objective: To provide improved post harvest handling facilities at village level

1.2: Warehouse Receipts Development

Objective: To improve the capacity of farmers on price risk mitigation

1.3: Rural Haat Markets

Objective: To strengthen alternative marketing channel of traditional rural haats

1.4: Introducing e-Marketing Platform

Objective: To establish e-trading as one of the alternative marketing channels

ii. 2: Modernizing Existing Market

iii. 2.1: Modernizing Wholesale Markets

Objective: To improve transparency in all APMCs and to provide basic and productive infrastructure.

Walk through survey was conducted to identify gaps and issues to enable them to focus their efforts in further improving the productivity and production of agriculture in the state. Some of the key objectives are outlined below:

i. To identify gaps/issues in market led production.
ii. To study the existing marketing system of the district and to identify constraints in the marketing system.
iii. To suggest strategies and activities to overcome gaps in market led production.
iv. To suggest interventions to mitigate constraints in the marketing system of the district.

SUB BASIN WISE PACCS

S.No	Gummidipoondi sub basin village	Name of the PACCS

1	Nelvoy	Primary Agricultural Co-operative Credit Society Ltd.
2	New Gummidipoondi	Primary Agricultural Co-operative Credit Society Ltd.
3	Ayanallur	Primary Agricultural Co-operative Credit Society Ltd
4	Thervazhi	Primary Agricultural Co-operative Credit Society Ltd
5	Madhapakkam	Primary Agricultural Co-operative Credit Society Ltd
6	Ekuvarpalayam	Primary Agricultural Co-operative Credit Society Ltd
7	Arampakkam	Primary Agricultural Co-operative Credit Society Ltd
8	Poovalambedu	Primary Agricultural Co-operative Credit Society Ltd
9	P)eriyaobalapuram	Primary Agricultural Co-operative Credit Society Ltd
10	Kavarapettai	Primary Agricultural Co-operative Credit Society Ltd

SUB BASIN WISE EXISITING FPC

There are 6 FPGs (600 farmers) present in already existing Kosasthalai CF FPC'

4. Constraints, strategies & proposed interventions for promoting market led agriculture production in sub basin

Si.No	Issues	Strategy	Activity
1	Non adaption of Package of practices for improving quality of grains	Promotion of pre harvest practices for bridging gap identified by DoA & Horti	Crop Demonstration
2	Non adaption fo Post Harvest practices	Promotion of prost harvest practices for bridging gap identified by DoA & Horti,	PHT demonstration and farmers training
3	Lack of market awareness	Awareness about sources of market information & intelligence	1.C.I.G. Group formation. 2.Pledge loan. 3.Farmers training. 4. Exposure visits

POST HARVEST MANAGEMENT .

5.Technologies and phases of the post-harvest system for Pulses

Different technologies for post-harvest operations of pulse crops are available, traditional or improved, employed at various phases of post- harvest system depending upon the resourcefulness of the farmer growing the crop. A list of such operations are depicted in the below table.

Traditional and improved technologies for post-harvest operations.

Post-harvest operations	Traditional technologies	Improved technologies
Harvest	Manual	Manual and mechanized
Pre-drying	Standing or in shocks	Standing or in shocks
Storage of harvested crops	In fields or on threshing floor	In fields or on threshing floor
Threshing	Manual	Mechanized
Pre-cleaning	Hand winnowing	Mechanized
Drying	Natural	Artificial
Cleaning and sorting	Winnowing in the wind	Mechanized
Storage of grains	In traditional granaries	In bags or in bulk
Processing/Milling	Manual	Mechanized

Post-harvest losses

The expression “post-harvest losses” means a measurable quantitative and qualitative loss in a given product occurred during the various phases of the post-harvest system. In economic terms, sum of the losses in quantity and quality of the products inevitably leads to loss of money. In addition to direct economic losses, some losses result from poor management of post- harvest systems.

Seeds of poor quality, inappropriate farming practices and insect infestation in the field can obviously cause loss of produce even before harvest. From the harvest onward, the grain undergoes a series of operations during which quantitative and qualitative losses may occur. Table 2.2 indicates the type of losses that take place at prevailing conditions at various stages of post- harvest system.

Type of loss at different post harvest stages

Stage of operation	Type of loss
Late harvest	Shattering losses, losses due to attack of birds and other pests
Insufficient drying of grain	Losses due to development of moulds and insects
Improper threshing	Broken grains and threat of insect development at a later stage
Poor storage	Losses caused by combined action of insects, moulds, rodents and other pests
Improper milling	Broken and powdering loss
Transport	Quantitative loss
Defective packaging	Quantitative and qualitative loss

Estimated post harvest losses of pulses

Stages	Losses (%)
Harvesting	1.0-3.0
Handling	1.0-7.0
Threshing	0.5-5.0
Drying	1.0-5.0
Transport	0.5
Primary Processing	1.0
Storage	5.0-10.0
Milling	15.0-20.0
Total	25.0-50.0

MANAGING POST HARVEST LOSSES.

For long term storage pulses should be dried to < 14% moisture content and cooled to < 15oC Temp.

To prevent spoilage, green seeds, dockage & foreign material should be removed prior to storage.

Pulses respire (breathe) in storage which raises seed moisture and temperature requiring regular monitoring and automated aeration.

Effective grain management practices and regular monitoring ensure safe storage of pulses at a high commercial grade, optimum quality and with minimum spoilage risk.

6. POST-HARVEST MANAGEMENT FOR GROUNDNUT.

Post-harvest losses:

Post-harvest losses in Groundnut occur at different stages at harvesting, threshing, cleaning, winnowing, packaging, transportation, storages, processing and marketing. The losses during harvesting are due to left out pods in the soil. It has been estimated that post- harvest pod losses in harvesting varies from 16 to 47 percent, in curing / drying 5 to 50 percent. However in transportation, the losses occur on account of pilferage, leakage of gunny bags and rough handling. The losses during storage are mainly due to driage loss and through damage by rodents and pests. Damage also occurs due to dampness which develops the moulds, leading to contamination withAflatoxin.

To minimise post harvest losses, the following measures should be followed;

1. Timelyharvest whensoil contains sufficient moisture.
2. Use of proper method ofharvesting.
3. Collection of the left out pods from the soil.
4. Striping pods properly by adopting better mechanicalmethods.
5. Drying the wet pods immediately after harvest.
6. Avoiding dampness of stored pods to avoid mouldformation.
7. Avoiding the losses in threshing and cleaning, to minimize damagedpods.
8. Adopting grading practices to get moreprofit.
9. Using good packaging in storage andtransportation.
10. Using was proper scientific technique in storage for maintaining optimum moisture content ofpods.
11. Using pest and rodent control measures before and after thestorage.
12. Storing the Groundnut in the form of pods and avoid in the kernelsforms.
13. Providing aeration to stored pods and stire bulk pods occasionally to avoid dampness and pestinfestation.
14. Staking of the gunny bags on wooden planks to avoiddampness.
15. Properly handling at loading and unloading of Groundnut with efficient and hygienic transportation facilities to reduce the losses at farm and marketlevel.

CONSTRAINTS FOR GROUNDNUT.

1. Input availability
2. Marketing constraints.
3. Environmental constraints.

I.Input availability constraints.

1. Irrigation.
2. Labour shortage
3. Quality seeds.
4. Fertilizer availability.
5. Insecticides.
6. Machinery
7. Credit.

II.MARKETING CONSTRAINTS.

1. Lack of price Information.
2. Price variability
3. Storage losses
4. Transport
5. Low market demand.

III. ENVIRONMENTAL CONSTRAINTS.

1. Shortage/ Untimely rain.
2. High Temperature.

COUNTER MEASURES.

1. Supply of good quality seeds through Agricultural Extension Centers.
2. Development of drought resistant varieties through TNAU.
3. Creation of infrastructure for storage and market intelligence which will help the groundnut growers to get remunerative prices/returns for their produce.

HARVESTING CARE:

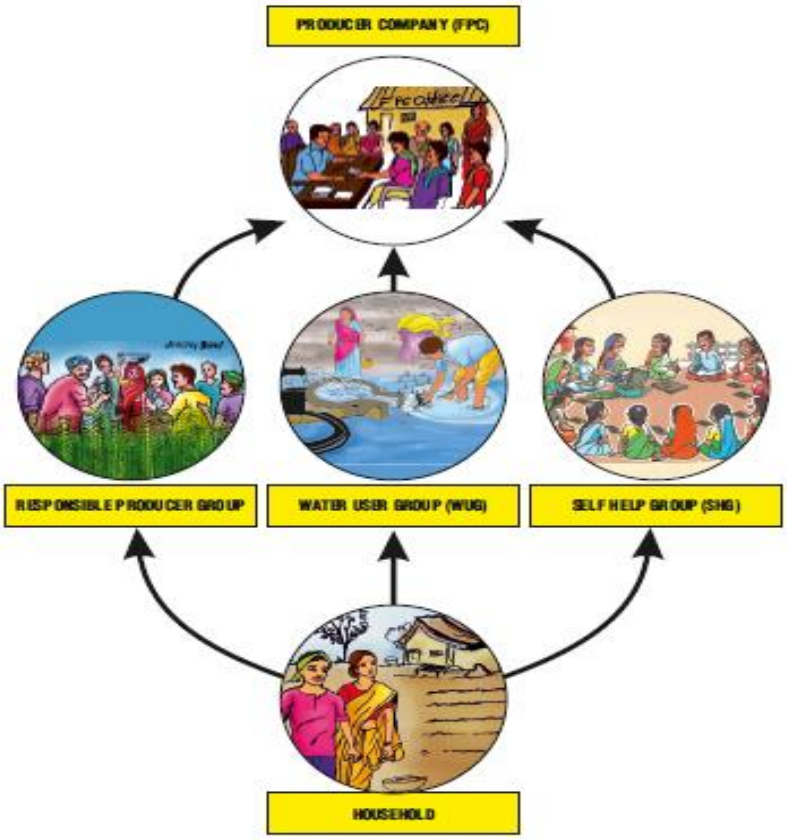
Harvesting of Groundnut comprises digging, lifting, windrowing and stacking of pods. Groundnut is harvested when plant foliage show yellowness. The pod is matured when it becomes hard and tough, and when there is dark tan discolouration inside the shell and the kernel become unwrinkled. Usually, the bunch varieties mature in about 100-105 days and the semi spreading and spreading varieties in about 125-135days.

The following harvesting care should be taken;

1. Harvesting before maturity increases the free fatty-acid content in oil and with lesser shelling percentage, oil and protein content.
2. Immature Groundnut should not be harvested, as are more susceptible to fungal attack.
3. Delay in harvesting results in retention of more pods in soil and less yield.
4. Premature and delay in harvesting reduces viability of the seed kernel.
5. Harvest Groundnut in bright sunny day and avoid during humid/wet weather conditions.
6. Harvest Groundnut, when there is adequate moisture in the soil.
7. Protect the harvested Groundnut, from rain and excessive dew by covering.
8. Avoid heaping of harvested Groundnut to avoid mould formation, which leads in Aflatoxin contamination.
9. Stripped the pods from the plants after the harvest .If the stripping is delayed, spread the harvested plant for few days, which facilitates the drying of pods and air circulation.
10. Keep the harvested Groundnut separately for each variety, to get true to type variety i.e. kernel.
11. Dry the pods for 7-10 days, up to a safe moisture percent.
12. Usually the spreading and semi spreading varieties may be up rooted by harrowing, while bunch varieties may be up rooted by hand operation i.e.manually.
13. Harvesting should be done by adopting proper method harvesting. Keep the proper moisture in the field of Groundnut during expected harvesting time.

PART-III

WALK THROUGH SURVEY AND FORMATION OF FARMER PRODUCER COMPANY



1. Environmental and Social Management

This chapter envisages the mitigation of environmental impacts by assessing and effectively managing the potential environmental impacts due to the interventions under TNIAMP in Agaramaru sub basin. The primary aim is to manage the impacts by suggesting suitable mitigation measures and monitoring its implementation. Further, Gender participation strategy and Grievance Redressal Mechanism will be devised and implemented suitably for all the subprojects pertaining to TNIAMP

2.Summary of walk through survey

Walkthrough surveys were conducted through 22villages situated in Gummidipoondi sub basin during the month of April and May 2020. Officials from Water Resources Department (WRD), Agriculture Department, Horticulture Department, Tamil Nadu Agriculture University (TNAU), Agriculture Engineering Department (AED), Animal Husbandry and Fisheries Department jointly conducted the survey. Regarding WRD, 22 tanks, 4 anicuts in Gummidipoond Sub Basin were selected and proposed for rehabilitation under TNIAMP phase III. Interaction with farmers was made for improving agriculture and allied activities.

It was inferred that in Gummidipoondi sub basin Paddy is the major crop.. Vegetable crops , Pulses, Groundnut, Jasmine are also cultivated in this sub basin. When water is available, paddy is cultivated as second crop followed by pulses as third crop. It was inferred, that farmers are interested in water harvesting structures to prolong the water availability to their crops.

3. Summary of Feedback along with planned activities

The feedback of walk through survey and the planned activities are summarized below

Agricultural related

It was inferred that the farmers are mostly relying on conventional farm methodologies and following same cropping pattern. Hence to make them adopting new methodologies, the following activities are proposed. Farmers can be educated through introduction of field demonstration of improved production technology. Farmer's field schools to educate farmers shall be operationalized at block levels followed by capacity building through exposure field visits. During the survey, it was reported by the farmers about reduced soil fertility; hence, it was proposed to encourage the farmers for green manuring by adopting technologies like vermicomposting, practicing rice fallow pulses cropping in order to enhance the soil

fertility. Another common problem prevailing in agriculture is water scarcity. Farmers have reported that often they cannot avail water for their crops upto full maturity. For this, it was proposed to switch from conventional paddy cultivation method to System of Rice Intensification (SRI). Through this, they can save appreciable quantity of water and also seed. It was also proposed to divert from high water guzzling crops to less water consuming crops like maize, oil seeds and horticulture crops.

Water conservation by introducing farm ponds

It was reported by farmers that they are facing acute loss due to failure of crops due to want of water whenever there is shortage of rainfall. To address this, it was proposed to introduce farm ponds as a mechanism for harvesting and storing the rain water in the lands of selected farmer's preferably marginal and small farmers in order to supplement their terminal irrigation needs

Special Features of the sub basin:

There are no special features in respect of Gummidipoondi sub basin

Agriculture related Infrastructure and Marketing

- ♣ Market design shall have adequate public conveniences.
- ♣ Ensure vermi-composting pits are made to prepare good quality compost from organic wastes of the markets
- ♣ As far as possible develop design for markets with adequate introduction of green building norms – natural light, cross ventilation, use of solar power of lighting etc.
- ♣ Sites for establishing any new markets are free from natural features
- ♣ Plastic and other packaging wastes should be disposed as per existing state rules with proper tie up for disposal; these should be made part of standard operation procedures
- ♣ Follow the project's gender strategy for ensuring proper representation of women across all levels of decision making
- ♣ Ensure that right of way is not affected during construction/repair of warehouses
- ❖ Energy efficient machinery in value addition

Annexure

WALK THROUGH SURVEY (WTS)

1. Walk Through Survey in Gummidipoondi Sub Basin conducted during : 08.05.2020 , 08.06.2020 and 09.06.2020

2. No. of Villages covered - 22 villages
3. Category of Villagers participated :
   i. No. of farmers/ WUA Members participated : 40
   ii. No. of Women Self Help Group Members participated : 5
   iii. No. of representatives from NGO's : ---
   iv. No. of Landless farmers : 5
   v. Panchayat Representatives Participation:
      a) President -No
      b) Secretary - No
      c) Members - No

4. Feed Back (Mention the chapter in DPR where the WTS feedback is recorded):

i. WRD Works:

Tanks (No's)	Anicuts (No's)	Supply Channel/Canal (km)
22	4	

ii. Agri. Related (Agriculture/Horticulture/TNAU/AED):

Soil Type	Existing Cropping Pattern	Major Crops	Major Issues	Farm Ponds	Others
Inceptisol, Alfisol, Entisol, Vertisol	**Perennial crops:**, Mango, **Seasonal crops:** Paddy, Pulses, Groundnut, Tomato, Brinjal, Chillies	mango, and Seasonal crops like paddy, groundnut ,Pulses ,Vegetables	1.Prevailing gap in irrigation 2.Water scarcity 3.Poor agricultural management practices 4.Less yield 5.Reduced soil fertility 6. Necessity for increased usage of Pesticides 7. Disposal of farm waste 8. Labour scarcity during harvest times 9. Non adoption of multicut fodder crops.	To sustain water for crops by introducing farm ponds were requested by farmers.	

iii. Livelihood related (Animal Husbandry/Fisheries):

Veterinary Services (Artificial Insemination, Deworming, Infertility, Disease Surveylence& Prevention, Fodder Development)	Fisheries Activity(Aquaculture in Farm Ponds and Irrigation Tanks)	Others
1. There is gap in demand to supply of fodder for farm animals. 2. Lack of knowledge in managing Cross breed animals. Hence diseases like mastitis, worm infestations are major issues for cattle owners. 3. Infertility of cattles. Many breedable population has not yet been covered under Artificial insemination. 4. Lack of animal identification system which constraints the disease control and planned breeding interventions.	Where ever the impounded water is available for four months and above aquaculture is proposed to be carried out in selected farm ponds.	

5. Special Features of the sub basin:
   i. Ecologically sensitive area if any - nil
   ii. Sensitive Crops :
      a) Water guzzling :
      b) Less Water : nil
      c) Others:
      d)
6. Gender Strategy:
   i. Percentage of Women expected to involve in
      a) WRD Activities - ----- -%
      b) Agri. related Activities - 30%
      c) Livelihood related - 25%
7. Environmental Interventions proposed based on Observations:

For agricultural based activities,

Educating the farmers through Capacity building programme for practicing on-farm green manure production from their own, farm generated organic solid wastes.

4. FORMATION OF FARMERS PRODUCER COMPANY.

The collectivization of producers, specifically marginal and small farm holders into producers' organizations is emerging as the effective possible pathway to address improved access to investments, technologies, knowledge support, inputs and markets. The Government of Tamil Nadu TN IAMP has identified Farmer Producer Organizations (FPOs) as the appropriate institutional form around which farmers would be mobilized and their collective capacity of production and marketing can be leveraged by strengthening their capacities.

A Farmer Producer Organization (FPO) is typically a society/company consisting of only practicing farmers who are also actual producers of specified commodity/ commodities, and is formed under as a Farmers Producer Company (FPC) under the Companies Act 2013. These organizations are created at the cluster, block, district or state level depending upon the needs of the producers considering the demand potential to adopt value chain approach to enhance farmers'/producers' economic and social benefits.

- The main aim of FPO is to ensure better income for the producers through an organization of their own.
- Small producers do not have the volume individually (both inputs and produce) to get the benefit of economies of scale.
- Besides, in agricultural marketing, there is a long chain of intermediaries who very often work non-transparently leading to the situation where the producer receives only a small part of the value that the ultimate consumer pays.
- Through aggregation, the primary producers can avail the benefit of economies of scale.
- They will also have better bargaining power vis-à-vis the bulk buyers of produce and bulk suppliers of inputs.

Essential features of a FPO.

a. It is formed by a group of producers for either farm or non-farm activities.

b. It is a registered body and a legal entity.

c. Producers are shareholders in the organization.

d. It deals with business activities related to the primary produce/product.

e. It works for the benefit of the member producers.

f. A part of the profit is shared amongst the producers.

g. Rest of the surplus is added to its owned funds for business expansion.

Institutions registered as cooperative societies and producer companies have legal

provisions for sharing of profit earned by the FPO by way of dividend. Other legal forms do not explicitly provide for profit sharing. ***However, the FPO can offer better price for the produce it procures from the members, thus, benefiting the latter. Similarly, it can procure inputs/raw material in bulk and sell to members with low margin. Such activities are permissible for FPOs under all legal forms.***

Important activities of FPO.

The primary producers have skill and expertise in producing. However, they generally need support for marketing of what they produce. The FPO will basically bridge this gap. The FPO will take over the responsibility of any one or more activities in the value chain of the produce right from procurement of raw material to delivery of the final product at the ultimate consumers' doorstep. In brief, the FPO could undertake the following activities:

1. Procurement of inputs
2. Disseminating market information
3. Dissemination of technology and innovations
4. Facilitating finance for inputs
5. Aggregation and storage of produce
6. Primary processing like drying, cleaning and grading Brand building, Packaging, Labeling and Standardization Quality control
7. Marketing to institutional buyers
8. Participation in commodity exchanges
9. Export

How would a FPO help the members?

A FPO will support the members in getting more income by undertaking any/many/all of the activities listed under point above. By aggregating the demand for inputs, the FPO can buy in bulk, thus procuring at cheaper price compared to individual purchase. Besides, by transporting in bulk, cost of transportation is reduced. Thus reducing the overall cost of production. Similarly, the FPO may aggregate the produce of all members and market in bulk, thus, fetching better price per unit of produce. The FPO can also provide market information to the producers to enable them hold on to their produce till the market price become favourable. All these interventions will result in more income to the primary producers.

FPO is an organization of the producers, specifically the primary producers. All primary producers residing in the relevant sub basin , and producing the same or similar produce, for which the FPO has been formed, can become member of the FPO. Membership is voluntary. The procedure for obtaining FPO membership depends on the bye-laws of the FPO. The founder-members are those who were there at the time of formation of the FPO. Other members join the FPO later. However, all members enjoy equal rights. A primary producer can become member of a FPO by submitting an application and a nominal membership fee. Some FPOs also charge annual

membership renewal fee. Although primary producers obtain membership of FPO voluntarily, the promoting institution should make efforts to bring all producers into the FPO, especially the small producers.

Who is a primary producer?

Any person engaged in any activity connected with or related to any primary produce will be treated as producer. Primary produce means the produce of farmers from agriculture and allied activities.

Who will manage the FPO?

Each FPO will have an elected Board of Management / Board of Directors as per the bye-laws. The Board can engage professionals to manage its affairs. In the initial years, professional and managerial assistance is usually extended by the POPI (Consulting Agency). As the leaders of the FPO gain experience, they should take over the affairs of the FPO completely.

Can a FPO engage professionals to manage its business?

All legal forms provide for engaging professional and other employees by the FPO. Such persons should be paid out of the income of the FPO. As far as possible, the income should come from value addition to the produce and not from price paid to members. If members get price less than the market, they will gradually move away from the FPO. The professionals and other employees should be paid at par with the prevailing market to ensure that they remain for long with the FPO. Compensation will also depend upon the business plan, ensuring a positive surplus.

Can a FPO procure produce from non-members?

The objective of the FPO is to ensure better income to the member-producers through aggregation and value addition. Therefore, procurement from non-members is usually not undertaken. However, market exigencies at times may necessitate such procurement. There should be provision in the by-laws of a FPO to enable procurement from non-members during such exigencies.

How much expenses will be incurred for registration of FPO?

Expenditure towards registration fee, stamp duty, preparation of documents and facilitation charges etc., will depend on the legal structure of the FPO. In general, establishment of a producer company is more expensive than other legal forms.

What should be the minimum and maximum number of members in a FPO?

The minimum number of membership depends on the legal form of the FPO. For example, 10 or more primary producers can incorporate a Producer Company under Section 581(C) of Indian Companies Act 1956 (same provisions are retained in

the 2013 Act). There is no restriction on the maximum number of membership. Generally, the FPO will require certain minimum scale of operation to remain in business. This operation scale/volume is known as break-even level. Studies have shown that a FPO will require about 500 to 1000 active producers as members for sustainable operation.

Who can become a Producer Organisation Promoting Institution (POPI)?

An NGO, like Consulting Agency can become a POPI. Basically, the POPI needs to be a legal entity so that it can enter into legally valid contracts with other institutions including the FPO which they seek to promote.

What are the roles and responsibilities of POPI?

The primary responsibility of the POPI is to see that the FPO reaches sustainable level of business and the staff of the FPO acquire technical and managerial capability to run the business successfully when the POPI withdraws its support. The principal role of the POPI is, therefore, to build the capabilities of the Staff and Management of the FPO through training and continuous hand-holding. The broad responsibilities of a POPI are indicated below:

a. Cluster identification
b. Diagnostic and Feasibility Studies
c. Business Planning
d. Mobilisation of Producers and Registration/Incorporation of PO
e. Resource Mobilisation
f. Development of Management Systems and Procedures
g. Business Operations
h. Assessment and Audit .

What is a business plan?

A business plan is essentially a written description of a business's future. It provides an in depth report on the environment In which the company functions, what the company plans to do inthe near future and predictions on its performance .A business plan conveys business goals the strate gies to use to meet them, potential problems that may confront FPC's business and ways to solve them, the organizational structure of the business (including titles and responsibilities), and finally, the amount of capital required to finance FPC's venture and keep it going until it breaks even.

Characteristics of good business plan:

I. A good business plan follows generally accepted guidelines for both form and content. There are three primary parts to a business plan.

a) The first is the business concept, where FPC discuss the industry, FPC's business structure, FPC's particular product or service, and how FPC plan to make business a success.

b) These cond is the *market place product*, in which FPC describe and analyze potential customers: who and where they are, what makes them buy and soon. Here ,FPC also describe the competition and how FPC position it self to beat it.

c) Finally, the financial section contains FPC's income and cash flow statement, balance sheet and other financial ratios, such as break-even analyses. This part may require help from accountant and a good spread sheet software program.

2. Breaking these three major sections down even further, a business plan consists of sixkey components:

I. Executive summary
II. Business description
III. Marketing Plan
IV. Production Plan
V. Operation and Management Plan
VI. Financial Analysis

1. BUSINESS DESCRIPTION.

The FPC will produce the required quantity of commercial value crop seeds to the farmers, so that farmers can get better yield and farm income. Similarly, there is huge demand for the certified seeds in Tamil Nadu, taking in to consideration of demand of certified seeds, FPC will produce the required quantity of certified seeds on demand from other parties as follows.

5. EMERGING MARKETING MODELS AND AVENUES FOR FPCs.

1. Government supported pulses price stabilisation scheme:

Central Government is doing pulse procurement through SFAC under Pulses Price Stabilisation Scheme (PPSS) of Government of India. SFAC/NAFED does the procurement in partnership with the FPCs working in different pulses growing area of various States of India, either directly through FPC or through state federation of farmer's producer Companies who is coordinating the procurement activities in partnership with different member FPC. This programme benefits the farmers in terms of better price realization, timely payment and also provides a branding for the FPCs through coverage of maximum farmers of the area without any restrictions and any risk of market price fluctuation. There are two mechanisms through which the FPCs

can participate in the scheme. First, the FPC can be directly contracted by the SFAC/NAFED for the procurement of pre- decided quantity and quality. All arrangements including registration of farmers, verification of KYC, management of procurement centre, quality control, payment of RM or other taxes, transportation of the materials to the SFAC/NAFED designated warehouse and obtaining Warehouse Receipts are the responsibility of the FPC. The claim for settlement is sent to the SFAC /NAFED electronically to receive payments in the FPC account, which in turn paid to the farmers by account payee cheque, a compulsory requirement. *The farmers must get their payment within 3-5 days of the trade. The FPCs receive 1.5–2 percent commission on the volume of transaction*. The Promoting Institution of the FPC can be a party to this arrangement to support the FPC.

2. On-door procurement model

This is a traditional, but the most popular model of commodity trading being practiced in most parts of the country. This model was the most preferred model for farmers as vendors reach the farmer's door, purchase and lift the produce from their home/ farm. Some part of the payment is made immediately and the remaining after sales of the produce which normally takes 1-2 weeks for the completion of the transaction. However, some pilferages exist in this model, particularly on weighing and price aspects where farmers loose. The FPCs came up with a revised version of this model with some variation from place to place which is as following :

- Farmers are informed about the quality parameters and procurement schedule in advance. This is normally based on crop harvesting and arrival.

- Daily highest and modal prices are communicated to the farmers (Wall display in the common place through village resource person or lead farmer)
- Third Party Quality Verification Agency is hired by the FPC (or arranged by the State Federation) for quality verification as per quality parameters pre-decided.
- The trade happens when farmers agree to the price offered by the FPC in accordance to the quality. This happens at the village level.
- Once the trade is executed the FPC takes the materials in their custody and send to the warehouse or to the party with whom it has selling agreement.
- Farmers are paid usually on the same day through cheque /ECS or cash in some cases. At the most delay can happen for three days.
- The FPCs pay the RM and other taxes
- The whole process is done very transparently and the weighing, etc. is done to the satisfaction of the farmers.

This is a very good model of spot procurement where farmers get better price and save transportation cost. However, this requires a forward marketing tie up for the FPCs. Also requires good amount of working capital. The DAM & AB can provide market linkage, working capital and logistical support to the FPCs especially where

the FPCs are in the nascent stage.

3. FPC lead localized seeds production and marketing model

Seeds production and marketing has emerged as one of the potential business activity for the FPC, particularly in States where seeds replacement rate is poor and/or farmers are using composite and synthetic crop varieties. In this model-

1. FPC registers farmers who are progressive, having irrigation facility, and be able to invest on crop health management.
2. Registered farmers are provided parent seeds for multiplication .
3. The farmers are also registered with Seed Certification Agency for 'on field' and process verification audit and provide third party guarantee for the quality of the seeds
4. Continuous training is provided to the farmers on crop husbandry and quality maintenance
5. After harvest, seed is procured by the FPC on the rate of Department Price for grain. A Top-up amount is paid as premium.
6. The FPC does the processing of raw seeds and marketing on their own- local sale as well as through the outlets of other FPCs under their own brand name.

There is another model where the FPC works as organiser of seed production for State Federation/Private and Public companies for a volume and quality pre-decided. The FPC after processing, handover the unpacked seeds to the party for whom it has produced. The branding and marketing is done in this case by the other entity. In this model the farmers get higher yield due to practice of Good Agricultural Practices (GAP) taught during the programme. They also get premium price upfront. In Tamil Nadu, most of the FPCs will be involved in localised seeds production and marketing which has benefitted their farmers significantly and also helped them to achieve financial sustainability. The only limitation of this programme is that, the outreach would be always limited, and due to operational and technical reasons, only the progressive farmers (constituting a small minority) can be covered under this programme.

4. Credit linked Production and Procurement Model

This is an emerging model, which helps both farmers and FPC by involving a Micro Finance Institution in the process. The model works like as following :

The FPC arranges credit for its member producers for agriculture inputs (seeds, fertilisers, farm machinery services and insurance, etc.) by linking members to an MFI. The FPC provides recommendation to the MFI for lending to a particular member without taking any legal responsibility of recovery of the loan. However, it provides buy-back guarantee to the producer borrower of his produce after harvest at the market rate. This is in a way an assurance to the MFI of the recovery of loan at the end of the season. The loan by the MFI is given in kind i.e. the agriculture inputs and services which farmer needs should be procured from the FPC outlet. Once the borrower farmer has received inputs and services the FPC would raise invoice to the MFI for reimbursement of the amount on behalf of the borrower farmer.

After production, FPC procure the produces of the borrower farmer in market rate, FPC sells it in the open market or process it as required and pays the farmer after adjustment of the credit amount directly or facilitates the repayment to the MFI through collection of cheque from the farmer. Since this finance is made against a well planned production and marketing plan hence possibility of failure is very less

This is a very good model provides end-to-end solution to the farmers from inputs and field preparation to crop husbandry service to the buy-back guarantee. On the other hand it expands the scope and importance of the FPC for its members and in the local context. It increases business several folds of the FPCs. The relevance of FPCs becomes very important among the members in this model. The FPC ensures that inputs and services supplied by it are of good quality and competitive in price.

Marketing Plan.

What ever the certified seeds produced by the FPC will be distributed to the FPC members. When certified seeds produced by the FPC, the expenditure will be less but net income will be more. Similarly on demand certified seeds will be produced by the FPC members on behalf of other Certified seed distribution agency on contract farming basis thereby FPC will get sufficient income.

Production Plan.

FPC will select the progressive farmers with assured irrigation facilities for the production of Seeds as per the demand. Such farmers will be selected in advance and sufficient quantity of Foundation seeds will be sourced from Govt or private agency, to supply to the farmers. All inputs like Fertilizer and Micro nutrient for the seed production will be supplied by the FPC besides giving Technology through FSC .Season wise farmer wise plan will be prepared by the Board of Director (Seed Production) with consultation of DDAB.

Operation and Management Plan.

The working Capital requirement for the production of Certified seeds will be sourced from the TNIAMP Grant by the Board of Director (Finance Management). If the seed is produced for the third part agency, the BoD will approach the agency and will get sufficient amount in advance for organizing the seed farms and the amount will be adjusted at the time of invoicing the quantity to the supplier.

Financial Management plan and analysis.

1. The financial analysis is extremely important, in most cases it is the decisive factor. The most significant analysis is the profitability promised by the proposed business; similarly, cash flow statement provide sin sight in to the sustainability of the proposed business. The business plan should contain income statement, balance sheet and the cash flow statement.

2. The financial statement should accompany financial analysis like break even analysis, return on investment, return on assets, return on equity, profit margin analysis, debt equity ratio, etc.

3. Typical Profitability Analysis Ratios to be included

Return on Investment (RoI)= NetIncome / AverageTotalAssets

Average Total Assets = Total asset in the beginning + Total asset at the end /2

Return on Equity = Net Income /Average Stockholder' Equity

Average Stock holder Equity=total stock holder' equity in the beginning +End Equity/2

Profit Margin=NetIncome/Sales

Earnings per share = Net Income /Number of common share outstanding

Business Activities of FPC.

FPC undertaking the following business activities.

Facilitating Input Supply:

Input supply of seeds and fertilizers for selected major crops grown in the area

Primary processing of Surplus Agri.Produce

Facilitating Collective Marketing of Surplus Agri Produce: Facilitating aggregation, primary processing and collective sale ofproduce

Members Growth of the Producer Company (For 5Years)

Particulats	Y1	Y2	Y3	Y4	Y5
Total Members	500	525	550	575	600

Business Activities Proposed By ProducerCompany

Business Activity - 1 (Facilitation of Input Supply – Seeds, Fertilizers, Etc.) Need of the Proposed BusinessActivity

Need of this activity emerged from the discussion with the PG leaders. All farmers face challenges in buying good quality (certified) inputs due to supply constraints and collusion among dealers in the local markets. Inputs are mostly not available on time and the farmers often end up pay above the MRP. All these issues lead to the need of collective purchase of input and PC could be the entity to facilitate this activity for its members especially by creating linkages and negotiating with the companies.

OperationalPlan

PC will follow a step-by-step procedure to perform this activity wherein series of consultations at PG, PC and market levels will be undertaken.

Advertising of services

The PC will advertise its services through a meeting of all PG leaders at least 2 months before the start of the sowing season (either Kharif or Rabi) to declare its intention to supply agro-inputs among the farmers of the cluster. Concurrently, public notices will be put up at prominent locations like schools, hospitals, government offices, GP premises and the FCSC informing all farmers about the availability of inputs.

Collection ofindents

Each PG leader will collect input requirement along with quantity, choice of varieties and brands from all members of his/her PG on a template shared by the PC.

The PG members will be encouraged to club their requirements in case of small and medium farmers if their need is below the standard packet sizes available in themarket.

Enquiries from non-members will be directly attended by the PC office bearers.

PC Secretary will collect the filled-in templates from the respective PG leaders and non-members to collate the data for overall requirement of inputs for the PC.

Vendor selection

Once the final input requirement is finalised, PC leaders will start dialogue with input suppliers from the list of suppliers (see annexures) created by the FCSC SP. Interested parties will be asked to quote their prices and supply terms & conditions separately for each of the inputs. Based on the quotations and supply terms, best two will be shortlisted and one to one meeting will be arranged between suppliers & PC leaders for further negotiation &signing the supply contract(s). Payment &Delivery date(s) will also be finalized in the samemeeting.

Pricing and payments

PC leaders will add its service charges including expenses to the price finalised with the input supplier to derive the price of inputs for the members. Charges proposed to be levied by the PC towards sourcing & supply of seeds are considered to be 6% and 7.5% of purchase value for member and non-members respectively and in terms of fertilizers it is 2% and 3% of the purchase value for member and non- members respectively.

The assumed rates and quantum of sale of the seeds are mentioned in the tables below.

The price and expected delivery dates will be intimated through an open notice and also shared in a meeting with the PG leaders. PG leaders will be asked to collect advance payments from respective group members and submit it to the treasurer of the PC. Individual farmers will be asked to deposit the advance payment to the PC treasurer directly by the PC office bearers. This process will be completed at least a week before the actual deliverydate.

The PC will share details and indented quantum of farmers with the supplier (dealer/distributor/ manufacturer). The PC will maintain regular liaison with the supplier and also make advance payments to the supplier if necessary. This will ensure hassle free and timely supply of the inputs.

Delivery of inputs to farmers

The dealer will supply the indented inputs to the PC along with separate invoices raised in name of each farmer. On receipt of the inputs, PC office bearers will

match the invoices and the goods and create separate lots for each PG. On the delivery day, PC leaders will hand over the inputs to the PG leaders who will receive the goods against a signed acknowledgement. PG leaders will in turn distribute the inputs among PG members based on the quantities indented and paid for by each member. Inputs along with the invoice will be supplied directly to the non-members from the FCSC premisesonly.

The PC functionaries will note the allotment number mentioned on each of the input bags and note the same while supply to the PG leaders. PG leaders will in turn note the allotment numbers while distributing the inputs among the members and share it with the PC treasurer. It will be used by the PC to address grievances from the farmer and seek replacement from supplier in case some lot is found to be defective.

It is assumed that the PC will utilize its regular work force and manage this activity within the general FCSC expenses. It will plan the activity in such a manner that neither extra work force nor additional expenses be required to complete it. All transportation expenses for the inputs to and from the FCSC will be borne by the farmers.

List of market players (inputdealers)

Extensive discussions have been conducted with these suppliers to explore their willingness towards bulk purchase of inputs by PC and further sale of the same by FCSC. List of suppliers and manufacturers of various agri-inputs is presented under Annexure-1. While final negotiations will be conducted with the most potential suppliers shortlisted by PA, currently PC leaders have identified following potential input suppliers in their area who have shown interest to supply agri-input to FCSC.

(I). DISTRIBUTION OF SEEDS:

Following is the business summary of seed facilitation;

Sl.No	Name of the Crop	Area to be covered	Requirement per Ha in Kgs	Total requirement in Kgs	Purchase rate per Kg	Total purchase amount (5*6)	Selling price per Kg	Total selling amount (5*8)	Profit (9-7)
	2	3	4	5	6	7	8	9	10
1	Pulses	150	20	3000	60	180000	65	195000	15000
2	Groundnut	200	140 Kernal	28000	80	2240000	90	2520000	280000
	TOTAL					**2420000**		**2715000**	**295000**

Business summary of seed facilitation

Sr. No.	Particular	Y1	Y2	Y3	Y4	Y5
Sl.No	Particulars	Y1	Y2	Y3	Y4	Y5
1	No. of Members	500	525	550	575	600
	Area in Ha					
	Pulses	150	160	170	180	190
	Groundnut	200	210	220	230	240
	Seed Quantity (in KG)					
	Pulses-20Kgs/Ha	3000	3150	3308	3473	3647
	Groundnut-140Kgs/Ha	28000	29400	30870	32414	34034
	Seed Value (in Rs.)					
	Pulses. 60/kg	180000	189000	198450	208373	218791
	Groundnut.80/kg	2240000	2352000	2469600	2593080	2722734
	TOTAL	**2420000**	**2541000**	**2668050**	**2801453**	**2941525**
	Seed Revenue (in Rs.)					
	Pulses.65/kg	195000	204750	214988	225737	237024
	Groundnut.90/kg	2520000	2646000	2778300	2917215	3063076
	TOTAL	**2715000**	**2850750**	**2993288**	**3142952**	**3300099**

	Profit					
	Pulses	15000	15750	16538	17364	18233
	Groundnut	280000	294000	308700	324135	340342
	TOTAL	**295000**	**309750**	**325238**	**341499**	**358574**

Critical Assumptions

- Producers willing to purchase seeds from FCSC is based on discussions held with BoDs of the PC
- The member growth is the estimate based on the discussions with the BoDs of the PC
- Seed Rate per acre is based on the Government approved distribution
- 5% inflations is considered for cost and revenue for every year
- Transportation expenses for the inputs to and pro from the FCSC will be borne by the farmers and the transportation cost of delivering the inputs at FCSC location will be ensured from the suppliers side
- Rate for the seed is based on the current market rate and is subject to change over a period of time
- Discount offered by the seed supplier is based on the difference in the rate at the distributor level and the retailer & may subject to change over a period of time (In business plan 10% average discount is considered)

(II)DISTRIBUTION OF FERTILIZERS

Business Summary - Fertilizer

Meetings were held with farmers to understand their difficulties in procurement of fertilisers and come up with intervention ideas to reduce the same. Farmers stated that they face maximum difficulty in procuring the fertilizers that are required in bulk quantities. They stated that Urea, DAP and MOP are 3 major fertilizers required in large quantities. Farmers need to procure these from WS/Firms from Kanchipuram.. It entails high transaction cost and time. Therefore, the PC has decided to take up collective procurement of the above 3 fertilizers and make them available to the farmers at nearby locations. Requirement and usage of these fertilizers were ascertained from the farmers during the group meetings and the same were triangulated with information from the department personnel and the input suppliers to arrive at per acre requirement for different crops. Charges proposed to be levied by

the PC towards sourcing & supply of fertilizers are considered at 2 to 3% of the purchase value for member and non-member respectively. Indenting, advance payment, invoice and distribution system will be similar to that followed for seed supply. The assumed rates and quantum of fertilizers are mentioned in the tables below.

FERTILIZER SUPPLY

Sl.No	Name of the Crop	Area to be covered (Ha)	Requirement per Ha in Kgs	Total requirement in Mts (3*4)	Purchase rate per Mt	Total purchase amount (5*6)	Selling price per Mt	Total selling amount (5*8)	Profit (9-7)
1	2	3	4	5	6	7	8	9	10
2	Pulses	150							
	DAP		110	16.500	24000	396000	24720	407880	11880
	Urea		15	2.250	5922	13325	6097	13720	395
	Potash								
3	Groundnut	200							
	DAP		75	15.000	24000	360000	24720	370800	10800
	Urea		10	2.000	5922	11844	6097	12194	350
	Potash		90	18.000	16000	288000	16480	296640	8640
	TOTAL				**75844**	**1069169**	**78114**	**1101234**	**32065**
	G.Total								

Following is the business summary of fertilizer facilitation:

Business Summary – Fertilizer

Sr. No.	Particular	Y1	Y2	Y3	Y4	Y5
1	Fertilizer Quantity (in KG)					
	DAP	31.5	33	35	36	38
	Urea	4.5	5	5	5	5
	MoP	18.0	19	20	21	22
2	Fertilizer purchase Value (in Rs.)					
	DAP	756000	793800	833490	875165	918923
	Urea	25169	26427	27749	29136	30593
	MoP	288000	302400	317520	333396	350066
	TOTAL	**1069169**	**1122627**	**1178759**	**1237697**	**1299582**
3	Fertilizer sale Revenue (in Rs.)					
	DAP	778680	817614	858495	901419	946490
	Urea	25914	27210	28570	29999	31499
	MoP	296640	311472	327046	343398	360568
	TOTAL	**1101234**	**1156296**	**1214110**	**1274816**	**1338557**
4	Fertilizer Profit					
	DAP	22680	23814	25005	26255	27568
	Urea	745	782	821	862	906
	MoP	8640	9072	9526	10002	10502
	TOTAL	**32065**		**35352**	**37119**	**38975**

Critical Assumption

- ✓ The Area under these producers are based on the average area (3.25 acres) per producer in the PC.
- ✓ The member growth is the estimate based on the discussions with the BoD of the PC
- ✓ Fertilizer dose per acre is based discussion with ATMA officials & PC Leaders
- ✓ Rate for the fertilizer is based on the current market rate and is subject to change over a period of time
- ✓ Discount offered by the fertilizer supplier is based on the difference in the rate at the distributor level and the retailer & subject to change over a period of time
- ✓ Member growth is 5% every year against total household of the cluster
- ✓ 5% inflations is considered for cost and revenue for every year

(III). Business Activity-2 (Facilitation of Aggregation and Sale of SurplusProduce)

Need of the proposed business activity

Farmers of this cluster undertake individual sale of their produce. They sell their produce to traders in the local mandis only. They've limited exposure to other markets or sales channels. They have inadequate knowledge of business terms & conditions of other procurers like processors, traders of terminal markets, direct license holders etc. They submit to the dictates of the local traders due the inability to scout and link with other potential buyers and suffer from unfavourable tradingterms.

Around 50% of the famers in this cluster go for distress sale of their produce in order to service credit availed for agro-input purchase and domestic requirements. This becomes more pressing after kharif due to the need for reinvesting on agro-inputs for rabi cropping.

The PC members decided to explore other markets with assistance from the FCSC service provider and line department officials to help the farmers expand their market in search for better prices and trade terms. They also decided to facilitate aggregated sale of produce.

Operational plan of the proposed activity Scouting buyers

PC Leaders will scout market players and make exhaustive commodity-wise list of potential buyers along with the terms of trade. They will shortlisted potential buyers based on negotiated settlements and draw up rate contracts. The PC will be handheld during this activity by the FCSC service provider during the 1st year of this business so as to enable them to do it independently in subsequentyears.

Awareness generation

The PC will brief the PG leaders the terms of trade and quality specifications and prices prevalent at higher order markets. The PG leaders will in turn share the same with PG members and enlist quantum of surplus produce that each member is willing to sell collectively through FCSC. Public notices will also be put at important locations (like GP, School, Hospital, FCSC etc.) to make other farmers of the cluster aware about the initiative of the FCSC. Quality requirements and price offers of higher order market will be mentioned in such notices along with invitation to sell throughFCSC.

Aggregation of Produce

Each PG leader will create a list of interested group members along with surplus quantum available for sale through FCSC. These lists will be submitted to the PC Secretary. Non-members directly convey their willingness and quantum of surplus

produce to be sold through FCSC to the PC Secretary. Final list outlining the quality and quantum of produce available for sale through FCSC will be drawn up by the PC Secretary.

AGGREGATION OF PRODUCE

Sl.No	Name of the Crop	Area (Ha) covered by		Total area in Ha	Productivity Mt per Ha	Total production in Mts. (5*6)	20% of production in Mts (20*7/100)	Purchase price per Mt	Total purchase in INR (8*9)
		Agri	TNAU						
1	2	3	4	5	6	7	8	9	10
	Pulses	150		150	0.600	90.000	18.000	54000	972000
	Groundnut	200		200	2.825(1.977)	395.400	79.000	100000	7900000
TOTAL									**8872000**
20% amount of purchase value	Selling Price per Mt	Total selling price (8*11)	Profit (12-10)						
10a	11	12	13						
194400	58000	1044000	72000						
1580000	105000	8295000	395000						
1774400		**9339000**	**467000**						

Business summary of Aggregation of produce.

Sr.	Particular	Y1	Y2	Y3	Y4	Y5

No.						
Sl.No	Particulars	Y1	Y2	Y3	Y4	Y5
1	No. of Members	500	525	550	575	600
	Area in Ha					
	Pulses	150	160	170	180	190
	Groundnut	200	210	220	230	240
	Production Productivity.Mt/Ha					
	Pulses-0.6	90	95	99	104	109
	Groundnut-Kernal. 1.977	395.4	415	436	458	481
	20% of produce					
	Pulses.	18	19	20	21	22
	Groundnut.	79	83	87	91	96
	TOTAL		**102**	**107**	**112**	**118**
	Purvhase price					
	Pulses.54000/Mt	972000	1020600	1071630	1125212	1181472
	Groundnut.100000/ Mt	7900000	8295000	8739750	9145238	9602499
	TOTAL	**8872000**	**9315600**	**9781380**	**10270449**	**10783971**
	20% of purchase value					
	Pulses	194400	204120	214326	225042	236294
	Groundnut	1580000	1659000	1741950	1829048	1920500
	TOTAL	**1774400**	**1863120**	**1956276**	**2054090**	**2156794**
	Selling value					
	Pulses.58000/Mt	1044000	1096200	1151010	1208561	1268989
	Groundnut. 105000	8295000	8709750	9145238	9602499	10082624
	Total	9339000	9805950	10296224 8	10811060	11351613
	Profit					
	Pulses	72000	75600	79380	83349	87516
	Groundnut	395000	414750	435488	457262	480125
	Total	467000	490350	514868	540611	567641

Soliciting and servicing orders

The PC will identify buyers from higher order markets and negotiate with them for rate contract and supply orders. As per the demand from these identified buyers the PC will undertake supplies at pre- negotiated rates. The PC will also undertake regular market scouting and maintain liaison with other buyers to ensure that regular

enquiries are received by the FCSC. As and when a suitable order comes up, the PC will intimate the farmers through PG leaders and open notices about the crop, quality specifications and quantum requirement. The PC will intimate the terms of payment and time and location of aggregation under the same notice.

The PC will also take up spot sales from time-to-time based on queries from the market. In such cases, the PC will announce the rates to the farmers on daily or deal basis after deducting PC facilitation charges. Farmers will be asked to bring their produce to the FCSC at a given time. PC will monitor the entire process based on terms of the buyer. Record of the quality of produce & price offered will be noted at the FCSC and supply and payment receipts will be issued to the farmers.

The PC will keep equipment like moisture meter and weighing machine for free use of members to facilitate trading. The PC will retain a small portion of the transaction amount as facilitation fee.

Payment to Farmers

Buyer will pay money of produce bought to PC that the PC will pass on to the members either through the PG bank account or directly to farmers in cash after deduction of facilitation charges. Facilitation charges will be calculated at 1% and 1.5% for member and non-member respectively of the sale value. PG will then transfer money to members in case of account transfers. For other farmers, the treasurer of the PC will directly make the payment from FCSC counter.

The PC will insist on advance or spot payment from the buyer. It will negotiate and will extend a cash payment discount of 1.5% on sale value to the buyer in keeping with current market practices. It will pay the farmer at the earliest after receiving payment from the buyer. Under ideal circumstances, the farmer will get money within 48 hours of the transaction.

In the financial calculations, the rates for the produce have been maintained at the average mandi price of Kanchipuram MC at the time of preparation of this proposal. Number of variations have been shown over the 5 years of project period. This has been done to overcome hazardous estimations due to inconsistent movement of commodity prices and low annual increment of MSP.

Marketingstrategy

The PC has extensively discussed the challenges and opportunities in marketing of agro-produce in the district and other major markets. Such deliberations were facilitated by inputs from the FCSC service provider. The FCSC service provider

gained insights on the same through interaction with various market players covering, local traders, processing industries and terminal market traders. It was found that willingness exists among processors and terminal market traders to procure directly from a farmers' organization if quality and supply issues are suitably addressed. They are ready to offer rates that were better than those offered by the local traders with whom the farmers of this cluster have been traditionally dealing. Many of these buyers from higher order markets are ready to lift the produce from the FCSC if supply quantity is adequate and timely availability is ensured.

The PC will establish contacts with potential buyers. They will be guided by the FCSC service provider in the process. Samples of produce will be sent to the buyers and purchase terms negotiated with defined targets regarding price and payment terms.

The PC will undertake sale facilitation for both processed (cleaned and graded) and unprocessed (unclean) products. They will try to target specific market segments as buyers of the different categories of product. Pricing of the products will also be different for the processed and unprocessed categories. It is assumed that the unprocessed produce will sell at a discount of 15% compared to processed product.

The PC intends to reduce its dependence on local markets for sale of the farmers' produce with an eye on maximizing returns. Therefore, it targets to sell a part of the produce to processing industries and traders of terminal markets. It is assumed that better price will be realized from the higher order markets. However, for financial calculations the lower rates similar to those quoted at Kanchipuram MC have been used in keeping with the conservative nature of accounting practices.

Discussions have been conducted with various market players and their willingness towards purchase of commodities through FCSC has been explored PC would engage with them on a need basis and final negotiations will be conducted with the most potential buyers. Factors which the PC would consider to select the buyer include (i) quantum (economies of scale) and quality (which can be managed by the PA) of produce required by the buyer (ii) price offered (better), (iii) terms and conditions (convenient to PA), etc. While following buyers have emerged as the most potential ones, as shared earlier PC will take a decision to engage with the buyer who it feels provides the best offer.

IV) Sale of Value added Pulses.

The pulses value added seeds will be distributed to the members as well to big Stores.

BUSINESS PLAN FOR VALUE ADDED PULSES.

Toor dal milling is a profitable business in India as well in Tamilnadu also. But there is no such industry in Kanchipuram district. All type of dal is getting mostly from other State only. So if FPC start such business, it will fetch good business in long way, there by FPC will get sufficient income by sale of dal.

The are under pulses especially Black gram is Ha and Green gram is ….. ha with average productivity is Kgs/Ha. Hence the production will be around Mts/Annum. Generally, pulses are consumed as one of the variety of food preparation after conversion into de husked split pulse which can be cooked easily. It is assumed that more than 70% of the pulse produced in India is converted into dal.

Milling of pulses is into practiced as a small scale rural operation during ancient times and more recently it is into large commercial operation because of thr increase in demand for the food.



Raw material requirement details.

Total annual production	160 Mts.
Productivity per Ha	0.600 Mts
Total area required	265 Ha.
Supply of Dal within the project area.	90 Mts
Supply of Dal outside the project area	70 Mts.

Sl.No	Name of the Crop	Seed requirement for value addition	Purchase Value @ Rs.54000/Mt	Selling price @ Rs.64000	25% of total purchase value

1	Green gram	90	4860000	5760000	
		70	3780000	4480000	
	TOTAL		8640000	10240000	2160000
					1975000
		Balance WC requirement			185000

Cost of the product and profit percentage.

Capacity utilization is 160 Mts/Annum

Sale Cost of dal is Rs. 64000/ Mt

Annual sales of 160 Mts @ Rs. 64000/Mt Rs. 10240000

Profit per mt /- Rs.5000/

Total profit for 160 Mts Rs. 5000*160=800000/-

Dal mill machinery.





The machinery for dal mill includes the pre cleaner, de-husker, grader, bucket elevators, aspirators and blowers, control panels, destoner, pedal mixer and packing unit.

Process of dal milling.

The basic process in dal milling is cleaning the raw materials, adding oil and sun or mechanical drying, grading, conditioning and de-husking, splitting, separation, polishing and bagging.

The main process is removal of the outer husk layer ans splitting the grain into two equal halves for the milled dal is the main thing involved and the next one is drying method.

Raw Grains

Grain Cleaning Process

Pitting into Roller Dehusker
Oil Smearing Process
Water Treatment Process
Polishing Process
Drying & Cooling Process
Dehusking Process
Splitting Process
Final Split Dal

SEED PRODUCTION PROGRAMME.

Seed is considered the basic input for enhancing agricultural production and productivity. Efficacy of all other agricultural inputs, such as fertilizers, pesticide sand irrigation, etc., as well as the impact of agro-climatic conditions, is largely determined by the quality of the seed used. The estimated contribution of seed sin the productivity is considered to be20-25 per cent. Therefore, ensuring the availability of quality seeds for enabling farmers to achieve higher agricultural production is a strategic requirement.

The seed programme largely adheres to the limited generation system for seed multiplication. The system recognizes three generations—breeder, foundation and certified seeds—and provides adequate safeguards for quality assurance in the seed multiplication chain to maintain the purity of variety as it flows from the breeder's backyard to the farmers

Seed quality is maintained through seed certification, seed testing ,seed labeling and seed law enforcement by the State Seed Certification Agencies. Seed testing is carried out by seed analysts who are experts in seed technology, and seeds being sold in the market are compulsorily required to be labeled as prescribed under the Seeds Act,1966. Seed quality standards are prescribed under the Seeds Act,1966 and Seed Rules, 1969. The label should contain the minimum pre scribed seed quality standards.

To ensure the quality of seeds being sold in the market, state governments appoint Seed Inspectors under the Seeds Act,1966 and the Seeds(Control) Order, 1983. These inspectors draw samples from seed packets being sold in the market and send these samples to the notified seed testing laboratories for quality checking. If any seed is found to be sub-standard, or any seed dealer is found to being contravention of the provisions of the Seeds Actor.

It is well known that many farmers do not have access to certified seeds and depend on farm-saved seeds for boosting agricultural production.

Hence FPC has programmed to produce certified seeds of Blackgram in 50 Ha. to distribute the same to FPC members for next year. The required quantity of Foundation seeds will be get through Government source and through private source and all area will be brought under Seed certification. Therefore farmers will get good enough production and quality of seeds, as well good return of income.

Sl.No	Crop	Area in Ha	Seed requirment in Ha	Total seed requirment in Kgs	Cost of Foundation seed /kg	Total cost required	Registration charges per sowing report	No of sowing report required	Total amount required
1	2	3	4	5	6	7	8	9	10
	Greengram	20	20	400	90	36000	25	50	1250

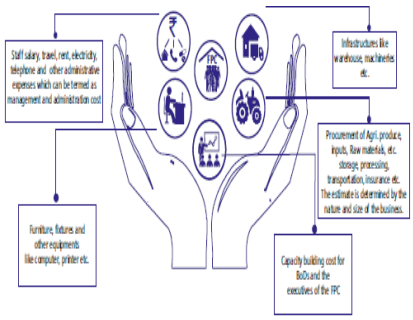
Field Inspection charge/Ha	Total amount required	Total certified seed production in Kgs	No of 20 kg pack required	Cost of cloth bag/no.	Total cost for cloth bags	Cost certification tag (Blue color) /no.	Total cot for tags	Seed testing charges/ sample	No of samples to be tested
11	12	13	14	15	16	17	18	19	20
125	2500	12000	600	20	12000	2.1	25200	30	50

21	22	23	24	25	26	27	28	29	30	31
Total amount required for testing	Processing charges per kg	Total processing charges	Transport charges both from & To/mt	Total transport charges for 12 Mts	Total expenses	Selling price of certified seeds/kg	Total selling price	Cost of buyig price/kg	Total buying price	Total profit
1500	1.5	18000	200	2400	**76150**	85	1020000	75	900 000	120000

6.ASSESSING THE CAPITAL REQUIREMENT OF A FARMER PRODUCER COMPANY.

An FPC may require financial assistance for taking up various business activities as indicated below:

1. Staff salary, travel, rent. Electricity, telephone and other administrative expenses which can be termed as management and administration cost.
2. Furniture, fixtures and other equipment's like computer, printer etc.



3. Infrastructures like warehouse, machineries etc.
4. Procurement of Agri Produce, inputs, Raw materials etc. storage, processing, transportation, insurance etc. The estimate is determined by the nature and size of the business.

UTILIZATION OF TNIAMP GRANTS.

1. Startup Grant for administrative and contingent expenses

The Project will support for newly formed FPOs with a bridge funding to meet out the initial expenditure involved in engagement of technical manpower, purchase of office equipments and to meet out the other contingencies immediately after registration of new FPOs through start up grant. This grant will be utilized by the FPC from registration to business take off. Registered FPCs supported by TNIAMP will be eligible. The consultancy firm will prepare proposal to get start up grant from the project and it will be sent to Commissioner of Agricultural Marketing and Agri Business through Deputy Directors of Agriculture (Agri Business). The proposal will be scrutinized by ABPF Cell and it will be approved by TNIAMP Cell. It will be released as grant in aid by Deputy Directors of Agriculture (Agri Business) through ECS to FPCs to meet out the following expenditure:

1. Honorarium to CEO
2. Honorarium to accountant
3. Purchase of furniture and computer
4. To meet out the initial office rent of the FPO immediately after FPO formation
5. To meet out the contingencies like electricity bill and stationery.

The monitoring will be done by the Deputy Directors of Agriculture (Agri Business) on regular basis and Head quarter TNIAMP Cell. An amount to meet out the above expenditure is Rs. 10.00 Lakh (Rs.5 Lakh/year) for 2 years period after completion of registration.

2. Productive/Capital Investment for New FPC on matching grant basis (80:20)

It is proposed to create Farmer Common Service Centre (FCSC) which will provide the facilities like cleaning, grading, packing and input marketing to FPCs with the main objective of aggregation of agricultural produce. The business plan of the FPC with a maximum ceiling amount of Rs. 60.00 Lakh will be supported through this intervention. An FPO formed under TNIAMP fund by following the procedure laid down in the TNIAMP and a business plan scrutinized and approved by ABPF Cell will be eligible for getting matching grant. The business plan prepared by the Consultancy firm will be sent to TNIAMP Cell and the business plan will further be scrutinized by the ABPF Cell and sent to TNIAMP Cell for approval with their objective in assessment and recommendations.

Approved FPCs may avail the grant by contributing 20% in a Joint Account after which the project would release 80% subject to a ceiling of Rs. 20.00 Lakh to FPCs account through ECS. MoU would be signed between FPCs and the Department for release of project grant to FPCs. Funds will be released in three installments @ 50%, 30% and 20% based on performance appraisal by ABPF. Deputy Directors of Agriculture (Agri Business) will monitor the performance on regular basis and report to TNIAMP Cell in Head quarter. This grant will be utilized for initial business plan execution after registration of FPO.

It is proposed to create Farmer Common Service Centre (FCSC) which will provide the facilities like cleaning, grading, packing and input marketing to FPCs with the main objectives of aggregation of agricultural produce.

Sl.No	Purpose	Nos required	Unit Cots in INR	Total Cost (INR)		
				1st yr	2nd yr	Total
1	Building-Rent	1	7000/Month	84000	84000	168000
2	Seed grader, Gravity separator, De stone, Blowers, Weighing & Stitching machine	1	500000	500000	-	500000
3	Other fixed assets, Furnitures, Electricals, Computer, Printer etc	1	200000	200000	-	200000
4	Other expenses			100000	100000	200000
	TOTAL			884000	184000	1068000

3. Business Expansion grant for new FPC (75:25)

The project will also support for expansion of business. FPCs who successfully utilized the start up and matching grant released from the project will be eligible for availing business expansion grant of up to Rs. 30.00 Lakh. The business plan for expansion grant can either be a part of and a progress of the (1) original business plan prepared for availing matching grant or (2) it may be fresh business expansion plan in addition to or (3) in deviation of the original Business Plan. The business plan prepared by the Consultancy firm will be sent to TNIAMP Cell and the business plan will further be scrutinized by the ABPF Cell and sent to TNIAMP Cell for approval with their objective in assessment and recommendations.

Approved FPCs may avail the grant by contributing 25% in a Joint Account after which the project would release 75% subject to a ceiling of Rs. 30.00 Lakh to FPCs account through ECS. MoU would be signed between FPCs and the Department for release of project grant to FPCs. Funds will be released in three installments @ 50%, 30% and 20% based on performance appraisal by ABPF. Deputy Directors of Agriculture (Agri Business) will monitor the performance on regular basis and report to TNIAMP Cell in Head quarter.

On the above, first and third is not possible, since our FPC is a new one. For availing the Grant we have to start a new business on the following.

1. Selling of seeds to the members.
2. Selling of Fertilizers to the members.
3. Selling Bio cides/Pesticides/Bio fertilizers to the members.

CUSTOM HIRING MACHINE.

Sl.No	Name of the Machine	Nos required	Cost per unit	Total Cost	No of days in operation	Profit per day after all expenses	Total profit (6*7)
1	2	3	4	5	6	7	8
	Paddy Thrasher	1	125000	125000	200	250/hr*8 hrs	400000
	Paddy Combined Harvester	1	2000000	2000000	200	1100/hr*8	1760000
	Weighing machine 100 Kg capacity	2	15000	30000			
	Gunny bag stitching	2	5000	10000			
	Groundnut Decardicator	1	700000	700000	150	200/ hr*8	240000
	TOTAL			**2865000**			**2400000**

MAN POWER REQUIRMENT

Sl.No	Man Power	Total requirement	Monthly salary	Annual financial requirement	
1	Supervisor cum Store keeper -For value addition & Farm Machinieries	1	15000	180000	
2	Skilled labour	2	12000	288000	
3	Unskilled labour	3	8000	288000	
4	Postage			5000	
5	Travel expenses			100000	
6	Other Mis expenses			100000	
	Total			961000	

ABSTRACT:

Sl.No	Purpose	Project Cost	TNIAMP Grant	FPC Share/Individual share	Profit
I	**Productive Investment for New FPC (80:20)**				
1	Seed supply	2420000			295000
2	Fertilizer supply	1069169			32065
3	Produce Aggregation (20% of 8523000)	1774400			467000
4	FCSC	1068000			
5	**Production of Certified seeds**	**112150**			**120000**
	TOTAL	**6443719**			**914065**
	33% amount of Sl.No.1,2,4 &5 +3	**2420000+ 1069169+ 1068000+ 112150= 4669319/33= 1556439+ 1774400= 3330839**	**2000000**	**1330839**	
II	**Business Expansion grant for new FPC (75:25)**		**3000000**		
	Custom Hiring machineries	2865000	-		2400000
	Value added Pulses	185000	-		800000
	Man power	961000			
	TOTAL	**4011000**	**3000000**	**1011000**	**3200000**
	Net profit				

4. SUPPORTING EXISTING FARMER PRODUCER COMPANY:

Eligibility Criteria for new/existing FPC to release grant:

- 51% of the members of the existing FPOs should be from the sub-basin area.
- It should be a duly registered FPC as per Companies Act.
- The number of its individual shareholders should not be less than 500.
- Minimum 33% of its shareholders should be small, marginal and landless tenant farmers.
- It should have a duly elected Board of Directors (BoD) with a minimum of 5 members and with minimum one woman member.
- It should have Management Committee responsible for the business development of the FPC.
- It should have minimum paid up share capital of Rs.10.00 Lakh.
- FPC should contribute 25% amount for the business activity.
- It should have a business plan with details of existing assets and budget for next 18 months that is based on a sustainable, revenue model as may be determined by the implementing agency.
- The FPC should have an account with a bank and bank passbook with transaction details.
- Certificate from bank for credit worthiness.
- It should have a statement of Accounts audited by a Chartered Accountant (CA) for at least for one full financial year.
- Maintenance of mandatory Register as per Register of Compliance (RoC).
- Copy of AoA, MoA and incorporation Certificate.
- Copy of minutes for last four BoD meetings.
- Copy of availed Grant documents.
- **Grant for existing FPO for expansion of business plan (75:25):**
- The project will also support for expansion of business. FPCs who successfully utilized the start up and matching grant released from the project will be eligible for availing business expansion grant of up to Rs. 30.00 Lakh. The business plan for expansion grant can either be a part of and a progress of the original business plan prepared for availing matching grant or it may be fresh business

expansion plan in addition to or in deviation of the original Business Plan. The business plan prepared by the Consultancy firm will be sent to TNIAMP Cell and the business plan will further be scrutinized by the ABPF Cell and sent to TNIAMP Cell for approval with their objective in assessment and recommendations.

- Approved FPCs may avail the grant by contributing 25% in a Joint Account after which the project would release 75% subject to a ceiling of Rs. 30.00 Lakh to FPCs account through ECS. MoU would be signed between FPCs and the Department for release of project grant to FPCs. Funds will be released in three installments @ 50%, 30% and 20% based on performance appraisal by ABPF. Deputy Directors of Agriculture (Agri Business) will monitor the performance on regular basis and report to TNIAMP Cell in Head quarter. This grant will be utilised for expansion of business plan during 3 year..

5. Business Plan development for Agri Entrepreneur:

- Business plan of small scale enterprises with an project cost of Rs. 5,00,000 will be supported. The business plan for trained agri entrepreneur will be prepared by the Agri Business Specialist of each zone and it will be sent to TNIAMP Cell through Deputy Director of Agriculture (Agri Business). The same business plan will be scrutinized by the ABPF at Headquarter and approved by the TNIAMP Cell. An amount of Rs. 1,00,000 will be disbursed by the Deputy Director of Agriculture (Agri Business) through bank to each agri entrepreneur for facilitating credit support.

6. Credit facilitation and business execution support

- The Agri Business Specialist will facilitate necessary credit through bank for agri entrepreneur's business plan to take up business activities and the proposal will be sent to TNIAMP Cell through Deputy Director of Agriculture (Agri Business) for approval. The agri entrepreneur whose turnover is Rs. 2,00,000 per annum will be eligible. An amount of Rs. 1,00,000 will be disbursed by the Deputy Director of Agriculture (Agri Business) to eligible agri entrepreneur for business execution as back ended support through bank. MoU between the Deputy Director of Agriculture (Agri Business) and Agri Entrepreneur will be signed to avail credit support.

Sl.No	Name of the Activity	Target		TNIAMP Grant (L.Rs)
		Phy	Fin (L.Rs)	
1	BP development	10	10	10
2	Credit facilitation and execution support	10	10	10
	TOTAL			20

- The above entrepreneurs will be selected from the trainees who had undergone facilitation workshop training. Those farmers selected from the Facilitation work shop training, will be given training again for Entrepreneurship development. From this training programme 10 Nos of farmers will be selected to avail the above benefit.

7. Matching grant for entrepreneurs (50:50):

The project will promote agro entrepreneurship by women entrepreneur in the area of value addition, food processing and other agri related allied activities. Women farmer from the sub-basin who have undergone certificate training to be priority specified and acquired, minimum education qualification with capacity to invest for the business will be supported upto 50% of the total project cost or to a maximum of Rs. 5.00 Lakh whichever is less. The business plan prepared by the Agri Business Specialist will be sent to TNIAMP Cell and the business plan will further be scrutinized by the ABPF Cell and sent to TNIAMP Cell for approval with their objective in assessment and recommendations. Approved women entrepreneurs may avail the grant as back ended support by contributing 50% after which the project would release 50% subject to a ceiling of Rs. 5.00 Lakh to women entrepreneurs account through ECS. MoU would be signed between women entrepreneurs and the Deputy Directors of Agriculture (Agri Business) for release of project grant to women entrepreneurs. Deputy Directors of Agriculture (Agri Business) will monitor the performance on regular basis and report to Head quarter TNIAMP Cell.

Working Capital for the purchase of Produce by FPC.

Most of the FPCs require working capital fund support for initial activities like input trading, trading of agriculture produce, etc. Therefore, it calls for an understanding about working capital and its assessment.

7. Working Capital

Working capital is the capital required by the company which is used in its day to day operations and managing business. It includes cash, inventory, accounts receivable, accounts payable, the portion of debt due within one year, and other short-term accounts.

Operating Cycle

Operating cycle means the length of time required to convert items like raw material (RM), work in progress (WIP), finished goods (FG) and receivable into cash. If raw material/ agri produce, etc., are to be held by and FPC for a longer point before actually selling and getting cash then the operating cycle is longer. On the other hand if the time gap between procurement and sale is less then the operating cycle is shorter.

Components of Working Capital

The following components of the day to day business operations require liquid fund and which form the requirement of working capital when not be met by the current assets

1. Purchase of agri-inputs to be supplied to its members
2. Purchase of raw materials in case of processing
3, Purchase of agricultural produce in case of simple trading
4 Storage of raw material/ finished goods/ agri produce
5 Processing (food processing/ seed processing, etc.)
6 Transportation of raw material, agri produce, items for selling, etc.
7 Insurance of goods
8 Staff salary, travel, rent, electricity, telephone and other administrative expenses which can be termed as management and administration cost While calculating the requirement of capital for the above mentioned items the following points are to be kept in view:

9 Number of producers/ acreage/number of products and its month wise availability
10 Expected amount of inputs to be supplied to members
11 Total expected volume of raw produce to be procured (month wise)
12 Time of the activity (no. of days from procurement to sale)
13 Purchase price, selling price
14 Credit limit with the producers and to the buyers
15 Monthly cash-in and cash-out projection
16 Storage duration and cost
17 Transportation cost (producers to company and company store to buyers)
18 Grading / processing, packaging, if any
19 Insurance
20. Marketing costs, if any

Any other costs which is specific to the area (statutory requirement. For example, in some states buyers for agriculture produce outside the RM has to pay certain levy to the RM for making purchase from the farmers directly).

Different methods for Assessment of working capital:

FPOs on their part may learn the following simple methods for estimating their working capital requirements. These methods are used by the financing institutions for calculating working capital loan.

Operating Cycle Method:

This method estimates the fund requirement for activities which begins with acquisition of raw materials and ends with collection of receivables.

Stages:

1) Raw materials (RM/RM consumption) 2) Work-in-process (WIP/COP) 3) Finished Goods (FG/COS) 4) Receivables (Debtors/Credit)

Less:

Creditors (creditors/purchases)

Example:

Length of operating Cycle:

a. Procurement of raw material : 30 days

b. Conversion/process time : 15 days

c. Average time of holding of finished goods: 15 days

d. Average collection period : 30 days

e. Total operating cycle : 90 days

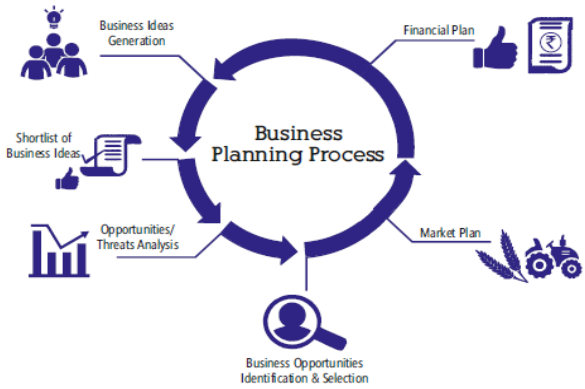
f. Operating cycle in a year : 4

g. Total operating expenses per annum : Rs.60 lacs

h. Working capital requirement : 60/4= 15 lacs

This will be useful when FPC is. going for Value additions

8. Assessment of the Financial viability of the business of Producer Company.



➢The Business Planning Process.

➢ The business planning process starts with

➢ Business Ideas Generation.

➢ Shortlist of Business Ideas.

➢ Opportunities/Threats Analysis.

- ➢ Business Opportunities Identification & Selection.
- ➢ Market Plan.
- ➢ Financial Plan.

. Generate business ideas:

The first step in business planning is to identify the business opportunity. In this case the area of business is already chosen, i.e. agribusiness for the small producers. Identification of specific business opportunity is largely a creative process. In the following a step by step approach is adopted to discuss various tools of generating business ideas.

Opportunity and Threat– Analysis & Business Opportunity Identification:

Once a shortlist of ideas is generated, it must be critically evaluated with respect to the external business environment for identifying the business opportunity and threats. This is also called Opportunities and Threats Analysis (O/T Analysis) and is used to evaluate whether a business idea is worth pursuing any further.

For every idea short-listed write down the Opportunities and Threats in terms of:

1. Size of the market.
2. It's stability i.e., is the demand for the product/service long term or purely temporary?
3. The extent to which the market is dissatisfied with the existing service / solution.
4. Level of competition, high, medium or low.
5. Price and quality sensitivity of the market
6. Degree of profitability
7. Barriers to entry/exit
8. Changes in government's policies such as subsidy, availability of low cost funds, etc.

Based on the Opportunities and Threats analysis, one can identify an appropriate Business Opportunity which could be considered for developing a business plan. However, there could be possibility that the identified business opportunity fails to remain as a potential business opportunity following further analysis, as mentioned further.

9. Breakeven Analysis

The most commonly used budgeting statement is the 'breakeven analysis'. In simple terms, this means that one has to find out using the above three answers what should be the sales revenues so that all the costs incurred in the business are recovered. This volume of sales is called the breakeven sales or the breakeven point. The fixed costs that must be recovered from the sales revenues after the deduction of variable costs determines the sales volume required to breakeven. This also means that any amount of sales after this would result in profits for the business. At breakeven point, the total variable costs plus the fixed costs is equal to the total sales revenue. This can be expressed as:

Sources of finance

In simple terms, ways and means to raise the capital or money required to be invested in a business is called ‘financing’. There are four basic but different ways to raise capital or funds for investing in any business. These are:

1. Credit capital:

Credit capital can be obtained from credit companies or from potential buyers who give a grace period before the amount is due or interest is charged. The producers who sell their products to the PC would not hesitate in giving credit period to the FPC if convinced about the soundness of the business idea. On the other hand the FPC can get part payment in advance from prospective buyers of certain agriculture produce that FPC has made a deal to supply. It can get agriculture inputs from the Agro dealers on the conditions of payment after sales. But mostly this type of finance is not available for startup businesses or a new venture.

2. Equity financing:

Equity financing does not require the business to directly repay the money lent or invested by the investors. In case of FPC the equity comes from the members and no external financier can participate in the equity investment. Being a small producers company the equity contribution is generally less and therefore it cannot contribute significantly to the total fund required for establishing a PC.

3. Debt financing:

This is the most preferred way of financing a new business. Here it is a direct obligation to pay the interest on the money lent by the financier. The biggest advantage is that the financier does not have control over the business as opposed to equity financing. The important point to be noted in this is the rate of interest charged. However, it is not easy to raise debt financing for a producer company without collateral.

4. Grant support:

The PC being a small holders organization may seek working capital support from the Government under certain government schemes.

This brings us to the next concept, which is ‘interest’ on money borrowed or financed.

In our project the working capital will be borrowed from NABARD at lowest interest rate for 5 years.

10.INSTITUTIONAL STRENGETHENING AND CAPACITY BUILDING:

The Government of Tamil Nadu Agribusiness and agriculture marketing department have significant capacity gaps in agribusiness and agriculture marketing. To build the technical capacity of its staff, the project would support technical trainings in agribusiness, agriculture marketing, supply chain management and other relevant topical issues; exposure and learning visits (domestic and international) to learn nuances of agribusiness development; Technical training like Market Intelligence, Reduction of Post-harvest losses, Food processing and value addition, Agri Entrepreneurship Development Programme, Export promotion etc. through the institutions like MANAGE, NIAM etc.

10A.Facilitating PPP Mechanism:

- It is proposed to conduct interface workshops, seminars, consultative meeting and conferences at State level and District level periodically during all six years project period for market linkages with stake holders and banks. The Deputy Directors of Agriculture will conduct interface workshop at District level with the help of Agribusiness specialist who will be at zonal level. Proposed amount for interface workshop is Rs. 3.00 Lakhs and spilt up is detailed below:

Sl.No	Details	Amount (Rs.)
1.	Hall Rent	25000/-
2.	Stage arrangement(Banner and other publicity materials)	50000/-
3.	Public Addressing System	10000/-
4.	Training kit with study materials @ 100x Rs.700	70000/-
5	Refreshment charges @ Rs.375x100x2	75000/-
6.	Honorarium @ Rs.1000x5x2	10000/-
7.	Vehicles hiring charges(3days)	20000/-
8	Exhibition arrangement	20000/-
9	Documentation (Photos album)	20000/-

	Total	**300000/-**

10B.Facilitation Workshop:

- The Workshop for lead farmers, existing entrepreneurs, new entrepreneurs, etc will be conducted by the Deputy Director of Agriculture (Agri Business) and zonal Agri Business Specialist within 3 years project period.

Sl.No	Details	Amount (Rs.)
1.	Hall Rent	10,000
2.	Stage arrangement(Banner and other publicity materials)	10,000
3.	Public Addressing System	10,000
4.	Training kit with study materials @ 50x Rs.200	10,000
5	Refreshment charges @ Rs.200x50	10,000
6.	Honorarium @ Rs.1000x5	5,000
7.	Vehicles hiring charges	15,000
8.	Documentation (Photos album)	5,000
	Total	**75000/-**

10C.Training for Entrepreneurship for 2 days:

- Selected farmers/individuals/entrepreneurs through workshop will be trained as Agri Entrepreneurs.

Sl.No	Details	Amount (Rs.)
1.	Hall Rent	20,000
2.	Stage arrangement(Banner and other publicity materials)	10,000
3.	Public Addressing System	10,000
4.	Training kit with study materials @ 50x Rs.200×2	20,000
5	Refreshment charges @ Rs.200x50	10,000
6.	Honorarium @ Rs.1000x5×2	10,000
7.	Vehicles hiring charges	15,000
8.	Documentation (Photos album)	5,000
	Total	**1,00,000/-**

11.ABSTRACT FOR INTERVENTIONS: Tiruvallur District

Sl. No	Interventions	Phy	Fin (Rs. in L.)
I	**Improving farmer Access to Markets**	2	164.560
II	**Supporting Existing FPO**	2	84.000
II	**Promoting Agri Enterprises**		
a	Interface workshop	1	3.000
b.	Facilitating workshop	2	1.500
c.	Training for entrepreneurship	1	1.000
d.	Business Plan development routed through ABPF	10	10.000
e.	Credit facilitation and business execution support	10	10.000
f.	Matching grant for women individual agri-entrepreneur	2	10.000
	TOTAL		**284.06**

12.Productive Capital Investment for New FPO

Sl.No	Name	Estimated Cost in Lakhs	Project Contribution in Lakhs 80%	FPO contribution in Lakhs 20%
1	Infrastructure facilities for Agri Input Services	12.50	10.00	2.50
2	Marketting primary processing center sorting and gradinig machine	25.00	20.00	5.00
3	packagin	6.25	5.00	1.25
4	Value addition, storage structure de husker ,de stoner, grinding machine grade separator ,polisher ,hot air oven dropper with wirecutter	25.00	20.00	5.00
5	Branding Promotional activities	8.75	7.00	1.75
	TOTAL COSTS	77.50	62.00	15.50

Justification:

Paddy , Pulses and Groundnut are the major crops cultivated in the Gummidipoondi sub basin area of Tiruvallur district. Value addition given to the raw produces fetches a remunerative price to the farming community.

By grouping them into Commodity Groups and registering as Farmer Producer Company will help them to uplift their standard by selling their produce directly to the consumers by doing value addition, branding and marketing. The farmers can be grouped to form a FPC. Institutional and technical support can be given to them for a certain period to equip the FPC to stand on their own.

Hence it is absolutely necessary to form a new farmers groups based on the major crops grown in the sub-basin. Accordingly commodity groups/farmer interest groups will be formed on different crop basis by conducting awareness campaign and training. The CGs/FIGs will be federated/organised to form a Farmer Producer Organisation. Being an organisation the FPC can create market linkages with big traders and agro industries and sell their produce thereby raising the per capital

income of the farmers. Through collective effort the farmers can do value addition to their produce and get remunerative price. The new FPC will be formed for paddy, pulses, oilseeds in the Gummidipoondi sub basin area. Institutional and technical support can be given to them for a certain period to equip the FPC to stand on their own.

FINANCIAL INDICATORS: Profit & Loss Account.

Particulars	Y1	Y2	Y3	Y4	Y5
Revenue from processing Value added service charge	800000	840000	882000	926100	972405
Revenue from facilitation of seed supply	295000	309750	325238	341499	358574
Revenue from facilitation of fertilizer supply	32065	33668	35352	37119	38975
Revenue from Custom hiring machineries	2400000	2520000	2646000	2778300	2917215
Revenue from Aggregation of produce	467000	490350	514868	540611	567641
Seed production	**120000**	**126000**	**132300**	**138915**	**145861**
Total Revenue	**4114065**	**4319768**	**4535757**	**4762544**	**5000672**
Fixed Cost (Excl. of Depreciation, Amortization and Interest)					
Variable Cost					
Total Operational Expenses					
Earnings Before Interest, Depreciation, Taxes and Amortization (EBITDA)					
Depreciation					
Amortization					
Earnings Before Interest and Taxes (EBIT)					
Interest Expense					
Earnings Before Taxes (EBT)					
Tax					
Earnings After Taxes (EAT)					
Profit (loss) carried to Balance Sheet					

CASH FLOW OF FPC

Sl.No	Particulars	Y1	Y2	Y3	Y4	Y5
1	**Revenue**					
1	Revenue from processing Value added service charge	800000	840000	882000	926100	972405
2	Revenue from facilitation of seed supply	295000	309750	325238	341499	358574
3	Revenue from facilitation of fertilizer supply	32065	33668	35352	37119	38975
4	Revenue from Custom hiring machineries	2400000	2520000	2646000	2778300	2917215
5	Revenue from Aggregation of produce	467000	490350	514868	540611	567641
6	**Seed production**	**120000**	**126000**	**132300**	**138915**	**145861**
	Total Revenue	**4114065**	**4319768**	**4535757**	**4762544**	**5000672**
2	**Equity/ Share capital**	1000000				
3	**MACP Investment Grant**	5000000				
4	**Amortization**					
5	**Depreciation**					
	Sub Total (A)					
	Cash Outflow (Rs.)					
1	**Capital Expenditure**					
a	Furniture and Fixtures	200000				
b	IT and Infrastructure					
c	Land and Building	168000				
d	Plant and Machinery	500000+ 2865000				
e	Preliminary Expenses	200000				
2	**Operational Expenditure**					
a	Fixed Cost (Excl. Of Interest)	961000				
b	Variable Cost					
3	**Dividend**					
4	**Tax**					
	Sub Total (B)					
	Net Cash Flow (A-B)					
	Opening Cash and Bank					
	Cumulative Cash Balance					

FinancialIndicators

Net Profit Ratio:

The average net profit ratio for 5 year is **…. %**.

Internal Rate of Return (IRR):

The project internal rate of return **should be more than 10%** as per the current financial scenario of the country. The project **IRR is ….. %** therefore it is clearly indicating that the project is feasible for investment.

Break Even Point:

The average break even percentage is **……%** and as per financial standards it should be below 60%.

Payback Period:

The Payback period for the project is **… years … months** and equity payback period is **.. year … months**. It should **be less than 4 to 5 years** therefore the project payback periods is within the limit.

Net Present Value

With a discount rate of 10% and a span of 5 years, the projected cash inflows are worth **Rs. ……** today, which is greater than the initial cash outflow of **Rs. ……** . The resulting positive NPV of the above project is **Rs. ……..** which indicates that pursuing the above project may be optimal.

Return on Capital Employed

The return on capital employed for the project is **……. %** which is above the expected financial standards.

Return on equity

The return on equity for the project is **……. %** which is above the expected financial standards.

Individual benefits of each PCmember

The members of the PC are envisaged to gain from the activities of the FCSC. Such benefits can be categorized into direct and indirect benefits. Under direct benefit, the PC are set to benefit from their share in the profit due to ownership of shares in the PC.

**Note - No Dividends are distributed in the initial years and the profit is retained for future expansion.*

However, the indirect benefits far outweigh the direct ones. Such benefits are hereunder.

1. Purchase o finputs
2. Reduction in transport cost and time due to availability of inputs in the village.
3. Lower price of inputs due to passing on of bulk purchase discounts by PA
4. Timely availability of quality inputs due to planned and negotiated purchases by PA
5. Aggregated sale of produce
6. Better rates than APMC due to lower deductions in weight and lower transaction charges
7. Proper weighing and rate fixation due to transparent operations
8. Stability in rates due to negotiated rate settlement with buyers by PA
9. Processing of produce
10. Availability of facility for value addition where there was none
11. Better rates for produce
12. Enhanced asset value
13. Increased value of shares in a profitable business entity leading to asset enhancement

PART-IV

GENDER PARTICIPATION AND GRIEVENCE REDRESSAL MECHANISM

1. Gender/Women Empowerment:

The project has a strong focus on social development and gender, and to further enhance women empowerment .To further enhance the emphasis on gender and to improve women's empowerment, the project is preparing a Strategy and Action Plan for Gender and Empowerment. Attention will be paid to ensure that landholding women will be included in FPOs.

GENDER PARTICIPATION PLAN.

1. The focus group discussions with women groups and stakeholders held at different project locations (during walk through survey) by a team to identify gender issues relevant to TN IAMP which are given below:

- Low/ less participation of women in development program.
- Women play significant role in agriculture and other related activities, however these are not recognized by communities.
- Ownership of agricultural land is generally in the name of men.
- Women cultivators have problems in accessing markets particularly because of social and economic constraints in reaching nearby markets.
- Wages to women are generally underpaid and are not at par with male workers for same type of work.

Though it is not realistic to address all issues and concerns of women, a right approach would be to focus on specific issues that could address those that are most relevant to the project outcome. The approach therefore is to formulate specific project interventions focusing on women and supplement them with the existing government programs for the socio-economic benefit of women. Specific measures under the project could include creating required infrastructure (like resting place, clean sanitation facilities etc.) to facilitate women visiting the markets and help them participate in the trading activities. Following this approach, the gender development strategy of the project includes specific activities such as: identifying infrastructure needs and facilities for women members at market, working with women Self Help Groups (SHGs) in the construction activities,

organizing training for active participation of women members in the market committees, and ensuring that women members attend all meetings of the market committee or Producer Company.

Guidelines for Implementing gender Strategy.

Stage	Process	Activities	Output
Preparation	Identify gender concerns through participatory consultations	List issues and prioritize	Issues identified that need to be addressed if possible under the project
	Inform about the project activities and benefits	Organize meetings with the women farmers	Sensitization of women on project objectives and activities
	Sensitize other stakeholders on gender concerns/issues	Organize workshops ongender sensitization	Sensitization of other stakeholders on the importance of gender
Implementa-tion	Encourage women participation in project activities	Work with women Farmers/groups for active participation in the project activities	Active women participation
	Encourage equal wages for equal work in all project works		Actual wages paid to women

Operation	Encourage women participation in WUA	Organize training for active participation of women in WUA Encourage more women members to attend meetings of WUA	No of training organized No of women attended

2.The strategy for the inclusion of women is given below:

Stages	Strategy	Planned Activities
Preparation	Inform on project details, identify gender concerns/ issues in relation to the project activities	▪ A stakeholder consultation meeting will be conducted in which the issues related to women will be discussed. ▪ Pre launch workshop will be organized at APMC for stakeholders including women.
Implementation	Ensure women participation in project activities	▪ Local women workers will be given preference in construction activities to be undertaken under e-Negotiable Warehouse. ▪ Appropriate representation to women is already given and will be ensured further in APMC Managing Committee.
	Ensure equal wages for equal work in all construction related works.	A wage register will be maintained at work site to ensure, check and monitor whether equal wage is paid to equal work involved in construction activities under e-Negotiable Warehouse.
	Ensure no women harassment under the project	▪ An Anti- harassment Cell comprising members at APMC will be formed to discuss the issues related to women harassment. ▪ A complaint register will be maintained at RM to ensure quick redressed of women abuse and related issues. ▪

Operation	Ensure women participation in the working of APMC	▪ The RM will organize need based trainings, meetings etc. ▪ Women representatives will be given opportunities to participate in various outside trainings and workshops. ▪ Participation of women in management of RM will be ensured.
	Employment generation for women in sub project activities	Involvement of local women in RM activities will be encouraged and ensured that the RM continue in operation & post operation period.

3. Grievance Redress Mechanism:

A multi level feedback mechanism and GRM, including the structures and process at different levels. The structures and processes of these mechanism, including their scope, memberships, procedures for receiving documenting grievances received, decisions to redress, communication of redress, periodicity of meetings to redress and multi level public disclosure will be finalized

Grievance Redress Mechanism is part and parcel of the machinery of any project. No administration can claim to be accountable, responsive and user-friendly unless it has established an efficient and effective grievance redress mechanism. In fact, the grievance redress mechanism of an organization is the gauge to measure its efficiency and effectiveness as it provides important feedback on the working of the administration.

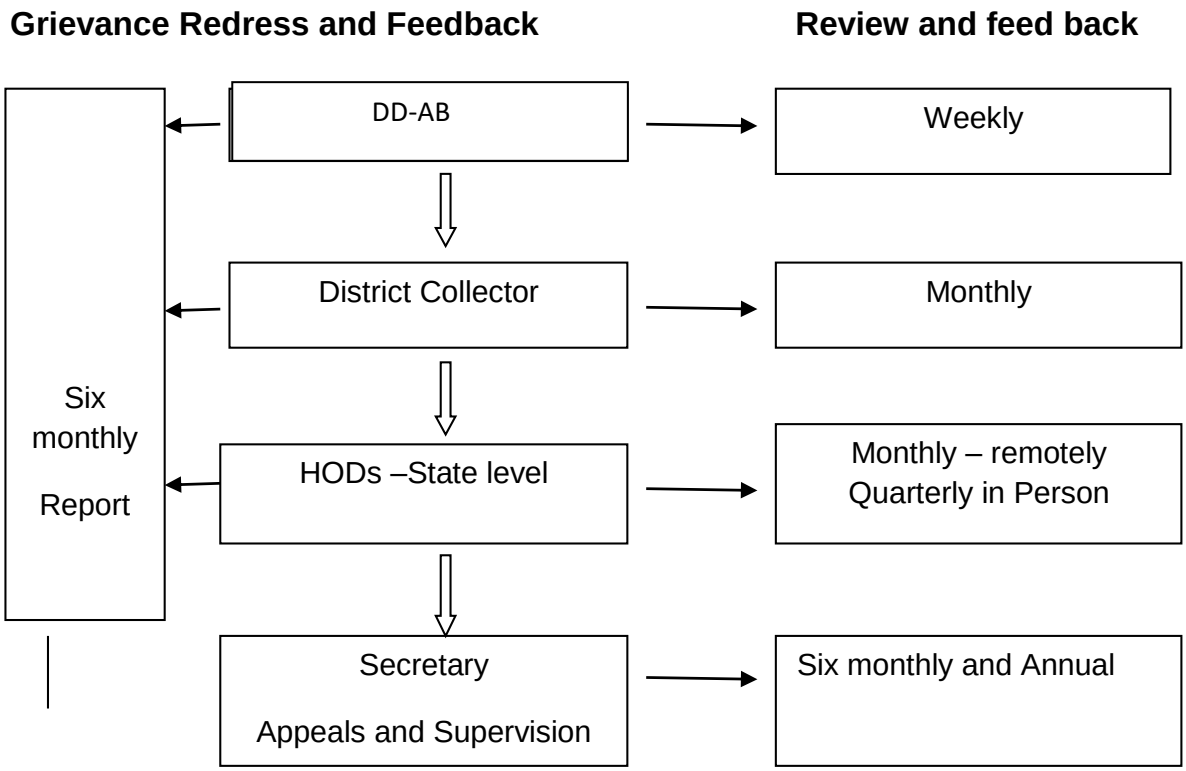
- The grievance redress process will be a continuous, transparent and participatory process that would be an integral part of the project's accountability and governance agenda.

- A project level GRM will be in place for addressing social, environmental and project related grievances.

Prompt and Effective Redress of Grievances

a. Grievances should be necessarily acknowledged, with an interim reply within 5 days of receipt and redressed within 1 month of receipt in the Organisation. The same time limit should apply even if co-ordination with subsidiary offices or another Department /Organisation is involved. In such instances special efforts, to be suo moto disclosed when reports are called, should be made.
b. No grievance will be rejected without having been independently examined. At a minimum, this means that an officer superior, to the one who delayed taking the original decision or took the original decision that is cause for grievance, should actually examine the case as well as the reply, intended to be sent to the grievance holder

Grievance Redress Mechanism-Flow chart



- For every six months report is prepared at all levels and sent to the Secretary.
- Effort will be made to create awareness about GRC mechanism to the beneficiaries through use of flyers and pamphlets at the village, Block and District level.
- The GRC will receive and redress grievances and complaints that are formally brought to the GRC in writing by the persons and/or group of persons who have a grievance because of the Program's adverse impact on him/her and them.
- The grievance would, among others, relate to payment of compensation and involuntary resettlement assistance in accordance with the eligibility criteria as set out in this Resettlement Policy Framework(RPF).

Process of GRC

- Open House at the Block and District levels.

- The GRC will receive all grievances/complaints and enter them in the Grievance Register;
- The GRC will work out a timeframe to redress grievances/complaints if such grievances/complaints are not redressed during the first meeting;
- The GRC will acknowledge receipt of all grievances/complaints, by registered post, within 7 days of receipt;
- The GRC will consider and redress grievances/complaints through public and transparent process in which all those who have lodged their grievances and complaints in order to facilitate transparency and accountability;
- The GRC will communicate its decisions/redress in writing to the complainants within 4 weeks depending on the nature of complaints.

Complaints/Grievances Register

- (a) Serial Number;
- (b) Case Number;
- (c) Name of the Grieved/Complainant;
- (d) Name of Father/Husband;
- (e) Gender (f) Age;
- (g) Full Address;
- (h) Brief details of grievance/complaint;
- (i) List of documents, if any, attached;
- (j) Details of previous grievance/complaint, if any;
- (k) Date of receipt of grievance/complaint and
- (l) Date of acknowledgement of grievance/complaint
- When closing the complaint, agreement should be made with the complainant on remedy, and both parties sign to their approval of the case being closed and outcome accepted. Copies are kept in both hard copy and electronic

4.MOBILIZATION OF SMALL AND MARGINAL FARMERS IN FPO.

INTRODUCTION.

Nearly 92% of operational holdings in Tamil Nadu being small and marginal holdings, have limited capacity to mobilize credit, adopt latest technologies and to add value to their agricultural produce. Hence, to make them avail these benefits and to increase their income, the Government of Tamil Nadu is implementing an innovative programme for organizing small and marginal farmers into **'Farmer Producer Groups'** which will be federated into **'Farmer Producer Organisations'** to promote collective farming for credit mobilization, better adoption of technology and to facilitate effective forward and backward linkages. During the project period 80 such Farmer Producer Organization are proposed to be promoted, each comprising not less than 500 farmers so as to cover at least 40000 to 80000 farmers during the project period. Each Farmer Producer Group will be given a grant of Rs.10 lakh besides channelising grants and credit available to Farmer Producer Organizations from NABARD and Small Farmer Agri Business Consortium.

The concept of FPO is to identify small and marginal farmers in a contiguous area and group them as Farmers Interest Groups **(FIG).** 5 FIGs would be integrated into a Farmer Producer Group **(FPG).** Such FPGs would be encouraged to adopt mixed farming and add value to the supply chain of the agricultural produce through Micro Enterprises and service Institutions owned and operated by them. Each FPG would consist of minimum 100 farmers so as to cover at least 40000 to 80000 farmers during the project period. About 5 to 10 such groups in a contiguous area which would be later federated into Farmer Producer Organization(FPO).

After the approval of FIGs by District Collector, five such FIGs in the same village or nearby villages within a Block or adjacent Blocks cultivating the same or similar crops in a season will be federated into one Farmer Producer Group (FPG) comprising at least 100 Small Farmer / Marginal Farmer.

Expected outputs:

- Increase in area under production and productivity.
- Diversification from food grains into high value agriculture.
- Improved marketing, postharvest management and value addition.
- Establishing CGs and FPOs and facilitating PPPs will lead to increased incomes of beneficiaries.
- Higher price through better aggregation and new market channels.
- Dissemination of improved market information.
- Reduced input prices resulting from procurement by FPOs in bulk.
- Increased value addition.
- Support productive postharvest management infrastructures.
- Substantial employment generation due to area increase.

Contact person:

Sl.No	Designation	Mobile number
1	Deputy Director-Agri Business	7708541376
2	Agricultural Officer	9361587466

5.ANNEXURE :I

ABSTRACT FOR INTERVENTIONS: Tiruvallur District

Sl. No	Interventions	Phy	Fin (Rs. in L.)
I	**Improving farmer Access to Markets**	2	134.560
II	**Supporting Existing FPO**	2	84.000
II	**Promoting Agri Enterprises**		
a	Interface workshop	1	3.000
b.	Facilitating workshop	2	1.500
c.	Training for entrepreneurship	1	1.000
d.	Business Plan development routed through ABPF	10	10.000
e.	Credit facilitation and business execution support	10	10.000
f.	Matching grant for women individual agri-entrepreneur	2	10.000
	TOTAL		**284.06**

6.ANNEXURE :II

BUDGET OUTLAY FOR 3 YEARS – Tiruvallur District -FPC South

S. NO	Name of the Interventions	Gummidipoondi- Tiruvallur						Total Financial (L.Rs.)
		2020-21		2021-22		2022-23		
		Physical (nos)	Fiancial (L.Rs.)	Physical (nos)	Fiancial (L.Rs.)	Physical (nos)	Fiancial (L.Rs.)	
I	Improving Farmer Access to Markets							
A	Support for new Farmer Producer Company							
1	Consultancy charges for Formation of FPCs for first year and Business plan development and execution for next 2 years (i.e totally for 3 years)		1.920		5.940		5.940	13.800
2	1 MTS (Mobilisation Training Specialist) and 2 FOs (Field Organizers) for first year only		4.680					4.680
3	.FPCs formation and registration (Awareness Campiagn, meetings with CGs, Registration Cost)		3.800					3.800
4	Start up grant for administrative and contingent expenses	1	-		5.000		5.000	10.000
	TOTAL							32.280
5	Productive Investments for FPCs (Matching grant basis on the basis of Approved Business Plans). This could include support for investment on processing, grading/ sorting, mechanization, storage, packacing, value addition, input sale to members, branding and promotional activities etc) 80% Grant : 20 % farmer contribution				10.000		10.000	20.000

6	Business expansion Matching Grant : (75% Grant - 25 % Farmer contribution)				15.000		15.000	30.000
	Sub-total	2	10.4		35.940		35.940	82.28
B	Supporting Existing Farmer Producer Companies	2						
	1. Consulting support for Business Expansion (2 years)		12.000		12.000			24.000
	2. Business expansion Matching grant (75% Grant - 25 % Farmer contribution)		30.000		30.000			60.000
	Sub Total	2	42.000		42.000			84.000
C.	e-Negotiable Warehouse Receipt Financing							
	1. Pilot Investment in 4 selected godowns	0	0.000	0	0.000	0	0.000	0.000
II	Promoting Agri Enterprises							
A	Facilitating PPP Mechanism							
	Interface Workshops/ Seminars/ Conferences at State and District level	1	3.000	0	0.000	0	0.000	3.000
B.	Supporting Agro-enterprenuers to provide services to farmers							
1	Facilitation workshop (50participants per workshop)	2	1.500	0	0.000	0	0.000	1.500
2	Training for Entreprenuership (30 participants/batch) for 2 days	1	1.000	0	0.000	0	0.000	1.000
3	Business Plan development routed through ABPF	10	10.000	0	0.000	0	0.000	10.000
4	Credit facilitation and business execution support through service providers routed through ABPF	10		0	10.000	0	0.000	10.000
5	Matching grant for women individual agri-entrepreneur as back ended subsidy through bank on pilot basis (Agro Processing, Value Addition)	2	10.000	0	0.000	0	0.000	10.000

	Sub-total	-	25.500	0.000	10.000	-	0.000	35.500
	Grand Total (I+II)	-	77.9	-	87.940	-	35.940	201.780

BUDGET OUTLAY FOR 3 YEARS – Tiruvallur District -FPC-North

S. NO	Name of the Interventions	Gummidipoondi- Tiruvallur						Total Financial (L.Rs.)
		2020-21		2021-22		2022-23		
		Physical (nos)	Fiancial (L.Rs.)	Physical (nos)	Fiancial (L.Rs.)	Physical (nos)	Fiancial (L.Rs.)	
I	Improving Farmer Access to Markets							
A	Support for new Farmer Producer Company							
1	Consultancy charges for Formation of FPCs for first year and Business plan development and execution for next 2 years (i.e totally for 3 years)	1	1.920		5.940		5.940	13.800
2	1 MTS (Mobilisation Training Specialist) and 2 FOs (Field Organizers) for first year only		4.680					4.680
3	.FPCs formation and registration (Awareness Campiagn, meetings with CGs, Registration Cost)		3.800					3.800
4	Start up grant for administrative and contingent expenses		-		5.000		5.000	10.000
	TOTAL							32.280
5	Productive Investments for FPCs (Matching grant basis on the basis of Approved Business Plans). This could include support for investment on processing,				10.000		10.000	20.000

	grading/ sorting, mechanization, storage, packacing, value addition, input sale to members, branding and promotional activities etc) 80% Grant : 20 % farmer contribution							
6	Business expansion Matching Grant : (75% Grant - 25 % Farmer contribution)				15.000		15.000	30.000
	Sub-total	1	10.4		35.940		35.940	82.28
B	Supporting Existing Farmer Producer Companies							
	1. Consulting support for Business Expansion (2 years)							
	2. Business expansion Matching grant (75% Grant - 25 % Farmer contribution)							
	Sub Total							
C.	e-Negotiable Warehouse Receipt Financing							
	1. Pilot Investment in 4 selected godowns							
II	Promoting Agri Enterprises							
A	Facilitating PPP Mechanism							
	Interface Workshops/ Seminars/ Conferences at State and District level							
B.	Supporting Agro-enterprenuers to provide services to farmers							
1	Facilitation workshop (50participants per workshop)							
2	Training for Entreprenuership (30 participants/batch) for 2 days							
3	Business Plan development routed through ABPF							
4	Credit facilitation and business execution support through service providers routed through ABPF							

5	Matching grant for women individual agri-entrepreneur as back ended subsidy through bank on pilot basis (Agro Processing, Value Addition)							
	Sub-total							
	Grand Total (I+II)	-	10.4		35.940		35.940	82.280

7. Annexure-III

CALANDER OF OPERATION.

Sl. No	Name of the Interventions	Month wise operation														
		Apr-2020	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan 2021	Feb	Mar	Apr	May	Jun
I	**NEW FORMATION OF FPC**															
1	On board consulting Agency			1												
3	Baseline survey				1											
4	Preliminary meeting-Awareness campaign					2										
5	CGs formation						3									
6	Conducting meeting with CGs/FIGs									2						
7	Identifying members for BoD and Chairman											15 days				
8	Trust building/Business Motivation for CGS												3			
9	Registration															15days
		Jul-21	Aug	Sep	Oct	Nov	Dec	Jan-22	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
10	Business Plan preparation															
11	Release of Startup grant	50%						30 %			20%					
12	Release of productive Investment															
13	Release of Business Expansion Matching Grant															

Sl. No	Name of the Interventions	Target in Nos	Aug-20 to Aug-21	Aug-21- to Aug-22	Aug 22 to Aug 23	Aug-23 to Aug 24
1	Interface workshop	1	1			
2	Facilitation workshop	2	2			
3.	Training for Entrepreneurship	1	1			
4	Credit facilitation	10		5	5	
5	Business Plan Development	10		10		
6	Matching grant for Entrepreneur	2	2			
	FACILITATING PPP MECHANISM					
1	State level investors meet					
2	Consultative meeting					
3	National Seminors					
4	MOU between private buyers and FPC					
5	Evaluation of business plan of FPC					

DEPUTY DIRECTOR OF AGRICULTURE

(AGRI BUSINESS)

TIRUVALLUR