

AGRI MARKETING



Agri Business Centre under construction at Thimanguthu, Pollachi and World Bank Agri Marketing Consultant in conversation with farmers and officials at site.

“ Happy to note that there is appreciable improvement in ABC and Commodity Group activities compared to last visit”
Sitaramachandra Machiraju, World Bank - Agribusiness Specialist



Coconut Commodity Group farmers meet on drawal of MoU with Marico for Copra with incentive premium.

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Witnessing correct Chillies Marketing practices ie. Grading, Weighment etc. during exposure visit to SAFAL Market Bangaluru.

“ Good linkages with private sector for chillies marketing based on Varitel Selection, Grading etc. has benefited both the farmer and the manufacturer ”
Sitaramachandra Machiraju, World Bank - Agribusiness Specialist



Chillies Growers' Seminar at Sivagangai