

AM3



ABSTRACT

Agriculture - Farmers Welfare - Agricultural Marketing and Agri Business - Announcement 2023-2024 - Organising Ten State Level Seminars on Agricultural Export Promotion -Permission - Accorded-Orders - Issued.

AGRICULTURE - FARMERS WELFARE (AM3(2)) DEPARTMENT

G .O.(Ms).No.86

Dated:10.05.2023

திருவள்ளூர் ஆண்டு 2054

சோபகிருது வருடம்

சித்திரைத் திங்கள் 27 ஆம் நாள்

Read:

The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board, letter No.E3/1860/2023, Dated:12.04.2023

ORDER:

The Hon'ble Minister for Agriculture- Farmers Welfare has made the following announcement in the Agriculture Budget Speech 2023-2024:

"To facilitate additional income and increase the market avenue through export, 10 seminars on export will be conducted at an outlay of Rs.50.00 lakh"

2. In the letter read above, the Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board has informed that the event aims to provide a platform for stakeholders involved in the Agricultural Export and Institutions involved in the Promotion of Agricultural and Food Products export in our state. The stakeholders like Farmers, Traders, Exporters and FPOs will be engaged to share experiences, Products and opportunities for scaled action.

3. The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board has given the details of the main themes of the programme, the Participants and the event format as follows:

Main Themes of the Programme:

1. **Exhibition (Physical):** Promotion of Products of Exporters and Farmers across Tamil Nadu

2. Promoting and understanding an enabling policy and regulatory environment for Agricultural Export.
3. Scope for continuous handholding and mentoring for Farmers, Traders and Farmer Producer Organizations (FPOs) on Export Promotion and Development.

Participants:

1. Farmers, Farmer Producer Organizations (FPOs), Start-ups of Agricultural and Food Products, Aspiring entrepreneurs, Students, etc.
2. Exporters, Domestic traders, Associations, Micro, Small and Medium Enterprises (MSMEs), Business Ventures.
3. Tamil Nadu Agricultural University (TNAU) and Department officials.
4. Export promotion institutions like Agricultural and Processed Food Products Export Development Authority (APEDA), Directorate General of Foreign Trade (DGFT), Federation of Indian Export Organization (FIEO) and Confederation of Indian Industries (CII).

Event Format:

1. Expo: Agricultural and Food Producers and Exporters across Tamil Nadu will showcase their products.
2. Buyer-Seller Meet / Immersion Programme for the FPO's/Farmers
3. Seminar on Export Promotion of Agricultural and allied sector Food Products.

4. The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board has further informed that Ten Seminars on Agricultural Export Promotion will be conducted at an outlay of Rs.50.00 lakh (Rupees Fifty lakh only) by utilizing the Market Development Fund of Tamil Nadu State Agricultural Marketing Board (TNSAMB) as detailed below:

COMPONENT WISE COST ESTIMATE OF THE PROJECT (for one seminar):

| Sl. No. | Particulars | Total (In Rs.) |
|---------|--|----------------|
| 1. | Rent for Seminar Hall & Exhibition Hall for Exporters (50000+50000) | 1,00,000 |
| 2. | Overheads - Dais and Stage Decoration, Flex Banners and Advertisements | 20,000 |
| 3. | Public Addressing System | 30,000 |
| 4. | Seminar kit and Training expenses - (500 x Rs.60) | 30,000 |
| 5. | Travelling allowances for Participants- (500 x Rs.250) | 1,25,000 |

| | | |
|--------------------------------------|--|-----------------|
| 6. | Food and Refreshment- (500 x Rs.250) | 1,25,000 |
| 7. | Honorarium for Experts and Trainers - (8 x Rs.2500) | 20,000 |
| 8. | Other contingencies | 50,000 |
| Total (Rupees Five Lakh Only) | | 5,00,000 |

5. The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board has further informed that the outcome of the above project will be as follows:

- Market linkage for Farmers, FPOs and Traders with Exporters, and Associations. Hand holding support from Tamil Nadu State Agricultural Marketing Board in export promotion.
- More leads for New Start-up Exporters, Farmers and FPOs to market as well as adopt new innovations to reduce cost of cultivation and increase price realisation of farmers.
- Exchange of knowledge, lessons learned and best practices from policies, programmes and initiatives in the area of Agricultural Export, Agri-Entrepreneurship, self-employment and FPO promotion, management and execution.
- Opportunity to showcase the products of Exporters, Agri start-ups and FPOs to large stakeholders.
- Largest networking opportunity in the Farmers, Traders, and FPOs & Export ecosystem and Digital promotions of Stakeholders products and services.

6. Hence, the Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board has requested the Government to accord permission for organizing Ten State Level Seminars on Agricultural Export Promotion at an outlay of Rs.50.00 lakh (Rupees Fifty lakh only) by utilizing the Market Development Fund of Tamil Nadu State Agricultural Marketing Board (TNSAMB).

7. The Government, after careful examination of the above proposal, accord permission to the Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board for organizing Ten State Level Seminars on Agricultural Export Promotion in co-ordination with Agricultural and Processed Food Products Export Development Authority (APEDA) and Micro, Small and Medium Enterprises Department at an outlay of Rs.50.00 lakh (Rupees Fifty lakh only) by utilizing the Market Development Fund of Tamil Nadu State Agricultural Marketing Board (TNSAMB), subject to the condition that additional financial commitment, if any, will not be provided from the State exchequer.

8. The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board is requested to take necessary action as per the above orders and send progress report on the implementation of the announcement.

9. This order issues with the concurrence of the Finance Department in file No.4529389/Finance (Agri-FW)/2023, dated 02.05.2023.

(BY ORDER OF THE GOVERNOR)

C. SAMAYAMOORTHY
AGRICULTURAL PRODUCTION COMMISSIONER
AND SECRETARY TO GOVERNMENT

To,

- The Director of Agricultural Marketing and Agri Business, Chennai-32.
The Chief Executive Officer, Tamil Nadu State Agricultural Marketing Board, Chennai-32
The Principal Accountant General (A&E / Audit / AAD / G&SSA / E&RSA), Chennai-18.
The Resident Audit Officer, O/o the Principal Accountant (Social Sector Audit), Chennai-9.
The Pay and Accounts Officer / Treasury concerned.

Copy to:-

- The Secretary to Government, Micro, Small and Medium Enterprises Department, Chennai-9
The Industries Commissioner and Director of Industries and Commerce, Chennai-32
The Regional in charge, Agricultural and Processed Food Products Export Development Authority, Chennai-6
The Special Personal Assistant to Hon'ble Minister for Agriculture - Farmers Welfare, Chennai-9
The Private Secretary to the Agricultural Production Commissioner and Secretary to Government, Agriculture - Farmers Welfare Department, Chennai-9.
The Finance (Agri-FW) Department, Secretariat, Chennai-9.
The Assistant Programmer, Agriculture- Farmers Welfare Department, Chennai-9
The Agriculture - Farmers Welfare (OP3) Department, Chennai-9
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// Forwarded By Order //

P. Sathya
10/5/23
SECTION OFFICER