

Press Release

Meet to invite the investors to invest in the first phase in Krishnagiri and Coimbatore Districts under Supply Chain Management of Fruits, Vegetables and other perishables.

Based on the announcement of Hon'ble Chief Minister of Tamil Nadu Thiru. Edappadi K.Palanisamy, the Department of Agricultural Marketing and Agri Business, Government of Tamil Nadu is implementing Rs.398.75 Crore project of "Supply Chain Management of Fruits, Vegetables and other perishables in 10 Districts of Tamil Nadu" to integrate the farmers producers with major market centers, processors and consumers, to provide integrated and complete supply chain management infrastructure and support services for perishable fruits and vegetables, to reduce post-harvest losses and provide uninterrupted supply of quality produce to the consumers round the year at affordable price.

The project is to be implemented in Hub and Spoke model in 10 districts of Krishnagiri, Dharmapuri, Coimbatore, The Nilgiris, Thiruchirapalli, Dindigul, Theni, Ramanathapuram, Thoothukudi and Tirunelveli in Tamil Nadu.

The project involves integration of Farmers' produce at 487 collection points, processing at 58 Primary Processing Centres and providing logistics support including transport and cold storages to take the produce to terminal markets. Construction of post harvest infrastructure in the Primary Processing Centers are almost completed in Coimbatore and Krishnagiri Districts and nearing completion in other districts.

In view of the important nature of the Project, the NITI, New Delhi Aayog has selected Supply Chain Management project in Tamil Nadu under Development Support Services to States for Infrastructure projects (D3S-i). Memorandum of Understanding was signed between the NITI Aayog and Government of Tamil Nadu on 04.11.2017 at New Delhi.

Coimbatore and Krishnagiri Districts have been selected in the first phase for implementation of the project on PPP mode as these districts are having major investments from Government of Tamil Nadu. 10 Primary Processing Centres are established in Krishnagiri district at a cost of **Rs.136.18 crores** and 7 Primary Processing Centres are established in Coimbatore District at a cost of Rs. **40.74 crores**. In this regard, Investors consultation meet was organized by the Commissionerate of Agricultural Marketing and Agri Business, Tamilnadu on 20.09.2018 at Taj Club House, Chennai to seek their views on key considerations for project structuring, interest in the opportunity and ideating on areas of support from Government.

Thiru Vikram Singh Gaur, I.F.S., Joint Secretary and Advisor, NITI Aayog, Thiru Gagandeep Singh Bedi, I.A.S., Agricultural Production Commissioner and Principal Secretary to Government, Thiru S.J.Chiru, Commissioner of Agricultural Marketing and Agri. Business, Director, IIFPT, Thanjavur, Consultant, Finance Department, Tamilnadu, Chairman, CII, Southern Region, Chairman, CII, Tamilnadu, Earnest & Young, New Delhi, investors from various National and International companies, Farmer Producer Organisations, Government officials attended the meeting. The Government of Tamil Nadu highlighted the details of infrastructure facilities created in the project and the areas of support from the Government for the project and invited the investors investment in the two districts.

It was finally informed that **shortly bids will be called for from Agro based investors to run the Primary Processing Centers in the two districts** (Krishnagiri and Coimbatore) by procuring the vegetables and fruits from the farmers. The investors will put processing machinery in each centre to sort out, grade and process the fruit and vegetables. They will pay good prices to the farmers and have a direct tie-up with retail fruits and vegetable shops in the State and in other States/countries and sell the fruits and vegetables at a cheaper prices.

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