

## **5. TAMIL NADU HORTICULTURAL PRODUCERS CO-OPERATIVE ENTERPRISES LIMITED (TANHOPE)**

Tamil Nadu Horticultural Producers Co-operative Enterprises Limited was registered in the year 1994 as a primary Horticultural Co-operative Society under Tamil Nadu Co-operative Societies Act 1983 to benefit small and marginal horticultural farmers. The Commissioner of Horticulture and Plantation Crops is the Administrator and Joint Director of Horticulture is the Managing Director. So far 3906 Horticultural farmers have been enrolled in the society with a membership fee of ₹100 per farmer.

### **Objectives**

1. To promote and encourage the development of Horticulture crops.
2. To organize marketing of fruits and vegetables on modern lines by means of grading, sorting and packaging.
3. Marketing on Co-operative basis, marketing through retail outlets & branches and, to undertake export of fresh and processed produces.

### **1. Activities**

As per G.O Ms No.444 Agri (H1) Dept, dated 30.10.2007, TANHOPE is functioning as the procurement Agency to procure inputs and distribute to horticulture department. TANHOPE supplies planting materials and other inputs required for various horticultural schemes implemented by the Department of Horticulture and Plantation Crops. The inputs are distributed to the farmers through Horticulture department. TANHOPE is the implementing agency for Peri metro Vegetable Cluster Development Initiative under NADP at Chennai and Coimbatore.

In order to ensure continuous supply of vegetables to the burgeoning urban markets, it is absolutely necessary that we create forward linkages from rural to urban areas. This will also ensure assured income to farmers in the rural areas adjoining cities. Clusters of farmers will be formed to supply their produce to a Federation run by the farmers at the District level. Private market aggregator will be engaged to collect, sort, grade and pack the produce at their location and supply the same to retail outlets in the city. This scheme will be implemented as a Public- Private Partnership. Cultivation of vegetables, formation of farmer clusters, formation of farmers' organization, collection centers, refer vans, retail outlets, mobile stores are the components under this scheme. A producer company named Chennai Horticulture Produce Producers Company Ltd; (CHPPCL) has been incorporated at Chennai for implementing the Perimetro project for Chennai.

The Scheme has been sanctioned during 2011-12 for implementation in Chennai city and an amount of ₹1700 lakhs was earmarked. 254 clusters with 4970 farmers have been formed. The members have been enrolled and bank account has been opened. ₹25 lakhs has been released as cultivation subsidy to 500 farmers.

In 2012-13, it has been sanctioned to implement this scheme in Coimbatore city in 2162 Ha. at an outlay of ₹1700 lakhs.