

## **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 to benefit small and marginal horticultural farmers. The Commissioner of Horticulture and Plantation Crops is the Special Officer and Joint Director of Horticulture is the Managing Director. So far, 3904 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 and branches and, to undertake export of fresh and processed produces.

As per G.O Ms No.444 Agri (H1) Dept, dated 30.10.2007, the Department of Horticulture and Plantation Crops uses TANHOPE 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

Perimetro Vegetable Cluster Development Initiative under NADP. It intends to open vegetable and fruit retail outlets under a unique brand name 200 retail outlets will be opened in Chennai and 100 in Coimbatore.

In order to ensure continuous supply of vegetables to the burgeoning urban markets, it is absolutely necessary to 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 Society run by the farmers at the District level. Private entrepreneurs 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' society, collection centers, reefer vans, retail outlets, mobile stores are the components under this scheme.

During 2011-2012, this scheme has been sanctioned for implementation in Chennai city at an outlay of ₹1700 lakhs. In 2012-13, it has been proposed to implement this scheme in Coimbatore city also at an outlay of ₹ 1701 lakhs.