CHAPTER IV
TIRUCHENGODE REGULATED MARKET- A PROFILE

1. INTRODUCTION

Marketing committees are formed in TamilNadu for regulating the purchase and sales of Agricultural produce for creating markets, and for their proper administration. On this basis, the Tamilnadu agricultural produce marketing act 1959 was promulgated in the Salem District. Formed in 1978, the Salem Market committee is progressing well its twenty third year of service. This fact the committee expresses with happiness.

2. AREA OF OPERATION

The area of operation of the Salem market committee includes the Salem and Namakkal districts.

3. GOVERNING BODY

The members were appointed to the Salem marketing committee as per the Government order.516 (Agricultural) dated 13.12.1999, from this year, the committee has been functioning well.

4. ADVERTISING AND PUBLICITY

In 2000-2001 during and before harvest extensive publicity was carried out by broadcast, loud speakers, bit notices, wall posters and by using the market committee’s vehicle.

5. PURCHASE OF LAND

As per Government order 146 (Agriculture) dated 4-9-2000, about 10.38 acres of land belonging to Arulmigu Periya Mariyamman temple at Utthama cholapuram village, Salem, were purchased for Rs. 20,76,000. The foundation work for construction of buildings on this land started on 21.12.2000.

6. MEETINGS

During the current financial year, seven ordinary meetings were held and 359 resolution was passed.
### 7. STAFF PARTICULARS

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Particular's</th>
<th>Permitted staff</th>
<th>No. of staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Secretary</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Building Inspector</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Seller house Supervisor</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>Supervisor</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>5</td>
<td>Junior Assistants</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>6</td>
<td>Typist</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>Driver</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>Writer (register)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>Office Assistants</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>10</td>
<td>Watchman</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>84</strong></td>
<td><strong>84</strong></td>
</tr>
</tbody>
</table>
8. FINANCIAL STATEMENTS

The total income in the current financial year is Rs. 438.72 lakhs. Total expenditure is Rs. 392.96 lakhs. Further income and expenditure details are given in Annexure 7 and Annexure 8.

9. LICENCES

Particulars of licenses issued during the current year

<table>
<thead>
<tr>
<th>S.No</th>
<th>Kinds of Licenses</th>
<th>License fees</th>
<th>No of license</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Whole sale trade.</td>
<td>300</td>
<td>568</td>
</tr>
<tr>
<td>2</td>
<td>Other business</td>
<td>75</td>
<td>342</td>
</tr>
<tr>
<td>3</td>
<td>Retail trade</td>
<td>25</td>
<td>2243</td>
</tr>
<tr>
<td>4</td>
<td>weighter</td>
<td>25</td>
<td>113</td>
</tr>
<tr>
<td>5</td>
<td>Broker</td>
<td>25</td>
<td></td>
</tr>
</tbody>
</table>

10. MARKET FEES

For produce worth Rs.100 a market fee of Rs.1 is collected. Accordingly Rs.2, 28,47,470 was collected as markets charges.

11. CASES (SUITS)

As per section 24(1) of the TamilNadu marketing (regulatory) Act 1987, the Association of Sago and starch Producers filed a case in the madras High Court and got an intern injunction order. These are still pending. There are about 102 cases pending in the Salem courts, filed by Salem dall merchants in 1998-1999, From 2000-20001, 37 cases are pending in Salem Primary Criminal Courts.
12. REGULATED MARKETS AND CHECK POSIS

During the current financial year, no new regulated markets, subsidiaries markets and check posts were opened. As per Government Order dated 19.01.2001, the Velur, Pallipalayam, Kumarapalayam, Thoppur, Thalaivasal check posts were closed.

13. SPECIAL PLANS

A. UZHAVAR MARKETS

In the uzhavar markets, the farmers can, without the interference of any middlemen, sell their vegetables, fruits, etc., directly to the consumers. In 1999-2000, there types of markets were opened at Suramangalam, Ammapattai, Attur, Namakkal and Tiruchengode. The Thathagapatty market was commenced on 19.05.2000, similar markets, were opened at Rasipuram on 9-6-2000, at Meetur on 11-7-2000, at Komarapalayam on 25-9-2000, at Attayampatty on 31.10.2000 all there markets have been functioning will.

B. DRYING YARDS

The planned and decided in the Salem and Namkkal districts during 1999-2000 were constructed and handed over to the pancheycts during 2000-2001 as per the list below.
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Places of construction</th>
<th>Date of assignment to paunchiest</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sathapadi</td>
<td>08.09.2000</td>
</tr>
<tr>
<td>2</td>
<td>Anayampatty</td>
<td>12.09.2000</td>
</tr>
<tr>
<td>3</td>
<td>Pettpatty</td>
<td>18.09.2000</td>
</tr>
<tr>
<td>4</td>
<td>Arisiranci</td>
<td>24.10.2000</td>
</tr>
<tr>
<td>5</td>
<td>Natnakkerai</td>
<td>29.12.2000</td>
</tr>
<tr>
<td>6</td>
<td>Aragalur</td>
<td>29.12.2000</td>
</tr>
<tr>
<td>7</td>
<td>Pudupalayam</td>
<td>02.01.2001</td>
</tr>
<tr>
<td>8</td>
<td>Tguttacgeru</td>
<td>25.09.2001</td>
</tr>
<tr>
<td>9</td>
<td>Nazxhikal patty</td>
<td>17.10.2001</td>
</tr>
<tr>
<td>10</td>
<td>Thindamangalam</td>
<td>28.03.2001</td>
</tr>
<tr>
<td>11</td>
<td>T. puduppalaym</td>
<td>06.10.2000</td>
</tr>
<tr>
<td>12</td>
<td>Rangappenaikkan palayam</td>
<td>23.04.2001</td>
</tr>
<tr>
<td>13</td>
<td>R.pattanan</td>
<td>07.03.2001</td>
</tr>
<tr>
<td>14</td>
<td>Kilakarai</td>
<td>02.04.2001</td>
</tr>
</tbody>
</table>

Further during 2001-2002 lands are located and selected for construction of at Reddipatty, singipuram, V.mannaarpalayam, Valayamdevi, Dharamangalam, Chikkeampaty, Thummankurichi, pillanallur, podamalai, Vadugur, palamedu, oviyampalyam in Salem and Namakkal districts. These are pending permission from district collectors.

**C. CONSTRUCTIONS**

The Honorable Minister for Agriculture fixed the foundation store on 21.12.2000 at uthamasolapuram in Salem district, About 10.38 acres of land were purchased in this village for construction of the Head office of Salem Market committee, Salem Register markets, and training centre.
The training center is built with the help of finance from the reserve fund. As per Government Order No (2D) No 188' (Agricultural A.M. 11) Department dated 13.12.2000, the buildings for Salem market Committee Head office, and Salem Regulated Market at a cost of Rs. 2,14,50,000 was assigned to the PWD. The constructions are progressing well.

D. FARMER’S WELFARE SCHEME

When his scheme, Smut. Sandi, wife of v Subbed who died in an accident within the jurisdictions of Thalaivasal Relating Marketing yard, was given Rs. 25,000 on 15.7.20001. 297 farmer have been brought under his scheme for the year 2000-2001.

E. FREE MEDICAL SCHEME

A free medical centre has been opened in Namakkal Regulating Marketing yard on 6.10.1997 under this scheme.

F. COLD-STORAGE FACILITY

Permission has been obtained for the construction of a cold-storage facility in Thalivasal for the persecution of vegetables and fruits wide government order No.361. Agricultural (AMII) dated 6.9.2001 effort are on to find suitable place for the cold storage facility.

14. MORTGAGE LOAN ON AGRICULTURAL PRODUCE

Pledge loans have issued to farmers in Salem, Namagiripet, Rasipuram, Cangaavli, Attur, karumandurai, Mecheri, Thammampatti, Namakkal, konganapuram, Sankagiri and Tiruehengode, Government has given order to sanction pledge loan with Rupees one lakh to the merchants.
15. LANDABLE SERVICES OF THE CHAIRMAN

Due to the guidance and advice given by the chairman to the employees of the marketing yard, the arrival of the agricultural produce for sale was 52,396 tones and the income was Rs. 438, 72 lakhs for the reporting year. Under the able leadership of our chairman, Salem marketing society is miling on a progressive path.

16. LANDABLE SERVICES OF THE SECRETARY

We are happy to inform that the secretary of our marketing society has been instrumental in the growth and progress of our society. It is due to his advice and guidance to the employees of the society that we are able to achieve his progress. By visiting various marketing yards and checkpoints and by conducting review meetings, Secretary has done a remarkable job.
The Org structure of Regulated Markets

Market Committee Level

Market Committee - Apex Level Body

Dispute Executive Sub Committee Appointment
Sub-committee sub committee

Secretary (Executive Authority)

At Head office At Regulated Market

Propaganda manager Inspector Superintendents
Superident of Licensed
(Jurisdiction over the Entire notified area)

Accounts Pretarises (Jurisdiction)

Cinema Operator Supervisor

Clerks Over the Entire notified

Van Driver

Peons

Watchman etc

Propaganda Inspectors

Clerks

42
The Organizational Structure of regulated market state
Level Director of Agricultural Marketing

Deputy Director of Agricultural Marketing Madras

Head Quarters Director of agricultural AOA-3 AOS-3 Admond supporting staff

Market Committee special officer chairman Head Quarters

Assistant Director of Agriculture and Supporting staff

Assistant Director of Agricultural Marketing

ADMO and supporting staff

Secretaries and supporting staff

Regulated Markets Superintendent Supervisors and Supporting staff

Districts

36 Agmark labs AD Chemist

15 AOS(m) u centers KAPA Grader AOS

102 Commercial Grading AOS & AADS

Note: A.O - Agricultural officer
ADM O - Administrative officer
17. CONCLUSION

Marketing committees have been formed throughout Tamil Nadu to enable the farmers to sell their produces in a fair and free market. As such marketing committee is there for Salem district and Tiruchengode regulated market is a branch of Salem marketing committee. The Tiruchengode regulated market provides free medical schemes, cold storage facility, mortgage loan on agricultural produce ...etc., the performance of the Tiruchengode regulated market is analysed in the VI chapter.