

AGRICULTURAL MARKETING DEPARTMENT

ULAVLAR SANDHAIS OF KARUR DISTRICT

In Karur District 3 Ulavar Sandhais viz Karur, Kulithalai and Velayudhampalayam are functioning since 2000. Two New Ulavar Sandhai were opened at Pallapatty of Aravakurichi Block on 10.02.2009 and one at Vengamedu of Karur Block on 26.2.2011 totaling the number to five.

MAIN OBJECTIVES OF ULAVAR SANDHAIS

- Direct dealing between farmer and consumers without interruption of middle men.
 - Nominal rate, correct weightage for vegetables and fruits.
 - Fresh vegetables & Fruits available for consumers.
- Farmers are getting higher price than the whole sale rate for their produce and consumers are buying vegetables at a cost lesser than the retail rate.
 - Farmers are getting information on both Agricultural & Horticultural Technologies at a single place.
 - Free Transport, No Luggage, Free Shops and free weighing scales are available.
 - No Commission and immediate revenue for their produce.
- Prices are fixed daily by the committee consisting of farmers and officials constituted on daily basis

STEPS TAKEN TO IMPROVE THE ARRIVALS OF ULAVAR SANDHAI'S

1. Latest Agricultural & Horticultural Technologies are imparted to farmers of Ulavar Sandhais by the concerned technical staffs.
2. Adipattam Campaigns and ensuing Thai pattam are being conducted in all Ulavar Sandhai.
3. Steps are taken to issue new ID cards in co-ordination with Horticultural Department.
4. Campaigns are conducted in Top Ten Villages to Create awareness among farmers.
5. Wide Publicity is being given for Ulavar Sandhai through Medias.
6. Seeds are distributed at subsidized rates through Horticultural Department thereby increasing the area.
7. Consumer consumption is increased by sale of vegetables through college canteen, TNPL Canteen, Anganvadis, transport canteens etc.,
8. Fresh Vegetables, greens & fruits required for a balanced diet are available at a fair price at a single place on hygienic basis.
9. Milk is being sold in Kulithalai Ulavar Sandhai & Velayuthampalayam at a price lower than Aavin.

BASIC DETAILS OF ULAVAR SANDHAIS FUNCTIONING AT KARUR DISTRICT

Sl. No	DETAILS	KARUR	KULITHALAI	PALLAPATTY	VELAYUTHAM PALAYAM	VENGAMEDU
1.	Date of Opening	22.03.2000	24.12.2000	10.02.2009	22.03.2000	26.02.2011
2.	Extent of Area	23 Cent	23.5 Cents	26.6 Cents	12.5Cents	35 cents
3.	Number of Shops	60	30	24	42	20
4.	Number of Villages covered	83	45	43	45	23

5.	Number of ID cards issued	625	322	265	145	100
6.	Number of Buses commuting	14	8	4	4	--
7.	Number of Weighing scales	68	38	24	40	20
8.	SHG	5	5	2	1	--
9.	TANWA shg/Amaravathi Co-op Society	--	3	-	-	1
10.	Information Centre	--	--	--	--	--
11.	Storage Godown	--	--	Available	Available	--
12.	Parking facility	--	--	Available	--	Available
13.	Toilet facility	--	Available	Available	Available	--
14.	Drinking water facility	Available	-	Available	Available	--
15.	Canteen facility	Available	Available	-	-	-
16.	Telephone facility	Available	Available	Available	Available	--
17.	Agriculture Officers	1	1	Additional charge	1	Additional charge
18.	Asst. Agrl. Officer	2	2	Additional charge	2	Additional charge
19.	Security	3	3	3	3	3
20.	Sweepers	1	1	1	1	1
21.	Name of the Blocks covered	Karur, Thanthoni, Aravakurichi, K.Paramathi.	Kulithalai, Krishnarayapuram, Thogamalai, Musiri	Aravakurichi, K. Paramathi	Karur, K.Paramathi.	Karur, Thanthoni, Krishnarayapuram,

DETAILS OF VEGETABLES ARRIVALS AND SALES IN UZHAVAR SANDHAI OF KARUR DISTRICT (AVERAGE PER DAY)

Sl. No.	Details	KARUR	ULITHALAI	PALLAPATTY	VELAYUTHAM PALAYAM	VENGAMEDU
1.	Vegetables arrivals (in MT)	22.6	8.3	6.4	4.3	5.2
2.	Value (in lakhs)	3.5	0.12	1.1	0.64	0.86
3.	Farmer arrivals (in Nos.)	145	55	34	31	19
4.	Consumer arrivals (in Nos.)	4521	2365	2126	1226	1499
5.	Milk @ Rs. 27/- ltr.	--	196	--	40	--
6.	Curd @ Rs. 30/- ltr.	--	37	--	--	--
7.	Cold Storage					
	a. Vegetable (M.T.)	0.354	--	--	--	--
	b. Farmer's benefitted	7	--	--	--	--

PERFORMANCE REPORT OF VEGETABLES ARRIVALS AND FARMER'S ARRIVAL IN UZHAVAR SANDHAI OF KARUR DISTRICT (AVERAGE PER DAY)

Month and year	Karur	Kulithalai	Velayutham palayam	Pallapatti *	Vengamedu **
----------------	-------	------------	--------------------	--------------	--------------

