

## **Success Story No.4**

### **Rural Business Hubs – Small Business; Big Success.**

Under National Agricultural Development Programme 2009-10, the Government of Tamil Nadu through the Department of Agricultural Marketing and Agri Business have established 10 numbers of Rural Business Hubs in the Regulated Markets of Sathyamangalam, Kalavai, Krishnagiri, Ganagavalli, R.Ponnapuram, Ulundurpet, Panruti, Pavorchatiram, Batlagundu and Rajapalayam at a total cost of 150.00 Lakh with 100% subsidy.

Rural Business Hub envisages development opportunities through which farmers have increased access to markets through forward linkages. These centers aim to achieve higher income for farmers by aggregating products and enabling larger buyers and processors to make direct purchase from farmers. Each RBH is linked up with the farmers' groups formed in villages. These hubs provide infrastructure facilities like input shop, storage shed, drying yard, electronic balance, moisture meter facilities and also serve as a knowledge centres. In Rural Business Hubs, trainings are organized to farmers on grading, sorting, storage and value addition to enable them realize remunerative prices for their produce. The farmers get assured price through signing of MoU with traders. These RBH s have become fully operational from the year 2011-12 and catering to the farmers. Upto December 2014, 1001 commodity groups have been formed and 7769 farmers have been benefitted.

A Coconut grower, Thiru D.Dhanabalakrishnan, S/o.Devendren, R.Ponnapuram(Po), Pollachi North Block, Coimbatore District has utilized the Infrastructure facilities available in the Rural Business Hub, R.Ponnapuram, Coimbatore District and sold his coconut as copra, a value added product at a cost of Rs.75/kg when the local market rate was Rs.70/kg. Due to the timely intervention of the department, the farmer got Rs.6500/- as an additional income by selling 1300 kg of copra at a margin of Rs.5/kg.

## Training to farmers at Rural Business Hubs



**Grading and sorting activities at RBH R.Ponnapuram**

