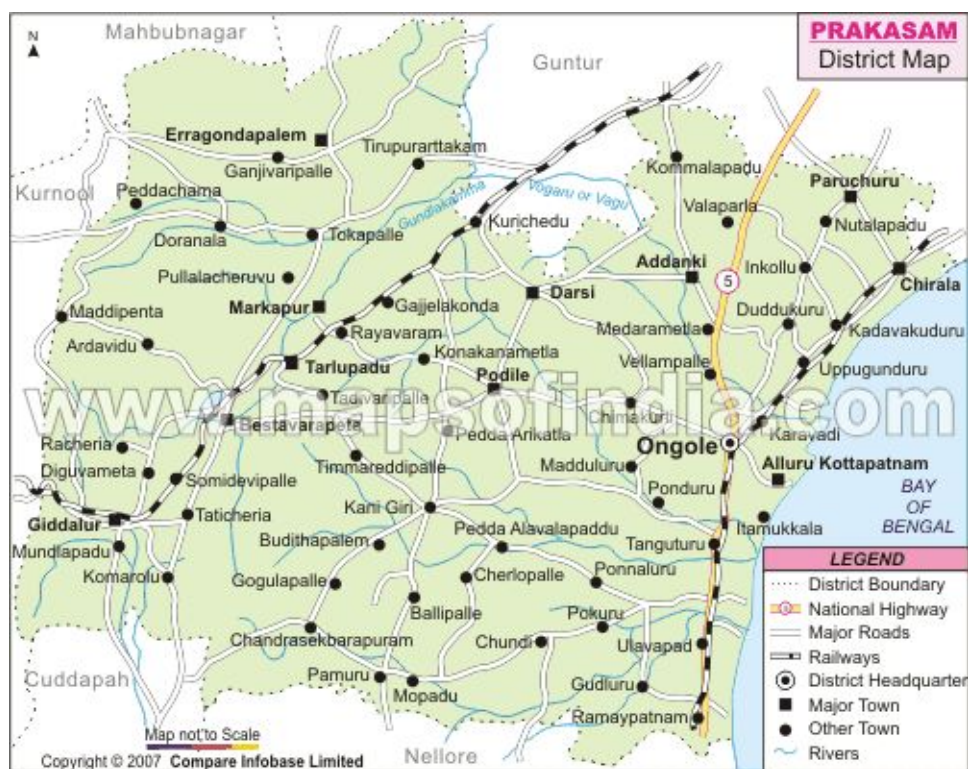


PRAKASHAM



DETAILS OF ADH - PRAKASHAM

NAME OF THE A.D.H	ADH PHONE NO	OFFICE ADDRESS	OFFICE PHONE NO	EMAIL ID OF THE ADH
Sri M.VeVenkateswarlu, M.Sc, (Horti) Asst. Director of Horticulture - I, Ongole - Prakasam District.	94904 90312	Asst. Director of Horticulture - I Opp.Ranga Bhavan, Santhapeta, Ongole - 523 001, Prakasam District.	08592 231518	adhongole@yahoo.com
Sri B.Ravindra Babu, M.Sc, (Agrl) Asst. Director of Horticulture - II, Ongole - Prakasam District.	94901 53629	Asst. Director of Horticulture - II D.No.58-9-4, IInd Floor, Kamasastry Road, Santhapeta, Ongole - 523 001, Prakasam District.	08592 280052	adhongole@yahoo.com

HORTICULTURE OFFICER S DETAILS

DISTRICT : PRAKASAM ASST. DIRECTOR OF HORTICULTURE, - I JURISDICTION				
Sl. No	Head Quarters of the H.O's	Name of the H.O	Jurisdiction	H.O Phone Numbers
1	H.O, Technical	P.Jennemma		9490490402
2	H.O, Martur	Y.M.N.V.S. Gopichand	Martur	94904 90405
		M.Lalitha (H.C - Veg)	Santha Maguluru	99487 04858
			Ballikurava	
			Yaddanapudi	
			J. Panguluru	
			Korisapadu	
3	H.O, Chirala	L.Vajrasri	Chirala	94904 90404
			Chinaganjam	
			Vetapalem	
			Parchur	
			Inkollu	
			Karamchedu	
4	H.O, Podili	K.Kishore Kumar (H.C)	Podili	94904 90413
			Konakanamitla	
			Marripadu	
			Chimakurthy	
5	H.O, Darsi	Giri Raja Kumar (HC)	Darsi	99514 33157
			Addanki	
			Mundlamur	
			Tallur	
			Farm	
6	H.O, Markapur	K.Saja Naik	Markapur	94904 90407
			Peddaraveedu	
			Tarlupadu	
7	H.O, Y. Palem	Ch.S.Satyanarayana	Y. Palem	94904 90406
			Pulla Cheruvu	
			Dornala	
8	H.O, Tripurantakam	K.Krishna Murthy (H.C)	Tripurantakam	97014 08180
			Donakonda	
			Kurichedu	
DISTRICT : PRAKASAM ASST. DIRECTOR OF HORTICULTURE, - II JURISDICTION				
1	H.C, (TEC),Ongole	P.Sireesha (on leave)		97019 28558
2	H.O, Ongole	K.Pradeep Kumar	Ongole	94904 90403

			Kothapatnam	
			S.N.Padu	
			N.G.Padu	
			Maddipadu	
			Farm	
3	H.O, Ulavapadu	R.Srinivasulu	Ulavapadu	94904 90410
			Singaraya Konda	
			Kondepi	
			Tangutur	
			Zarugumalli	
4	H.O, Kandukur	B.M.V.Narasimha Rao	Kandukur	94901 53617
			Gudluru	
			V.V.Palem	
			Ponnaluru	
5	H.O, Kanigiri	M.Venkateswara Reddy	Kanigiri	94901 53618
			Veligandla	
			P.C.Pally	
			H.M.Padu	
6	H.O, Pamuru	G.Kishore Babu (H.C)	Pamuru	99123 40220
			C.S.Puram	
			Lingasamudram	
7	H.O, Cumbam	Sk.Abdul Raheem (H.C)	Cumbam	94904 90408
			Arthaveedu	
			Bestavaripeta	
8	H.O, Giddaluru	Ch.V.Ramana Reddy	Giddaluru	94901 53619
		N.Pushpa Latha H.C (veg)	Racherla	97035 59579
			Komarole	
		---	Farm	---

FIELD CONSULTANT DETAILS

DISTRICT : PRAKASAM		ASST. DIRECTOR OF HORTICULTURE - I JURISDICTION		
Sl. No	Head Quarters of the H.O's	Name of the F.C/S.A	Jurisdiction	Phone Numbers
1	H.O, Technical	B.Ravi Chandra		94904 90412
2	H.O, Martur	L.Radha	Martur	---
		Y.Koteswara Rao	Santha Maguluru	94901 53621
			Ballikurava	
			Yaddanapudi	

			J. Panguluru	
			Korisapadu	
3	H.O, Chirala	M.Rudramba	Chirala	94901 53626
			Chinaganjam	
			Vetapalem	
			Parchur	
			Inkollu	
			Karamchedu	
4	H.O, Podili	Suguna Begum	Podili	94904 90414
			Konakanamitla	
			Marripadu	
			Chimakurthy	
5	H.O, Darsi	Ch.Subba Rao (S/A)	Darsi	94901 53623
		V.Arjuna Rao	Addanki	94901 53622
			Mundlamur	
			Tallur	
		---	Farm	---
6	H.O, Markapur	Ch.Pullaiah (S/A)	Markapur	94904 90421
		G.Guravaiah	Peddaraveedu	94904 90416
			Tarlupadu	
7	H.O, Y. Palem	D.J.Naik	Y. Palem	9490490415
		Y.Ch.Seshagiri	Pullal Cheruvu	94904 90425
			Dornala	
8	H.O, Tripurantakam	---	Tripurantakam	---
			Donakonda	
			Kurichedu	

DISTRICT : PRAKASAM ASST. DIRECTOR OF HORTICULTURE - II JURISDICTION				
Sl. No	Head Quarters of the Horticulture officers	Name of the F.C/S.A	Mandal	F.C/S.A Phone Numbers
1	H.C, (TEC), Ongole	V.V.Seshamma		94901 53627
2	H.O, Ongole	Ch.A.N.V .Prasada Rao (S.A)	Ongole	94904 90423
		D.Narasimha Rao	Kothapatnam	94904 90424
			S.N.Padu	
			N.G.Padu	
			Maddipadu	
		K.Srinivasa Rao	Farm	94904 90426
3	H.O, Ulavapadu	Ch.Ravi Teja	Ulavapadu	94904 90420
		V.Venkateswara Rao	Singaraya Konda	---
			Kondepi	
			Tangutur	
			Zarugumalli	
4	H.O, Kandukur	G.Agarathaiah (S/A)	Kandukur	94904 90422
			Gudluru	
			V.V.Palem	
			Ponnaluru	

5	H.O, Kanigiri	Sk.Nayab Rasool	Kanigiri	94904 90427
		G.Yedukondalu	Veligandla	94901 53620
			P.C.Pally	
			H.M.Padu	
6	H.O, Pamuru	---	Pamuru	---
			C.S.Puram	
			Lingasamudram	
7	H.O, Cumbam	Sk.Abdul Rafeeq	Cumbam	94904 90419
		B.Sampath Kumar	Arthaveedu	94901 53624
			Bestavaripeta	
8	H.O, Giddaluru	E.Venkateswara Rao (S/A)	Giddaluru	94904 90417
		B.Saraswathi	Racherla	94901 53625
			Komarole	
		---	Farm	---

POTENTIAL MANDALS

ASST. DIRECTOR OF HORTICULTURE, - I JURISDICTION

Sl.No	Potential Mandals	Major Crops Covered	Planting Season of Each Crop.
1	Yerragondapalem	Sweet Orange, Papaya	Oct, Nov, Dec Aug
2	Pullalacheruvu	Sweet Orange, Papaya	Oct, Nov, Dec Aug
3	Dornala	Sweet Orange, Papaya	Oct, Nov, Dec Aug
4	Tripuranthakam	Sweet Orange, Papaya	Oct, Nov, Dec Aug
5	Donakonda	Sweet Orange, Papaya	Oct, Nov, Dec Aug
6	Markapur	Sweet Orange, Papaya	Oct, Nov, Dec Aug
7	Peddaraveedu	Sweet Orange	Oct, Nov, Dec
8	Tarlupadu	Sweet Orange	Oct, Nov, Dec
9	Konakanamitla	Sweet Orange	Oct, Nov, Dec
10	Marripudi	Sweet Orange	Oct, Nov, Dec
11	Chirala	Cashew Gourds Flowers	Oct, Nov All Seasons, Oct, Nov
12	Chinaganjam	Cashew Flowers	Oct, Nov Oct, Nov
13	Vetapalem	Cashew Flowers	Oct, Nov Oct, Nov
14	Parchur	Chillies	Aug, Sept, Oct
15	Inkollu	Chillies	Aug, Sept, Oct
16	Santha Maguluru	Chillies Bhendi	Aug, Sept, Oct All Seasons
17	Ballikurava	Bhendi Gourds Brinjal	All Seasons Jun to Feb Jun to Feb
18	Mundlamuru	Sweet Orange	Oct, Nov, Dec
19	Thallur	Sweet Orange	Oct, Nov, Dec

ASST. DIRECTOR OF HORTICULTURE, - II JURISDICTION

Sl. No	Potential Mandals	Major Crops Covered	Planting Season of Each Crop.
1	Ardhaveedu	Sweet Orange	Oct, Nov, Dec
2	Bestavari Peta	Sweet Orange, Vegetables	Oct, Nov, Dec All Seasons
3	Giddalur	Sweet Orange, Tomato, Beans	Oct, Nov, Dec Aug, Sept Aug, Sept
4	Racherla	Sweet Orange, Tomato, Beans	Oct, Nov, Dec Aug, Sept Aug, Sept
5	Komarolu	Sweet Orange, Tomato, Beans	Oct, Nov, Dec Aug, Sept Aug, Sept
6	Kanigiri	Sweet Orange	Oct, Nov, Dec
7	Veligandla	Sweet Orange	Oct, Nov, Dec
8	Pedacherlo Palle	Sweet Orange	Oct, Nov, Dec
9	Pamur	Sweet Orange	Oct, Nov, Dec
10	C.S.Puram	Sweet Orange	Oct, Nov, Dec
11	Kandukur	Mango	Nov, Dec
12	Gudlur	Mango	Nov
13	Ulavapadu	Mango	Nov
14	Kotha Patnam	Brinjal, Colacasia	Jun to Feb
15	Maddipadu	Guava	Aug to Oct

NURSERIES

ASST. DIRECTOR OF HORTICULTURE, - I JURISDICTION

Sl. No.	District Name	Name of the Nurseries	Pub/ Pvt	Address
1	PRAKASAM	Darsi Horticulture Farm	Public	Sivaraj Nagar Kurichedu Road, Darsi Post Prakasam District

ASST. DIRECTOR OF HORTICULTURE, - II JURISDICTION

Sl. No.	District Name	Name of the Nurseries	Pub/ Pvt	Address
1	PRAKASAM	Kothapatnam Horticulture Farm	Public	Ethamukkala Road, Kothapatnam Post Prakasam District

HORTICULTURE RESOURCE CENTRES ADDRESSES

ASST. DIRECTOR OF HORTICULTURE - I JURISDICTION

Sl. No.	Horticulture Resource Center	Address	Phone No
1	Markapur	Opp.Chandra Sekhara Eye Hospital, Markapur Post & Mandal Prakasam District	94904 90407
2	Yerragonda Palem	Opp.Govt.Jr.College, Yerragonda Palem Post & Mandal Prakasam District	94904 90406 94417 45445
3	Podili	Bank Ist Colony, Opp.LIC Sivaiah House, Podili Post & Mandal Prakasam District	94904 90413
4	Martur	C/o G.Krishna Murthy, Gandavaram Road, Martur Post & Mandal, Prakasam District	94904 90408 94904 90405
5	Chirala	C/o Sri Chimata Venkateswarlu, D.No.10-25, Salman Centre, Rama Krishna Puram Panchayath, Chirala Post, Prakasam District.	94904 90407 94904 90404
6	Addanki	Addanki H.R.C was closed on 23.07.08 Now it is being proposed to Darsi, Prakasam District.	
7	Tripuranthakam (Under APMIP control)	Main Road, Opp.Mineral Water Plant, Near Petrol Bunk, Tripuranthakam. Prakasam District.	94904 90089

HORTICULTURE RESOURCE CENTRES ADDRESSES

ASST. DIRECTOR OF HORTICULTURE - II JURISDICTION

Sl. No.	Horticulture Resource Center	Address	Phone No
1	Ulavapadu	Old State Bank Street, Ulavapadu Village & Mandal Prakasam District.	94904 90410 94904 90411
2	Giddalur	Near LIC Office, Sai Krishna Nagar, Racharla Road, Giddalur Post & Mandal	94901 53619
3	Kanigiri	O/o Asst. Director of Agriculture, Kanigiri Post & Mandal, Prakasam District.	94901 53618
4	Kandukur	Opp.Malakondaiah Hospital, Pamur Road, Kandukur Post & Mandal, Prakasam District	949015 3617
5	Pamur (Under APMIP control)	Opp.Mask, Eruvur Road, Pamur Post, Prakasam District	99123 40220
6	Cumbum (Under APMIP control)	H.No.10-120, Kandulapuram Road, Opp.Telephone Exchange, Cumbum Post. Prakasam District	94904 90408

DISTRICT PROFILE

1. Area under Horticulture Crops (in Ha.)

A.	Fruits:	31278
B.	Vegetables:	19860
C.	Spices:	17312
D.	Medicinal & Aromatic crops:	1678
E.	Flowers:	455
F.		

CORE CROPS & THE PRODUCTION & PRODUCTIVITY

SNO	NAME OF THE HORTI.CROP	AREA COVERAGE (Ha.)				Productivity per Hectare				ANNUAL PRODUCTION			
		2004-05	2005-06	2006-07	2007-08	2004-05	2005-06	2006-07	2007-08	2004-05	2005-06	2006-07	2007-08
1	Mango	6799	6799	6799	6799	8	8.8	8.8	8.8	54392	60375	60375	60375
2	Sweet Orange	17389	17389	17389	17389	12	12	15	15	208668	208668	260835	260835
TOTAL		24188	24188	24188	24188	20	20.8	23.8	23.8	263060	269043	321210	321210

2. AREA BROUGHT UNDER HORTICULTURE CROPS UNDER S.H.M

Sl.No	Name of the Crop	Additional Area brought under SHM in (Ha)		
		2005-06	2006-07	2007-08
1	Mango	412	400	280
2	Sweet Orange	1377	1735	1539
3	Cashew	16	41	40
4	Flowers	120	40	54
5	Papaya	200	168	0
	TOTAL	2125	2384	1913

4 THE MECHANISM & THE AREA COVERED UNDER CONVERGENCE WITH OTHER ONGOING PROGRAMMES OF OTHER DEPARTMENTS (NREGS, SGRY, SGSY, National Medicinal Plants Board etc.)

Sl.No	Name of the Crop	Additional Area brought under SHM in (Ha)		
		2005-06	2006-07	2007-08
1	Mango, N.R.E.G.S			171.69
	Mango, S.H.M			180.54
2	Sweet Orange, N.R.E.G.S			1108.68
	Sweet Orange, S.H.M			430.52
	TOTAL			1891.43

5 POTENTIAL AREA WHICH CAN BE BROUGHT UNDER HORTICULTURE CROPS IN THE NEXT 5-YEAR (By 2012)

Sl.No	Name of the Crop	Area in Hectares
1	Mango	1500
2	Sweet Orange	7500
3	Vegetables	1000
4		
	TOTAL	10000

6 POST HARVEST INFRASTRUCTURE FACILITIES AVAILABLE FOR HORTICULTURE CROPS

Processing Units

26 Cashew processing units are existing in the district located at Vetapalem with a processing capacity of 600 M.T. per annum.

There is tremendous need to establish processing units for value addition in Sapota, Mango and Tomato as vast areas are under cultivation under these crops.

S. No	District	Name of the Firm	Address	Products/ processed	Capacity (Tons)
1	Prakasam	Bhagya Laxmi Cashew Industries	Prop: V.V.PalemSubbarao Vetapalem	Cashew Nut	5.00
2	Prakasam	Sri Ramalingeswara Cashew	Part : K.Rama Prasada Rao Vetapalem	Cashew Nut	5.00
3	Prakasam	Sri Venkateswara Cashewnut	Prop : Venkateswara Rao 217 Vetapalem	Cashew Nut	5.00
4	Prakasam	Sri Vijayalakshmi Cashew	Prop : Gunda Sambasiva Rao Gollapudi Vari Street, Vetapalem	Cashew Nut	0.50
5	Prakasam	Sri Satyanarayana Cashew	Prop : Javvaji Chinni Vetapalem	Cashew Nut	1.00
6	Prakasam	M/s. Sri Venkateswarar Cashew	Prop : U.Murali Krishna Murthy Manufacturing Co ; 12/18-/110, Vetapalem	Cashew Nut	2.00
7	Prakasam	M/s Coromandal Cashew	Prop : K.Gangadaram Medarametla, korisapadu	Cashew Nut	3.00
8	Prakasam	M/s V.M.L. Cashew Processing	Prop : R. Subbarao Kotapeta, Vetapalem	Cashew Nut	5.00
9	Prakasam	M/s. Bharathi Cashew	Prop : Pratti Mallikharjunarao D.No. 20/47 Panchayat Road, Vetapalem	Cashew Nut	5.00
10	Prakasam	Sri Venkateswara Cashew	Prop : V. Suresh Kumar,Industrial area Sarvodaya Colony Vetapalem (V &M)	Cashew Nut	3.00
11	Prakasam	M/s. Srinivasa Cashew Process	Prop : Vetapalem (v & m)	Cashew Nut	5.00

COLD STORAGE UNITS

In Prakasam District there are 19 Cold Storage Units with a capacity of 5000 Mts each. But major area is being occupied by Bengal Grams. 10 %– 15 % of area is occupied by Chillies and another important crop stored in these units are Coriander.

7 MARKETING INFRASTRUCTURE AVAILABLE

(Ex: Market Yards, Rythu Bazars)

A) Rythu Bazars

5 Rythu Bazars are existing in the district.

Location	Infrastructure	Weekly Turnover in Qtls.
Saibaba Temple Centre, Ongole	Permanent Building	400.00
Kothapatnam Bus stand Centre, Ongole	Fax machine, Computer	300.00
Dibbala Road, Ongole	Permanent Building	300.00
Rythu Bazar, Kandukur	Permanent Building	470.00
Rythu Bazar, Chirala	Permanent Building, Fax Machine	270.00

B) Market yards dealing with Fruits & Vegetables

Location	Infrastructure	Weekly Turnover in Qtls.
Agriculture Market Committee	Martur for Vegetables	
Agriculture Market Committee	Giddalur for Tomato	
Agriculture Market Committee	Ulavapadu for Mango	