TAMILSELVAN P

Aspiring Agriculturist

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📍 Coimbatore-Tamil Nadu
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PROFESSIONAL SUMMARY

Dedicated agriculture professional with 3.5 years of experience across crop production, Agri-fin-tech, product manufacturing, and marketing. Proven track record in optimising cotton and horticulture yield, implementing drip irrigation, and enhancing farm efficiency through field surveys and data-driven practices. Experienced in warehouse receipt systems (eNWR), bank/ NBFC partnerships, and agri-product sales and recovery operations. Strong understanding of soil health, pest management, and sustainable farming. Passionate about leveraging technology and practical know-how to drive growth in agriculture and support farmer success. Led district-level initiatives like the Water Footprint Project, reducing water usage and improving crop sustainability. Skilled in project coordination, stakeholder engagement, and ensuring compliance in field operations. Hands-on experience with biomedical and agro-product development, supporting lab operations and innovation. Proficient in agri-data platforms, sales strategy, and expanding rural market reach. Committed to continuous learning and open to roles in agronomy, agri-tech, and field operations.

PROFESSIONAL EXPERIENCE

Project Associate

Samunnati Foundation - Madurai **(June-2024 - Present)**

- Led the Water Footprint Project by collecting and analyzing agricultural data from farmers to optimize water usage through drip irrigation, aligning with sustainable agricultural practices and resource optimization goals.
- Coordinated with district-level farmer associations and warehouse owners to promote awareness of resource-efficient practices and supported them in WDRA registration and warehouse operations enhancement.
- Participated in the development of biomedical products while managing laboratory operations and ensuring adherence to safety protocols—demonstrating cross-domain project handling and quality control.
- Enhanced cotton production efficiency by collaborating directly with local farmers, identifying gaps, and implementing agricultural best practices, thereby improving yield and resource usage.
- Managed end-to-end project execution across agricultural initiatives, ensuring compliance with agricultural and commodity handling standards, while maintaining high stakeholder satisfaction.
- Acquired and onboarded Banks/NBFCs as RP/Pledgee RP for pledging on eNWR stock receipts generated from the CCRL system, ensuring documentation and compliance across Pan-India.
- Conducted regular client and warehouse partner meetings, driving expansion of non-exchange business revenue by increasing client base and strengthening regional partnerships.
- Monitored and followed up on outstanding dues, implementing strategic recovery measures to improve cash flow and ensure consistent revenue through timely collections from existing RPs.
- Demonstrated marketing skills through territory expansion, stakeholder engagement, and travel-intensive client acquisition across agricultural belts.

Project Coordinator

Oraganova Bio-Agriculture Pvt Ltd - Coimbatore **(March-2023 - April-2024)**

- Data Analysis and Input Preparation Accurate and comprehensive data were gathered and prepared for a range of agricultural initiatives.
- Product Development Made a significant contribution to the advancement of sustainable farming methods by helping to produce organic products.
- Preparation and Development of Organic medications Oversaw the process of developing organic medications, making sure that all quality standards and laws were followed.
- Project Process Units managed project process units, assigning and allocating resources as needed to guarantee project accomplishment.
- Oversaw the paperwork process, ensuring Certified Authority to validate the registration requirements.

landscape Architect - Oraganova Bio-Agriculture   (Jan-2022- Feb-2023)

- Conducted regular site assessments and collaborated with architects and planning teams to design and implement sustainable landscape and horticulture solutions for urban and rural spaces.
- Developed detailed 2D and 3D landscape designs using AutoCAD, SketchUp, and Photoshop, integrating hardscape, softscape, lighting, and irrigation plans tailored to client needs and environmental conditions.
- Created visually compelling design presentations and mood boards using Canva and Adobe Suite to communicate project concepts to clients and stakeholders.
- Applied 5D BIM modeling techniques to visualize project timelines, materials, and cost estimates, enhancing project planning accuracy and execution.
- Provided technical advisory support on plant selection, soil preparation, organic inputs, and water-efficient irrigation systems (drip and IoT-enabled automation).
- Led training sessions for junior staff and gardening teams on horticultural best practices, pest and disease management, and seasonal maintenance schedules.
- Maintained and analyzed horticulture data, including plant growth performance, soil health, and weather impacts, to optimize design decisions and planting calendars.
- Used Google Analytics and Meta Ads Manager to evaluate the reach and effectiveness of online landscape awareness and eco-gardening campaigns, adjusting content to improve engagement and client outreach.

EDUCATION

Diploma in Agriculture   (2018-2021)

PGP College of Agricultural& Science College, Namakkal.   **GPA:8.00**

(Affiliated In **Tamilnadu Agriculture University Coimbatore**)

CERTIFICATION

- National Institute of Agricultural Extension Management (**NABARD**) -Namakkal
- Training In **ICAR** (Research Station) Vedasandur -Dindigul
- Training In **Tissue culture** in Agri Bio-Technology -Hosur.
- Meta Certified digital marketing associate- coursera
- Google Ads Certifications(Video, Shopping Ads)

TECHNICAL SKILLS

- Seed production, commercial beekeeping, and sericulture technology
- Landscaping and ornamental grading
- Autocad (3D,5D)Canva ,Photoshop,Microsoft Excel, Power BI Tally ERP
- Crop production, crop protection, and organic farming methods
- Commercial breeding, crop rotation, and planning
- Livestock management
- Water management and drip irrigation techniques
- Warehouse receipt systems (eNWR) and pledge financing coordination
- Project management for donor-funded programs (IFC)
- Data-driven field surveys and agricultural data analysis
- Compliance and documentation management in agriculture and finance
- Experience with biomedical product development and lab safety protocols
- Bio-composting and sustainable agriculture project implementation

Project - Commercial Hydroponic Farming: State-Wise Analysis and Cost Estimation

- Setting up a 43,560 sq. ft. hydroponic system involves costs for structures (NFT, DWC), seeds, fertilizers, climate control, water, energy, and labor.Subsidy rates differ by state—refer to the National Horticulture Board website for details on Telangana, Karnataka, and Tamil Nadu. Crops like tomatoes and lettuce offer high profit potential with proper market research and cost-benefit analysis. A comprehensive evaluation is essential for ensuring long-term profitability in hydroponic farming.