TAMILSELVAN P
Aspiring Agriculturist

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PROFESSIONAL SUMMARY

Dedicated agriculture and landscape development professional with over 3.5 years of diverse experience spanning crop production, agri-fintech, warehouse operations, hydroponic farming, and biomedical product development. Demonstrated success in leading district-level initiatives such as the Water Footprint Project, promoting climate-smart agriculture, drip irrigation, and data-driven field practices. Skilled in landscape and horticulture planning, with experience in 2D/3D/5D design using AutoCAD, Photoshop, and to deliver sustainable green infrastructure solutions. Proven ability to coordinate multi-stakeholder programs with FPOs, NBFCs, NGOs, and agencies like IFC, driving innovations in pledge financing, eNWR operations, and rural agri-value chain development. Strong track record in budgeting, procurement, bio-composting, and compliance reporting, with a growing focus on hydroponics and controlled-environment farming. Digitally proficient in ERP/CRM systems and certified in digital marketing, analytics, and design communication (Meta, Google, Adobe), bringing a strategic edge to communications, stakeholder engagement, and rural sustainability efforts.

PROFESSIONAL EXPERIENCE

Project Associate

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

- Led the Water Footprint Project, collecting and analyzing farm-level data to optimize irrigation through sustainable methods like drip systems, promoting environmental conservation and efficient resource utilization.
- Collaborated with farmer associations, warehouse owners, and NGOs to implement resource-efficient agricultural practices, facilitate WDRA registration, and scale awareness programs in rural communities.
- Managed end-to-end execution of agriculture and CSR-aligned projects, including bio-composting and waste management, ensuring stakeholder alignment, policy compliance, and field-level impact.
- Partnered with development organizations and NGOs on projects funded by international donors (IFC), contributing to budgeting, strategy planning, and grassroots implementation.
- Enhanced farm productivity through field surveys, identifying local challenges, promoting sustainable farming techniques, and strengthening the agricultural value chain.
- Onboarded Banks/NBFCs as RP/Pledgee RP for pledging on eNWR stock receipts via the CCRL system, ensuring Pan-India compliance, documentation accuracy, and agri-finance ecosystem growth.
- Conducted stakeholder engagement sessions with community leaders, local NGOs, and government bodies, facilitating dialogue on sustainable agriculture, livelihood support, and environmental stewardship.
- Monitored client accounts and warehouse operations, driving non-exchange business growth, improving cash flow through timely recovery, and expanding presence across rural markets.
- Developed detailed impact reports, success stories, and dashboards, contributing to knowledge sharing and ensuring CSR documentation

Project Coordinator

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

- Supported sustainable crop development by integrating hydroponics techniques into organic farming models, improving efficiency and reducing water usage.
- Collaborated with agri-research teams to conduct controlled environment trials and analyze crop response to variable nutrient and light conditions, contributing to scalable precision farming solutions.
- Managed organic input formulation and documentation, ensuring compliance with certified organic standards and facilitating farmer adoption through training and awareness programs.
- Applied farm automation tools such as remote sensing and IoT-based monitoring to optimize resource use, detect early pest issues, and streamline field data collection.
- Contributed to crop planning and rotation strategies by analyzing seasonal patterns, soil fertility metrics, and market demands-enhancing productivity and sustainability in field-level implementation.

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.