

Nattuchantha

Buoyant by the success of the vegetable marketing through the pre onam and onam markets established in the year 2017, establishment of local markets based on demand was identified to be one of the best methods of marketing agricultural produces of women farmers engaged in farm livelihoods. Also through the markets it was identified that production-demand cycle of the vegetables were on a weekly basis creating an opportunity for weekly markets.

Anchored in the recognized needs and field observations, weekly markets were planned to be established in each of the 3 CDS of the blocks based on the production potential of the area. Basic infrastructure like a shade, weighing machines, billing machine were provided to the CDS for the usage in the markets. One of the major factors of the markets are production planning and supply chain management which has been undertaken for efficient supply and wastage reduction.

Presently more than 600 weekly markets have been provided with the infrastructure and other revolving funds. Over the last three months more than 3500 weekly markets has been conducted all over the states, resulting the sales realisation of 1.11 crore and leading to sales of more than 3000 tons of the vegetables of the JLGs. Further scaling up of the agriculture weekly markets to include non- farm products and to build up a software architecture for the mapping is planned. Total sales from the Nattuchanthas crossed 2 crores in the past 4 months since its commencement.

SL No	Districts	Number of blocks	Markets	Total Qty Sold	Total sales
1	Thiruvananthapuram	11	246	102456	3617617
2	Kollam	11	155	1102587.2	1553556
3	Pathanamthitta	8	289	72754.3	2524758
4	Alappuzha	12	209	34028.4	1261842
5	Kottayam	11	333	36252.4	1027486

6	Idukki	8	230	25285.6	1390796
7	Ernakulam	14	103	38008.5	1286936
8	Thrissur	16	471	40439.77	1643278.95
9	Palakkad	13	758	317642.3	2116704
10	Malappuram	15	169	35775.9	1148317
11	Kozhikode	12	183	14565.9	1087560
12	Wayanad	4	123	19228.2	564631
13	Kannur	11	53	7721.3	303938
14	Kasaragod	6	110	29206.1	670809
	Total	152	3432	1875951.87	20198227.95

* Sales details from 1st October 2017 to Jan 31st



Impact

One of the major achievement of this project has been its recognition by the Agriculture Department resulting in establishment of similar type of village level markets. Through this convergence it is planned to conduct more than 900 village markets in weekly.