



# **Selling 4000 tonnes of farm fresh vegetables - Success story of Kudumbashree Onam Market**

Dr. Rahul

## **Selling 4000 tonnes of farm fresh vegetables – Success of Kudumbashree**

### **Onam Markets**

The success of any intervention is measured in output and value the intervention could generate. The focus on outputs are higher in any livelihood support programme especially agriculture related. Kudumbashree over the years has worked in the domain of agriculture through the intervention of the collective groups formed among the women NHG members. However based on the demands and requirement, the focus on initial years was on developing the skills of the first time farmers. Over the years the women farming group graduated to robust institution and were represented in every CDS of the state

Based on the spread and impact of the JLG movement, it was identified that the JLG has become a strong institutions and could generate marketable surplus which can generate income for the family. In order to maximise the benefits, Kudumbashree mission undertook a great challenge of targeting the onam market sales a platform for marketing the produce.

Since agriculture activity was time depended one, planning activity was started from the month of the May 2017 for targeting the onam season starting in the month of August. CDS and Block level production plan were prepared and implemented. Clusters of farmers were identified and trained specifically for proper production planning and ensuring continuous supply of the products to the market

Based on the proper planning, projection on the production was prepared in the month of July based on the cropping pattern. This provided a concrete data on the actual production to be availed in the different CDS and blocks.

Based on the projection, it was identified that harvesting of the crops would start from early August and hence pre-onam markets are required to be established to market the early stream of vegetables produced by the Joint Liability Groups.

Accordingly pre onam markets were established in each of the targeted CDS and the first pre onam markets were started in the first week of the August.

The pre onam markets was a huge success as it provided a direct platform for the farmer to sell their produce directly to the consumer their by understanding the market demands and requirements. Also this intervention eliminated the role of the middlemen which directly helped in better returns for farmers.

### **Table details the total sales figures of vegetable**

#### **Monitoring architecture**

One of the most detrimental factor for the success of the programme was use of efficient monitoring tools which were IT enabled. All of the markets were geo tagged and mapped in Google maps to be identified both by the consumers and the project staff. Daily procurement and sales were mapped in the mobile based app , consolidation of which were reflected at the state and district level enabling tracking of the actual procurement and sales happening.



Kudumbashree State Mission,  
2nd Floor, TRIDA Rehabilitation Building,  
Medical College P.O.,  
Thiruvananthapuram - 695011, Kerala.  
Phone: 91-471-2554714, 2554715, 2554716  
E-Mail- [info@kudumbashree.org](mailto:info@kudumbashree.org)  
[kudumbashree1@gmail.com](mailto:kudumbashree1@gmail.com)