



Kudumbashree (ISS) where 5% subsidy on agricultural loan provided by State Government of Kerala. It not only brings in significant changes in the lives of the poor but also helps to increase agricultural production by bringing fallow and cultivable waste land into agricultural use, and has importance as a food security measure.

However, most of the produce of the JLGs were marketed through channels outside Kudumbashree network. Market forms one of the vital links in making farming enterprise viable. The guarantee of ensured market encourage the farmers to put in the extra effort to increase the productivity. Understanding this gap, Kudumbashree under the purview of MKSP project aims to pilot Onam markets at the Panchayat level. Accordingly the clusters of best CDS in each of the 152 blocks were identified for the first phase of implementation. Community was sensitised through numerous activity leading to the development of accurate production and harvesting plan for the month of August 2017 focussing pre-Onam market. Implementation of the project was achieved through the systematic working of both the community and staff. JLG, CDS and the Panchayaths were sensitised in developing appropriate plan of action, which were supported by the active involvement of the block coordinators. Each of the activity related to the conduct of market were thoroughly planned and were executed with perfection. Basic infrastructure like shade, weighing machine, billing machine were provided to the selected CDS for the smooth conduct of markets. District mission ensured the involvement of elected representatives and even ministers, thereby enhancing the visibility of the market and programme. There was word of mouth publicity. The pre-onam market has turned out to be big success where homestead farmers and JLG members brought their surplus produce to a common place to sell, resulting in sales with a turnover of 3.05 crores, succeeded by the onam market, spinning in sales turnover worth Rs 11 crores. A total of 3269 tons of vegetables worth around Rs 14 crore were sold by Kudumbashree through these markets.

Weekly markets named ‘Nattuchantha’ were identified as one of the best methods of marketing the agricultural produce of women farmers. It was found that the production-demand cycle of vegetables were on a weekly basis creating a chance for weekly markets. It also ensures better marketing opportunities for the JLG products through the Kudumbashree networks by avoiding middle men. Anchored in the recognized needs and field observations, the weekly markets were established in three selected CDS of each block based on the production potential of the area.

## WORKING OF WEEKLY MARKETS

The idea of nattuchantha was catching up, especially with widespread enthusiasm for safe to eat food. CDS will inform the JLGs in advance about the schedule of weekly markets to be conducted in that area. Accordingly JLG groups will plan, harvest and bring their produce to these markets. Vegetables, cowpea, bananas and pseudostems are in big demand at these nattuchanthas. Tapioca, coconut oil, pepper, pumpkins, yam and honey are sold like hot cakes. The price may vary from block to block depending entirely on seasonal fluctuation in prices. JEVA team will control and coordinate all the marketing activities in each CDS. The task of ensuring sufficient produce to meet the market demand is also assigned with the JEVA. Trading is prohibited, only what is produced by a person is brought for sale and no procurement is allowed from outside. The block coordinator will ensure that weekly markets are regularly carried out in their blocks and record the sales turn over on a routine basis. Although the market timing is between 9 am and 12 pm, most of the produce gets sold out before closing time. The surplus vegetables will be sold to the retailers or distributed within the JLG members.

Value added products from agriculture based micro enterprise units are also brought to these markets for sales with the help of MECs. Value chain framework has been conceived as one of the strategies to bring more efficiency in the agricultural sector. Value



chain interventions has capacity to harness forward linkages in agriculture and allied activities in order to efficiently convert part of the output to value added products acceptable to the domestic and international markets and thereby create enormous employment opportunities. MKSP Value Chain is a project exclusive for promoting value chain development interventions through producer’s enterprise to establish market linkage and ensure better price realization for small and marginal women farmers. The main thrust of the project is to empower women in agriculture by shifting from traditional farming systems to agricultural value chains by adopting productivity enhancing technologies and federation of producer groups to improve smallholder production and participation in markets, and to create and sustain agriculture based livelihoods for rural women.

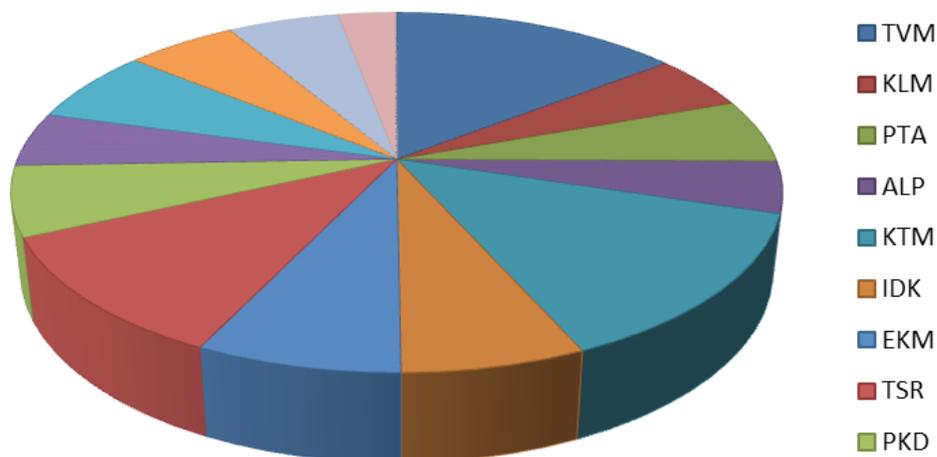
## AIMS OF WEEKLY MARKETS

- Access to market by all.
- Marketing of surplus produce from the homesteads.
- Marketing of all JLG produce independent of their quantity.
- Better price realization of JLG produce.
- Income generation for the rural women.
- Ensure bargaining power to the rural poor.
- Safe to eat food for all.
- Reduce middlemen exploitation.
- Marketing platform for ME products.
- Understanding the marketing trends, strategies and economics.
- Empowering women in marketing sector.

## SALES REPORT

District	Total No. of markets conducted	Total JLG products sold (Kg)	Total sales
(Rs.)			
Thiruvananthapuram	633	208918	7546247
Kollam	307	67343.45	2577638.5
Pathanamthitta	455	87447	2985810
Alappuzha	405	84432.9	2417436
Kottayam	503	60625.2	7041893.5
Idukki	374	69105	3387984
Ernakulam	551	113416.3	3782254.3
Thrissur	1078	150398.5	5744112.4
Palakkad	696	197352.3	3272148
Malappuram	307	65687.9	2540224
Kozhikode	371	58473	3459223
Wayanad	381	73234.2	2877160.9
Kannur	320	59431.376	2912643
Kasaragod	231	70116.9	15267831.5
Total	6612	1365982	65812606

### Total JLG products sold (tonnes)





Currently over 450 weekly markets have been provided with the infrastructure and other revolving funds, resulting in sales realization of 6.50 crores and leading to sales of more than 1000 tons of vegetables by the JLGs. Another 450 markets were established in association with the agricultural department. A total of 6662 markets have been conducted so far in Kerala from October 2017 to July 2018.

### **NATTUCHANTHA WEBSITE**

Real time monitoring formed one of the major component of the program which enabled accurate data management and realization of most of the targets. A website with the address, [www.naattuchantha.com](http://www.naattuchantha.com) was started to collect the dynamic data of weekly markets. The location of the market will be available in this site ensuring public participation. Procurement and sales data of each of the markets were correctly maintained. The data collected from each of the market were populated in centralized

MIS, accessible through mobile, thereby enabling real time data entry through mobiles. All these steps ensured both transparency and accountability for the activity.

### **FUTURE PLANS**

- Since weekly markets were found to be a great success platform for marketing JLG products, more markets will be established. (Weekly markets in all CDS).
- Lack of year round supply of vegetables is a hindrance to the regular functioning of markets, so continuous supply to the markets will be ensured by coordinating the JLGs and adoption of modern technologies.
- Value addition will be given more importance and more value added products and micro enterprise products will be marketed through the weekly markets.
- Marketing of JLG products with organic certification will ensure better price realisation for the JLG organic produce.