

## **Impact of Nattuchandha**

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

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. 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. 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.

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. 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 sales report of Naattuchanthas is shown below

<b>District</b>	<b>Total No. of markets conducted</b>	<b>Total JLG products sold (Kg)</b>	<b>Total sales (Rs.)</b>
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
<b>Total</b>	<b>6612</b>	<b>1365982</b>	<b>65812606</b>

Over 450 weekly markets have been provided with the infrastructure and other revolving funds, resulting in sales realization of 14 crores and leading to sales of more than 3104 tons of vegetables, banana and tubers by the JLGs. A total of 5732 markets have been conducted in the financial year 2020-21. 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.