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KUDUMBASHREE RICE BRANDING

Rice is a staple food of the Kerala, and is eaten more than 2 times a day in most of the house hold.. Paddy cultivation in Kerala has witnessed a steady decline since the 1980s. The fall in the area under paddy cultivation as well as in the quantity of rice produced in the State had important implications for Kerala's economic, ecological and social development. Presently more than half of the demand of our state is met from neighboring states .Over the last five years, however, there have been commendable signs of a revival in rice production in Kerala.. It also attempts to review the policy initiatives of the State and local Governments over the last few years that have helped revive rice cultivation in Kerala.

The rice majorly grown in Kerala are UMA and Jaya variety and are milled with the bran giving it a red tinge after processing. These gaps and advantages was identified and Collective groups related to paddy production and processing were established under Kudumbashree MKSP project. These collective groups doing their production process and milling process. They gathered good consumer response for their products and are currently facing an issue of supply.

Currently 50781 JLGs are undertaking cultivation in 34772ha of land. From this 7685Ha of land was used for paddy.Kudumbashree was planned to form collectives in this field. They collect paddy from the farmers and processed. They locally brand their product and sold through local markets and fairs conducted.

Kudumbashree has formed collectives in this field. The main objectives of these collectives are involve procurement of organic paddy from among the member farmers and process them into rice and rice products. These products will be then sold in market and fairs at competitive rates. Being organic, this rice has good demand in market.

Production process

Main product of these collective is Organic rice. They also produce and sell its value added products.

In this process these groups initially collect the paddy from nearer JLG groups or other farmers in their locality. These collectives are processed 198843Kg of paddy into rice.

► ഒക്ടോബറിൽ വിപണിയിൽ

ഊണിന് സ്വാദ് കൂട്ടാൻ കൂടുംബശ്രീ അരി

● ജെയ്സൺ പ്രമാൻസിസ്

തിരുവനന്തപുരം > കൂടുംബശ്രീയിൽനിന്ന് അരിയും വിപണിയിലേക്ക് വിവിധ ജില്ലകളിൽ നെൽ കൃഷിചെയ്യുന്ന കൂടുംബശ്രീ യൂണിറ്റുകളെ ഒറ്റക്കൂട്ടക്കീഴിലാക്കി കൂടുംബശ്രീ ബ്രാൻഡിൽ അരി വിപണിയിലെത്തിക്കാനാണ് സംസ്ഥാന മിഷൻ ലക്ഷ്യമിടുന്നത്. ഒക്ടോബറിൽ അരി വിൽപ്പനയ്ക്ക് തുടക്കമാകും.

ആദ്യഘട്ടത്തിൽ സപ്ലൈകോ, കൂടുംബശ്രീയുമായി ധാരണയിലുള്ള സഹകരണരംഗത്തുൾപ്പെടെയുള്ള സ്ഥാപനങ്ങൾ, കൂടുംബശ്രീ മേളകൾ, കൂടുംബശ്രീ ചന്തകൾ എന്നിവിടങ്ങളിലാകും അരി ലഭിക്കുക. ഇതിനായി 100 ടൺ അരിയാണ് മിഷൻ സംഭരിക്കുന്നത്. ഒന്ന്, അഞ്ച്, പത്ത് കിലോവീതമുള്ള പായ്ക്കറ്റുകളിലായിരിക്കും വിൽപ്പന. 8090 ഹെക്ടറിലാണ് കൂടുംബശ്രീ നെൽകൃഷി ചെയ്യുന്നത്. ഇതിൽ ഒരുഭാഗമാണ് സന്തം പേരിൽ അരിയാക്കുന്നത്. 6100 ഗ്രൂപ്പ് നെൽകൃഷി ചെയ്യുന്നുണ്ട്. നിലവിൽ വ്യത്യസ്ത പേരിൽ വിവിധ സ്ഥലങ്ങളിൽ അരി വിൽക്കുന്നുണ്ട്. ഇതിനു പകരമാണ് ഒറ്റ ബ്രാൻഡ് കൊണ്ടുവരുന്നത്. ആവശ്യമെങ്കിൽ കൂടുംബശ്രീ

● 8090 ഹെക്ടറിലാണ് കൂടുംബശ്രീ നെൽകൃഷി ചെയ്യുന്നത്. ഇതിൽ ഒരുഭാഗമാണ് അരിയാക്കുന്നത്. 6100 ഗ്രൂപ്പ് നെൽകൃഷി ചെയ്യുന്നുണ്ട്

ഗ്രൂപ്പുകൾക്ക് അവർ ആഗ്രഹിക്കുന്ന പേരും ബ്രാൻഡ് നാമത്തിനൊപ്പം ചേർക്കാം. പ്രത്യേക നെല്ലിനങ്ങളിൽനിന്നുള്ള സപ്ലൈ അരിയും ഇതോടൊപ്പം വിപണിയിൽ എത്തിക്കും. ഉൽപ്പാദകർക്ക് ലാഭം ഉറപ്പാക്കിയാകും വിൽപ്പന. പായ്ക്കറ്റിന്റെ രൂപകൽപ്പന പൂർത്തിയായി. രണ്ടാംഘട്ടത്തിൽ ചെറുകിട, വൻകിട കടകളിലൂടെ സപ്ലൈ അരി എത്തിക്കും. ഇതിന്റെ ഭാഗമായി നെല്ലുൽപ്പാദനം വർദ്ധിപ്പിക്കും. കൂടുംബശ്രീയുടെ കീഴിൽ നിലവിൽ വിവിധ ഗ്രൂപ്പുകൾ ഓരോ ജില്ലയിലും വിൽക്കുന്ന അരിക്ക് ആവശ്യക്കാരെയാണ്.

Current Procurement of Rice

1) Government procurement centers

This the most adopted selling route for most of the big farmers, under this route the farmers are sure of getting the MSP of 21.50/Kg. But one of the major deterrents for this model is the delay in the payment form the government side, often stretching to 8-10 months. Hence most of the women farmers, attached with JLG activity does not prefer this route for selling the product

2) Private traders

Private traders is the next alternative chosen by the farmers, under this channel the traders are willing to come to field of the farmers and lift the produce from their respective fields. The price is paid at the spot itself. But the rates of the private channel are always 20-25% lesser than the government procurement prices

3) Co-operative agencies

Paddy co-operatives are major actor in the paddy production and procurement scenario, but most of the

paddy co-operative provides support as package. Under this package the paddy producer are supplied with all the necessary inputs (chemical fertilizer and seeds), and it s mandatory for the farmers to purchase these inputs from the co-operative itself. Since most of the JLG undertaking paddy cultivation under the Kudumbashree network does not use chemical agents, this route of procurement/ market is not open for the JLG farmers

As part of the value chain intervention Kudumbashree established rice Branding Collective groups established among the paddy producing JLGs. Kudumbashree paddy producing women farmers would be brought under this groups based on the geography of location and the production potential. These Collectives established would actas primary procurement agencies for the farmers providing a major percentage of the market price at the procurement time and the rest as patronage after marketing of the product

District	No of Collectives formed	Name of Collectives
Trivandrum	1	Gramashree
Pathanamthitta	1	Iraviperoor
Alappuzha	1	Athira
Ernakulam		
Thrissur	6	Nadathara, Madakathara, Vayal, alathur, Pariyaram, karalam
Palakkad	1	Annam Rice
Malappuram		Thennala
Wayanadu	1	Pazhassi Rice
Kozhikode	1	Kottoor
Kannur		
Kasargode	1	Annam Amrutham



Currently these paddyCollectives established are providing a procurement price of 25 of the farmers .The primary role of the paddy Collectives would be procurement and primary processing of the paddy.

Now these collectives are more concentrated in establish a good supply Chain and market for their product. And also they focused branding of their product. . Here greater investment would be done on packing and brand creation such that the organic nature of the rice would be exploited and better marketed in order to capture better

market price. The packing would focus with proper labeling depicting the place of production.

Institution building: Establishment of collectives among the farmers required high leveltraining and capacity building. For this Kudumbashree provide various levels of training from group formation to market and supply chain.

Revolving funds:since procurement is one of the major activity in the value chain, the requirement of the revolving fund would be huge for Collectives. For these Kudumbashree has provide a revolving fund for these collectives to procure paddy at the rate of ..

Details of Rice processed by kudumbashree					
SL No	Name of District	No of Blocks	Total quantity of paddy procured in Kg	Average procurement price per kg	Total quantity of rice processed
1	Trivandrum	11	11000	25	6500
2	Kollam	11	0	0	0
3	Pathanamthitta	8	65000	22	48000
4	Alappuzha	12	580	22	365
5	Kottayam	11	0	0	0
6	Idukki	8	0	0	0
7	Ernakulam	14	0	0	0
8	Thrissur	16	54000	23.3	49000
9	Palakkadu	13	3500	22	1700
10	Malappuram	15	61500	21.5	21725
11	Wayanad	4	30000	26	6000
12	Kozhikode	12	0	0	0
13	Kannur	11	58900	22	54853
14	Kasargode	6	14142	20	10700
	Total	152	298622	203.8	198843

