



Nattuchantha - Revival of traditional weekly markets

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Community managed market- Nattuchanda

Market forms one of the vital links in making farming enterprise viable. The guarantee of ensured market provides an incentive for the farmers to put in the extra effort to increase the productivity. Kudumbashree through the Joint liability groups has been actively involved in the promotion of agriculture based livelihood. However, most of the produce of the JLG were marketed through channels outside Kudumbashree network. Understanding the gap Kudumbashree under the Mahila Kisan Sashakthikaran Pariyojana (MKSP) project planned to pilot weekly market at the Panchayat level.

As per the plan, clusters of best CDS in each of the 152 blocks were identified for the first phase of the marketing activity. Community was sensitised through numerous activity leading to development of accurate production and harvesting plan for the month of August. As part of supporting the CDS fund for creating market infrastructure was provided to selected CDS, such that a total of Rs 75,000 selected CDS were provided for establishing movable infrastructure for conduct of the markets

Implementation of the plan was achieved through efficient working of both the community and staff. JLG and CDS and the Panchayaths were sensitised in developing appropriate plan of action, which were supported through by the active involvement of the block coordinators. Each of the activity related to the conduct of the market were thoroughly planned and were executed with perfection. District mission ensured the involvement of elected representatives and even ministers, thereby enhancing the visibility of the market and programme.

Real time monitoring formed one of the other major component of the programme which enabled accurate data management and realisation of the most of the targets. Google based mapping of each of the market were undertaken, reflecting in accurate understanding of location of the market, with the click of button. Procurement and sales data of each of the markets were correctly maintained. The sales of each of the commodity were mandated through bill generated through billing machines, thereby reducing the inefficiency in data management

The data collected from each of the market were populated in centralised MIS, accessible through mobile there by enabling real time data entry through mobiles. All these steps ensured both transparency and accountability for the activity.

Sl. No	District	No of Blocks	No of Markets Conducted	average number of markets in each blocks	Pre onam (08.08-29.08)Agri sales sales in Lakhs	Onam(30.08-02.10) agri sales in lakhs	Total sales 2017 (lakhs)
1	Ernakulam	14	295	21	76.5	263.7	340.3
2	Thrissur	16	236	15	56.3	91.2	147.5
3	Kottayam	11	215	20	30.9	116.4	147.3
4	Alappuzha	12	219	18	35.6	102.6	138.2
5	Thiruvananthapuram	11	177	16	28.2	62.0	90.2

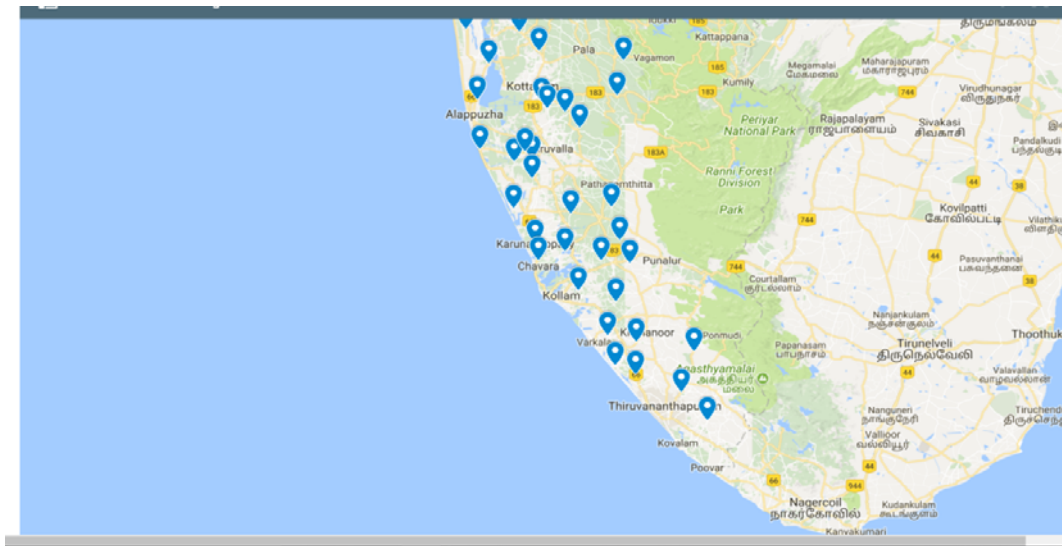
6	Pathanamthitta	8	146	18	21.4	57.8	79.2
7	Idukki	8	88	11	3.5	64.1	67.6
8	Kollam	11	157	14	8.0	54.9	62.9
9	Wayanad	4	80	20	4.4	57.3	61.7
10	Kannur	11	12	1	18.4	43.0	61.4
11	Palakkad	13	133	10	6.2	55.1	61.3
12	Kasaragod	6	132	22	9.5	43.6	53.1
13	Kozhikode	12	119	10	5.3	43.5	48.8
14	Malappuram	15	52	3	1.0	45.5	46.5
	Total	152	2061	14	305.2	1100.8	1406.0

Total sales achieved in different district through the agricultural markets

Quantity of different vegetables sold through the markets

crops	tons
Banana	590.17
Tapioca	436.23
Others	345.7
Ridges and grounds	338.4
Tuber (Yam, Colocasia)	325.6
Leafy Vegetables	288.84
Bitter Guard	260.06
Cow Pea	187.98
Cocunut	170.8
Brinjal	124.7

Bindhi	100.59
Rice	69.01
Jackfruit	22.57
Pulses	8.93
Total	3269.7



Google map based tracking of the markets









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