



**Athira. M. S.**  
**State Assistant Program Manager - Agriculture**

# KUDUMBASHREE IN ONAM MARKET 2017

Kudumbashree is the women empowerment and poverty eradication program, framed and enforced by government of Kerala in the year 1998. Kudumbashree is a three tier social institutional set-up to work towards women empowerment, economic development and social development. Improving incomes of the poor through improved skills and investment for self –employment is one of the main objectives of this mission. Presently more than 40 lakhs women's were members of this institution. only % of them were engaged in different livelihood activities. For that majority of the women were selected agricultural and allied activities as their livelihoods.

Agriculture is still one of the major livelihood activities for the rural women in the Kudumbashree network, since Kudumbashree mostly works with the rural poor women. Kudumbashree through the intervention of Joint liability groups (JLG), tries to address the issues of collectivizing the rural women to undertake lease land farming. Through this intervention the rural women are encouraged to become farmers. Kudumbashree JLG members lease the lands from land owners and start cultivation. Lease land farming and collective farming was started from 2003-04. In initial years Kudumbashree mainly focused on the skill development of these women farmers. Presently more than 60,000 JLGs are cultivating in 52000Ha of land. For assisting and monitoring the agricultural activities of these JLG groups Kudumbashree has formed a community level resource persons, named Master farmers.

Now these JLGs are the strong institution in the community and they are able to produce marketable surplus which become the income of a family. Marketing was one of the major problems face Kudumbashree women farmers. Markets are one of the major links in making farming enterprise feasible. The market provides an assurance for the farmers to put an extra effort to increase the productivity. In order to maximize the benefits, Kudumbashree mission targetted the onam market as a sales platform for marketing the produce of JLGs.

## **KUDUMBASHREE AND PRE ONAM MARKETS**

Onam is a major annual event for Malayali in and outside Kerala. It is a harvest festival and major shopping season of kerala. During Onam kudumbashree conduct festival markets and fairs. These markets are the main avenues for Kudumbashree entrepreneurs and JLG farmers. Kudumbashree through the Joint liability groups, 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 this gap and maximize the benefit to JLG Members, village level Pre Onam vegetable markets were conducted by Kudumbashree to provide good quality, farm fresh, pesticide free vegetables to the consumer, thereby helping the farmers to receive remunerative prices for their products.

Since agriculture activity is time dependent, planning activity was started from the month of the May 2017 for targeting the next Onam season. 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, production was prepared in the month of July 2017 based on the cropping pattern. This provided a data on the actual production to be availed in the different CDS and blocks. Based on these data collected, it was identified that harvesting of the crops will start from early August and hence pre-onam markets are required to be established in that time to market 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. Kudumbashree provided the support to selected 3 CDS from a block. As part of supporting the CDS, a total of Rs 75,000/ were provided to selected 450 CDS for creating market infrastructure such as shade, weighing machine, Billing Machine etc.

Implementation of the plan was achieved through efficient working of both the community and staff. Each of the activity related to conduct of the market were thoroughly planned and executed with perfection. District mission and CDS ensured the supply of vegetables in pre Onam markets. 2061 Markets were conducted from 8th – 29th August, 2017 at a frequency of 3 Pre Onam markets per

week. A Total Sale of Rs 3.05 crore was recorded at the Pre Onam Markets. Onam markets were also conducted from 30th August, 2017 to 2nd September 2017 which recorded a sale of Rs 11 crore. 3269 ton of vegetables worth Rs 14 crore were sold through these 3638 markets. The pre onam markets was a huge success as it provided a direct platform for the Kudumbashree farmer to sell their products directly to the consumer and also help them to understand the market demands and requirements. This intervention eliminated the role of the middlemen and helped the farmer to get better price for their commodity.

The Table below shows the sales details during the Onam 2017

Crops	Vegetable sold (in ton)
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

**ഓണത്തിന് 1100 കുടുംബശ്രീ ചന്തകൾ**

തിരുവനന്തപുരം: ഓണം വിപണിക്കു മാറ്റുകൂട്ടാൻ സംസ്ഥാന മൊട്ടാകെ കുടുംബശ്രീയുടെ നേതൃത്വത്തിൽ 30 മുതൽ സെപ്റ്റംബർ അഞ്ചു വരെ ഓണചന്തകൾ സംഘടിപ്പിക്കുന്നു. ജില്ലാ ഗ്രാമതലത്തിലായി 1100 ഓണചന്തകളാണ് സംഘടിപ്പിക്കുന്നത്. ഇതിൽ കാർഷിക-സൂക്ഷ്മ സംരംഭ മേഖലയിൽ നിന്നായി ഒരു ലക്ഷത്തിലേറെ സംരംഭകരും പങ്കെടുക്കും.

ഓണത്തോടനുബന്ധിച്ച് കുടുംബശ്രീയും തദ്ദേശസ്വയംഭരണ സ്ഥാപനങ്ങളുമായി ചേർന്ന് മലപ്പുറത്ത് 25 മുതൽ സെപ്റ്റംബർ നാലു വരെ ദേശീയ സരസ് ഉൽപ്പന്ന പ്രദർശന വിപണന മേളയും സംഘടിപ്പിക്കും. ഇതിന്റെ ഉദ്ദേശ്യം 25ന് മുന്നിലെ കെ.ജി.എ.യിൽ നിർവഹിക്കും. 25ഓളം സംസ്ഥാനങ്ങൾ സരസ് മേളയിൽ പങ്കെടുക്കും. ഇതര സംസ്ഥാനങ്ങളിലെ പരമ്പരാഗത ഗ്രാമീണ സംരംഭകരുടെ ഉൽപ്പന്നങ്ങൾ ഉൾപ്പെടുത്തി 240 സ്റ്റാളുകളും പ്രദർശന നഗരിയിൽ ഒരുക്കും. ഇതോടൊപ്പം വിവിധ സംസ്ഥാനങ്ങളിൽ നിന്നുള്ള സംരംഭകർ അണിനിരക്കുന്ന ഭക്ഷ്യമേളയും സംഘടിപ്പിക്കും. 40 കോടി രൂപയുടെ വിറ്റുവരവാണ് കുടുംബശ്രീ ഇത്തവണ ഓണച്ചന്തകളിൽ നിന്നു പ്രതീക്ഷിക്കുന്നത്.

ഓണത്തിന് ന്യായവിലക്ക് വിപണിമുക്ത പച്ചക്കറികളും പഴങ്ങളും ഗുണനിലവാരം ഉറപ്പുവരുത്തിയ മറ്റു ഭക്ഷ്യ ഉല്പന്നങ്ങളും ലഭ്യമാക്കുക എന്നതിനോടൊപ്പം ഓണവിപണിയിൽ നിന്നും പരമാവധി വരുമാനം അയൽക്കൂട്ട വനിതകൾക്ക് നേടി കൊടുക്കുന്നതിനും കുടുംബശ്രീ ലക്ഷ്യമിടുന്നു. ഓണച്ചന്തകളിൽ കുടുംബശ്രീ സംവിധാനത്തിൽ ഉൾപ്പെടുന്ന എല്ലാ വ്യക്തിഗത-ഗ്രൂപ്പു സംരംഭകരുടെയും പുർണ്ണ പങ്കാളിത്തം ഉറപ്പാക്കുന്നതിനായി സംസ്ഥാന ജില്ലാമിഷനുകൾ വിപുലമായ ഒരുക്കങ്ങളും നടത്തിക്കഴിഞ്ഞു.

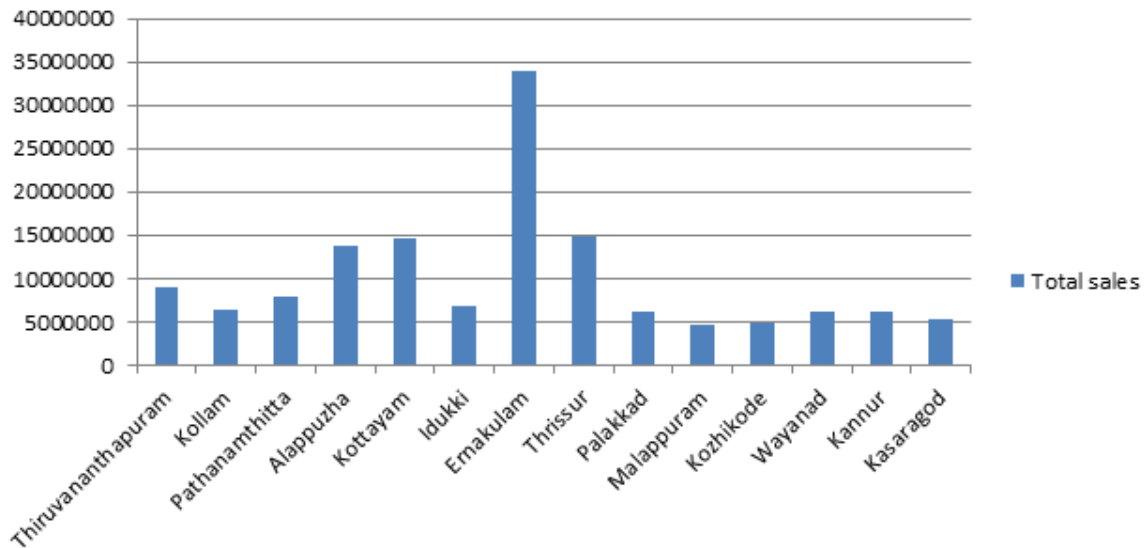


**പുഞ്ചിരിപ്പു വിളവെടുപ്പ്...** വടകുളം പഞ്ചായത്തിലെ മഹിളാ കിസാൻ പരിയോജനയുടെ പുഷ്പകൃഷി വിളവെടുപ്പ് പൊന്നാനി ബ്ലോക്ക് പഞ്ചായത്ത് പ്രസിഡന്റ് കെ.ലക്ഷ്മി നിർവഹിക്കുന്നു. പഞ്ചായത്ത് വൈസ് പ്രസിഡന്റ് എം.മുസ്തഫ, ബ്ലോക്ക് പഞ്ചായത്ത് അംഗം എം.എ.നവാബ്, പഞ്ചായത്ത് അംഗം കെ.കൃഷ്ണൻ എന്നിവർ സമീപം.

## Kudumbashree Writeshop

Sl. No	District	No of Blocks	No of Markets Conducted	Pre oanm market	onam market sales	Total sales (Rs)
1	Thiruvananthapuram	11	177	2817802.4	6202561	9020363.4
2	Kollam	11	157	801647	5491807.5	6293454.5
3	Pathanamthitta	8	146	2140685	5783949	7924634
4	Alappuzha	12	219	3562338	10261341	13823679
5	Kottayam	11	215	3089606	11639121	14728727
6	Idukki	8	88	349519.5	6407796.5	6757316
7	Ernakulam	14	295	7653034.94	26372999.5	34026034.44
8	Thrissur	16	236	5630705.44	9123220	14753925.44
9	Palakkad	13	133	617257.3	5511572.5	6128829.8
10	Malappuram	15	52	96942	4552800	4649742
11	Kozhikode	12	119	528594.5	4346865	4875459.5
12	Wayanad	4	80	443496.75	5728243.3	6171740.05
13	Kannur	11	12	1835324	4302468	6137792
14	Kasaragod	6	132	949029.5	4356380	5305409.5
	Total	152	2061	30515982.33	110081124.3	140597106.6

### District wise sales details



Graph showing district wise sales details

Monitoring of the programme From the last two decay Kudumbashree has conducted several festival markets in the ground level. Eg. Vishu fairs, Onam fairs,etc But the learning was both conducting such markets and maintaining documentation on the same was also important. For setting a strong platform with adequate data Kudumbashree has introduced new Management Information System (MIS) in Pre Onam Market. Proper monitoring is one of the major components of the successful of project.

### Process of Maintaining MIS

1. Collection of Primary Data: Primarily collect the expected production of vegetable for onam season using block coordinators and JEVA
2. Communication through Kudumbashree network: Kudumbashree communication network is quite well structured penetrate model in the ground level. By using these network district missions used to give instruction to each and every CDS
3. Identification of market places for conducting Pre onam markets: Identification of market places for pre onam market with the help of LSGIs. Geo tagging is the initial step of this entire process. Identification and geo tagging help both customers and officials for understanding the pre onam market places and plan activities according to the data
4. Participatio Of JLGs: By conducting CDS level meeting And JLG level meeting to identify and communicate to JLGs in the preonam market so that we can assure the maximum quality product and participation in the community and satisfy the ultimate need of customer.

5. Conduction of Market:Pre onam market mainly conduct the close supervision of CDS with the help of JEVA Taem. JEVA team and CDS ensure the availability of vegetable in markets and district mission staff like Block Cordinators and District Programme Managers and other officials ensure the effective conduction of market.
6. JEVA Team
7. MIS ENTRY: Kudumbashree has developed a new management Information system(MIS) for pre markets. This MIS helps to recording pre onam market details regularly and efficiently. The data from the village level markets were collected in field level and generate useful reports for better monitoring and planning. Block level coordinator were entered the data at the time of market.
8. Report Submission and web updation : The district programme managers were regularly submit report of markets and update the details in Kudumbashree Website.

### Pre onam market MIS Data:

Last year , Kudumbashree has introduced Pre Onam market , and it turned out to be a great success. It was a great support and a handholding to our JLG members. In light of this achievements , Kudumbashree has decided to make this market a continuous process and named it as “ Naattuchantha”. To monitor the the said market, a website has been launched and it created a platform to enter the data from the field itself. As last years market turned to be a beneficial one , Kudumbashree has decided to organize the Pre Onam and Onam market this year also.