

Huge Relief to Beleaguered Farmers



SOURCE: E-BOOK ON SUCCESS STORIES RELEASED BY THE PRIME MINISTER ON CIVIL SERVICES DAY 2017

Madanapalli's tomato farmers are not leading a rosy life. In fact, they are bogged down with major problems like severe price fluctuation, poor marketing strategies for selling their produce and the never ending greed and exploitation by commission agents in the market yard.

B.Vali Reddy, a farmer of Narepalli village in Rama Samudram Mandal of Chittoor District, says, *“I cultivated tomato on my one-hectare field and sold the produce through the commission agents at the market yard at the rates fixed by them. I also had to pay an additional 15-20% commission towards damages besides paying rental charges for plastic crates,”*

Due to lack of awareness about quality plant material, production based interventions, post-harvest technologies and marketing strategies, he and his fellow farmers are

incurring huge losses every year and seeking assistance from the Government to overcome the situation.

A number of awareness programmes jointly conducted by e-NAM officials, the Market Committee and Horticulture Department motivated them to adopt modern methods of agriculture.



With knowledge of quality plant material, trellis system, drip irrigation, mulching, fertigation and post-harvest technologies there was an immediate improvement in productivity from 40 tonnes to 48 tonnes and also a 60% saving in water consumption.

The Government also provided a farm pond with solar energy for providing relief during droughts.

Before e-NAM market, the farmer was averaging a price of INR 7.5 /kg and now he earns INR 12/kg. After witnessing Reddy's success, the neighbouring farmers also started participating in the e-NAM market. They also use the soil testing lab facility in

the market and are adopting good agricultural practices as per the advice of horticulture officer stationed in the market yard.

“With the Government’s support through the subsidies under State and Central funds, I was motivated to bring my produce to e-NAM market. Horticulture Department also helped me to produce quality tomatoes; plastic crates supplied under Block Resource Group funds helped me save about INR 1.6 lakhs/hectare. And, today I get very good price in e-NAM’s open auction which charges just 4% as commission.” Reddy says with a broad smile.

Courtesy: <http://darpg.gov.in>

Madanapalli, Andhra Pradesh

Madanapalli is a single commodity agricultural market dealing exclusively with tomatoes and has arrivals of 2.5 lakh tonnes per year. Tomatoes from the Mandi are exported to markets such as Bangladesh and Pakistan. e-NAM was introduced in the district in November 2016.

BACKGROUND/ INITIATIVES UNDERTAKEN

Amenities like Open Auction Platform, Digital Electronic Weighing Machines, etc. are present in the Market Yard

High speed broadband facility is provided for 29 traders and 123 commission agents

All India market prices of commodities are displayed on LED display board in market premises and daily tomato prices are sent to farmers through SMS

Soil testing Laboratory was established in market yard with technical support from Agricultural Department

SMS informing the highest bid price of the produce is sent to the farmer on his mobile

Link roads are provided to tomato farms with the convergence of MGNREGS and funds of Agricultural Market Committee

Farmers have been trained in grading of tomatoes and in

adopting post-harvest technologies like plastic crates to reduce transportation losses

Workshops and awareness programmes were conducted involving different farmers, traders, market committee members for effective implementation

KEY ACHIEVEMENTS/ IMPACT

All traders and commission agents have been registered on the e-NAM portal

88% of the registered traders (32) have participated in trade on e-NAM platform

Total value traded on e-NAM platform was INR 1.6 Cr.

Total volume traded was 24,484 MTs on e-NAM platform

Every farmer is getting additional benefit of INR 3000 - INR 5000 through e-NAM