

SUCCESS STORY

MODERN VEGETABLE MARKET, KUNDULI

TRANSFORMATION OF A RURAL MARKET TO THE NATIONAL AGRICULTURE MARKET (NAM)

UNDER THE FINANCIAL ASSISTANCE

OF

RASHTRIYA KRISHI VIKASH YOJANA (RKVY)

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TITLE

Agricultural produce has been a victim of unfair trade practice and the agricultural producer is not assured of his legitimate price in absence of a proper marketing arena. Lacking of post harvest management, market linkage and storage in absence of need based infrastructure add the tandem of exploitation to the producer. The agricultural producer has no choice then to become a scapegoat in the hands of the unscrupulous traders.

Kunduli, the headquarters of a Panchayat in Pottangi block of Koraput district, is the major vegetable producing zone of Orissa. It is approximately 65 K.M. away from Jeypore and 35 K.M. from Koraput, located on N.H.43 connecting Raipur to Vishakhapatnam and in close proximity to the Deomali Hills, the highest peak of Orissa. It is predominantly a tribal dominated area of the State with poor literacy rate. Majority of the farmers are either small or marginal with small land holdings. Its adjacent block, i.e. Semiliguda Block assumes added importance for the presence of HAL and NALCO in it. The block is enriched with forest and minerals that attracts the people from outside.

It has good road connectivity with major trading centers of Orissa, Andhra Pradesh and Chhatisgarh. The nearest rail head is located at Damonjodi which is just 35 K.Ms. N.H.-43 & S.E. Railways connect the place with major trading centers of Vizayanagaram, Vishakhapatnam in the South and Raipur in North West. National Highway provides direct and

fast communication to intra-state markets like Berhampur, Bhubaneswar, Jeypore etc.

The Kunduli market attracts produces from nearly 125 villages from Patangi, Semiliguda and Nandapur Blocks around it and the reach of this market extends downstream to places like Vijayanagaram, Vishakhapatnam and other border districts of A.P, Raipur in Chhatisgarh, and different markets inside the state, located between Kunduli and Bhubaneswar, from where there happens onward transportation to different other satellite towns and villages. Thus the upstream and downstream zone of influence of the market is quite wide. This is thrice a week market, the market days being Tuesday, Friday and Sunday. Besides the hat days, daily some 5-6 truckloads of vegetables are dispatched from this market to different places, both inside and outside the state. The market runs mostly during the night time.

The agro-climatic conditions of the district with well distributed rain fall and cool climate is conducive to cultivation of horticulture produces, especially vegetables like Cabbage, Cauliflower, French Beans, Brinjal, Radish, Ginger, Sweet Potato, Plantains, Cucumber, Pumpkins, Jackfruits etc.

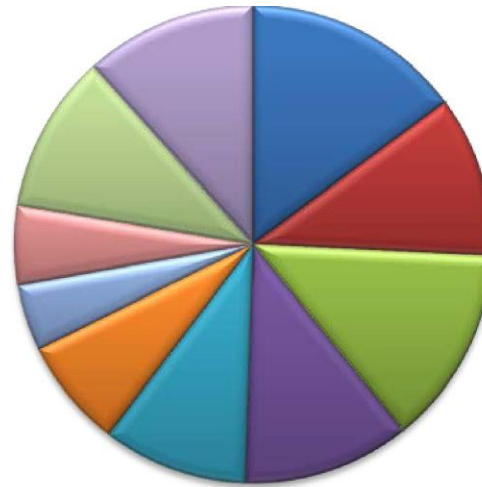
Kunduli Market is, thus, having all the characteristics of a wholesale market being run in an unorganized manner, throwing ample scope for its development. Development of this market yard shall go a long way to cater the needs of local producers to get assured prices for their produces.

Annual average arrival of major vegetables in Kunduli Market (in M.T.)

SI. No.	Name of the major produce.	Average arrivals.
1.	Ginger	16,600
2.	Cauliflower	12,200
3.	French Beans	15,000
4.	Brinjal	12,600
5.	Radish	11,000
6.	Cabbage	8,300
7.	Sweet Potato	5,000
8.	Pumpkin	6,000
9.	Cucumber	12,000

With the development of the market yard it will not only eliminate exploitation of the tribals caused by middlemen in trade but also shall ensure to open the way for free marketing with assured price for their produce through online bidding.

Graphical presentation of Annual average arrival of major Vegetables in Kunduli Market (in M.T.)



- 1 Ginger
- 2 Cauliflower
- 3 French Beans
- 4 Brinjal
- 5 Radish
- 6 Cabbage
- 7 Sweet Potato
- 8 Pumpkin
- 9 Cucumber

CATEGORY-AGRI-INFRASTRUCTURE DEVELOPMENT

The long pending demand of providing of need based infrastructure has resolved with the participation of RKVY and other stake holders. With State of art infrastructures under RKVY for agril. producers and coming prospective of the market, the GOI has introduced e-National Agriculture Market(e-NAM) for online biding of Ginger and Potato on pilot basis to provide remunerative price to the producers. The present scenario of wholesale trading of vegetables with adequate need based infrastructures is not only farmer-friendly but also a model market having all sorts of facilities for farmers and traders in a secured environment. With practice of grading, standardization, storage, basic price-discovery mechanism like auctioning, collection and dissemination of market information and introduction of e-National Agriculture Market (e-NAM) the market is having State of art facilities.

The details of agri-infrastructures provided in the market are;

1. 15 nos. of Cover Shed
2. 04 Nos. of Open Pindis
3. CCRoad
4. Entry & Exit Gate
5. e-BAZR of IFFCO
6. Storage Godowns..small (14 nos.) for traders
7. Free Storage Godowns(200MT)..02 nos.
8. e-NAM office

- a. Office
- b. Computer Lab
- c. Grading Lab
- d. Farmers Information Centre (FIC)
- e. Assemble Hall
9. Dormitory Block(both for male & female)
10. Weigh Bridge..60 MT
11. Toilet Block
12. Watchman Shed
13. Lighting Facility of entire market
14. 100 KVa DG Set
15. Hi-mast light
16. ATM counter



CHALLENGE

- 1. Link the farmers to the market by shortening supply chain to increase farmers share in consumer rupee.**
- 2. The dispersed marketing practice should be replaced by a single unit for trading with alternative competitive buyers.**
- 3. To continue development of marketing infrastructure and post harvest cold chain, by involving the private traders.**
- 4. To bring transparency and advanced marketing practices to realize higher price and thus higher income to the farmers.**

The challenges for the Market Committee is to provide good marketing practices, market led extension and access to information besides basic infrastructure for the market. Therefore, in terms of trade opportunities, for achieving development goals, the following steps need to be taken;

- Market to be operated gradually on a hub-and spoke format where in the wholesale market should be linked to a number of collection centres.**
- The collection centres so identified to be accessible to farmers.**

- The wholesale market needs a backward linkage with farmers and forward linkage to wholesalers, retailers, processing units etc.**
- The collection centres need to be integrated Commodity Interest Groups for marketing of their marketable surpluses.**
- The wholesale market required to provide one stop solution of logistic support including transport services.**

Farmers in particular are to be benefited in this system by dissemination of market data and subsequent price realisation.

FPOs of the OLM and FCSGs (Farmers Commodity Specific Groups) of the Market Committee are the target group under this system.

INITIATIVE

The traditional rural market runs on the road side of Kunduli has shifted to the RKVY market for effective implementation of e-NAM and the District Level Monitoring Committee (DLMC) has taken initiatives with implementation of following schemes / provisions to make the e-NAM RKVY market a success;

A. Welfare Schemes:-

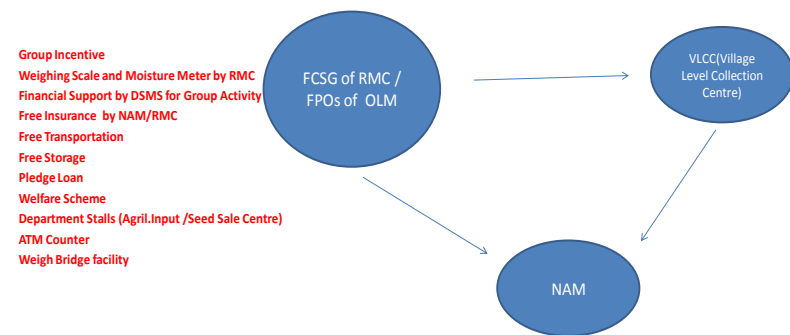
1. Free medical check-up in market days for Group members;
2. Instant first aid to be provided to the group members for any mishap; and
3. A compensatory amount of ` 20,000/- (Rupees Twenty Thousand) only to be provided to the family members of the deceased Group member for any accidental death in the market day.
4. Free Transportation facility to be provided to the Groups for transportation of surplus produces from Village Collection Centres to Mandi point.

B. Lottery Schemes:-

1. A cash prize of ` 50,000/- (Rupees Fifty Thousand) only through lucky draw to the farmer/FCSGs sell their produces through e-NAM in a calendar year.
2. Ten consolation prize through lucky draw to the Group members participated in e-NAM.
3. A trophy and certificate to the FCSG (Farmers Commodity Specific Group) for active participation.
4. A memento and certificate to the local trader for highest transaction.

- C. Agriculture & Horticulture Departments are requested to open Agril. Input Sale Centre & Seed Sale Centre in the interest of farmer producers.
- D. OLM requested to open Group Utility Centre.
- E. Emphasis is given for Group Marketing through OLM.
- F. The Dist. Administration also planning to include Cashew and other commodities in addition to the pilot commodities in e-NAM for online bidding to provide remunerative price.
- G. Establishment of Processing Unit under PPP mode for value addition.

Operation of NAM at Kunduli



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KEY RESULT/INSIGHT/INTERESTING FACT

The key result of the RKVY market;

1. State of Art infrastructures for a modern whole-sale market provided,
2. The road side traditional market shifted to the RKVY market complex,
3. National Agriculture Market scheme implemented, and
4. Employment opportunities created.

The farmers are benefited through online bidding of agril. produces which bring a significant change in their standard of living and in long run this RKVY market will undoubtedly stand as “backbone of tribal economy” of the area.

“I used to sold Ginger @ ` 12/- per KG, but after implementation of e-NAM, I am getting ` 22/- per KG in the RKVY market”

- Chandra Chopadi, Farmer
(covered by the TOI and DD Odia)
paper clipping & DD coverage video enclosed



“We are getting best infrastructures at Kunduli under RKVY and hoping to get in other markets of Koraput too”

- Smt.KamalaKhora,
Sibani-I SHG,Padmapur
in the NAM IEC meeting on 5th Aug'2017 at Kunduli



IMPACT

Establishment of RKVY market and subsequent implementation of e-National Agriculture Market at Kunduli leads to a significant change in the standard of living of local agril. producers besides creating employment opportunities.

The massive IEC activities by the market committee on the implementation of e-NAM for online bidding of agril. produces has created an awareness among the farmer communities on the benefits of Kunduli RKVY market and GOI National Agriculture Market. The achievement under e-NAM is;

1. Total farmers enrolled:- 3063 nos.
2. Total traders enrolled:- 68
3. Quantity of Ginger procured:-7336.49
4. Amount involved:- ` 183.64 lakhs

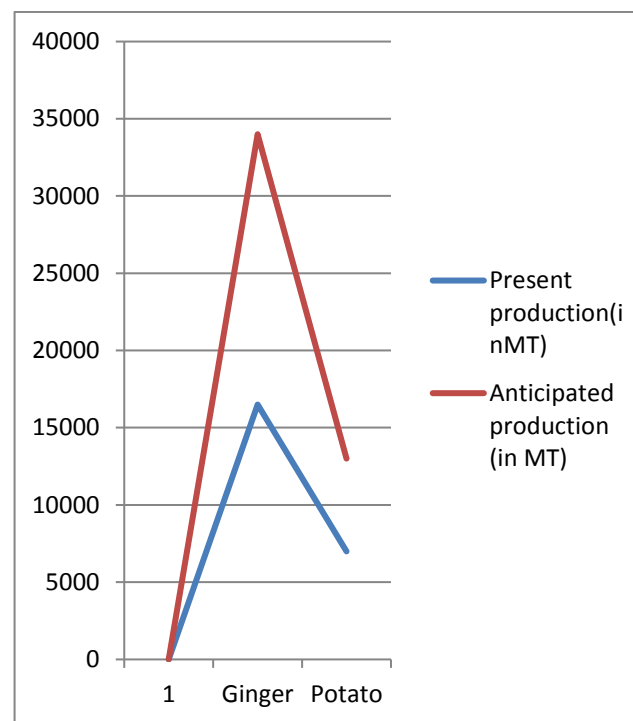
The reports received from the Horticulture deptt. shows a marginal increase on the production aspect of Ginger & Potato in the coming year;

Commodity	Present production	Anticipated production
1	2	3
Ginger	16500 MT	34000 MT
Potato	7000 MT	13000 MT

The production of other agril. and horticulture produces shall also in increasing trend in the changing marketing scenario.

Streamlining of the marketing aspect and subsequent online transaction of agril. produces under e-NAM, attracts private entrepreneurs to set up value addition unit, which will surely bring a change in the economic condition of the local producers and to create employment opportunities.

ATMA and other line departments have also come forward and extend helping hand to create awareness on different aspects of e-NAM RKVY market and implementation of GOI initiatives.



LESSONS LEARNED

Establishment of a market in an adverse local condition is the most challenging task. The challenges were;

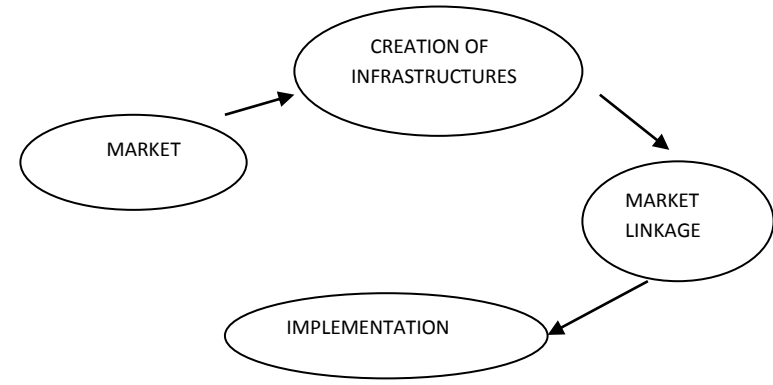
1. To establish a market in a tribal pocket of the district with the conditions not conducive to work,
2. To shift the traditional road side market to the new market, and
3. To break the chain of marketing with number of intermediaries & to create an awareness on online trading through e-NAM.

Establishment of the market and subsequent implementation of e-NAM is only possible with the help of the Government, District Administration and Market Committee.

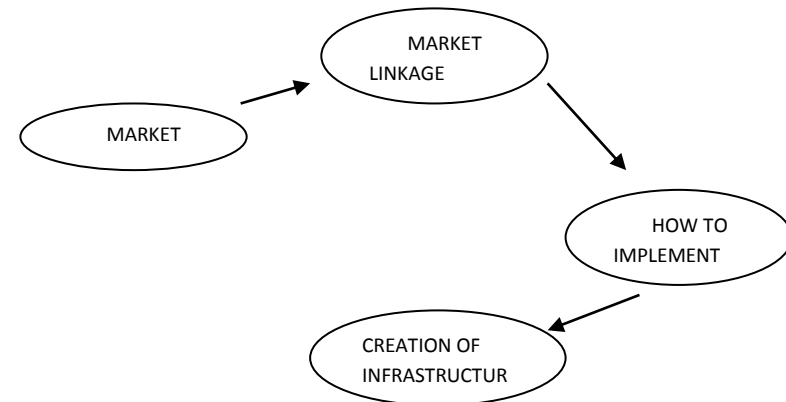
The cooperation of all stake holders for establishment of the market and streamlining of the marketing aspect is praise worthy.

Had I be given an opportunity to start the work afresh, then I could have to change the strategies adopted in a different way i.e., from production led marketing to market led production.

To start with market instead of going for creation of infrastructure, I should go with the market linkage and implementation on the basis of market intelligence and then to create market infrastructures on the basis of demand of time.



(Strategies to be adopted)



SUPPORTING QUOTES AND IMAGES

“The market shall go a long way to cherish and fulfil the demands of the local tribals those are dependent on the market for their livelihoods. With need based infrastructures and storage facilities provided in the market, the market surely attracts participation of outside traders that will create a competition so as to provide remunerative price to the agril. producers. Implementation of e-NAM in the RKVY market adds spice to the marketing aspect and beneficial to the agril. producers in selling of their produces through online bidding.”

- Sri Prafulla Pangi,
Hon'ble MLA,Pottangi
in the NAM IEC meeting on 5th Aug'2017 at Kunduli

“The market have the State of Art infrastructures having all sort of facilities provided that are required for a Model Agril. Market. We will also trying our best to create such a market in our Districts.”

- Members of the Visiting Team of DRDA consisting of elected representatives of Zilla Parishad of four Districts of ODISHA under the leadership of PD,DRDA, Koraput on their visit to the market on 29th Nov'2017

“The Kunduli market is the vegetable hub of Odisha.The market infrastructures created under RKVY is a standing model for other markets of the State.Implementation of e-NAM and e-Bazar of IFFCO with provision of free storage facilities is praiseworthy.The initiatives by the Government in implementation of e-NAM in the market will boost the economic condition of the tribals.The market environment with lighting facility is very conducive for marketing in a secured place”

- Members of the ATMA Team on their visit to the market on 7th Dec'2017

“The Kunduli market is one of the important vegetable market of South Odisha. With Sate of Art infrastructure under RKVY and introduction of e-NAM by the GOI will surely change the economic standard of the local tribals. The steps taken by the Market Committee in providing better price to the tribal farmers are commendable.”

- Door Darshan Odia,Bhawanipatna on their live coverage of the market telecasted on 30th May'2017 at 12 noon in DD Odia.





Agri e-portal at Koraput haat

Satyanarayan Pattanaik | THN

Koraput: The electronic-National Agriculture Market (e-NAM), a pan-India electronic portal launched by the Union government will start functioning in Koraput's Kunduli weekly market (haat) from April. It networks the existing agricultural produce marketing committees to create a unified market for agricultural commodities. Officials said Koraput is one of the 10 districts to be included under e-NAM.



A woman farmer with her produce at a weekly market (haat) in Koraput district

According to officials, in the first phase ginger and potato produced in the district have been included under e-NAM and traders can buy those through online bidding. Till date, 1,700 farmers of the district are growing ginger and potato and 51 traders have registered with e-NAM. The highest bidder will be allowed to purchase the commodity if the farmer agrees to the price, said Sautan Kumar

Padhi, secretary regional market committee, Koraput.

It is expected that through online bidding of products, the monopoly of local traders will be checked in determining the price of a product and the farmers will get the highest price for their products, he added. Anyone from across the country can obtain a license to participate in the online bidding process by paying fee of Rs 1,100 at the respective mar-

ket committee.

According to official data available annually, around 20 tonne of ginger and eight tonne of potato are grown by farmers in the district. Also, farmers are optimistic that through online bidding they will financially benefit and will not be forced to sell their produce at throwaway prices. "Last year, we sold ginger at Rs 8 a kg to local traders but in bordering Andhra Pradesh it was sold at Rs 35 to 40 a kg. However, through online bidding we are hopeful to get the maximum profit for our products," said Chandra Chepadi, a ginger grower of Botodema village under Pottangi block, who has registered with e-NAM.

Apart from Koraput, the e-NAM project will be operational at Puri, Nayagarh, Cuttack, Balangir, Sambalpur, Nabarangpur, Gajapati, Rayagada and Phulbani districts. "We are planning to include cashew in the next phase," Padhi said.







Sky view of the market with the Infrastructures provided



Night Marketing at Kunduli RKVY Market



Whole Sale Market, Kunduli



Members of the Visiting Team of DRDA consisting of elected representatives of Zilla Parishad of four Districts of ODISHA under the leadership of PD,DRDA, Koraput on their visit to the market on 29th Nov'2017

ADDITIONAL INFORMATION

In addition to the RKVY funding of ` 639.00 lakhs, the State Govt. has provided ` 80.00 lakhs in addition to the matching share of ` 36.00 lakhs of the Market Committee funds.

The civil construction work was executed by M/S K.K.Constructions(P) Ltd., Cuttack under the supervision of the Engineers of Odisha State Agricultural Marketing Board, Bhubaneswar.

The RKVY Cell of OSAM Board headed by the Member Secretary has provided all sort of assistance in completion of the project.

The Sub-Collector-cum-Chairman, Regulated Market Committee, Koraput has render administrative support for the project and subsequent implementation of e-NAM.

The Members of the Management Committee and the entire team of the RMC have provided all support for the project.

The Dist. Level Monitoring Committee (DLMC) under the Chairmanship of the Collector, Koraput has guide the RMC in implementation of e-NAM at Kunduli RKVY market.

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