

Impact of Rainbow (Vanavil) Weekly Bazaar As an Innovative Marketing Methodology in Doubling Farmers' Income in Kancheepuram District of Tamil Nadu

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ABSTRACT

The production of agricultural and livestock commodities has increased considerably over the decades. The agricultural and livestock produce in Kancheepuram district has considerably increased over the years leading to enhanced food grain and livestock production of Tamil Nadu state. The KVK trained farmers of Kancheepuram District are struggling to market their agricultural and livestock produce due to unorganised marketing system and middlemen exploitation leading to less profit and sometimes incurring huge loss. An innovative marketing methodology namely "Vanavil Weekly Bazaar" has been initiated by KVK, Kancheepuram, in collaboration with Integrated Livestock Producers Association (ILPA), a registered society of KVK, trained farmers to overcome the marketing problems. A total of 40 KVK trained farmers / Entrepreneurs were marketing their produce and products at the Bazaar directly without middlemen involvement and currently the number has decreased to 30. The consumers are visiting the bazaar to procure paddy/rice, green fodder, goats, rabbits, Desi chicken, Japanese Quails and vegetable seeds etc. Value added milk products like Rose milk, Carrot milk, Paneer, Khoa prepared by KVK trained SHG women are sold at the bazaar. The weekly turnover of the Bazaar in the initial year (2014-15) was Rs.1.5 lakhs and has gradually increased to 2.25 lakhs per week (2017-18) and on an average a farmer/ Entrepreneur is obtaining a profit of Rs. 1000 - 3,000/- per week by selling their produce/products without middlemen, thus creating significant impact in terms of income generated among the KVK farmers. The number of consumers visiting the bazaar per week ranges from 468 – 480 per week for purchasing the commodities at the bazaar.

INTRODUCTION

The production of agricultural and livestock commodities has increased considerably over the decades. The target of food grain production set by the Ministry of Agriculture, Govt. of India for 2016-17 is 270.10 million tonnes much higher than India's record food grain output of 265 million tonnes in 2013-14 (Press Information Bureau, 2016). India ranks first in milk production accounting for 18.5% of world production achieving an annual output of 146.3 million tonnes during 2014-15. The agricultural produce like paddy, Groundnut, gingelly and livestock produce namely milk, meat and eggs in Kancheepuram district has considerably boosted the food grain and livestock production of Tamil Nadu state.

Though the KVK trained farmers of Kancheepuram District are comfortable in the production front, they are struggling to market their agricultural, livestock produce and value added

products due to unorganised marketing system and middlemen exploitation leading to less profit and sometimes incurring huge loss. In the weekly markets in Marathwada region, the producer sellers are farmers, and the commodities usually brought to the market place disposal are vegetables, poultry and other agricultural produce-in small quantities (Sarwade and Sarwade Chetan, 2017). The main aim of Rythu Bazaar in Andhra Pradesh is to help farmers bring and sell their produce directly to consumers without the involvement of middlemen. Trobe (2001) studied the potential benefits of marketing food directly from producers to consumers, and hence circumventing the 'middlemen' in the food supply chain. A serious thought or strategy needs to be evolved to overcome the problems faced by the farmers in marketing of the produce.

METHODOLOGY

An innovative marketing methodology

namely “Vanavil Weekly Bazaar” has been initiated by Krishi Vigyan Kendra (KVK), Kancheepuram, of TANUVAS in collaboration with Integrated Livestock Producers Association (ILPA), a registered society of KVK, Kancheepuram trained farmers to overcome the market related problems in agricultural and livestock produce in Kancheepuram District. This methodology is the first of its kind in the state of Tamil Nadu, wherein a MoU has been signed by the Tamil Nadu Veterinary and Animal Sciences University (TANUVAS) with the Farmers' federation (ILPA) under **Public-Private- Partnership mode (PPP)** for three years and extendable further on renewal of MoU. The effectiveness of this new concept of direct marketing and the benefit accrued among the farmers were taken for the study and presented.

The main objective of this Bazaar is to facilitate marketing of agricultural, livestock produce and value added products of farmers directly to the consumers/fellow farmers without middlemen involvement in Kancheepuram District. TANUVAS has provided space for the Farmers' federation at a nominal cost basis at ATIC campus, Kattupakkam along with technical expertise in production and processing of agricultural and livestock produce. The Vanavil weekly Bazaar is functioning every Saturday from 8.00 a.m to 4.00 p.m. A total of 40 KVK trained farmers /

Entrepreneurs are marketing their produce and products at the Bazaar. The Weekly Bazaar is maintained and monitored by ILPA farmers working committee who ensure the quality and price of products marketed. The rates are fixed by the committee for each product and the rates are displayed at the entrance of the Bazaar.

RESULTS AND DISCUSSION

A wide range of Agricultural and livestock products namely Paddy seeds, Rice, maize, Groundnut, Fodder seeds, minor millets, Vegetables and greens, vegetable seedlings, coconut saplings, dairy cattle, goats, rabbits, country chicken, ducks, eggs, value added milk and meat products, traditional dogs, Ornamental and edible fishes, value added fish products, cooking items like masala powders, pickles, fruit jam, squashes and juices, organic products, Home care products like Phenyl. Soft toys, bouquets are available for sale at the Bazaar. The scientists of krishiVigyan Kendra, kancheepuram are overseeing the activities of Vanavil weekly Bazaar and are providing innovative ideas to the farmers in the area of production of agricultural and livestock produce and products, processing, storage, packaging and marketing at the bazaar. The number of farmers involved in marketing at the Rainbow weekly bazaar were classified into six commodity groups and is presented in Table 1.

Table 1
Classification of KVK farmers involved in the bazaar based on the commodity group

Sl. No.	Commodity	Number of farmers involved	Percentage
1	Agriculture (Paddy,Oils, millets etc.,)	7	17.5
2	Horticulture (Vegetables, mushroom, Fruits & Flowers)	14	35.0
3	Livestock & Poultry	9	22.5
4	Fisheries	2	5.0
5	Value added products	6	15.0
6	Handicrafts and toys	2	5.0
	Total	40	

It is quite evident from the Table 1 that 35.0 percent of farmers marketing at the bazaar were involved in horticultural activities like cultivation of vegetables, fruits and flowers. About 22.5 percent of KVK trained farmers were involved in livestock and poultry rearing namely dairy farming, goat rearing, piggery, rabbit farming, Quail farming and desi chicken rearing. About 17.5 per cent of farmers were involved in agricultural activities namely paddy, groundnut, gingelly and minor millet (pearl millet) cultivation. With regard to fisheries, nearly 5.0 percent of the farmers were marketing their produce at the bazaar namely Ornamental fish rearing and fresh water (edible) fish farming. About 15.0 per cent of KVK trained farmers/ SHG women were involved in value addition of agricultural and livestock produce namely Paneer and flavoured milk, biscuits and cookies, spirulina based value added products etc. The remaining 5.0 per cent of KVK trained SHG women who had put up their stalls were involved in soft toys and handicrafts making.

The effectiveness of the Vanavil weekly bazaar in terms of weekly turnover among the KVK farmers and the clientele usage on the bazaar is presented in Table 2.

It could be inferred from the table 2 that the number of consumers visiting the bazaar and purchasing the commodities was 480 during 2014 - 15 and this has increased gradually over the period and the number of visitors during 2015-16, 2016-17 and 2017-18 were 540, 615 and 486 respectively. The

consumers in and around Chengalpat, Kancheepuram and Chennai are visiting the stalls and are purchasing the commodities and products for the week. In addition farmers and SHG women from Kancheepuram and adjoining districts are visiting the bazaar to procure paddy, fodder and vegetable seeds etc. Some of the rural youth and livestock farmer procure goats, rabbits, Desi chicken, Japanese Quails from the Bazaar to venture into new farming enterprises.

The weekly turnover of the Bazaar on an average in the initial years was Rs. 1.5 lakhs and each farmer/ Entrepreneur is able to sell their produce/products without middlemen and are obtaining a profit of Rs. 1000 -3,000/- per week. The practising farmers who were involved in marketing their produce at the bazaar do educate other visiting farmers about organic vegetable cultivation, rooftop gardening, vermicompost and azolla production. Vegetable seedlings, biofertilizers and gardening kits are sold at the bazaar. The value Fresh Edible mushroom (Oyster and milky types) and spirulina are marketed by creating awareness among the visiting farmers and consumers about the distinct features of mushroom and spirulina. Value added milk products like Rose milk, Carrot milk, Paneer, Khoa are prepared by KVK trained farmers and are sold at the bazaar.

The Overall satisfaction level of the KVK trained farmers as a result of marketing their produce and value added products at the bazaar are presented in Table 3.

Table 2
Clientele usage of the bazaar and weekly turnover in the bazaar.

Sl. No.	Activity	2014-15	2015-16	2016-17	2017-18
1	Number of consumers utilising the bazaar per week	480	540	615	486
2	Weekly turnover of the Bazaar	1.5 lakhs	2.3 lakhs	2.10 lakhs	2.25 lakhs

Table 3
Overall Satisfaction level of KVK trained farmers due to marketing according to their derived income benefit from the weekly bazaar.

Satisfaction level	Number of Respondents	Percentage
Low	10	25.0
Medium	19	47.5
High	11	27.5

It is observed from the Table 3, that majority of the KVK trained farmers who were involved in marketing at the weekly bazaar had medium level (47.50 per cent) of satisfaction about the income increment/benefit obtained from the weekly bazaar followed by 27.5 per cent of respondents who had high level of satisfaction and the remaining 25.0 per cent of respondents expressed low level of satisfaction. This is quite evident from the fact that among the 40 KVK trained farmers, a total of 30 farmers were regularly opening their shops every week due to deriving of profit to a tune of more than Rs.1000/- per week, whereas the remaining 10 farmers did not open their shops every week due to poor patronage of their outlet /other reasons and they subsequently dropped out from marketing at the weekly bazaar.

CONCLUSION

The Vanavil weekly bazaar which was established during 2014 with 40 KVK trained farmers has slowly gained momentum and has

eliminated middlemen in the supply value chain of agricultural and livestock produce in Kattangulathur block of Kancheepuram District and has instilled confidence among the farmers of Kancheepuram District. In addition fresh quality produce is sold at the bazaar thus attracting consumers from distant places from various parts of Chennai to procure the agricultural and livestock products under single roof. The future plan is to market the agricultural and livestock produce and products through mobile van (Vanavil Bazaar on wheels) at strategic locations namely Tambaram, Guduvancherry and Chengalpat to enhance the volume of sale of the products and for wider publicity of the concept of direct marketing of agricultural farmers without middlemen involvement for which funds are sought from NABARD. Efforts are on to initiate such organised weekly bazaars/markets under PPP mode in other neighbouring districts namely Thiruvallur and Villupuram in the near future.

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