

CRC bridges Mrs.Meenakshi a Small Farmer to the External Market

Agriculture e-Commerce through Community Resource Center

Background

Agriculture is the predominant occupation of the Natham villagers. Especially, Vegetable growers are high in Natham block. Natham Block level market is the first immediate source for the farmers to sell their cultivation. In Natham block level whole sale market, whole sale agents are operating for different crops and the small and marginal farmers should fix the price with the agent and sell the crop only to the agent. Few of the rich farmers with vehicle support, transporting their vegetables to Madurai market in the mid night and depend upon the price of the early morning in the Madurai Market. Similarly, few rich farmers are also approaching Ottachathiram Market, which is one of the big local markets in Dindigul District. However, the Small and Marginal farmers are not able to take their small Kgs. of vegetables to the big Madurai and Ottanchathiram market. The Small and Marginal farmers are depends only on Natham Whole sale agent for their crop sales. Usually, the Market prices in Natham, Ottanchathiram and Madurai Markets have difference.

CRC bridges with External Market: an Attempt

Community Resource Centers are trying to address the issue of the local small and marginal farmers. It is proposed to identify a good external market source in Madurai and bridges the local small farmers especially women farmers. The CRCs in join hands with a registered Farmers Producers Company in Madurai called SAMAGRI (Small and Marginal Agricultural Growers Retail Initiative) is trying to bridge the local village small farmers to get link with the external market. The Process of Agriculture e-Commerce through the Community Resource Center (CRC) is as follows

- ☑ The Small Farmers are encouraged to bring the vegetables to their respective village CRC.
- ☑ The CRC operator will take photos of the vegetables and send the photo to the SAMAGRI through Whatsapp.
- ☑ Based on the Crop quality, the SAMAGRI staffs will respond the price to the CRC operator
- ☑ The CRC operator will show the Ottanchathiram (Local big Market in Dindigul District) and Madurai Market price to the farmers. The Farmers can compare the prices of the local big markets and choose their option.
- ☑ The CRC operator facilitates the conversation between the Farmers and SAMAGRI over phone.
- ☑ If the price is ok for the farmers, they are checking the weight and placed their crop in the CRC.
- ☑ The local SAMAGRI person will take the crops to the Madurai SAMAGRI.
- ☑ The Farmers will get the price on the day itself.

The Process was initiated and experimented in 1 CRC named Mathukaraipatti CRC in Natham Block. Based on the feedback and experience, it is proposed to extend the activity in all CRCs.

Exhibit 1: The Following table shows the experiment transactions of 3 days from a CRC named Mathukaraipatti CRC to SAMAGRI.

Sl.No.	Name	Particulars	Weight (in Kg)	Unit Price in Natham Market per KG	Total Price in Market	Sales through CRC per Kg.	Total Price through CRC	Benefit in Price(Rs.)	Travel Cost (Rs.)	Total Benefit(Rs.)
1	Malaiyan	Ladies Finger	18	7	126	8	144	18	40	58
2	Meenakshi	Ladies Finger	12	7	84	8	96	12	40	52
3	Subhaiya	Brinjal	7	14	98	18	126	28	30	58
4	Pichan	Ladies Finger	37	7	259	8	296	37	40	77
			74	35	2590	42	3108	518	150	668
1	Pichan	Ladies Finger	34	7	238	8	272	34	40	74
2	Pichan	Green Chilly	14	15	210	15	210	0	30	30
3	Malaiyan	Ladies Finger	14	7	98	8	112	14	30	44
4	Vellaisamy	Drum Stick	8	13	104	15	120	16	30	46
5	Mani	Drum Stick	11	13	143	15	165	22	30	52
6	Meenakshi	Seenivarakai	14	9	126	10	140	14	30	44
7	Meenakshi	Ladies Finger	20	7	140	8	160	20	40	60
			115	71	8165	79	9085	920	230	1150
1	Meenakshi	Ladies Finger	18	7	126	8	144	18	30	48
2	Subhaiya	Brinjal	15	14	210	18	270	60	30	90
3	Malaiyan	Ladies Finger	15	7	105	8	120	15	30	45
			48	28	1344	34	1632	288	40	328

From the above table, it is clearly observed that, Day 1 the farmers got additional benefit of Rs.668 and Rs.1150 and Rs.328 on second and third day respectively.

Let us take the case- Mrs.Meenakshi – a Women farmer from Mathukaraipatti village. She is cultivating Ladies Finger and Seenivarakai in her garden. She is at the age of 51 and she could not able to transport her cultivation (Vegetables) to Madurai or Ottanchathiram Market. Age is one of the factors and she has to depend upon others to take the vegetables to the market. Another important factor affecting her sales to the external big market is the less quantity. The Vegetables less than 50 Kgs are not accepted in the external big market and hence, she used to sale to any local other farmers without knowing the external price.

Now, She is able to get the other market price information at the CRCs. She could easily bring the vegetables to the CRC. She is able to discuss with the SAMAGRI (The external market person) about the price with the facilitation and support of CRC. At the outset, she is getting good price in SAMAGRI with the facilitation and support of CRC. The travel cost, time, transporting burden everything got reduced. Within the three days, she got an additional profit of Rs.204/-