

3rd International Conference on Linking Markets and Farmers

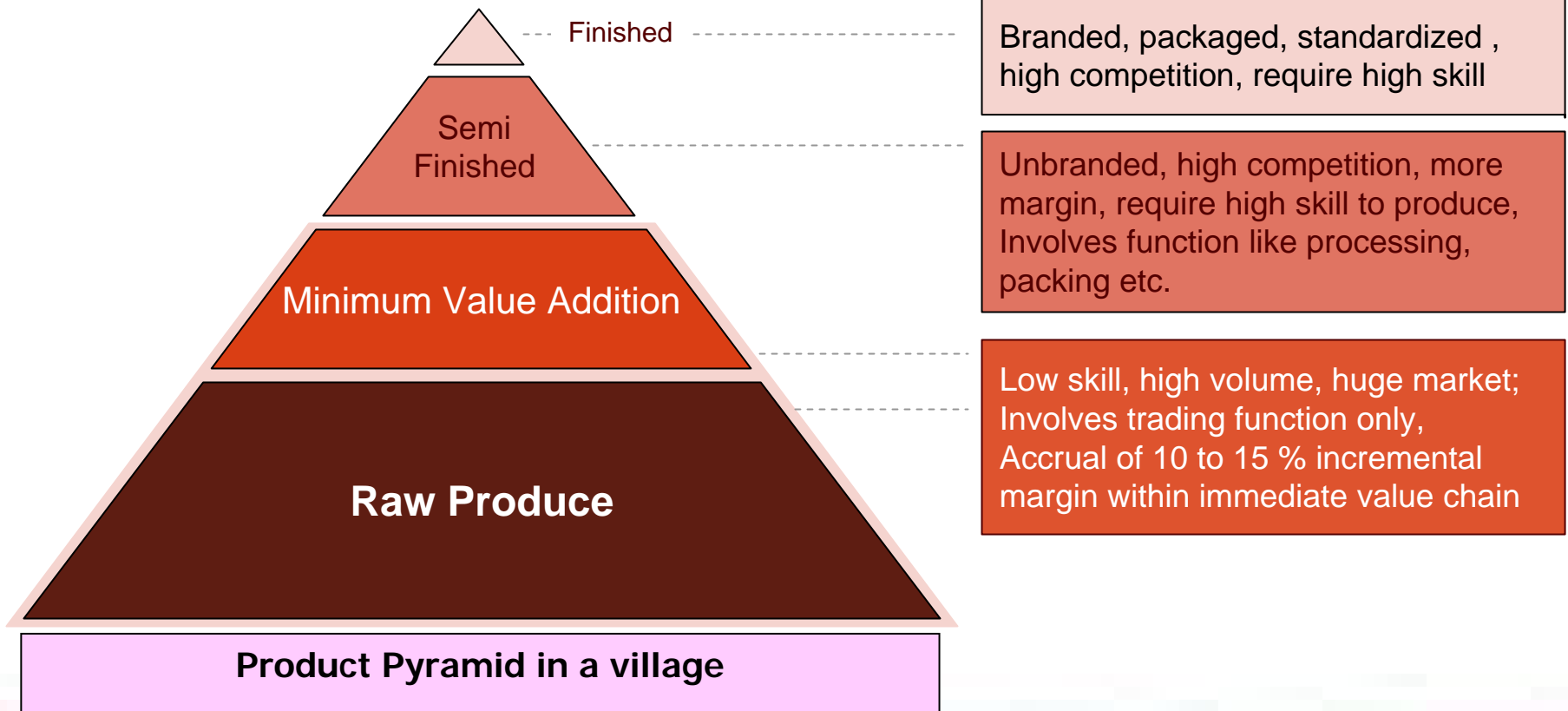
Linking Markets

Collective Market





The Product Pyramid





Issues identified

Lack of economies of scale at the village level

Lack of access to finance

No local level value addition

Lack of access to remunerative markets

Exploitation at the hands of intermediaries



MART Philosophy

A market led approach to livelihood promotion

- Empower the small farmer through CBOs to negotiate the market through collectivization for economies of scale
- Linking farmer to Mainstream market
- Focus on public-private-community-partnership
- Facilitate and build capacity - not get involved in buying and selling
- Intervention should demonstrate scalability
- Maximum return to the farmer with minimum additional investment



Coverage

Initiative in most backward Districts of Orissa

| | Started with | Expanded to |
|----------------------|--|--|
| Coverage (districts) | 2 | 6 |
| Coverage (districts) | Balangir, Nuapada | + Kalahandi, Koraput, Gajapati, Kandhamal |
| No of Villages | 20 | 148 |
| No of SHG members | 200 | 1500 |
| Turn over (INR) | 0.5 Million | 5 Million |
| Products | Miner Millet, Cotton, Onion, mahua, char | Vegetables, Nizer, Cow pea, cashew, tamarind, |

A photograph of four hands of different skin tones (two darker, two lighter) joined together in a central point. Each hand has a white string wrapped around its wrist, and the strings are all tied together in a single knot. The hands are set against a solid black background.

joined hands together ...



Approach

Mapping produce having marketable surplus



SHG/CIG Orientation

- Concept Sharing
- Capacity build
- Systems in place
- Business plan
- Financial linkage
- Procurement



Market Infrastructure

- Drying platform
- Weighing
- Logistics
- Quality check



Market Linkage

- Market search
- Negotiate with trader
- Linkage
- Share Profit



Planning for the next produce



Incremental Price Realization





Overall benefits

Control over the raw produce

High value for the produce - (drying, less waste, weighing, grading, packaging)

Increased understanding on market by poor

Greater understanding of supply chain

Effective utilization of loan

Importance of marketing infrastructure

Competitiveness among market channel players

Replicated in other blocks and projects

A busy outdoor market scene with many people and goods. The market is filled with various items, including produce, clothing, and household goods. People are seen walking through the aisles, some pushing carts or wheelbarrows. The atmosphere is lively and bustling. The text "Thank You!" is overlaid in the center of the image.

Thank You!