

Shop, company and now mega market

Education or global experience is not essential for the creation of a proactive worker. This is explicit at Dharmapuri because a majority of the precision farmers have not completed school education yet they run one of the biggest Agro service centre at Dharmapuri. They have set up a sales centre to sell their own produce. The next agenda online is to establish a market for themselves.

The producer company has been registered under the companies Act and named as Dharmapuri precision farmers Agro service company Ltd. This company was started with the investment of Rs.10, 000/- by 166 farmers. Presently the marketing of vegetables grown by precision farming is governed by this company. The Reliance reached Dharmapuri to procure vegetables. The president of the farmers company insisted that they get Rs.13/kg of brinjal. Reliance had to submit to their demands. Aditya Birla Group and Walmart also made attempts but in vain. The farmers company sells most of its produce to Kochi market and Safal market in Bangalore. Safal market is run by National Dairy Development Board. These markets give them higher returns.

The Agro service company has all the inputs required by farmers. All the precision farmers buy their inputs from this company. The company does not make any profit out of it. The farmers benefit from them, because the cost is lesser than other input dealers. Moreover this has created some misunderstanding with those input dealers. The Agro service centre has become the agencies for Jain Irrigation, Mahyco and Namdhari seeds. They take up the sales of pesticides and fertilizers too. This has become a onestop shop for the farmers.

The farmers company plans to start a 'Mega Uzhavar Sandhai' or Mega market. TamilNadu has Uzhavar Sandhai already hence this is termed as Mega Uzhavar Sandhai. There will be six types of sales in this market. They are as follows: i) Vegetables kit suitable for a family of 3-4 members for a week. ii) Cut vegetables for hotels. iii) Online marketing using credit cards and internet. iv) Bulk supply to schools and canteens. v) Retail outlets in Bangalore and Chennai. vi) Export oriented packing.

The total budget requirement estimated is Rs. 8crores. The farmers are ready to contribute Rs. 2crores by collecting Rs.10,000 from 2000 farmers Rs.2crores is expected to flow from traders and 'the remaining Rs.4crores is sought from the Government ' says Chinnaswamy, P.M , President and Mr. C.Bhoopathy, secretary, of the farmers company.

Contact : C. Bhoopathy, Mobile : 09942775116, Phone : 04342-267400.