

## SHG LEADERS AND FARMERS BENEFIT FROM BETTER MARKETING STRATEGY

- A Case study of Gangavaram village

Lalithamma, Dhonamma, Mumtaz, Kamalamma, Shivamma, Lakshminarasamma and Erriswamy are the leaders of SHG groups of Gangavaram village in Kalyandurg Area. They discussed the problems in marketing the farm produce and the exploitation by the middlemen in their network meetings. They decided to explore all possibilities to get a fair price for the farm produce from their village.



They went to agriculture market yard in Anantapur and learnt about marketing techniques and market prices. Then they created awareness amongst the farmers of their village on the market prices and the tricks played by the middle men in duping the farmers. They also discussed about the

benefits and problems in self marketing. All the farmers gave their support to this group. Being members of velugu group they took loan from the group and purchased 52 quintals of Bengal gram from the farmers for

*Thanks to V.O. for enabling us to get the training and provide awareness to the poor farmers on marketing and exploitations of the middlemen. Thanks to AF for strengthening us by helping in the marketing process.*

*Farmers' group members,  
Gangavaram village*

Rs.93,600/- at prevailing rates. Then they sold the stock for Rs.1,09,200/- at market yard after 2 months. They also appointed a three member committee for better transparency.

As a result of this initiative :

- Farmers could get price for the exact quantity of their produce (they used to lose 8 - 10 kgs of their produce through defective weighing by the middle men).
- They did not lose 2-3 kgs. of their produce, which they had to give as commission (Riwaj) to middlemen.
- They could get their money, immediately after selling the produce (The middlemen use to pay them in installments).
- The SHG leaders earned a net profit of about Rs.14,000/-, which they shared amongst themselves @ Rs.2,000/- per person.

The farmers and SHG leaders are very happy about this. They said they will continue the practice in future and try to avoid middlemen altogether.