

Report on Farmers Training conducted at Alagappa Nagar on 19-12-09

Introduction

Alagappa Nagar is a typical rural village in Kodakara Block of Thrissur District. Its agrarian economy is characterized by the predominance of small and marginal farmers, who depend on crops like paddy, coconut, banana, arecanut, pepper and other tree spices. Though the crops are cultivated by most farmers in the conventional manner, there is a sizeable number of progressive farmers due to the proximity of the Kerala Agricultural University and the presence of a strong coconut cluster promoted by the Coconut Development Board, Government of India. However, no on farm processing of commodities or value addition worth mentioning takes place in the area, leaving the farmers at the mercy of the village traders for the disposal of commodities. It was against this background that the Agricultural Market Intelligence Centre (NAIP) of Kerala Agricultural University, attached to the Department of Agricultural Economics, College of Horticulture organized a training programme on changing scenario of agricultural marketing in the State with a special reference to the price behaviour of pepper, cardamom and coconut on 19-12-09 at Alagappa Nagar in Trichur District. The venue of the training programme was Manjaly's Auditorium at Vendoor at Alagappa Nagar.



Plate 1. Guests on the Dais

The gathering was welcomed by Sri. K. Parameswaran Master, President, Mahatma Farmer's Club, Alagappa Nagar. Sri. C. K. Kochukuttan, Member, Kodakara Block presided over the function. In his presidential address, Sri. Kochukuttan emphasized on the relevance of modern marketing for agricultural commodities for the betterment of farmers.



Plate 2. Sri. K. Parameswaran Master, President, Mahatma Farmer's Club welcoming the gathering

The Seminar was inaugurated by Smt. Mallika Sathyan, President, Alagappa Nagar Gramapanchayath. In her inaugural speech, Smt. Mallika Sathyan stressed on the role of integrated efforts by extension agencies and Kerala Agricultural University for the betterment of farming community.



Plate 3. Smt. Mallika Sathyan, President, Alagappa Nagar Grama Panchayath inaugurating the training programme by lighting the traditional lamp

Smt. Maya. S. Nair, Assistant Director of Agriculture, Kodakara Block highlighted the significance of a convergent role to be brought into effect from all the departments concerned with agricultural development for pooling and utilizing public funds so that common facilities can be developed for attending farmers' needs. Smt. A.K. Saraswathi, Agricultural Officer, Alagappa Nagar Krishi Bhavan felicitated on the occasion, and wished the venture all success.



Plate 4. Smt. Maya. S. Nair, Assistant Director of Agriculture, Kodakara Block addressing the gathering

Dr. K. Satheesh Babu, Professor & CCPI of the Agricultural Market Intelligence Centre, National Agricultural Innovation Project, Department of Agricultural Economics, College of Horticulture, Kerala Agricultural University handled a class on “Price behaviour of Crops with special reference to Pepper, Cardamom and Coconut”, which evoked keen response from the participants.



Plate 5. Dr.K.Satheesh Babu, Professor & CCPI, handling the Training Session



Plate 6. A glance of the attentive audience

Dr.K.Jesy Thomas, Professor & Head, Department of Agricultural Economics & Co-PI of the project explained the activities of the centre for the benefit of the farmers. An exposure was given on the sites and contact details so that the farmers could use the market intelligence without loss of time by waiting for the hard copy in the Press and print media. This was followed by a hands-on training session.



Plate 7. Dr.K.Jeszy Thomas, Co-PI explaining the use of Market Intelligence

During the feed back session with farmers, C.K. Kochukuttan, Member, Kodakara Block and a progressive coconut farmer himself, appreciated the initiative taken by the Agricultural Market Intelligence Centre for organizing a seminar like this which proved very useful for the farmers.



Plate 8. Participant's feed back – Representative, Mahatma Farmer's Club

The technical session concluded with Dr.K. Jeszy Thomas, Professor and Head, Department of Agricultural Economics, College of Horticulture, Kerala Agricultural University proposing the vote of thanks.

Intersession tea and refreshments were provided to all participants during the training programme and a lunch at the end of the programme.

In all, 56 farmers attended the training programme.