

Report on Farmers Training conducted at Elavally Gramapanchayath held on 11-11-09.

Introduction

Elavally Gramapanchayath lies in Mullasserry Block of Chavakkad taluk in Thrissur District. It has a typical agrarian economy, characterized by the predominance of small and marginal farmers. The major crops cultivated in the area are paddy, coconut, banana, pepper and arecanut. Most farmers cultivate the crops by the conventional practices and are disposing the agricultural commodities at the farm gate to the village traders with out any on farm processing or value addition. They are not aware about the changing needs of agricultural marketing required in the current scenario for survival. 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 major crops on 11-11-09. The venue of the training programme was Ayyappan Master Memorial Grameena Library Hall at Vaka.



Plate 1a and 1b. A panoramic view of Elavally panchayath

The gathering was welcomed by Sri. K.J. Oneil, Agricultural Officer, Elavally Krishi Bhavan, Department of Agriculture, Government of Kerala. Sri. T.K.Ramachandran, Vice President of Elavally Gramapanchayath presided over the function. In his presidential address, Sri. Ramachandran stressed the need for establishing good networks of farmer groups, traders, extension officers and research organizations like Agricultural University for the benefit of the farming community.



Plate 2. The Guests on the Dias



Plate 3. Smt.Thulasi Ramachandran, President, Elavally Grama Panchayath inaugurating the training programme

The Seminar was inaugurated by Smt.Thulasi Ramachandran, President, Elavally Gramapanchayath. In her inaugural speech, Smt.Thulasi Ramachandran invited the attention of the farmers on the need for new marketing techniques and strategies for solving their agricultural marketing problems.

Sri.T.C.Mohan, Chairman of the Panchayath Development Committee, Sri Sankaran Kakkassery, Sri. P.V.Mohan and Sri. C.T.Francis, Ward Members facilitated on the occasion.



Plate 4. The attentive Audience – A Glance

Dr. K. Satheesh Babu, Professor & CCPI of the Agricultural Market Intelligence Centre 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”, which was well attended.



Plate 5. Dr.Satheesh Babu handling the Training Session



Plate 6. Press Coverage of the Training programme

During the interaction section with farmers, P.S.Raghavan, a farmer and an entrepreneur in Virgin Coconut oil congratulated the organizers for arranging a timely training like this.



Plate 7. Participant's feed back – Sri. P.S. Raghavan

The members of the Aiswarya and Amrutham Kudumbasree Foods, two Women Self Help Groups, shared their marketing problems and the case was discussed. The members of the Agricultural Market Intelligence Centre visited the units, and gave suggestions.



Plate 8. Participant's feed back – Aiswarya and Amrutham Group Members



Plate 9. Dr.Jessy Thomas Proposing Vote of Thanks

The technical session concluded with Dr.K. Jessy Thomas, Professor and Head, Department of Agricultural Economics, College of Horticulture, Kerala Agricultural University proposing a 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.



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Plate 10. Intersession refreshment and tea being served



Plate 11a, 11b. Lunch being served to the participants

The programme was given wide publicity and coverage before and after the seminar. Vernacular news papers and all local Television Channels in the area like the Thrissur Cable Vision (TCV), Asianet Cable Vision (ACV), Prime Channel and CCTV of Kunnamkulam Town had covered the programme. It was aired prominently in their News at 5-5.30 pm, 7-7.30 pm, 8-8.30 pm and 10-10.30 pm on 11th November and at 8-8.30 am on 12th November 2009. The Malayala Manorama and Deshabhimani had covered the event.

The farmers, panchayath members, and officials acknowledged their happiness in Organizing a programme like this in a typical remote area. They openly expressed that the programme could generate awareness about the changing marketing scenario in the State, and could throw insights into new marketing strategy to be considered agricultural marketing.



Plate 12a. Newspaper report in Malayala Manorama



Plate 12b. Newspaper report in Desabhimani

LIST OF PARTICIPANTS

Sl.No.	Name	Address	Phone
1	Venugopal,K.	Nediyedath House, Vaka	04885 236566
2	Preman, K.R.	Kurumboor House, Elavally(South)	04872 643062
3	Parameswaran,M.N.	Manikkath House, Peruvallloor	04872 640210
4	Chandran,M.V.	Manikkath House, Vaka	04885 235018
5	Velayudhan,T.	Mambally House, Vaka	04885 235788
6	Ravindran, K.K.	Kunnathully House, Vaka	04885 236510
7	Sivasankaran,P.	Pulinchery House, Vaka	04885 236798
8	Unnikrishnan,V.	Variyath Valappil, Vaka	04885 237282
9	Harikumar,K.V.	Kottukkal House, Vaka	04885 235728
10	Lakshmanan,K.K.	Kunnathully House, Vaka	04885 236497
11	Velayudhan	Madathumpady House, Vaka	NA
12	Francis,C.A.	Cheruvathoor House, Vaka	04885 235163
13	Balan,K.A	Kanichiyil House, Vaka	04885 236501
14	Ramu Nair, P.	Perumbally House, Vaka	04885 235192
15	Sreedharan,T.	Nediyedath House, Vaka	04885 239916
16	Mohanan, P.V.	Pullaniparambath House, Vaka	9747874025
17	Baburaj, C.	Chedayamparambil House, Vaka	04885 236882
18	Sunny,K.P.	Kannanaikkal House, Vaka	9444207313
19	Selvan,O.K.	Ottupurakkal House, Vaka	9947757509
20	Indran,M.V.	Manikkath House, Vaka	04885 235729
21	Antony,M.O.	Mulakkal House, Vaka	NA
22	Raghavan,P.S.	Managing Director, Virgin Coconut Oil Co. Pvt.Ltd.	9447831433
23	Sankaran	Mookkola House, Vaka	NA
24	Pushpan,M.S.	Manchery House, Vaka	04885 238811
25	Anitha Satheesan	Nellikkal House, Vaka	NA
26	Janaki Kochunny	Kooliyat House, Vaka	NA
27	Francis,C.T.	Chirammel House, Vaka	9961123428
28	Sobha, P.K.	Edassery Valappil House, Amala Nagar	04872 308503

29	Ouseph, K.T.	Kannanaikkal House, Vaka	NA
30	Ratheesh,M.	Mambally House, Vaka	9349002216
31	Beena,C.P.	Kooliyatt House, Vaka	04885 237307
32	Kumaran,E.A.	Erath House, Vaka	04885 235148
33	Kumaran, V.S.	Vattekkattil House, Vaka	NA
34	Bhaskaran,E.A.	Erath House, Vaka	04885 237326
35	Devassy,C.A.	Cheruvathur House, Vaka	NA
36	Lasar,K.T.	Kannanaikkal House, Vaka	9446995647
37	Rajan,K.S.	Kannanchery House, Vaka	04885 236563
38	Soman,M.	Ponnarassery House, Vaka	04885 235918
39	Thanka,M.S.	Manikkath House, Vaka	04885 230434
40	Baladevan,K.A.	Kannanchery House, Vaka	9446763168
41	Ignatious,C.E.	Cheruvathoor House, Vaka	04885 236489
42	Sudhakaran,K.K.	Kannanchery House, Vaka	04885 235084
43	Latha,K.	Puvanthara House, Vaka	04885 235606
44	Balakrishnan Nair	Nediyedath House, Vaka	04885 236566
45	Elsy,A.M.	Kannanaikkal House, Vaka	04885 239846
46	Chandran,P.K.	Pullaniparambath House, Vaka	NA
47	Krishnakumar,T.K.	Thekkeppat House, Vaka	9656788204
48	Sunil,N.K.	Nellikara House, Vaka	NA
49	Veeravu,P.K.	Panikaveettil House, Vaka	04885 235313
50	Anthony	Edakkalathoor House, Vaka	NA
51	Chidambaran,P.R.	Ponnarassery House, Vaka	04885 235548
52	Preethi Chandran	Pullanippuram House, Nambazhikkad	04885 236740
53	Madhavan,K.P.	Kunnathully House, Vaka	NA
54	Josepheena,C.K.	Kannanaikkal House, Vaka	9995646504
55	Jancy,C.P.	Kannanaikkal House, Vaka	04885 239846
56	Babu,C.J.	Cheruvathur House, Vaka	9446653555
57	Unnikrishnan,P.	Puravoor House, Vaka	NA
58	Ramachandran,C.	Mambally House, Vaka	NA
59	Santhakumari	Mambally House, Vaka	NA

60	Kumari,M.	Mambally House, Vaka	NA
61	Satheesan,N.K.	Nellikkal House, Vaka	9745478325
62	Dharmarajan,P.K.	Pullaniparambath House, Vaka	04885 236769
63	Jayan,K.K.	Kunnathully House, Vaka	NA
64	Sasidharan,M.R.	Madathumpadikkal House, Vaka	NA
65	Madhavan	Aaryampadam House, Vaka	NA
66	Sheena,O.V.	Odatt House, Chittatukara	NA
67	Renjini Anilan	Kadavallur House, Elavally(North)	9288176302
68	Saraswathy Ajayan	Palliyil House, Kakkassery	9847169703
69	Leela Kumaran	Kalare House, Elavally	NA
70	Valsa Dharmaraj	Erakkil House, Elavally	9961120379
71	Ramani Subhash	Manikkath House, Elavally	9432650432
72	Vijaya Sathyan	Vattamparambil House, Elavally	9744828507
73	Sheeja Sasi	Mammalappil House, Puvathur	9961003116
74	Santhini	Kadupath House, Elavally	NA
75	Reetha	Chalakkal House, Vaka	04885 236243
76	Francis,P.A.	Pulikkottil House, Mercy Mandiram , Chittattukara	04872 643022
77	Mani,M.S.	Manikkath House, Vaka	04885 238130
78	Thomas, E.P	Kannanaikkal House, Vaka	NA
79	Rajan,P.S.	Pambungal House, Kakkassery, Chittattukara	9947461462
80	Suresh Babu, K.V.	Kunnathully House, Vaka	9744150288
81	Peter,E.G.	Elavathinagal House, Kakkassery	9447318789
82	Joseph,P.M.	Secretary, Kundupadam Padasekharasamithi, Elavally	9947451880
83	Mohanan,N.	Mookkola Kaniyath House, Vaka	9846677503
84	Ajitha,N.V.	Karumathil House, Chittattukara	NA
85	Sujatha,K.S.	Kakkassery House, Kakkassery	NA
86	Thressyamma,E.O.	Koothoor Vellattumkara House, Chittattukara	NA
87	Radhika Sathian	Odatt House, Chittatukara	04872 559119
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