

Success Story No.3

Marketing - in a Modern Way!

Banana Market Complex, Thiruchendurai, Srirangam, Trichy District

To reduce the post harvest losses and provide basic facilities to the farmers for storing and marketing their produce at a low cost, the Government of Tamil Nadu, through the Department of Agricultural Marketing & Agri Business have established a **Banana Market Complex** with a Cold Storage Unit at Srirangam in Trichy Dist, at a total cost of Rs.400.00 Lakhs under National Agricultural Development Programme 2011-12 with 100% subsidy.

In Trichy District which is a major banana growing district of Tamil Nadu, farmers of Musiri, Thotiyam, Thoraiyur, Lalgudi, Anthanallur, Manigandam, Thiruverumbur, and Manachanallur blocks are cultivating banana in a total extent of 8299.5 Ha with a production of 381567 MT per annum. Hence, it was decided to provide these farmers with all the facilities for Processing and Marketing in the form of a Banana Market Complex at Srirangam which is accessible to all the farmers of the above blocks.

Since Banana is predominantly consumed as a fresh fruit, requires high degree of post harvest management. 30-40 per cent of the produce is lost before it is consumed. Due to lack of storage techniques hardly 2-3% of the production is processed. The banana after getting cleaned, quality checked and packaged needs to be ripened before being purchased by the consumers. Cold Storage is an important component of any post harvest management. 1000 MT cold storage facility available in the market complex helps to increase the shelf life of the vegetables and fruits, so that the farmers can get assured prices for their produce.

In view of these, the market complex is provided with all the facilities required for proper post harvest management like washing, grading, packing hall, transaction shed, cold storage unit with pre-cooling room, trader shop, plastic crates, sanitary facilities etc.,

The Banana Market Complex became fully operational by 30.06.2014 and the transaction started on 11.08.2014. Upto December 2014, 357 MT of banana have been transacted to the value of Rs.31.00 lakhs and 17 MT of banana has been stored in the

Cold storage. 527 number of farmers are benefited through this market complex. A nominal charge of 60 paise/Kg/Month is collected from the farmers for using the Cold Storage facility alone and other facilities are being used by the farmers at free of cost.

Thiru.M.Subramani, S/o. Murugesan, a banana growing farmer residing at Koppavali Village, Lalgudi (TK), Trichy DT, with mobile number 91-9095819429 has utilized the Infrastructure facilities available in the Banana Market Complex and sold his 125 numbers of Poovan banana bunches for Rs.20210/- through the open auction method being practiced in the Banana Market Complex. He is full of praise for this NADP initiative since he is very much aware that if he had sold his bunches in the local market he would have definitely got 18 % below the above rate and also he would have paid 12% additionally as commission. Due to this timely intervention, the farmer has got Rs.6063/- as additional income.

Banana bunches are transported to the market complex for sale



The banana bunches are unloaded from the truck.



The bunches are graded and sorted in the Transaction shed



The graded and sorted banana bunches are open auctioned



The banana hands are kept in the cold storage unit



Inspection by the District Collector



Banana auction begins at Thiruchendura

Auction to be held every Wednesday; if the volume is high it will be held daily

Special Correspondent

TIRUCHI: Auction of banana at the integrated market complex for banana at Thiruchendurai on the outskirts of the city began on Monday. The first auction at the facility attracted modest arrivals as it is currently off season for banana.

The integrated complex has been established by the government near Jeeyapuram in the banana-growing belt of the region along the Tiruchi-Karur stretch of the National Highway 67. It is expected to help farmers improve post-harvest handling of the fruit grown in the region.

The facility, established at a cost of Rs. 4 crore with financial assistance under the National Agriculture Development Programme, was declared open by Chief Minister Jayalitha recently. The complex includes a 1,000-tonne capacity cold storage, cleaning, sorting, grading, and packaging areas.

On Monday, District Collector Jayashree Muralidharan inaugurated the first open

GOOD DEAL

- As many as 912 bunches of different varieties of banana were brought to the auction by nearly 20 farmers
- Nine traders participated in the auction
- Best price was Rs. 450 a bunch for poovan banana
- Rs. 176 a bunch was the average price at Monday's auction
- Fruits worth Rs. 1.60 lakh were traded at the auction



auction at the complex in the presence of R. Chandrasekaran, Deputy Director, Agri Business and Marketing, Tiruchi.

About 912 bunches of different varieties of banana such as poovan, rasthali, monthan, and karpooravalli were brought to the auction

by nearly 20 farmers. Nine traders participated in the auction.

Top quality poovan banana fetched a maximum of Rs. 450 a bunch and the average price was Rs. 176 a bunch at Monday's auction.

The fruits, estimated at Rs. 1.60 lakh, were brought by

farmers from Lalgudi, Thottiyam, Srinivasanallur, and other parts of the district. Officials said the arrivals were low as a major portion of the crop in the district had been harvested.

Banana was raised on about 8,500 hectares of land normally and the yield was

put at 3.83 lakh tonnes a year. While banana varieties such as nendran and neipoov which were in good demand in Kerala and Karnataka were directly procured by traders from the field, farmers raising other varieties mostly transport their produce to Gandhi Market in the city.

Farmers had to shell out to 13 per cent commission charges to intermediaries who auction the banana at the market. They need not pay any commission at the auction held at the integrated market complex.

Henceforth, auction would be held every Wednesday at the complex. If arrivals were high, the auctions would even be held on daily basis, sources in the Department of Agriculture, Business and Marketing said.

Officials said the facility would help reduce post-harvest losses.

Poor post-harvest handling of the fruits resulted in 20 to 30 per cent loss. Farmers could store their produce in the cold storage if the fruit did not fetch them the expected price.