

6. Name of success story: Establishment of Vegetable and Flower market complex at Parulia Bazar of Kalna Sub-Division, Burdwan district

1. a) Background: More than 10,000 farmers specially cultivating vegetables and flowers were facing the problem of devaluation of their product by the middleman. Unorganised market structure created lots of struggles to the farmers for selling their product to a definite market place as a whole. The absence of a regulated market complex resulted 30-35% downgrading of the harvested vegetables and flowers in Kalna Sub-Division.

b) Objective: 1.To help the farmers for selling their product directly to the businessman

2. Establishment a nodal point for the trade of floricultural product in whole Burdwan district

3. To prevent devaluation of horticultural products

4. To increase the cultivable area of horticultural products

3. Intervention:

1. Development of open marketing yards and stalls for vegetables and flowers will help the farmers to sell their product directly to the businessman with actual price.

2. Farmers specially cultivating flowers in whole Burdwan district will get a chance to retail their product in a particular place.

3. The market complex is well equipped with washroom and grading facilities for better post harvest handling of vegetables, fruits and flowers.

4. At the end of the day the farmers have the facility for temporary storage of unsold horticultural products.

4. Outcome:

1. More than 10,000 horticultural farmers of Kalna Sub-Division will directly be benefitted by selling their products directly to the businessman.

2. More than 1000 horticultural businessman will be benefitted by wholesale and retail marketing transactions of horticultural products.

3. Almost 42% of production value will be saved by resisting of devaluation of horticultural products which will help directly to uplift the economic level of the stake holders.



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