

Providing Marketing Platform for Organic Vegetable Growers

Context

- ◆ By efforts of KVK Tapi, many farmers are cultivating vegetables and fruit crops organically.
- ◆ Farmers usually sell their produce near by Surat city directly to the consumers. But in Covid-19 situation, it is not possible for the farmers to sell their products in Surat.
- ◆ COVID-19 lockdown restricted the market access to growers.
- ◆ It is not possible to fetch premium price of organic products by delivering directly to the consumers' doorstep.
- ◆ Developing market channel is inevitable to avoid glut and rotting of produce



Providing Marketing Platform for Organic Vegetable Growers

Intervention

- ◆ Due-to present situation, KVK-Tapi requested to the District Collector to provide some space for Organic Growers nearby Collectorate Office to sell their products.
- ◆ The Collector, Tapi gave positive reply and provided space free of charge.
- ◆ ATMA and Dept. of Agriculture were also involved in this endeavour and organic farmers started selling of their products daily at premium price.
- ◆ Total 17 farmers are selling different vegetables and fruits.
- ◆ Farmers are also fetching premium price of their organic products due to prime location.

