

## **Report on District level seminar on “Mundu chillie cultivation, Value addition and marketing strategy”**

District level seminar on “ Mundu chillie cultivation, value addition and marketing strategy” was organised at Kamuthi block of Ramanathapuram district on 17.02.2024(Saturday) by the KVK, Ramanathapuram.

Dr.Sheik N Meera, Director, ATARI, Zone (X), Hyderabad presided over the function and highlighted about **ten interventions** to be followed for the economic empowerment of farming community of mundu chillie growers of Ramanathapuram district.

Ten points viz.,

1. Utilising GI tagged Mundu chilli for export opportunity
2. Supply of quality organic inputs for soil health, plant health and overcome biotic and abiotic stresses by the KVK for maintaining good horticultural practices.
3. Innovative approach in the production, drying, packing, value addition and preservation.
4. Collaborative activity on production, value addition and marketing by involving Agricultural university, Department of Agriculture and farmers welfare, department of marketing, FPOs and exporters.
5. Innovative approach on production, drying, packing, preservations and maintenance of quality standards. Also,enhancing the level of higher profit by the 20 % to 50 % by involving more of farmers on quality production, maintenance of standards, utilising marketing knowledge and involving buyers for domestic and export market.
6. Initiating startup by promoting women SHG &FPOs
7. Developing a global level marketing through development of “Ramnad organic Mundu chillie logo.
8. Awareness on organic certification procedure and the product become organically certified.
9. Sustainability in production, quality and continuity in Mundu chillie cultivation is important.
10. Establishing a interface place to meet the producers and buyers for assessing the demand and providing better price for the farmers and also meeting the demand of buyers.

### **The seminar was organised for the purpose of creating awareness on**

- Organic way of soil fertility improvement for maintenance of soil health and also plant health in addition to increase in soil water holding capacity to overcome the terminal moisture stress and reduction in yield due to the stress.

- Overcome the problem of incidence of sucking pest(thrips and mites) through organically
- To enhance the photo synthesis efficiency by retaining greenery of leaf and translocation of photosynthate to the fruit and their by increase in the per fruit weight and higher yield by reducing the incidence of sucking pest through organically.
- Reduce the incidence of anthracnose disease and enhance the colour and quality of fruit for getting higher market price and longer storability
- Value addition for getting higher market price and employment opportunity
- Ways to cultivate organically and also maintenance of the document and following good horticultural practices for getting organic certificate as per the standards and also possible to export and earning higher income
- To provide the source for getting Market price knowledge
- Marketing linkage with buyers from various places of district, state and other countries.
- Involve women folk on initiating start-ups.

**Also highlighted about the Intervention made by KVK Ramanathapuram on**

- Quality seed supplied to the 100 acre with the participation of 100 farmers(1.00 lakhs)
- Organic inputs supplied for soil health management through organically(Kana jeevamirtha, vermicompost
- Also support extended about the integrated or organic approaches for controlling of sucking pest through traps, lure, panchakavya, jeevamirtha, neemasthra, neem based pesticides, bio fungicides for the management of anthracnose with the worth of Rs.200/acre for 100 farmers(2.00lakhs).

**Appreciated the followings**

- Efforts taken by the KVK, Ramanathapuram as a special impactful intervention.
- Involvement of women folk in promotion of mundu chillie cultivation, processing and marketing for earning higher profit.
- Motivation of organic farmer. Mr.V.Ramar, Koraipallam village of Kamuthi block.
- Involvement of scientist from TNAU, departments of agriculture, agricultural marketing, NABARD, FPOs, Buyers from different firms.

- Involvement and dedication of KVK scientists on execution of interventions.

### **Directed to execute the followings**

- Submit the proposal to the NABARD for establishment of drier unit for proper drying and maintenance of quality product in a cluster of village.
- Establish a place for making interface between producers and buyers
- Enhance the involvement of more stake holders to avail or enjoy the higher profit through better market linkage from 20 % to 50 %.

### **Involved departments /officials**

- Director, Directorate of Extension Education, Tamil Nadu Agricultural University, Coimbatore
- Dean, Community Science College and Research Institute, Madurai
- Scientist from Horticultural College and Research Institute, Periyakulam
- Joint Director of Agriculture, Department of agriculture and farmers welfare, Ramanathapuram.
- Secretary, Department of regulated marketing, Ramanathapuram
- District Development Manager, NABARD, Ramanathapuram.
- KVK scientists
- Buyers from Erode and FPO
- Members of Kalasam FPO
- Members of Thiruvadanai Nerkalanjiyam FPO
- Farmers representatives from 5 blocks
- Farmers and farm women-324 numbers

### **Special activities**

- Visited exhibition organised on organic inputs and management technologies for soil, plant health and pest and disease
- Released a book on Mundu chillie cultivation
- Honoured Mr.V.Ramar, Organic farmer for his achievements

### **Technical session conducted**

- Soil health management and organic agronomic practices
- Integrated pest management
- Integrated disease management
- Experience of organic farmer
- Scope and importance of value addition
- Utilization of government schemes for storage, marketing and exports
- Utilization of funding support- Agricultural Infrastructure fund.

- Experience of FPOs
- Expectations of buyers (Kalasam FPO and Maya bazaar)
- Farmers interaction with buyers

