

# Innovations in agricultural marketing in Orissa

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The case of

**KASAM**

# Introduction

- **KASAM (Kandhamal Apex Spices Association for Marketing)** came into being in the year 1998 and located in Phulbani in Odisha,
- KASAM is a registered Apex Society formed by the Sixty One(61) Spice Development Societies(SDS) of the district with more than 10,000 farmers as primary members
- KASAM has entered in marketing of Organic Spices & other Spices in a big way
- It has developed infrastructure for production and supply of value added spices
- supply of best spices to the market by promoting brand name "*Kandhamal*" ( *K* )

# Production

- Polished turmeric finger – 1200MT to 1500MT per annum
- Turmeric powder – 30MT per annum
- Mustard – 30MT per annum
- Ginger slice – 30MT per annum
- Arrowroot powder – 30MT per annum

# Activities

- production of quality & value added, hygienic spices and setup viable marketing network by minimising the exploitation of traders
- Manufacturer, Processor, Supplier and Exporter of a wide range of Organic Products like Organic Spices such as Organic Turmeric Finger, Organic Ginger Slices, Organic Arrowroot Powder, Organic Mustard Seeds and Organic Tamarind Paste; and Organic Honey.
- KASAM directly procures from farmers & exports to USA, UK, Holland & Germany after processing.

# Organic certification

- prestigious Organic certificate from CUC, Netherlands that recognizes the high quality of our products.
- testing facilities at SGS, Delhi and Spices Board Lab ensure that the quality of the product.



The case of  
**ORMAS**

# Objectives

- ORMAS is facilitating empowerment of rural producers through economic upliftment :
1. Formation and Management of small women groups,
  2. Capacity building of Self-Help and SGSY groups
  3. Initiation of Micro Enterprises and Micro Credit Linkages, and
  4. Empowering the SHG/SGSY groups for sustainable Self Managed Activities.



# Intervention areas

1. Market Research,
2. Activity selection/Trade identification,
3. Assessing Feasibility of Key activities,
4. Technology Up-gradation,
5. Skill Development,
6. Standardization and Quality Assurance,

# Intervention areas

7. Design Diversification and Product
8. Scientific and Attractive Packaging Development,
9. Participation and Organization of Product Promotion Exhibition, and
10. Facilitate Sales through different channels

# ACTIVITIES AND SERVICES

- 'Compact and Cluster' approach, i.e., concentrating in a small area at a time.
- Made successful interventions for the value addition skills for processing of fruits, infrastructure support like cold storages for tribal areas, etc.
- Key products and activities are Siali and Sal leaf plate making, Hill broom, Honey processing, Dal processing, Kewda leaf products, developing marketing linkages for vegetables, Tamarind, Amla, Harida, Kalmegh, onion, turmeric, ginger.

# Achievements

Sl. NoA	District	SHG Formed	SHG Provided with RFA*	SHG Provided with IG Fund **	No. of CFC *** Created	Remarks
1	Bolangir	220	200	146	11	6 onion storage godowns (50 MT), 5 storage-cum-processing centers, 2 Dal processing machines, 102 ground nut auto feed machines, 1 turmeric grinder.
2	Boudh	149	96	52	5	2 LCP units, 3 dal processing units

# Achievements

5	Nowrangpur	165	149	130	9	4 LPC and 5 Dal processing units.
6	Nayagarh	190	171	20	5	1 LPC & 4 Dal processing units
7	Nuapada	229	205	143	162	161 small structures (2MT capacity) and 1 onion storage godown (50 MT

# Two success stories of ORMAS

- Marketing of kandul dal in Rayagada district
- Marketing of vegetables in Angul district



# MARKETING/EXPORT OF WATER MELONS BY FARMERS' ASSOCIATION

# Details of the activities of the association

- 20 villages of Dhenkanal district
- More than 5000 farmers over 1140 acres of land
- Exporting to Bhutan and also to neighbouring states like West Bengal and Assam.