

Arigapudi Purnachandra Rao and Nancharamma Memorial Market Yard - AVK Foundation's Large-Hearted Contribution to the Farmers of Jadcherla, Telangana: Nurturing Growth and Sustainability

Agriculture plays a pivotal role in the socio-economic fabric of the country, contributing significantly to the state's GDP and providing livelihoods to a large portion of its population. India has long been an agrarian nation, and the slogan "Jai Kisan" has echoed through the years as a testament to the country's respect for farmers.

The Agricultural Market infrastructure plays a pivotal role in supporting farmers, ensuring income generation, food security, and crucial rural-market linkages. To facilitate the seamless exchange of agricultural produce between farmers and buyers, the state has established a network of Agricultural Market Yards, commonly known as APMCs (Agricultural Produce Market Committees). These market yards act as crucial intermediaries, connecting farmers with traders, processors, and consumers, thereby promoting fair trade practices and ensuring the well-being of the agricultural sector.

Agricultural Market Yards in the country are designed to be organized and systematic spaces where farmers can bring their produce for sale. These market yards are usually equipped with essential infrastructure such as auction platforms, storage facilities, and weighbridges to streamline the buying and selling process. The market yards work with the objectives of working as a platform for fair price determination, access to a wider market, quality control by setting and enforcing standards for the produce traded, and for financial institutions to provide credit facilities to farmers.

The Agricultural Market Yards in India have evolved beyond mere trading spaces. They now function as hubs for information dissemination, skill development, and market intelligence. Various initiatives have been implemented to educate farmers about modern agricultural practices, technological advancements, and market trends. These efforts empower farmers to make informed decisions and adapt to changing market dynamics, ultimately enhancing the overall efficiency of the agricultural sector.

The Visionary Donation:

Recognizing the significance of such agri-market spaces, in 2008, Lion Dr. Vijay Kumar donated 20 acres of land valued at Rs 8 crores at the time for the construction of the Arigapudi Purnachandra Rao and Nancharamma Memorial Market Yard in Jadcherla, Telangana.

Knowing the struggles of farmers compelled to sell their crops at unfavorable prices due to the absence of a dedicated market space, Lion Dr. Vijay Kumar took this monumental step.

Badepally Market Yard - Infrastructure for Empowerment:

Spread over 20 acres, this Market Yard stands as a beacon of empowerment for local farmers. It offers essential infrastructure for processing and selling produce to both government and private buyers in the

area. The facility includes vast sheds for drying various crops, 100 stores with shutters and designated numbers to facilitate farmer-buyer interactions, and extensive open spaces with proper cement flooring for sun drying goods.

Facilitating Fair Trade:

The Market Yard serves as a facilitating agency, supporting government-fixed prices and preventing private parties from exploiting farmers. Not only does it provide a dedicated space for farmers to sell their produce free of charge, but it also generates revenue for the local gram panchayat, contributing to community development.

Impact on Farmers and the Local Economy:

The market yard has become a vital facilitating agency, supporting government-fixed prices and preventing private parties from exploiting farmers. It caters not only to the farmers of Mahbubnagar but also attracts farmers from other districts during the harvest season. The overwhelming response from farmers, who continue to express their satisfaction, underscores the positive impact of this initiative on the local agri-economy.

Generosity of Lion Dr. Vijay Kumar:

Lion Dr. Vijay Kumar's generous donation of 20 acres of land, worth several crores today, showcases a remarkable commitment to the welfare of the farming community. His initiative, applauded by the late Chief Minister Sri Y.S. Rajasekhara Reddy, has stood the test of time, benefitting hundreds of farmers and contributing to the revenue of the local gram panchayat.

Statues in Honor of Sri Arigapudi Purnachandra Rao and Sri Arigapudi Nancharamma:

In recognition of this philanthropic endeavor, life-size statues of Sri Arigapudi Purnachandra Rao and Sri Arigapudi Nancharamma were unveiled by Chief Minister Dr. Y.S. Rajasekhar Reddy on April 9, 2008. As we commemorate National Farmer's Day, these statues proudly stand at the entrance of the Market Yard, serving as a testimony to the AVK Foundation's mission rooted in humanity.

Conclusion:

The Arigapudi Purnachandra Rao and Nancharamma Memorial Market Yard stands as a shining example of how private initiatives can significantly impact the lives of farmers and contribute to the growth of the agricultural sector. The AVK Foundation remains committed to supporting the farming community and upholding the spirit of "Jai Kisan". As we celebrate National Farmer's Day, let us acknowledge and appreciate the profound impact that initiatives like these have on the lives of those who toil tirelessly to feed our nation.