



AVK FOUNDATION'S CONTRIBUTION TO THE FARMERS OF 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.

"Market Yards are hubs for information dissemination, skill development, and market intelligence."

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.

Infact, Rural assembly markets operate best when located in production areas i.e. farmlands. This is where farmers can comfortably bring their produce, dry it or process it and sell it to the government or private buyers.

For the hardworking farmer to receive his due, a market yard in the vicinity is a boon indeed!

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.

Lion Dr A Vijay Kumar garu was in the role of District Governor in Lions Club Jadcherla when he noticed the difficulties faced by the farmers there. He realized that cotton farmers in this region were compelled to sell their crops to brokers at unfavourable prices owing to the lack of a dedicated market space. After discussions with the local authorities, Dr Vijay Kumar donated the 20 acres to be allocated for the market yard, thereby alleviating the struggles and hardships faced by local farmers and traders. Farmers could use this market yard completely free of charge.

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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.

As an Agency 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.



Happy farmers at the market yard

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 30 nearby villages and other districts during the harvest season.

For each acre of landholding, it is estimated that farmers bring in about 20 quintals of grain for sale purpose. Though there is a 5-acre sized government market yard in the vicinity, farmers prefer this one for its size and the facilities available. The overwhelming response from farmers, who continue to express their satisfaction, underscores the positive impact of this initiative on the local agri-economy.



Sheds for drying

The Generosity of Lion Dr. A. Vijay Kumar and his family

At a time when even big industrialists would approach government offices for monetary benefits, Lion Vijay Kumar garu generously donated these 20 acres of land, without a second thought, which is worth several crores today.

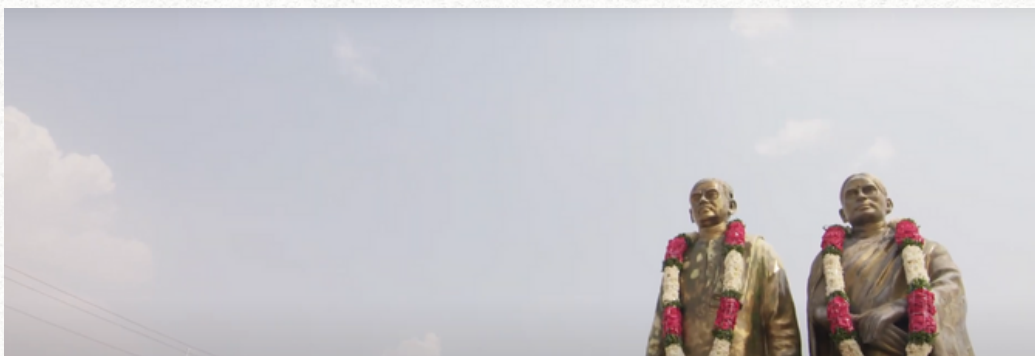
His initiative, applauded by the late Chief Minister Sri Y.S. Rajasekhara Reddy, has stood the test of time, benefiting hundreds of farmers and contributing to the revenue of the local gram panchayat.



The memorial plaque at the statues



The then Hon'ble CM, Sri Y S Rajasekhar Reddy garu inaugurating the market yard



The statues continue as a testament to the Arigapudi legacy

Life-size Statues in Honor of Sri Arigapudi Purnachandra Rao and Smt Arigapudi Nancharamma



In recognition of this monumental philanthropic endeavor, life-size statues of Sri Arigapudi Purnachandra Rao and Sri Arigapudi Nancharamma were unveiled by Chief Minister Dr. Y.S. Rajasekhhar Reddy on April 9, 2008.

As we commemorate the 15th anniversary of the Market Yard's inauguration, the statues of these great individuals proudly stand at the entrance of the Market Yard, serving as a testimony to the AVK Foundation's mission rooted in humanity.

In 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". 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.

Gallery



The Market Yard entrance



Ln AVK seeking his parents' blessings



Ln AVK greeting one and all



Ln AVK shaking hands with personnel at the Market Yard

Ln AVK on tour of the market yard premises



Ln AVK observes the sheds made for drying agricultural goods.

The Lion interacts with the personnel and farmers at the market yard.





Ln AVK inspects the shops provided to farmers for selling their goods.

The Market Yard buildings



The Market Yard buildings



Farm produce and grain spread around the cemented expanse for drying.

