



FROM FARM TO MARKET

The Early Steps of the Newly Formed Prakruthi FPO

Ms. Dhanavathi, a marketing representative from Prakruthi FPO, sold **300 kgs** and **970 kgs of natural farming vegetables** at *Madhanapalle Rythu Bazar* and *Chintaparthi Weekly Haat* in Vayalapadu Mandal in Annamayya district on January 28th and 30th January 2025.

This is part of a regular weekly effort, where she along with Mr. Suresh, a Community Resource Person markets between 300 to 1000 kgs of fresh produce at the Madhanapalle and Chintaparthi weekly markets. Mr. Prasanna, our colleague says, "Prakruthi FPO supports 67 farmers from the Vayalapadu Mandal in Annamayya district under the HDFC Bank Parivartan Program".



These Sixty-Seven farmers of Vayalapadu mandal, have started growing poly crops in small plots (25 to 50 cents) this year in natural farming practices.



Ms. Ramanamma, from Chinatlavari Palli, grows a variety of crops on three different beds. In Bed-1, she grows radish, carrot, beetroot, and onions. Maneesh, our colleague says -This design makes use of space efficiently, with complementary crops that help control pests like aphids and carrot flies, reduce weed growth, and encourage deep and shallow root systems for better soil structure. The only challenge is different water needs and nutrient competition between the crops.



In **Bed-2**, she plants chilli, onion, amaranthus, and maize. This combination offers nutrient efficiency, pest repellent properties, and staggered harvest intervals, though there is some nutrient competition for potassium and phosphorus.



Bed-3 has a mix of tomato, brinjal, maize, cowpea, onion, and sirraku. This bed maximizes space, attracts beneficial insects, and benefits from cowpea's ability to fix nitrogen in the soil, supporting the growth of high-feeding crops. It also minimizes weed growth, with maize acting as a border crop and mango trees providing support for cowpea to grow



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vertically. However, it is prone to aphid and shoot borer infestations. Ramanamma is happy with the current progress, as the crops are growing well.

Other farmers like Rajamma also experiment with diverse combinations, such as chilli, onion, okra, and marigold. Rajamma consistently supplies natural produce to the FPO as well. Twice a week, Prakruthi FPO's vehicle collects some part of vegetables from the farmers, ensuring they reach the market fresh and on time.



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