



Growth Of Marketing In Uzhavar Santhai Of Tirupathur District

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Abstract: The growth of marketing in Uzhavar Santhai of Tirupathur district reflects a transformative shift in agricultural trade, enabling farmers to directly connect with consumers, eliminate middlemen, secure fair prices, and strengthen rural livelihoods. Agricultural marketing in India has traditionally been dominated by village-level markets, fairs, mandies, and co-operative societies, where middlemen often exploit both farmers and consumers. To address this challenge, the Government of Tamil Nadu introduced the innovative concept of Uzhavar Santhai (Farmers' Market) in 1999, aimed at eliminating intermediaries and ensuring fair trade practices. In Tirupathur district, the Uzhavar Santhai has emerged as a significant platform for direct farmer-to-consumer transactions, fostering transparency, fair pricing, and trust. Over time, the growth of marketing through this system has empowered farmers economically, enhanced consumer access to fresh produce at reasonable rates, and strengthened rural livelihoods. The initiative has also contributed to social transformation by promoting community interaction and reinforcing the identity of small-scale farmers. Despite challenges such as seasonal fluctuations, infrastructural limitations, and the need for digital integration, Uzhavar Santhai continues to play a pivotal role in reshaping agricultural marketing in Tirupathur district, serving as a model for sustainable rural development..

Keywords: Agricultural Marketing, Uzhavar sandhai.

I. INTRODUCTION

The growth of marketing in Uzhavar Santhai has been significant, as it has successfully reduced the burden on farmers and consumers by eliminating the middlemen. This direct marketing system has allowed farmers to receive a fair price for their produce and consumers to purchase fresh vegetables and fruits at reasonable prices. The Uzhavar Santhai has also provided farmers with immediate cash payments, preventing the delays that middlemen often cause. This has motivated farmers to bring their produce to the market, which has become a vital source of income for many. The Uzhavar Santhai has also played a crucial role in the socio-economic development of the farmers and has contributed to the overall growth of the agricultural sector in Tamil Nadu.

Uzhavar Santhai was designed to eliminate intermediaries and establish a direct link between farmers and consumers. By providing a regulated marketplace where farmers could sell fresh produce at fair prices, the initiative sought to empower rural communities, stabilize agricultural incomes, and improve consumer access to affordable, quality food.

In Tirupathur district, the growth of Uzhavar Santhai has been particularly significant. Over the years, these markets have expanded in scale and participation, attracting more farmers and consumers alike. The model has encouraged transparency in pricing, fostered trust between producers and buyers, and created a

sustainable marketing environment. Farmers benefit from higher returns, while consumers enjoy fresh produce at reasonable rates.

Uzhavar Santhai

Uzhavar Santhai is a best scheme initiated in the year 1999 by former Chief Minister Muthamizh Arignar Dr.Kalaigñar. This scheme engages both the farmers and consumers at single place. Were the farmers can sell their cultivated vegetables, fruits and greens directly to consumers without any intervention of intermediaries. This Uzhavar Santhai scheme is implemented for the beneficiary of both farmers and consumers. The Uzhavar Santhai scheme is entering into its Silver Jubilee year (25th) with the functioning of 192 Uzhavar Santhais in our Tamil Nadu state.

Agricultural Marketing and Agri business in Uzhavar Santhai

Agricultural Marketing and Agri Business play a pivotal role in strengthening the agrarian economy of the country. It encompasses all aspects of the marketing system, including both functional and institutional structures, based on technical and economic considerations. This system covers pre- and post-harvest operations such as assembling, grading, storage, transportation, and distribution.

The creation of marketing infrastructure is crucial not only for efficient performance of marketing functions and expansion of markets, but also for the effective transmission of price signals, leading to improved marketing efficiency. An efficient marketing system enables farmers to receive better returns, minimizes the price spread between producers and consumers, and ensures the availability of quality agricultural produce to consumers at reasonable prices.

The Directorate of Agricultural Marketing and Agri Business is implementing various technological interventions to ensure remunerative prices for farmers through enhanced marketing and post-harvest infrastructure. Emphasis is also placed on providing timely market information, promoting Farmer Producer Organizations (FPOs), and establishing aggregation and e-auctioning facilities to increase farmers' income. Strengthening marketing infrastructure and developing a robust post-harvest supply chain will promote market-led agriculture and contribute significantly to achieving Vision Tamil Nadu 2023 of becoming a global supplier of agricultural produce.

Agri Marketing Activities

Market Committees and Regulated Markets serve as a common platform for farmers and traders to participate in the marketing of agricultural produce on equal footing, eliminating the role of middlemen. The closed tender system followed in Regulated Markets ensures competitive and remunerative prices for farmers.

In Tamil Nadu, 21 Market Committees have been established to implement the provisions of the Tamil Nadu Agricultural Produce Marketing (Regulation) Act, 1987, the Rules of 1991, and the associated by-laws. Under the jurisdiction of these Market Committees, 277 Regulated Markets are functioning to effectively regulate the buying and selling of agricultural produce. No market fee is collected from farmers for the services provided in these markets. Instead, traders are required to pay a market fee of one percent of the sale value of the produce.

Tirupathur District Formation

The Government of Tamil Nadu announced the trifurcation of Vellore district (into Vellore, Tirupathur, and Ranipet) on 15 August 2019. Official Tirupathur Uzhavar Santhai bifurcation from 28 November 2019 is the date when Tirupathur district was formally created and began functioning as a separate district. Under Tirupathur district there were three Uzhavar Santhai

1. Vaniyambadi Uzhavar Santhai
2. Tirupathur Uzhavar Santhai.
3. Natrampalli Uzhavar Santhai

Growth and Expansion of Uzhavar Santhai from the year 2020-2025

- The government focused on renovating the existing Uzhavar Santhai and expanding their reach. There were about 192 Uzhavar Santhai in our Tamil Nadu State. Uzhavar Santhai functioning as farmer's markets for direct producer to consumer sales.
- Renovation of around 50 Uzhavar Santhai and setting up of 10 new Uzhavar Santhai in town panchayats and urban areas of Tamil Nadu state.
- By 2021-2022 and 2022-2023 years 100 Uzhavar Santhai market renovated at cost of around ₹27.5 crore and 14 new Uzhavar Santhai were reopened by reconstructed.
- In Madurai 2022 Madurai government announced to sale of value added agriculture products in chokkikulam Uzhavar Santhai on Thursday in the evening. The products are sold only for the organically cultivated products like millets, country chicken eggs, honey, kavuni rice and mushrooms.
- On average of 2000mt of vegetables and fruits value Rs.6.70 crore were sold by 8000 farmers and 3 lakh consumers were purchased from Uzhavar Santhai.
- By 2025 local reports highlights in Chennai is first new initiatives linked to Uzhavar Santhai that fresh vegetables deliveries to consumer's doorstep with the help of online sale platform it has been stated in state agriculture budget. Firstly, the scheme was implemented in 20Uzhavar Santhai across the state.
- 50Uzhavar Santhai with highly arrivals and were funded for better basic infrastructure facility.
- In Madurai four Uzhavar Santhai at Anna Nagar, Chokkikulam, Palanganatham and Annaiyur are set up digital method to order fresh produced product through online. Agriculture Marketing board of Tamil Nadu state were planning to local delivery app to connect all four markets in Madurai. It is second city announced as online delivery from Uzhavar Santhai.
- Display of digital price board has been installed in 50 Uzhavar Santhai at Rs 1.15 crore amount. The price displayed in the board will be displayed for both farmers and consumers.
- In Uzhavar Santhai for decomposing the wastage vegetables and fruits in 25 Uzhavar Santhai the machine has been installed at cost of 2.75 crore and in the year 2023-2024 49.13mt composite was produced from wastage vegetables and fruits.
- Around 268 cold storage facility with capacity of 19,865mt has been installed to prevent the perishable products to increase the life of vegetables and fruits.
- In Tamil Nadu 1,229 farmer producer organisations have been registered from various agencies.

Farmers Arrivals in Vaniyambadi, Tirupathur, Natrampalli Uzhavar Santhai of Tirupathur district.

The financial year of farmer's arrivals for the period 2019-2020 to 2024-2025 was observed and shown in table 1. The growth rate in terms of percentage was also shown.

The farmer's arrivals (Nos) of Vaniyambadi Uzhavar Santhai during the year April2020-March 2021 was -52.03. It was increased in the year April-Mar 2021-2022 to 69.14 following to the years it was literally decreased down in 2022-2023, 2023-2024 and 2024-2025. The trend level of farmers for few years decreased. The average number of farmers at mean level 61382.6 and 15178.8 as standard deviation.

Tabel.1 Number of Farmers arrivals in Vaniyambadi, Tirupathur and Natrampalli in Tirupathur district Uzhavar Santhai from 2020 to 2025.

Years	Farmers arrival (Nos)					
	Vaniyambadi	Percent	Tirupathur	Percent	Natrampalli	Percent
Apr 2019 - Mar 2020	65467		18726		3206	
Apr 2020 - Mar 2021	31400	-52.03	6518	-65.19	10346	222.7
Apr 2021 - Mar 2022	53112	69.14	11972	83.67	11374	9.93
Apr 2022 - Mar 2023	70368	32.48	17008	42.06	33946	198.45
Apr 2023 - Mar 2024	74471	5.83	18835	10.74	13462	-60.34
Apr 2024 - Mar 2025	73478	-1.33	21689	15.15	56903	322.69
Mean	61382.6		15791.33		21539.5	
Standard Deviation	15,178.8		50,78.07		18,414.18	

Source: Secondary Data from Uzhavar Santhai

Regarding the farmer's arrivals (Nos) in Tirupathur Uzhavar Santhai during the year April 2020 to March 2021 was -65.19 percent specific in Covid period. It increased to 83.67 during the 2021-2022 and again it gradually increases with farmers entering to Uzhavar Santhai for sale from the year 2022 to 2025. The average number of farmers at mean level 15791.33 and 50,78.07 as standard deviation.

The farmers' arrivals (in numbers) at Natrampalli Uzhavar Santhai during the period from April 2020 to March 2021 increased by 222.7 percent, mainly due to the reopening of the Uzhavar Santhai during the COVID-19 period. In the subsequent year, farmers' arrivals further increased by 9.93 percent. However, a decline was observed during the year 2023-2024. In contrast, during 2024-2025, farmers' arrivals registered a substantial increase of 322.69 percent, indicating a significant rise in the number of farmers registering with the Uzhavar Santhai and selling their products through this platform. The average number of farmers was 21,539.5, with a standard deviation of 18,414.18, reflecting considerable variation in farmers' arrivals over the study period.

Consumers Arrivals in Vaniyambadi, Tirupathur and Natrampalli in Tirupathur district Uzhavar Santhai from 2020 to 2025.

The financial year of consumer's arrivals for the period 2019-2020 to 2024-2025 was observed and shown in table.2 The growth rate in terms of percentage was also shown.

The consumers' arrivals (in numbers) at Vaniyambadi Uzhavar Santhai during the period from April 2020 to March 2021 recorded a growth of 377.85 percent. This was followed by a further increase of 34.72 percent during April 2021-March 2022. In the subsequent years, 2022-2023 and 2023-2024, consumers' arrivals continued to show an increasing trend. However, during 2024-2025, a decline of 7.35 percent was observed in consumers' arrivals. The average number of consumers visiting the Uzhavar Santhai was 2,378,743, with a standard deviation of 1,080,527.64, indicating substantial fluctuations in consumer arrivals over the study period.

Table.2 Number of Consumers arrivals in Vaniyambadi, Tirupathur and Natrampalli in Tirupathur district Uzhavar Santhai from 2020 to 2025.

Years	Consumers arrival (Nos)					
	Vaniyambadi	Percent	Tirupathur	Percent	Natrampalli	Percent
Apr 2019- Mar 2020	362405		1821227		164641	
Apr 2020 – Mar 2021	1731752	377.85	503619	-72.34	331439	101.31
Apr 2021 – Mar 2022	2333016	34.72	1095802	117.58	311942	-5.88
Apr 2022 – Mar 2023	3119204	33.69	1264323	15.37	418155	34.04
Apr 2023 – Mar 2024	3491432	11.93	1557611	23.19	449365	7.463
Apr 2024 – Mar 2025	3234648	-7.35	1118591	-28.18	185735	-58.66
Mean	23,78,743		12,26,862.16		310213	
Standard Deviation	10,80,527.64		411510.98		1,06,578.81	

Source: Secondary Data from Uzhavar Santhai

Consumers' Arrivals at Tirupathur Uzhavar Santhai:

The consumers' arrivals (in numbers) at Tirupathur Uzhavar Santhai during the period April 2020 to March 2021 declined by 7.23 percent. In the subsequent three years, a gradual increase in consumers' arrivals was observed. However, during 2024–2025, consumers' arrivals again decreased by 28.18 percent. The average number of consumers visiting the Uzhavar Santhai was 1,226,862.16, with a standard deviation of 411,510.98, indicating moderate variability in consumer arrivals over the study period.

Consumers' Arrivals at Natrampalli Uzhavar Santhai:

The consumers' arrivals (in numbers) at Natrampalli Uzhavar Santhai during April 2020 to March 2021 increased by 101.31 percent. This was followed by a sharp decline of 101.31 percent during 2021–2022. In 2022–2023, consumers' arrivals further decreased by 5.88 percent. In the subsequent two years, a gradual improvement was recorded. However, during 2024–2025, consumers' arrivals declined again by 58.66 percent. The mean level of consumers' arrivals was 310,213, with a standard deviation of 106,578.81, reflecting notable fluctuations over the period.

Vegetable and Fruits Arrivals in Vaniyambadi, Tirupathur, Natrampalli Uzhavar Santhai of Tirupathur district.

The financial year of Vegetables and fruits arrival to Uzhavar Santhai for the period 2019-2020 to 2024-2025 was observed and shown in table.3 The growth rate in terms of percentage was also shown.

The vegetables and fruits arrival of Vaniyambadi Uzhavar Santhai during the year 200-2021 was -48.43. The arrivals of vegetables and fruits was increased gradually from 2021-2022 to 2024-2025. More number of arrivals to the Vaniyambadi Uzhavar Santhai. The average arrivals of vegetables and fruits at 94,59,004.30 and standard deviation of arrivals of vegetables and fruits 29,46,070.40.

Tabel.3 Vegetables and Fruits arrivals in Vaniyambadi, Tirupathur and Natrampalli in Tirupathur district Uzhavar Santhai from 2020 to 2025.

Years	Vegetables arrival (kgs)					
	Vaniyambadi	Percent	Tirupathur	Percent	Natrampalli	Percent
Apr 2019 – Mar 2020	10076230		5467358		493553	
Apr 2020 – Mar 2021	5195457	-48.43	1524020	-72.15	1096785	122.22
Apr 2021 – Mar 2022	7008681	34.90	2578832	69.51	1109211	1.13
Apr 2022 – Mar 2023	9387728	33.94	3523232	36.92	2037116	83.65
Apr 2023 – Mar 2024	10483063	11.66	4664146	32.38	3205592	57.35
Apr 2024 – Mar 2025	14602867	39.29	6834789	46.53	5757468	79.60
Mean	94,59,004.30		40,98,729.50		22,83,287.50	
Standard Deviation	29,46,070.40		1777136.094		17,78,134.30	

Source: Secondary Data from Uzhavar Santhai

Regarding the vegetables and fruits arrival of Tirupathur Uzhavar Santhai during the year April2020-March2021 was -72.15. Following to the year 2021-2022 it was increased to 69.51, in 2022-2023 it was increased to 36.92, in the year 2023-2024 it was 32.38 and 46.53 percent were increased in the year 2024-2025. The average arrivals of vegetables and fruits at 40,98,729.50 and standard deviation of arrivals of vegetables and fruits 1777136.094.

Regarding the vegetables and fruits arrival of Natrampalli Uzhavar Santhai during the year April2020-March2021 was 122.22. Following to the year 2021-2022 it was increased to 1.13 in 2022-2023 it was increased to 83.65, in the year 2023-2024 it was 57.35 and 79.60 percent were increased in the year 2024-2025. The average arrivals of vegetables and fruits at 22,83,287.50 and standard deviation of arrivals of vegetables and fruits 17,78,134.30.

Value of Vegetables and Fruits in Vaniyambadi, Tirupathur and Natrampalli in Tirupathur district Uzhavar Santhai from 2020 to 2025.

The financial year of Value of vegetables and fruits to Uzhavar Santhai for the period 2019-2020 to 2024-2025 was observed and shown in table.4 The growth rate in terms of percentage was also shown.

The value of vegetables and fruits of Vaniyambadi Uzhavar Santhai during the year 2020-2021 was -54.87. Following to the year the value of vegetables and fruits 57.30 percent and it was gradually increased from 2022-2023 to 2024-2025. The average arrivals of vegetables and fruits at 34,40,33,628.8 and standard deviation of arrivals of vegetables and fruits 157192395.3.

Table.4 Value of Vegetables and Fruits in Vaniyambadi, Tirupathur and Natrampalli in Tirupathur district Uzhavar Santhai from 2020 to 2025.

Years	Value of Vegetables and Fruits(Rs)					
	Vaniyambadi	Percent	Tirupathur	Percent	Natrampalli	Percent
Apr 2019 – Mar 2020	330630367		150071550		13478913	
Apr 2020 – Mar 2021	149202093	-54.87	67546710	-54.99	36225318	168.75
Apr 2021 – Mar 2022	207601692	39.14	74262269	9.94	33293899	-8.09
Apr 2022 – Mar 2023	326571986	57.30	109240565	47.10	49712634	49.31
Apr 2023 – Mar 2024	411893010	26.12	149786738	37.11	76949934	54.78
Apr 2024 – Mar 2025	638302625	5.96	259210723	73.05	185144578	140.60
Mean	34,40,33,628.8		135019759.2		6,58,00,879.30	
Standard Deviation	157192395.3		64260754.48		56708402.12	

Source: Secondary Data from Uzhavar Santhai

Regarding the value of vegetables and fruits of Tirupathur Uzhavar Santhai during the year April2020-March2021 was -54.99. Following to the year from 2021-2022 to 2024-2025 value of vegetables and fruits were increased. The average arrivals of vegetables and fruits at 135019759.2 and standard deviation of arrivals of vegetables and fruits 64260754.48.

Regarding the value of vegetables and fruits of Natrampalli Uzhavar Santhai during the year April2020-March2021 was -168.75. Following to the year 2021-2022 the value of vegetables and fruits price to -8.09. From 2022-2023 to 2024-2025 value of vegetables and fruits were increased. The average arrivals of vegetables and fruits at 6,58,00,879.30 and standard deviation of arrivals of vegetables and fruits 56708402.12.

Conclusion

The introduction of Uzhavar Santhai in 1999 marked a turning point in agricultural marketing in Tamil Nadu, and its growth between 2020 and 2025 highlights its continued relevance and impact. By eliminating middlemen, these farmers' markets have empowered cultivators to secure fair prices, while consumers benefit from fresh produce at affordable rates. In Tirupathur district, the expansion of Uzhavar Santhai has not only strengthened the local economy but also fostered trust, transparency, and community interaction.

The period from 2020 to 2025 witnessed notable progress: increased farmer participation, rising consumer demand, infrastructural improvements, and gradual digital integration. These developments have transformed Uzhavar Santhai from a simple marketplace into a sustainable hub of rural empowerment and agricultural innovation. Despite challenges such as seasonal fluctuations, limited logistics, and the need for broader digital adoption, the initiative continues to thrive as a model of grassroots marketing reform. Its success demonstrates that direct farmer-to-consumer linkages can reshape rural trade practices, enhance livelihoods, and contribute to long-term socio-economic development.

In conclusion, the growth and expansion of Uzhavar Santhai reaffirm its role as a vital instrument of rural prosperity, offering lessons for other regions seeking to strengthen agricultural marketing systems and ensure equity for farmers and consumers alike.

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