

xv. Value chain Analysis

Value Chain Analysis						
Village: K.AGRAHARAM		Mandal: JAGGAYAPETA			DISTRICT: KRISHNA	
Date of exercise	28/10/2017					
Participants	Karthik, Navaneeth, Shubham, Asad. Aman, Akash, Shravan, Vasudev					
Facilitated	Mr. SRINIVASULU					
Item of the value chain	JASMINE FLOWERS					
	Inputs	Pre-Production /collection	Production / collection	Post-production /collection	Local value addition	District market
<b>Activity</b>	Land, Jasmine shrubs Money, Labour, Machinery, Fertilizers,	Land preparation, Ploughing, Using Cultivator, Rotavator with tractor, seeding, weeding, water supply, applying fertilizers, sowing seed in small portion of land, sow the green gram in the main land for 40 days and they will cursh it rotavator to mix with the soil to increase the calcium content in the soil	Ploughing the land , applying fertilizers to the soil, application of pesticides, Plucking the nursery plants and sowing in the main cultivating land, dig the surrounding area of the plant for applying fertilizers, spray the pesticides to the plant, weeding, alternate days watering, sometimes they use bleaching powder mixing in water when plant is drying up	Plucking the Jasmine from the plant.	After one harvesting they sell the Jasmine flowers with in the village and Jaggayapeta market.	Selling product to middlemen in the Jaggayapeta rythu bazar at rupees  1 quintal @ 10000 1 kg of jasmine = Rs 100
<b>Risks involved</b>	Low quality of jasmine shrubs in the Vijayawada		Disease problem, excessive use of fertilizers and pesticides leads to low	Not plucking the Jasmine from the plant at right time	Not selling the Jasmine flowers at proper time	Fluctuation of the prices in the market

	market		productivity			
<b>Gender</b>	Main involved in input purchasing	Ploughing the land, spraying the pesticides is done by the male, plucking the leafs of the Jasmine plant done by both man and women. The pouring water into spraying machine,	Majorly done by male.	Both involving cutting the leafs of the jasmine plant for the next harvesting.	Man and women both involved in filling the Jasmine flowers in the gunny bags, Man do the marketing and transporting	Man will sell the produce to the middlemen
<b>Input cost</b>	(Per Acre) Jasmine shrubs 1jasmine shrubs=2.50 Rs Total shrubs required 120 Total cost =300 Fertilizers DAP(1bag)=480 Rs Urea (2bags)=1000 Rs Power supply free of cost Labour cost 1 men required 350*3= 1050 Rs Total cost: 2830 Rs					
<b>Labour cost</b>	Family Labour 1 wage Labour (man)	Wage Labour (man) Three days required cost per day 350 3*350=1050	Family Labour	Family Labour	Family Labour	

<b>Total Cost</b>	2830	1050	-	-	-	-
<b>Total Net income</b>	Total initial cost including pesticide 3530 Rs Total production per acre 120 kg flowers for one proper harvesting Cost of 1 kg in the market 100 Rs Total selling cost 120*100= <b>12000</b> Middle man @ 2% = <b>240</b> Total income <b>11760</b>					
<b>Profit/Loss</b>	Net profit / net loss = Total income- initial cost 11760-3530= <b>8230 (per 4months harvesting)</b> In this cultivation always has get profit only					
<b>Limitations</b>	Shrubs quality is very low, low fertility of land, lack of water, shortage of Labour force	Low quality of fertilizer and pesticides, poor cultivation technique,		Lack of storage system,	Improper transport system that lead to damage flowers	Price decision by buyers
<b>Best practices</b>	Doing ploughing for 2-3 times to get tilth soil, stones and gravels should be removed from the cultivation land, purchase of good quality seeds, fertilizer and pesticides,	Seedling of nursery plant in a nursery bed of 1m width, 40 m long and 15 cm height, regular ,preserving shrubs from previous crops	In time weeding works ,applying water in time	Using organic farming and use vermi compost	Segregating and separating quality flowers.	Selling directly to wholesale market without middle man
<b>Gaps</b>	Depending	Delay in	Less awareness on	Delay in flucking the	Didn't do stocking the shrubs	Selling to middle

	more on pesticides and fertilizers.	preparing land, no timely irrigation	diseases and prevention less soil fertility	leaves of the jasmine shrubs.		man ,paying commission and getting low income,
<b>Possible interventions</b>	Scientific training to participants, using organic methods	Conducting awareness programmes on preventing diseases to chilli crop,awareness to prepare organic fertilizers and non pest management		Prepare land ploughing once again	Quality jasmine shrubs should be separated	Govt should intervene and curtail middle man