

Ladies Tailoring Value Chain Analysis

Rajanamma,					
Village: Pedapaddu, Mandal: Kallur, District: Kurnool					
	Inputs	Pre Service	Service Stage	Post Service Stage	Return Stage
Activity	Machine Cost –Rs 6000/- Thread Box-Rs 300(purchased every two months) Single Thread – Rs 10/- Other (scissors, tape, needle, oil, bobbin case)-Rs 200/- Total Cost of Input: Rs 1000/- Repairs : every 6 months (oiling and other repairs)	Training, Learning the skill Deciding on the rates, Communicating to the customers about the tariff Costing of the service: 1. Blouse : Rs 40/- 2. Designer Blouses: Rs 150-500/- 3. Salwar Kameez – Rs 100 to Rs 150/- 4. PattuChira : Rs 15/- 5. Peco : Rs 10/- 6. Saree Fall : Rs 15/- 7. Petticote: Rs 25/- 8. Girls Frocks or Lehanga petticoat, Jacket: Rs. 50/- 9. Goddess Frocks: Rs 20 to 25/- 10. Mosquito net repair: Rs 50/- 11. Pillow cover- Rs 5/- 12. Door cover- Rs 20/- 13. Blanket (bontha) – Rs 100/- During Festivals like Dussera, Diwali and Christmas the stitching orders are more. Approximately 30 blouses per month but during festivals above 50 Blouses.	1. Take the orders 2. Meeting the demand and supply gap	Seeking Satisfaction of the customer and retains customer's confidence.	To gain more customers. Trained 30 people in one year at the cost of Rs 200/- each. The training cost Rs 300 now.
Risks involved	Working capital is more. Not sure about the profits.	Deciding on low rates depending on the target market and not able to meet the cost	During festivals the orders are more which may impact the quality	Irregularity in the payment from the customers. Get delayed by 1 week or a month sometimes	Meeting the cost. Getting profits. Back and joint paints because of continuous work
Wage per Year	Per Day Earning :Rs 100/- , Net Profit per year : Rs 25000/-				

Limitations	Maintenance and time consuming task Every 6 months repair is must	Seasonality and competition decides the works availability	Maintaining quality is essential Customers retention is difficult	Irregularity in the payment from customer	No guaranty of works availability Having low level skills which reduce works opportunities Occupational Hazards
Gaps	Costing of the raw material need to be reduced	Material should be given by the customer		Irregularity in payment is impacting the interest of the tailor	Training the people increases competition; on the other side it increases the income temporarily.