

Paddy (Arjalu Type) Value Chain Analysis-- (In 1/2 acre)

Farmer Name: Theda Appalakonda

	Inputs	Pre Production/collection	Production/collection	Post Production/collection	Local value addition	Local market /Shandy	GP/Block market	District/State level market	End Users
Activity	Land, Seeds (1 Kuncham=2.5 kgs),1 Fertilizer bag, Pesticides ,Labours Plough,Oxens, Pesticide, Spray pump,Peddagadda river stream water etc.	Ploughing and weeding, Seedling, Applying fertilizers , Using water, labour.	Weed out from field, applying Pesticides in pest attack and supply of water.	Labour for after harvesting drying Separating paddy from the paddy grass	Drying and segregating paddy. Filling in to bags	Selling product to middlemen or money lender for their credit paying purpose.	The middle men collected the paddy bags and sold out to wholesale/retail market.	-	The wholesale market traders milling the paddy for consumers.The consumer purchase from the shops.
Risks involved	To get the credit for agriculture inputs.	Lack of rains damage the crop	Pest attack to the crop, it cause to low productivity. If cattle grazing the field. So that, production also come less.	Heavy rains and cyclones, monkeys are spoiling the crops.	Heavy rains cause crop damage.	Price down in the market.	Low price rate in block market.		
Gender	Men involve in inputs purchasing	Men engage in ploughing, applying the fertilizers, pesticides and protecting the field, Women involve in seeding and weeding activities	Women do the weeding activities and men apply the fertilizers and pesticides.	Both involve in harvesting, drying	Men involve in filling to bags and transporting the paddy to home or market	Men do the marketing works			
Input cost	1. Seeds collect from the neighbours(1 kuncham=2.5 kgs) 1 Urea bag:								

	Rs.400,Endosulpha n Rs.250								
Labour cost		Ploughing the land per acre Rs.1400.(4 times plough*Rs.350 per a time)*5 labours*Rs.200 per day *4	2 labours*1 day*Rs. 200 per day	5 labours*3 days*Rs.200 per day		Sells paddy at field 15Q X Rs.1000= Rs. 15000			
Total Cost	Rs.650	Rs.1400+4000	Rs.400	Rs.3000		Rs.15000			
Total income	Rs.15000								
Profit/ Loss	Rs.15000-9450= Rs.5550								
Limitations	Unable to credit for agriculture inputs.	Water availability depends on rains or Labours scarcity in some time	Environment impact on crop productivity Sail productivity decides crops productivity	Rain situation, labours scarcity.	Unavailability of sufficient sun heat to dry paddy Un availability of sufficient wind to separation paddy.	Prices fluctuation in the market Scarcity of transport facilities Improper infrastructure facilities to transport crop to the market			
Best practices		Applying sufficient fertilizers in time, Sufficient water applying Doing weeding in required time	Applying proper portion of fertilizers and pesticides in time, Take care to prevent pest attack, Sufficient watering to crop.	Harvesting in time, Mobilizing the labours and doing proper segregation and drying activities	Drying in paddy clean platform, taking care to avoid mixing small stones and other pieces and doing proper storage to protect from wet and rats	Selling in the block/ district level market instead of selling to middle men			
Gaps	Depending more on pesticides and fertilizers.	Delay in preparing land.	Not sufficient awareness on diseases and prevention.	Delay in harvesting which cause crop loss	Doing the paddy drying in un-cleaned ground so	Selling to the local middleman/ Money lender			

					there are high chances to mix small stones and other pieces				
Possible interventions	Using organic methods. Use the certify seeds and Bank linkage for credit to purchase inputs	Giving awareness programs about to prevent the pest attack of paddy crop. Awareness to prepare organic fertilizers and Non Pesticide Management(NPM)	Making alternatives to get the water if check dam to the Peddagadda river stream.	Using big tarpaulin to prevent small stones mixing in to paddy Storing the crop instead of selling immediately without good price	Converting paddy in to rice	Selling the product in direct market or miller.			