

## Value Chain Analysis

Village					Peddajatram		
Facilitated					Jaipalreddy and his friends		
Item of the Value Chain					Red gram		
District					Mahaboobnagar		
	Inputs	Pre Production /Collection	Production /Collection	Post Production/ Collection	Local Value Addition	Local Market	Mandal /Block Market
Activity	Land, Seeds Fertilizers Pesticides Electricity Labour Ploughing tools	Ploughing and Weeding Seedling Applying fertilizers and pesticides Using water, labour.	Weeding, Applying Fertilizers and pesticides supply of water.	Labour for after harvesting Separating Red gram from the field	Segregating paddy Filling in to bags	Some farmers are selling Red gram to middlemen directly in the village Sells Red gram at field 6 quintals X Rs.4800= Rs 28800	Remaining farmers are taking the Red gram to Narayanpet market Sell Red gram Rs.5050 per quintal 6 quintals X Rs.5050 = Rs.30300
Risk Involved	Substandard seeds, fertilizers and Pesticides.	Rain deficiency damage the crop	Diseases Problem. Low productivity			Price down in the market.	Price down in the market.
Gender	Men involve in inputs purchasing	Men engage in ploughing, applying pesticides activities, Women involve in seeding and weeding activities	Women do weeding and men apply fertilizers and pesticides	Both involve in harvesting,	Men involve in filling to bags transporting the Red gram to home or market	Men do the marketing	Men do the marketing
Input Cost	1seed bag Rs.100x 4 = Rs.400 2.DAP(2 bags X Rs.1150) =						

	Rs.2300 3.Urea &Fertilizers = Rs.6500						
Labour Cost		Ploughing and land developing land per acre Rs. 2500 Seedling Labourcharge: 11 members X Rs. 110 = Rs. 1100 Labour charges for spraying - 3times x One member x Rs.250 = Rs. 750	Labour Charge: Rs. 550 weeding 3 times Production per acre: 6 quintals	Cutting and separating Red gram from the field with machine and filling the bags Rs. 1400		Middle man is purchasing Red gram directly in the field. So, he is spending the labour cost	Red gram filling in the bags cost Rs.100 Transport charges to mandal/block Market Rs. 1200
Total Cost	Rs.9200	Rs. 4350	Rs. 1650	Rs.1400			Rs. 1300
Total Income	Rs. 30300						
Profit or loss in Rs.	30300-17900 =Rs. 12400						
Limitations	Unable to access credit, Getting seeds and fertilizers in time	Water availability depends on rains or electricity Labours scarcity	Environment impact on crop productivity Sale productivity decides crops productivity	Labours scarcity		Prices fluctuation in the market Scarcity of transport facilities Improper infrastructure facilities to transport crop to the market	

Best Practices	Purchasing quality seeds and fertilizers	In time preparation Applying sufficient fertilizers in time Sufficient water applying Doing weeding in required time	Applying proper portion of fertilizers and pesticides in time Taking care to prevent diseases Sufficient Watering	Harvesting in time Mobilizing labours and doing proper segregation activities	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	There are high chances to mix small stones and other pieces while filling into the bags	Selling to the local Middle men.	
Possible Interventions	Using organic methods. Preserving seeds or getting good seeds Bank linkage for credit to purchase inputs	Giving awareness programs about to prevent the diseases of Red gram crop Awareness to prepare organic fertilizers and non pest management	Making alternatives in the electricity cut by keeping diesel machine for watering	Using big tarpaulin to prevent small stones mixing in to Red gram Storing the crop instead of selling immediately without good price		Selling the product in direct market or miller.	