Value Chain Analysis of Vegetable in Bajranga Farmers Producer Company Limited, Laikera Block of Jharsuguda District of Odisha

By

Rohit Lakra

Dissertation submitted for the partial fulfillment of the

MBA Rural Management

Academic year, 2017-2019

The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: **www.iihmr.edu.in**

Value Chain Analysis of Vegetable in Bajranga Farmers Producer Company Limited, Laikera Block of Jharsuguda District of Odisha

By

Rohit Lakra

Dissertation submitted for the partial fulfillment of the

MBA Rural Management

Academic year, 2017-2019

Social Education for women's Awareness,

Jharsuguda, Odisha

The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: **www.iihmr.edu.in**

INSTITUTE OF HEALTH
MANAGEMENT RESEARCH
(WHO Collaborating Centre for District Health System Based on Primary Health Care)

IIHMR UNIVERSITY

TO WHOMSOEVER MAY CONCERN

This is to certify that ROHIT LAKRA student of MBA Rural Management from IIHMR University; Jaipur has undergone dissertation at Social Education for Women's Awareness (SEWA) from 25/02/2018 to 03/05/2018.

The Candidate has successfully carried out the study designated to her during dissertation and her approach to the study has been sincere, scientific and analytical.
The dissertation is in fulfillment of the course requirements.

I wish his all success in all his future endeavors.

Dean In charge,
School of Development Studies
The IIHMR University, Jaipur

Dr. Sazzad Parwez
Assistant Professor
The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Near Sanganer Airport, Jaipur- 302029, Rajasthan, India.
Ph.: 0141- 3924700, 2791431- 32, Fax: 0141 3924738, E-mail: iihmr@iihmr.edu.in, Web.: www.iihmr.edu.in

Social Education for Women's Awareness
Kolabira, Jharsuguda, Odisha, India, Pin:768213
sewakolabira@yahoo.com,sewajharsuguda@gmail.com
www.sewkolabira.in, Mob: +91 9437068185

This is to certify that Mr. Rohit Lakra, student enrolled no. IIHMR-U/03/2017-2019/0033, a student of Master of Business Administration in Rural Management, IIHMR University, Jaipur undertaken his project work on topic "Value Chain Analysis of vegetable in Bajranga Farmers Producers Company Limited, Laikera Block of Jharsuguda district of Odisha" from 25/02/2019 to 03/052019 in our ongoing project named Agriculture Production Clusters (APC) Project supported by BRLF (Bharat Rural Livelihood Foundation). I am pleased to state that he worked hard and has been able to present a good picture of the concerned work. The information and findings presented in the report seems to be authentic.

I wish him every success in life.

(Mr. Sushil Kumar Dash)

Chief functionary
Social Education for Women Awareness - SEWA
Kolabira
Jharsuguda - 768 213
Odiha, INDIA

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation **"Value Chain Analysis of Vegetable in Bajranga Farmers Producer Company Limited, Laikera Block of Jharsuguda district of Odisha."** Submitted by **Rohit Lakra** Enrolment No- 0033 under the supervision of **Dr. Sazzad Parwez** for award of **MBA in Rural Management** of the IIHMR University carried out during the period from **25th February 2019 to 3rd May 2019** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Rohit Lakra

Signature

Executive Summary

This study manages understanding the issues and difficulties looked by farmers, particularly little and minimal farmers, by taking an interest and dealing with a system of vegetable supply chains in the area of 1 Laikera market, Jharsuguda, renowned for its green vegetable's quality. In Laikera a lot of vegetables is delivered. Farmers give vegetables to another region. In the vegetable exchange inventory network, distinctive middle person partners are included between the maker and the customer. They are the nearby distributer, the divisional distributer, the provincial distributer and the retailer. These mediator partners make a long store network. At present, farmers have no effect on the valuing of items, however, are firmly overseen and consumed by goliath brokers, wholesalers and retail associations, and take the productivity and inclination of ranchers. Be that as it may, farmers in Laikera cannot keep away from mediators to get to the business sectors for their vegetable items. The greater part of the benefits is disseminated along this long chain of estimation of delegates. Both the essential maker and the farmer and purchasers are off guard. Farmers get a littler offer of the benefits and the purchaser pays more for the item, around a few times more than the farmers' cost. This report endeavours to appear and clarify the inventory network of vegetables through the examination of the progression of significant worth, the investigation of the progression of expenses and benefits and the investigation of cause - impact to recognize exercises that don't include esteem and the reasons for the ascent of costs. Moreover, a proper approach is prescribed, and a future esteem tie intended to conquer these boundaries and confinements of the present inventory network. In this way, both the farmer and the shopper advantage. Esteem and chain are 2 key ideas of the investigation of significant worth chain examination. The esteem implies the additional incentive in the examination of the esteem stream, since it describes the steady estimation of a last result of the handling of an item for a farming item, the additional esteem can be communicated as creation, nourishment security and sustenance quality. The cost of the item is appeared, gradual esteem. The chain alludes to the partners associated with the cycle of an item. The esteem chain investigation is a key device that is utilized to examine the interior exercises of a procedure. The genuine target of the esteem affix examination is to recognize which exercises are progressively significant and which ones ought to improve, they ought to be limited to give upper hands. The investigation of significant worth chains involves two key ideas: esteem and chain. The duration esteem is selfsame with "esteem included" in the Value Chain Analysis (VCA), since it describes the gradual estimation of a subsequent item created from the preparing of an item. VCA as "investigation of the full scope of exercises that are required to bring an item or administration from origination, through the various periods of creation (including a blend of physical change and the contribution of different maker administrations), conveyance to conclusive purchasers, and last transfer after use ". The development of an item starting with one phase then onto the next and the recognizable proof of the entertainers, the organizations and their administrations, additionally includes an investigation of the institutional help to the generation in a few phases of VCA. Thusly, the examination of the sustenance esteem chain (SEC) is in the mainstays of the generation, handling and promoting of nourishment items. Execution measures to get to inventory network achievement utilized 4 criteria, inclusive effectiveness, adaptability, sensitiveness and nourishment attribute for esteem chains. The purpose of effectiveness for the use of assets in the inventory network and their measures incorporate generation expenses, benefits. Degree of profitability and stock. Adaptability shows the level of reaction of the production network to a changing domain and is estimated through consumer loyalty, volume adaptability, conveyance adaptability and lost deals. Responsiveness demonstrates the time spent on satisfying an application and is estimated through the fill rate, item delay, client reaction time, conveyance time, shipping blunders and objections from clients.

Acknowledgement

I would like to express my deepest gratitude to all those who provide me with the possibility complete this report. A special gratitude to Mr. Sushil Kumar Dash (Secretary of SEWA) thank whose suggestion and encouragement have helped me to coordination my project, Furthermore, I would also like to acknowledge with much appreciation the crucial role of staff of SEWA who gave me the permission to use desired resources to complete the study. Finally, I would like to thank my mentor and Assistant Professor Dr. Sazzad Parwez for his continuous guidance and support.

Lastly, I would like to thank all the supporting staff of SEWA, Srikanta Kaudi sir, Mahindri Munda ma'am, Sunita Mishra ma'am, Chudamani Bariha sir, Dambarudhar Digal sir, Gourahari Tandakar sir, Pratyush Ranjan Nanda sir, Madhusudan Pradhan sir, Everyone who have helped us directly or indirectly for the support given by them to complete this dissertation report successfully and making this a distinct experience.

Rohit Lakra Jaipur

Table of contents

SECTION -1

1.1 Introduction

Social Education for Women's Awareness (SEWA) is non -governmental development organisation was registered in the year 1991-92 under Societies Registration Act XXI of 1860. SEWA as a formal organisation working in various development fields with disadvantaged segments of society. SEWA's development activities focus principally on women and child development and the development of their economies.

SEWA Main focus is on livelihood, Natural Resource Management, Watershed Development, Sanitation & Hygiene Promotion, Self-governance and gender equity. Its aim is to therefore create an opportunity for these people to be included in a world that they have largely been left out from.

Bajranga Farmers Producer Company Limited (BFPCL) :

Bajranga Farmers Producer Company Limited (BFPCL), based at Baiganbud, Po- Babuchipididi village of Laikera Block in Jharsuguda district, is a Farmer's organisation registered under the company Act of 2013. It has been registered on 22th June 2016 with assistance from NABARD (R.O. Bhubaneswar) Sahbhagi Vikash Abhiyan (POPI of NABARD) and SEWA (a society promoted by Govt. of Odisha to promote rural livelihood). The private sector, resource personnel and another interested parties to assist in carrying out baseline studies, promote Framer Producer Organizations (FPO) throughout the country and link producer groups (both existing and institutional) newly trained) to marketing opportunities.

The organization is a federation of small and marginal farmers of entrepreneurs in 6 village of Laikera Block in the Jharsuguda district, with a membership size of 118 organized in 15 FIGs (Farmers' Interest Group) at the village level.

Laikera is the one of the general production areas of tomatoes, paddy, chilli, brinjal, Pulses and potato.

1.2 Literature Review:

- Adhikari, R. P., Collins, R., and Sun, X. (2012). Fragmenting purchasers to educate agri-evolved way of life improvement in Nepal. Coming about arrangement proposal give guides to how an esteem chain driven methodology could be utilized to feature imaginative strategy answers for MPCs' agri-nourishment send out segment, for example, dis-seminating buyer data to important partners and boosting interest in inventory network exercises that include an incentive for buyers.

- Fearne et al., 2012 – Scope of significant worth considered in the examination of significant worth chain, it is essential to investigate the source and recipients of the esteem make by the chain. While it is basic to concentrate on client esteem, there is requirement for esteem anchor investigation to be progressively powerful and investigate how exercises and traits influence buyer conduct, since individual clients assess an item's qualities in an unexpected way.

- Abecassis-Moedas, 2006 – He arrange esteem chain is as far as who drives the chain: purchaser driven chains versus maker driven chains. Purchaser driven chains are normal in labor-concentrated, buyer products enterprises where huge retailers, merchandisers and exchanging organizations assume a focal job in setting up generation arranges more often than not in creating (sending out) nations; while maker driven chains are normal for capital – serious and innovation situated businesses overwhelmed by huge transnational partnerships which assume a key job in dealing with the creation systems.

- Hellin and Meijer, 2006 – esteem chain examination requires the "mapping of the market" to follow and dissect the commitment of the distinctive chain entertainers and the connections among themselves.

1.3 Rational of the Study:

Given that agricultural production is a community-driven institution and aims to meet the demand for agricultural products in markets, they often do not succeed with operations after a few years and collapse due to various determinants such as inaccessibility to capital , the market, the infrastructure, etc. The objective of the study is to discover the factors that can lead to the sustainable growth of agricultural production (vegetables) that is currently failing even after the management phase despite the participation, facilitation and timely technical and financial support of farmers. The esteem chain is a key system to see how an item goes from the maker to the shopper. Esteem investigation is a finished scope of exercises that are required to convey an item to support from origination to the various phases of creation that include a mix of physical change and the passage of different administrations of makers, conveyance to conclusive customers and the last disposal. The esteem chain examination gives an approach to comprehend the business strategy, the instrument and the development of item data to expand proficiency, efficiency, client administration and a superior business condition. It starts a superior connection between the maker, the market players and the customer in the inventory network.

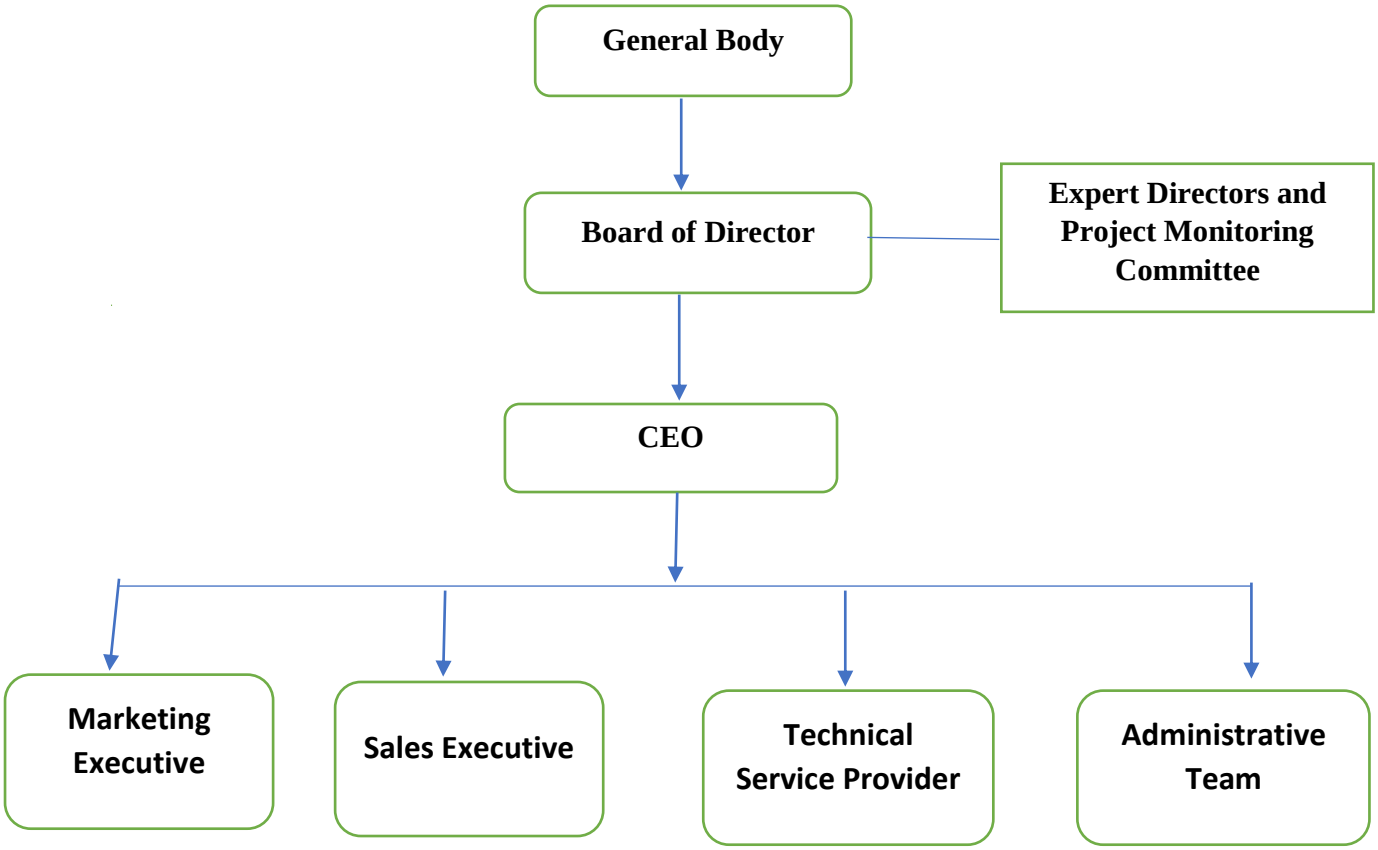
1.4 Objective of the Study:

- To understand the issues and challengers of farmers.
- To access market linkages to develop value chain for the FPO.

1.5 Limitation of the study:

- I had a 50-day opportunity in the field area; therefore, I could not capture other Data and exhaustive Resources for my Study.
- Farmers do not have time due to the rice production season.
- Due to poor road connectivity, it took longer to get to the field.
- The language barrier farmers are speaking only in Oriya.

1.6 Structure of FPO:



SECTION -2

2. Design and Methodology

2.1 Study area:

The study covered in the Laikera Block. It is carried out in 6 villages with a greater production of vegetables.

This examination was directed to comprehend the structure of the FPO and how the FPO benefits the farmers. To comprehend the connection between ranchers, Mandi and retailer. Employments of manures and seeds in agrarian terrains and the connection of data sources and creation.

2.2 Research Methodology:-

The process is used to collect information and data in order to make business decisions.

The methodology may include interviews, surveys and other research techniques

2.3 Sample Design :

Before a great deal of information is gathered, a system or plan is gotten to acquire an example of a given populace. Otherwise called testing plan, study structure.

It very well may be characterized as the inspecting system used to deliver any kind of test in the field of research.

Since the examination must be finished inside a particular timespan, the investigation had been founded on the testing strategy.

The study would follow Random Sampling.

Assumptions		
1	No. of Framers	100
2	No. of Villages	6
3	No. of FIGs	15
4	No. of members per FIG	10-15
5	Years of intervention	1
6	No. of FPO	1
7	Objective	• To understand the issues and challenges of farmers • To access market linkage to develop value chain for the FPO.

8	Key Strategies	(a) Maximum use of Common Resource Persons, (b) Preferably selecting areas

2.4 Sample Size :

Farmers : 100

Traders (Mandi) : 15

Supermarkets : 3

2.5 Sources of data collection:

Principle source: to assemble information from the essential source, the survey was utilized, the meeting program as the fundamental device alongside the individual visit to the village.

• Type of research: Descriptive.

• Data source: Primary information

• Research strategy: Survey technique

• Research Technique: Questionnaire, Personal Interview.

• Type of survey: self-organized.

• Type of inquiries: open and shut

• No. of Questions: 15

The essential information was gathered with the assistance of Interviews and Self-organized.

Survey dependent on the reaction and dynamic perception of farmers. It contained inquiries identified with the key parameters, the input and correspondence framework, and so forth.

Limitations of the Study:

i. I get an opportunity of 50 days in field area; hence I couldn't able to catch other exhaustive data and resources for my study.
ii. Farmers don't have time due to the season of wheat production.
iii. Due to bad road connectivity it took more time to reach at field.
iv. Language barrier farmers are talking only in Oriya.

2.6: Data Analysis and Interpretation

Land use for vegetables:

The table demonstrates that the 50 farmers have a little region of land for the development of vegetables, so their generation is likewise exceptionally low, and farmers who have a place with this classification sell their vegetables in a nearby market and the individuals who have a Large land for agriculture, most want to go to another market or cause an immediate connection with the vegetable merchant and the individuals who to have a normal land for development supply vegetables in the neighbourhood market and in different markets.

Table 4.1 numbers of distribution of land for uses vegetable farming

Land used by farmers for vegetable	No. of farmers
0-5 Bigha	50
6-10 Bigha	20
11-15Bigha	20
More than 15 Bigha	10

Figure 4.2 Types of Fertilizer farmer use

further the table 4.2 depicts the 60% of total respondents use NPM fertilizer it's a very useful for increase production, and also increase soil fertility. 10% use Urea fertilizer, 5% use DAP and 10% use Urea because it is the chemical fertilizer, it is also reducing soil fertility and costly that is the reason very few farmers uses. 25% farmer s use Neenoastra it is also organic fertilizer.

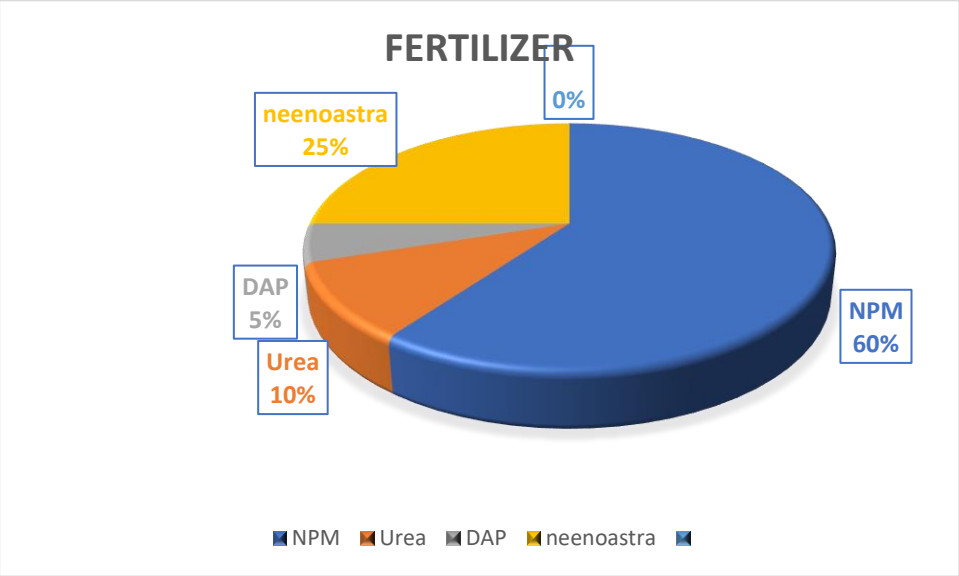


Table 4.2 depicts percentage of respondents use fertilizer.

Types of fertilizer	Percentage of fertilizer using by farmer
NPM	60%
Neenoastra	25%
DAP	5%
Urea	10%

Figure 4.3 Types of Cattle feed farmer use

No – 100

This , Table 4.3 shows 60% of the absolute utilization of respondents from Jamidara, as it is extremely helpful to expand milk generation, 5% of the all-out respondents use sustenance for specialists, 10% of complete raj bolstered, 25% of all out respondents utilize neighbourhood encourages that are accessible in the market because of modest rate of feeds.

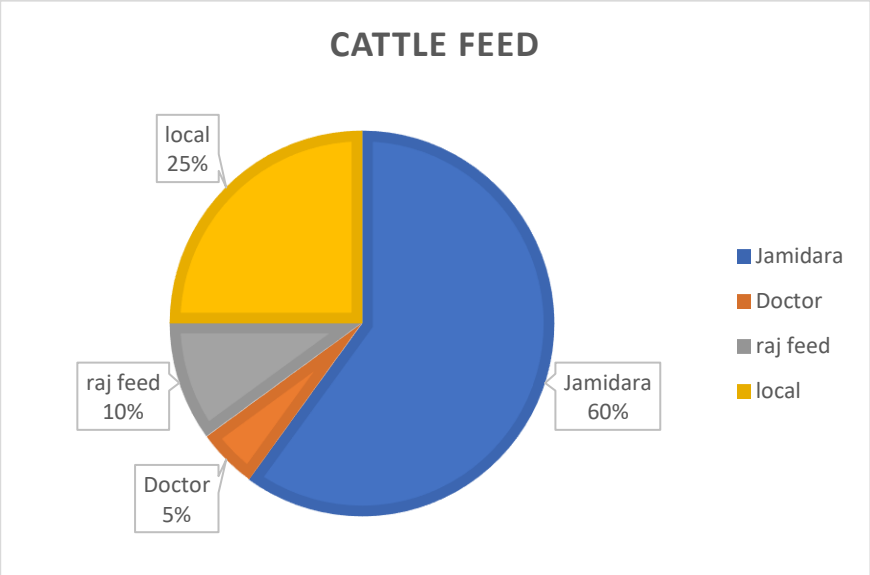


Table 4.3 depicts percentage of respondents use cattle feed.

Types of cattle feed	Percentage of cattle feed using by Farmers
Jamidara	60%
Local	25%
Raj feed	10%
Doctor	5%

Figure 4.4 Types of Seeds farmers use

N - 100

Table 4.4 shows 35% of the total number of respondents who use Jagarnath seeds and 30% of all respondents use Neenoastra seeds, both seeds available in the local market and the price is low. The people are like to use this seed. 15% of all respondents use Shri ram seeds, 10% of all respondents use IFFCO, and 10% of all respondents use Bayar seeds.

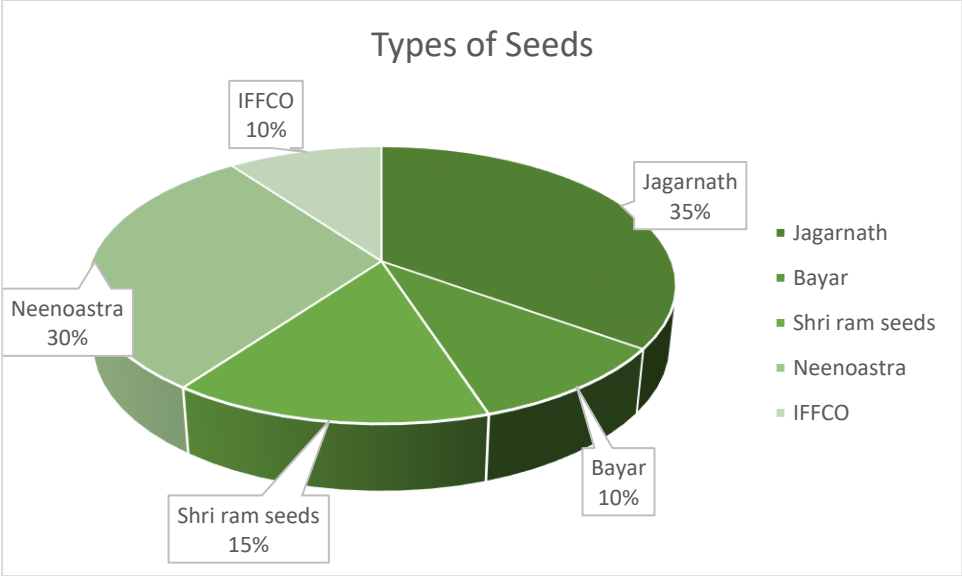


Table 4.4 depicts the percentage of uses types of seeds by farmer

Types of seeds	Percentage of seeds using farmer
Jagarnath	35%
IFFCO	10%
Neenoastra	30%
Shri ram seeds	15%
Bayar	10%

Figure 4.5 Awareness of daily market price of vegetables in different area

N- 100

The Chart 4.5 demonstrates that 65% of ranchers know about all market costs for vegetables. These sorts of farmers sell their vegetables in a nearby market and 35% of farmers don't have a clue about all market costs for vegetables. Along these lines, on the off chance that the farmers believe that the value contrast is little, at that point they sell in the nearby market or in the event that they imagine that the net revenue is enormous, at that point they sell vegetables in different markets. What's more, most farmers don't have transportation offices, so they need to sell vegetables in the nearby market regardless of realizing the market cost of the vegetables.

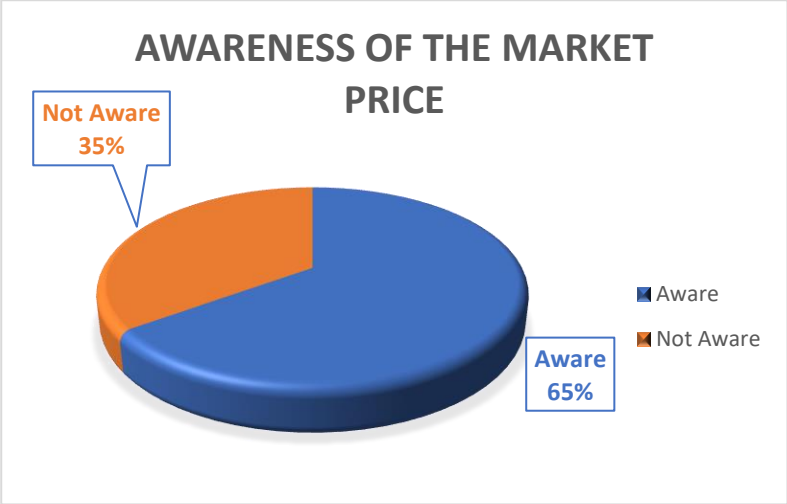
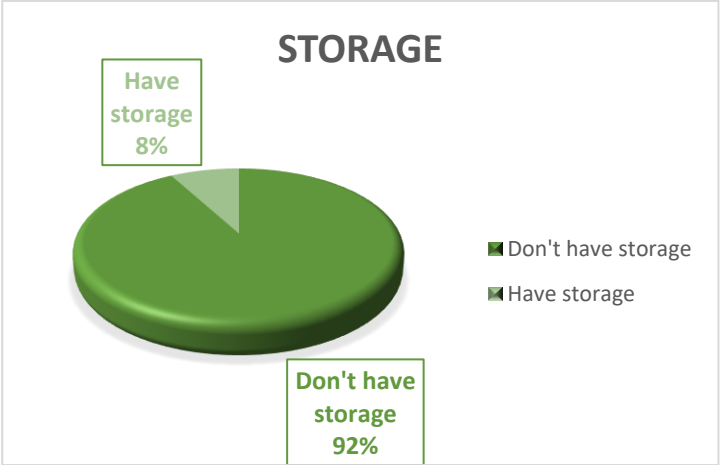


Table 4.5 depicts percentage distribution of farmer are aware and not aware about market price

Aware to market price	Not aware to market price
65%	35%

Figure 4.6 . Storage System

The diagram no. 4.6 demonstrates that 92% of the farmer does not have a satisfactory storeroom and 8% has the sufficient storage space. Numerous farmers utilize customary capacity frameworks, so they don't make a satisfactory stockpiling framework. Land residency and creation is likewise one



reason for this. Just a couple have sufficient capacity framework..

Table 4.6 depicts percentage distribution of farmer have storage facility and don't have storage facility

	Have storage facility	Don't have storage facility
Total respondent (n=100)	92%	8%

Interaction with Mandi Traders:-

I pose numerous inquiries to permit holders,

1. Is there any contrast between mandi a mandi?

There is just a slight distinction in the cost between various mandi. They revealed to me that if the farmers sell their vegetables in enormous mandi like Jharsuguda mandi, Laikera mandi, they can exploit the additional cash.

2. What is the job of mandi vendors?

They have a decent system of contacts with different vendors, and they are one in particular that offers a decent market to farmers with a decent cost and the permit holder does not acknowledge extra charges from farmers.

3. Do you share data about the cost of vegetables and their dealers?

They are not keen on sharing any data with respect to the market cost and their merchants to ranchers since farmers can offer their vegetables straight forwardly to the dealers and the permit holder can manage the misfortune.

5. How numerous dealers in this Mandi ?

In Laikera Mandi there is 10-15 dealers.

In Jharsuguda Mandi 20-25 dealers.

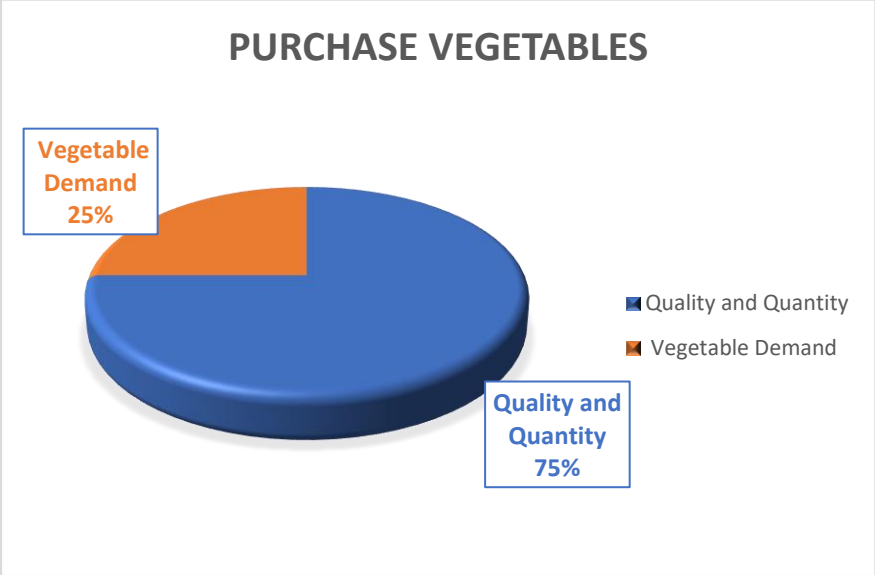
In town mandi there is 30 – 40 dealers.

6. On what premise do you buys vegetables?

30 merchants' buys vegetables dependent on quality and amount.

10 merchants' buys vegetables dependent on the interest in vegetables

Figure 4.7 Purchases vegetables According to basis of Quality and Quantity or Demand



The accompanying table 4.7 shows 75% (30) of the dealers that purchase vegetables relying upon the quality and amount in light of the fact that the quality vegetables can keep for a drawn-out period. Just 25% (10) dealers purchase vegetables relying upon the interest of vegetables supposing that the interest in vegetables is high, at that point they can sell their vegetables previously and if the interest in vegetables is low, they don't get them.

These dealers likewise state that numerous feels that they additionally impact us to purchase vegetables like the vegetable session, sorts of vegetables, and so forth.

Table 4.7 percentage distribution of purchase vegetables according to quality & quantity or demand

Basis according purchases	In percentage (%)
Quality and Quantity	75%
Demand	25%

Figure 4.8 Purchase vegetable from farmer, Middleman and other sources

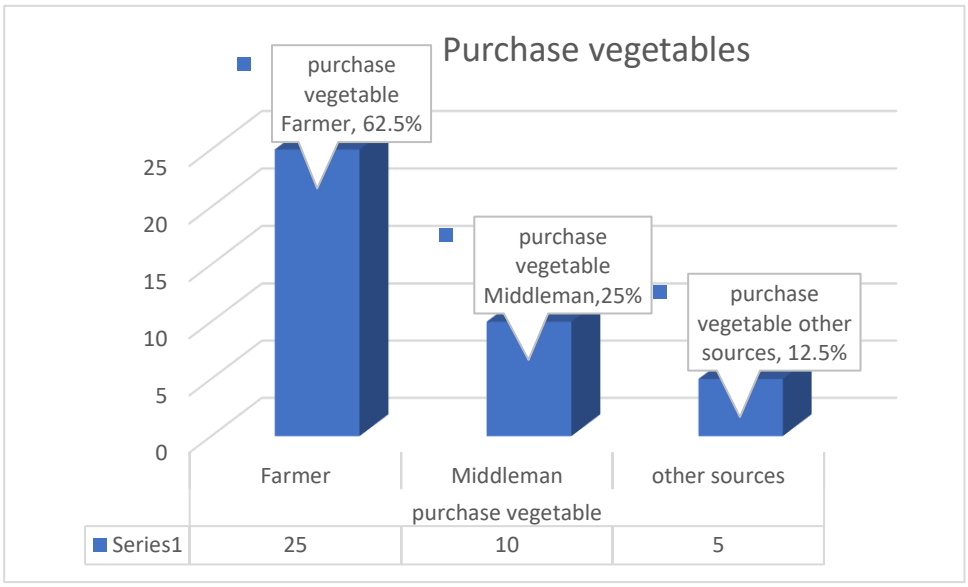


Table 4.8 shows the 25 merchants who buy vegetables from the farmer. 10 merchants buy vegetables from middlemen and 5 merchants buy vegetables from another source. 62.5% (25) merchants buy vegetables from farmers and 25% (10) merchants buy vegetables from the intermediary are those who buy small vegetables to sell to traders and 12.5% (5) merchants choose another source to buy vegetables as direct sale etc.

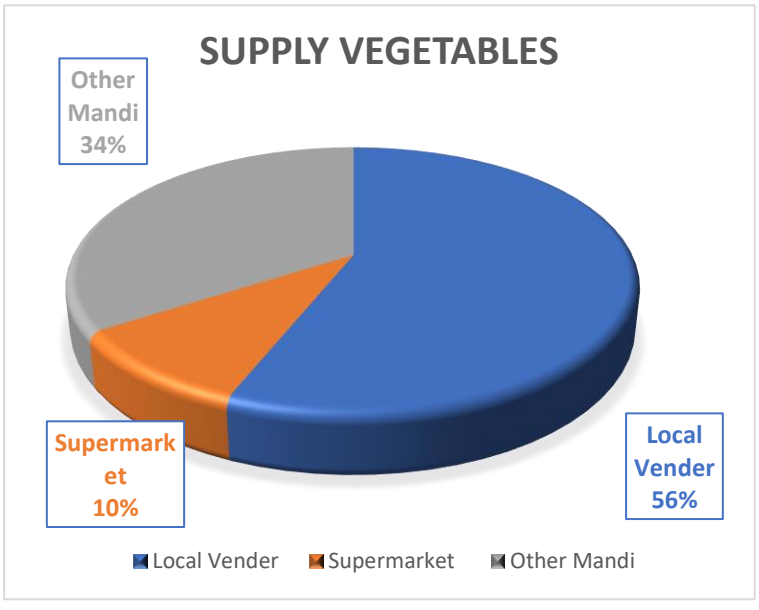
Table 4.8 depicts percentage distribution to purchase vegetable from farmer, Middleman and other sources

Types of sources to Purchased vegetables	In percentage (%)
Farmer	62.5%
Middleman	25%
Other sources	12.5%

Figure 4.9 supply vegetables

The outline 4.9 shows 56% (23) of vegetable deals to neighbourhood merchants and nearby merchants pitch to buyers that kind of significant worth chain framework expands the market cost of vegetables. 10% (4) shippers pitch vegetables to the grocery store as multi day of simple trust, and so forth.

What's more, 34% (14) vendors pitch vegetables to mandi. The merchants have an immediate connection with other



mandi, so they have a decent learning of the market cost of vegetables..

.

Table 4.9 depicts Percentage distribution of vegetables supply system

Supply to types of market	In percentage(%)
Local Vender	56%
Supermarket	10%
Other Mandi	34%

Figure 4.10 Criteria of setting up market price

The graph 4.10 demonstrates that 38% of brokers state that mandi request is one of the primary motivations to set up a cost for vegetables.

25% of farmers state that depending on the accessibility of vegetables in the market is likewise one of the fundamental drivers to build up a market cost.

15% of farmers state it relies upon the season.

The 10% of the brokers state that the nature of the vegetables is additionally motivation to build up the costs and the 12% that the farmers express that there is another motivation to set up the costs of the vegetables.

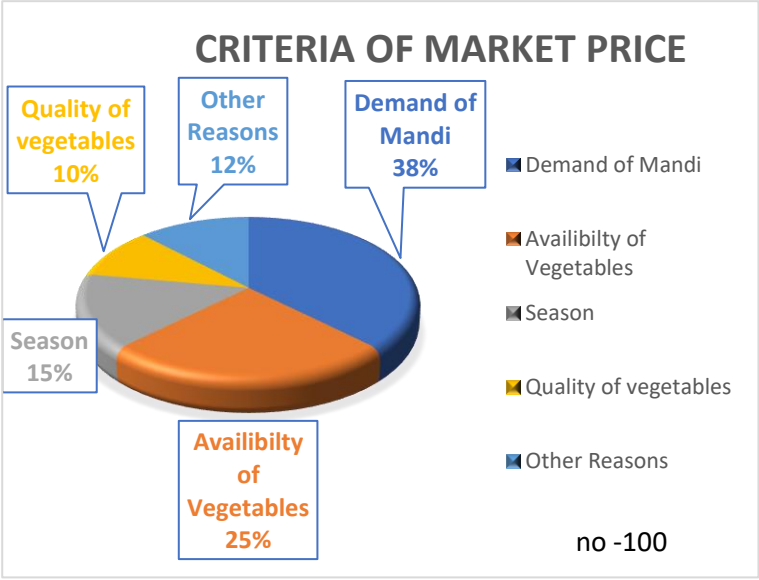


Table no. 4.10 depicts Criteria of setting up market price distribution in percentage

Criteria of Market price	In percentage (%)
Demand of Mandi	38%

Availability of Vegetables	25%
Season	15%
Quality of Vegetables	10%
Other reason	12%

Figure no.4.11 Vegetables Store by farmers

The graph 4.10 demonstrates that 55% of farmers needn't bother with any storeroom. 30% of farmers utilize plastic holders and packs. 15% of farmers use distribution centre.

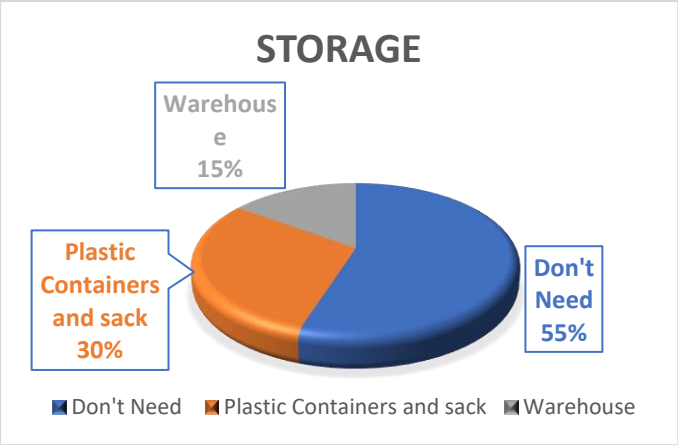


Table 4.11 depicts the percentage distribution of types of vegetables store system

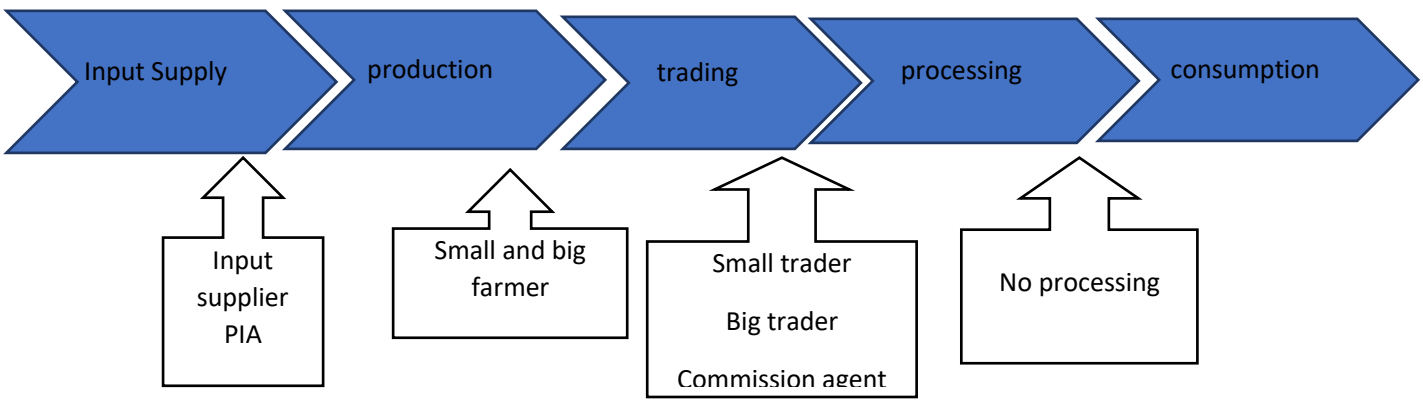
Types of Vegetable storage system have or not	In percentage (%)
Don't Need	55%
Plastic Containers and sack	30%
Warehouse	15%

SECTION- 3

3. General Findings:

- Many farmers sell their vegetables at the neighbourhood advertise and have no clue about the market cost of the close-by city and area.
- Farmers are not keen on giving social capital rupees.
- There is rivalry on the grounds that numerous enormous farmers have direct contact with ranchers, so they sell their vegetables legitimately.

3.1 Factors along the value chain



3.2 SWOT Analysis:-

A SWOT analysis is an incredibly simple, yet powerful tool to help to develop our business strategy, whether we're building a start-up or guiding an existing company.

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

Strengths and weaknesses are internal to your company—things that you have some control over and can change

Strength: -

- It is giving a decent market to the farmer.
- This sort of movement creates more benefits.
- Avoid all arbiters and give an immediate connect to the client.
- FPO likewise gives manures and pesticide seeds at the very least cost.
- The farmer will be the genuine proprietor of FPO. All movement will be completed by the farmer.

• Small makers to whom the market has positive affectability.

Weakness: -

• He is not involved in promoting.

• Many farmers are not keen on doing that since they think it is another venture for farmers.

• Many farmers produce various harvests in various timeframes, so it is exceptionally hard to gather every one of the vegetables together.

• Without credit conditions.

Opportunity: -

- Laikera is the principle region of a vegetable and its farmer creates more vegetables.
- Many brokers and the farm vegetable industry are prepared to purchase vegetables.

Threat :-

• Many vegetable vendors purchase vegetables from the town.

Numerous farmers and brokers are basically keen on purchasing vegetables from little merchants, so it is hard to furnish an immediate connection with huge dealers and homesteads.

General benefit of FPO for farmers:

- Provide a decent market to all farmers where they can sell straightforwardly and get the greatest advantage.
- FPO gives different sorts of composts, pesticides, seeds. That way farmers can limit their costs

FPO current work strategy:

- ✓ Provide seeds and composts at a low value contrasted with the market.
- ✓ Provide learning about harvests as indicated by the sort of soil and the accessibility of water.
- ✓ Raise mindfulness among farmers about government. conspire.
- ✓ Classification of creation by farmers.
- ✓ Link of the farmer with mandis.
- ✓ Programs Training programs for farmers on the development design.
- ✓ Provide learning about seeds and manures.
- ✓ Provide advantage of trickle water system framework
- ✓ Providing animals feed to ranchers with ease.

Future FPO work strategy.

- ✓ Work on natural cultivating.
- ✓ Working in agriculture farming.
- ✓ Provide organic food for livestock to farmers.
- ✓ Link of farmers with large mandis.
- ✓ Links with input suppliers.

3.4 Major Findings:

- ✓ Numerous farmers sell their vegetables in the neighbourhood advertise and have no clue about the market cost of a city or adjacent state.
- ✓ Farmers are not keen on giving social capital rupiah.
- ✓ There is rivalry on the grounds that numerous enormous farmers have direct contact with farmers, so they sell their vegetables legitimately.
- ✓ Try not to test soil and water.
- ✓ The nature of the seeds isn't great.
- ✓ Absence of information about the market cost.
- ✓ There is no capacity framework accessible.

3.5. Suggestions

- ✓ SEWA must begin FPO in each group on the grounds that the separation of each bunch is excessively huge.
- ✓ Transportation is a noteworthy issue, just couple of individuals have an individual vehicle. In this way, as a matter of first importance, we need to sort out the vehicle administration with the goal that every farmer can stack his vegetables and set up them together.
- ✓ Encourage the connection with the huge dealers and an organization like the trust in the new items, the enormous bazaar and some vegetable enterprises. We can supply them with vegetables.
- ✓ 500 - 1000 rupees for every social capital is an enormous sum for a farmer. It must be isolated into a few portions, with the goal that every farmer can give us 500 to 1000 rupees in portions.
- ✓ Bean stew, brackish water and tomato are the primary vegetables of this gathering, so we centre principally around these vegetables.
- ✓ Create mindfulness among the FPO individuals about the advantages of social capital.

3.6. Conclusion:

SEWA encourages Bajaranga Framer Producer Company Limited (BFPCL) in the Laikera square, FPO is an association of 118 ranchers where 10 farmers are individuals from the directorate and every farmer needs to offer 500 to 1000 rupees to progress toward becoming FPO part. The fundamental employment of FPO is to give a decent market to the rancher where they can sell their vegetables and get more benefits and furthermore give manures, pesticides and seeds at the very least cost.

My main responsibility is to make a feasible marketable strategy, under my venture. To start with, I collaborated with the farmer and asked him numerous inquiries about working conditions, harvests and vegetables. Under my investigation I found that the Laikera Block is a vegetable focus.

Annexure 1

4. Questionnaire:

Value Chain Analysis of Vegetable in Bajaranga Farmers Producer Company

(special reference to Laikera Blocks of Jharsuguda, Odisha)

Questionnaire Table – Farmers

A. Farmer's Profile:

Name of the farmers	:	Head of Family	:
Age	:	Contact no.	:
Gender	:	Primary source of income	:
Caste	:	Total landholding in Acre	:
Education	:	Total cultivable land	:
Marital status	:	Linkage with Govt. schemes	:
Family member(s)	:	Savings account detail	:

B. Village profile:

Village name	:	Block	:
Gram Panchayat	:	District	:

C. Land detail:

Type of Land	Guda	Mal	Barna	Bahal
Area in Acre				

Total land holding in Acre	**:**	**Total cultivable land**	**:**

D. Farming detail:

Cropping season	RABI (Oct. to	KHARIFF (June to	SUMMER (March &

	Feb.)	Sept.)	May)
List out name of the running crop(s) being practicing by farmer in the respective seasons e.g. Paddy in RABI, Mustard in KHARIFF	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.	1. 2. 3. 4. 5.

E. Market linkages model:

Type of market model	Please tick (√)
Local market	
District market	
Neighbor district market	
Wholesale	
Other if any	

F. Selling detail in KG:

Name of major Produces	**Retail Market Price (include transportation)**	**Trader's Price**	**Sold Price**	**Loss incurred in Price**
Chilli				
Pointed Gourd				
Brinjal				
Cabbage				
Colliflower				
Tomato				

4.1: References :

- Article (2012), Support for Agricultural Value Chain Development https://www.adb.org/sites/default/files/evaluation-document/35898/files/eks-agriculturalvaluechain.pdf

- Elaine Tinsley and NATALIA AGAPITOVA (2018), Can Social Enterprises improve the agriculture value chain for farmers retrieved on 25 December 2018 from http://blogs.worldbank.org/psd/can-social-enterprises-improve-agriculture-value-chain-farmers

- Kolabira, Jharsuguda, Odisha about Kolabira village (Census 2011), retrieved on 2 January 2019 from https://www.wikivillage.in/village/odisha/jharsuguda/kolabira/kolabira#info

- Naveen (2018), promotion of Agriculture Production Clusters (APC), retrieved on 10 December 2018 from http://tathya.in/news/30143/0/Naveen-Launches-APC

  cite.org/pdf/Agricultural_Value_Chains_in_India_Prospects_and_Challenges.pdf

  https:www.researchgate.net/profile/Ranjit_Kumar23/publication/317092460_Farmer_Producer_Organization_In_Andhra_Pradesh_A_Scoping_Study/links/59256234aca27295a8d63/Farmer-Producer-Organization-In-Andhra-Pradesh-A-Scoping-Study.pdf

  http://otelp.org/Downloads/Mart_Value_Chain.pdf