

Value Chain Analysis of Vegetables in Haritsankalp Agro Kishan Producer Company, Bassi, Jaipur

**DESSERTATION
AT
ACCESS DEVELOPMENT SERVICES ORGANISATION, JAIPUR**

**Presented by:
Rambabu Sharma
MBA RM- 05**

Content

1. Introduction

- Organisation
- Block

2. Objective of study

3. Design and methodology

4. Analysis and Findings

- Understanding Problems and issues of Farmers
- Structure and Function of FPO
- Value Chain
- Issues of farmers for participation in FPO Value Chain

5. Suggestions

INTRODUCTION OF THE ORGANISATION

- ACCESS is a national livelihoods support organization, with focus on incubating innovations for sustainable livelihoods of the poor.
- ACCESS was established in March 2006
- ACCESS works at all levels of the development sector from value chains of FPO, to implementing programmes and working with Government Departments

- ACCESS working with FPO in 9 states in India
- Funding by RKVY for dhara-shakti project in Rajasthan (40 FPO)
- ACCESS works both in rural as well as in urban areas
- Working in 5 blocks of Jaipur district

INTRODUCTION OF THE BLOCK

- Bassi is the one of the major production area of tomatoes , bottle gourd, wheat and pearl millet (Bajra)
- All production goes in these Mandis .
- Tunga-----> Bassi-----> Janta market----> Muhana Mandi

Producer – consumer

Producer – Retailer- consumer

Producer- Wholesalers-Retailer-consumer

Producer- Commission agent- Retailer- Consumer

OBJECTIVES OF STUDY

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

METHODOLOGY AND DESIGN

Study type: Descriptive study

Study Area: 8 villages of Sub block Tunga (22 villages total), Bassi cluster, Jaipur

Sample size: 100 Farmers

Sampling Technique: Multi-stage sampling

Data Collection Method: In-depth interviews (40) and focus group discussion with FIG's (18)



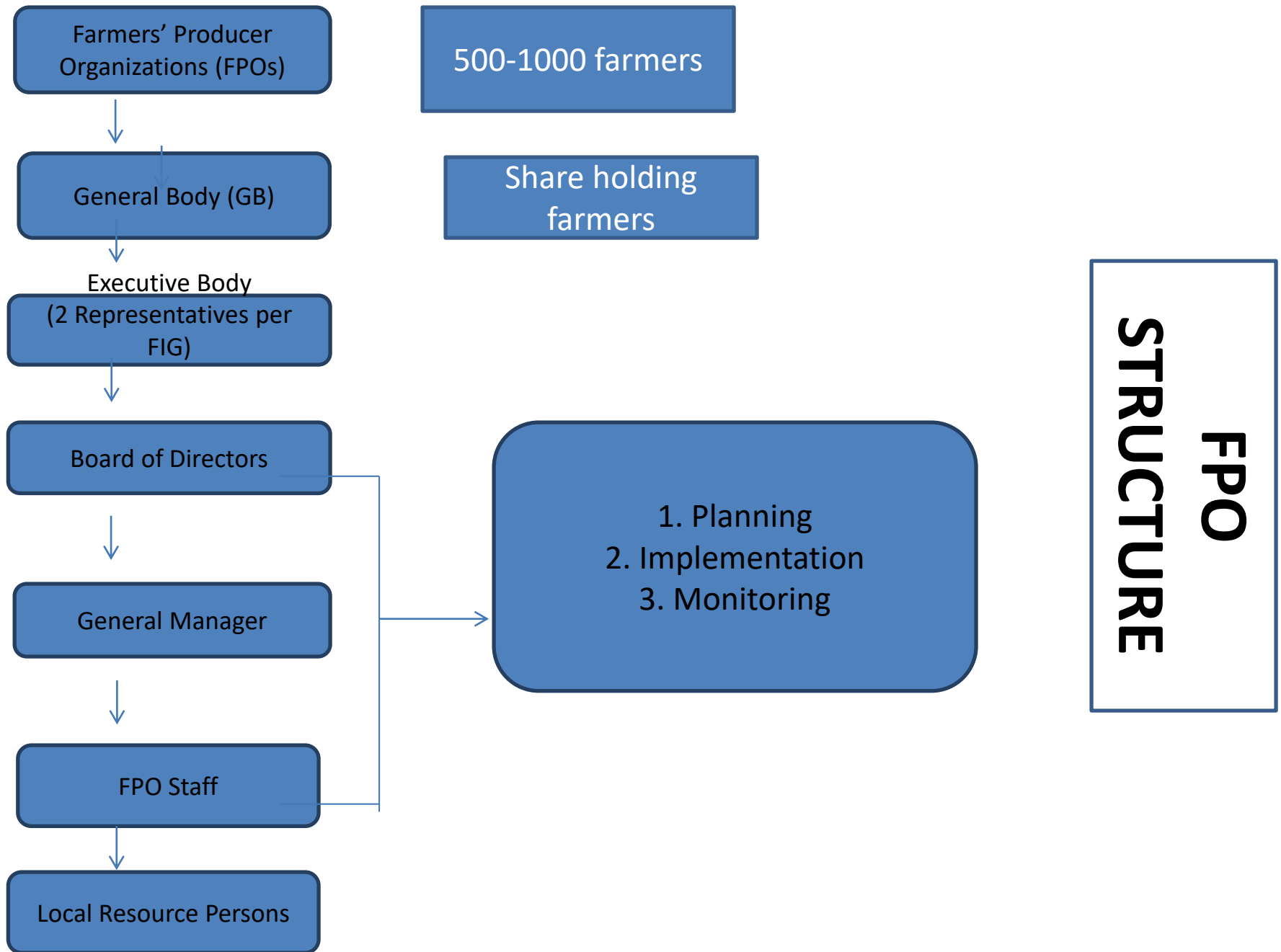
Limitations of the study:-

- I got an opportunity of 45 days in field area; hence I couldn't able to catch other exhaustive data and resources for my study.
- Farmers don't have time due to the season of wheat production.
- Due to bad road connectivity it took more time to reach at field.

Analysis and Findings

Understanding Problems and Issues of Farmers

- High transportation cost
- Scarcity of ground water
- Low market prices
- Lack of knowledge about grading system
- Input cost is higher and production is not good
- Lack of knowledge about govt. schemes
- Small farmers do not have reach to mandis
- Post harvest Packaging issues
- Low storage capacity in small mandis



Present working strategy of FPO

- Provide seeds and fertilizers to farmers in low price compare than market
- Solar Jhatka machine on subsidy
- Provide knowledge about crops according to soil type and water availability
- Provide awareness to farmers about govt. schemes
- Grading of production by farmers

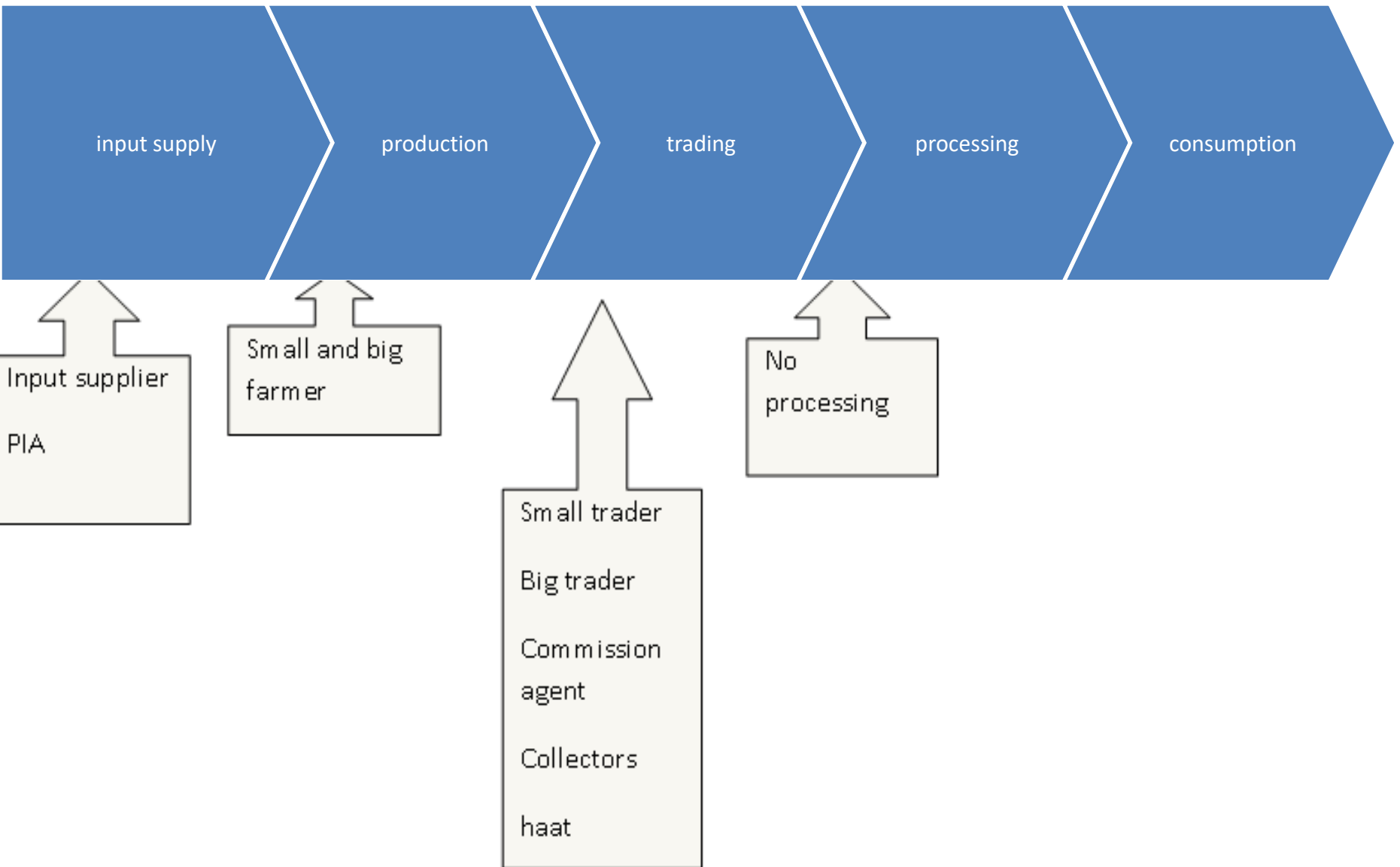
- Farmers linkage with mandies
- Training programs for farmers about cropping pattern
- Provide knowledge about seeds and fertilizer
- Training about new techniques of farming
- Provide Benefit of drip irrigation system
- Provide cattle feed to farmers in low cost
- Access to govt. schemes

Ex. Drip irrigation system, sprinkler, poly-house, pond

Future working strategy of FPO

- Work on organic farming
- Work on horticulture farming
- Improve animal husbandry by dairy
- Provide organic cattle feed to farmers
- Farmers linkage with big mandies
- Linkage with input suppliers

VALUE CHAIN



INTERACTION WITH FARMERS

Figure-1
Types of fertilizer used
N-100

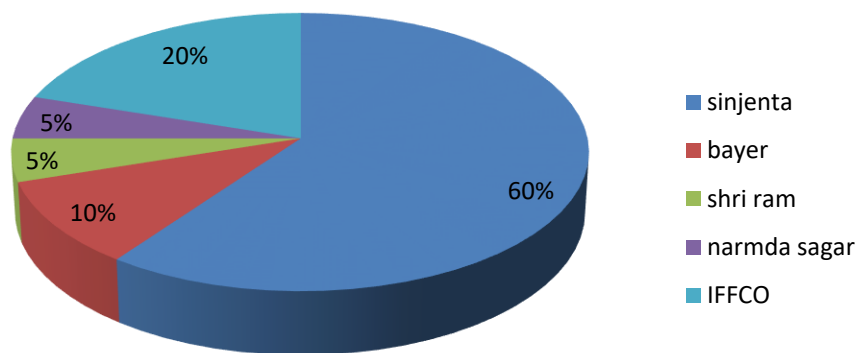


Figure-2
Types of cattle feed used
N-100

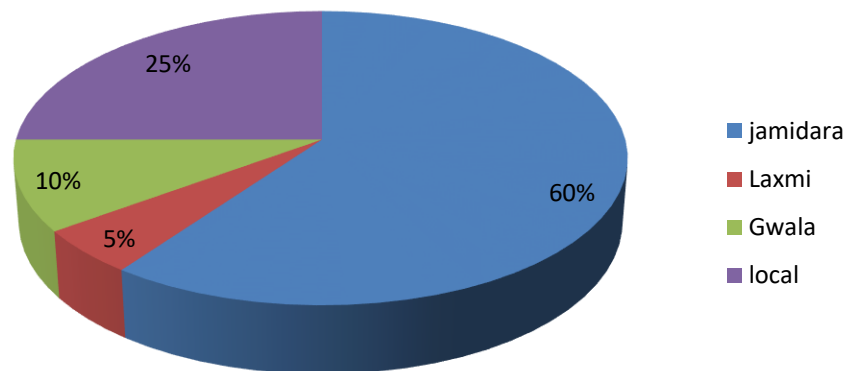


Figure-3
Usage of various seeds
N-100

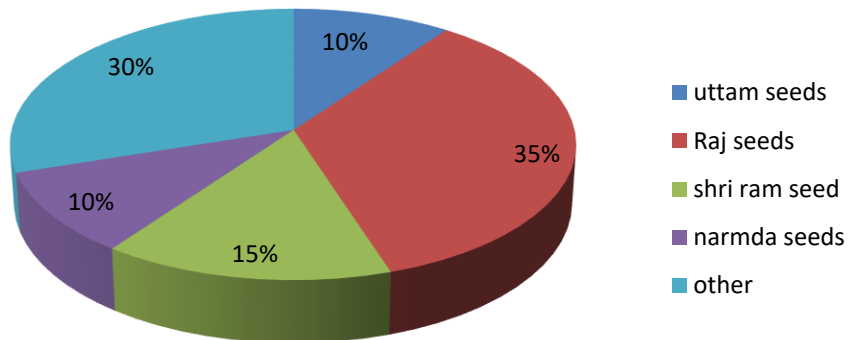


Figure-4
Awareness of market price
N-100

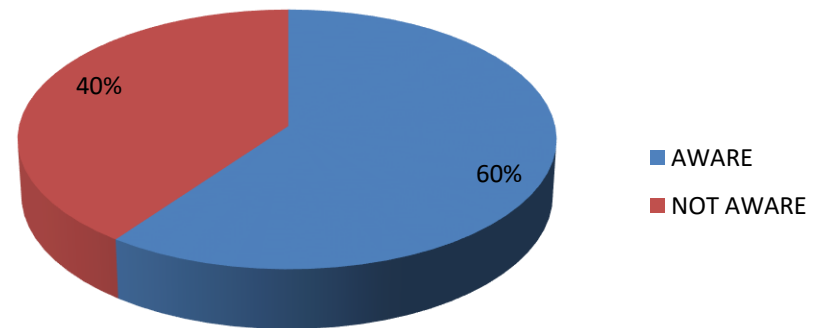


Figure-5

Storage of the production for
selling
N-100

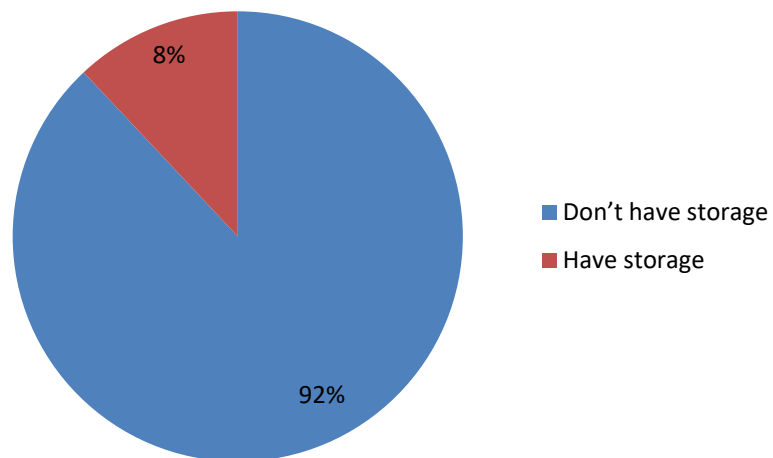
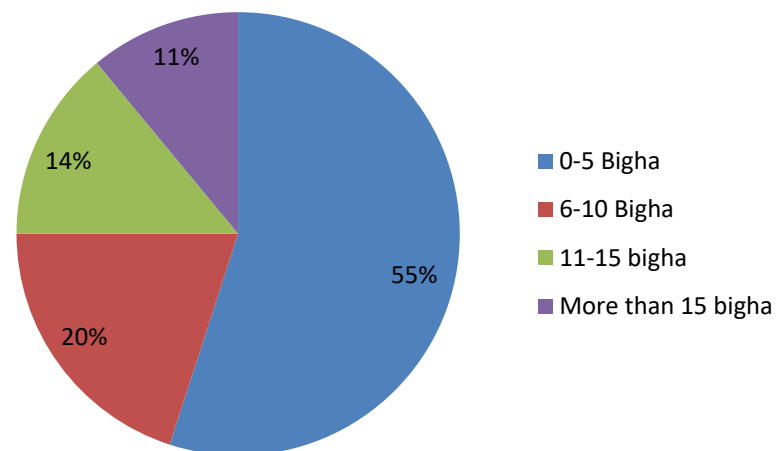


Figure-6

No. of farmers



INTERACTION WITH MANDI TRADERS

Figure-7
Basis for purchase of vegetables
N-100

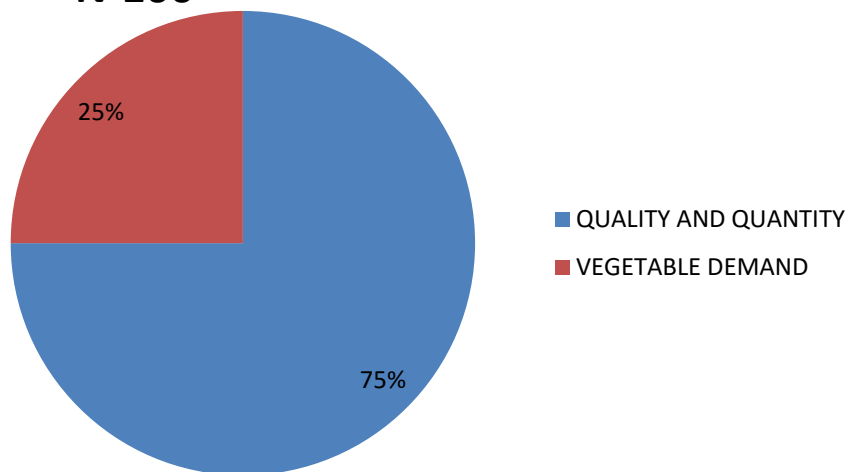


Figure-8
Purchase vegetables
N-100

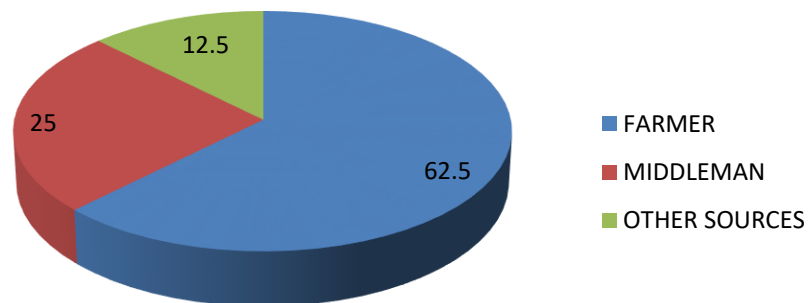
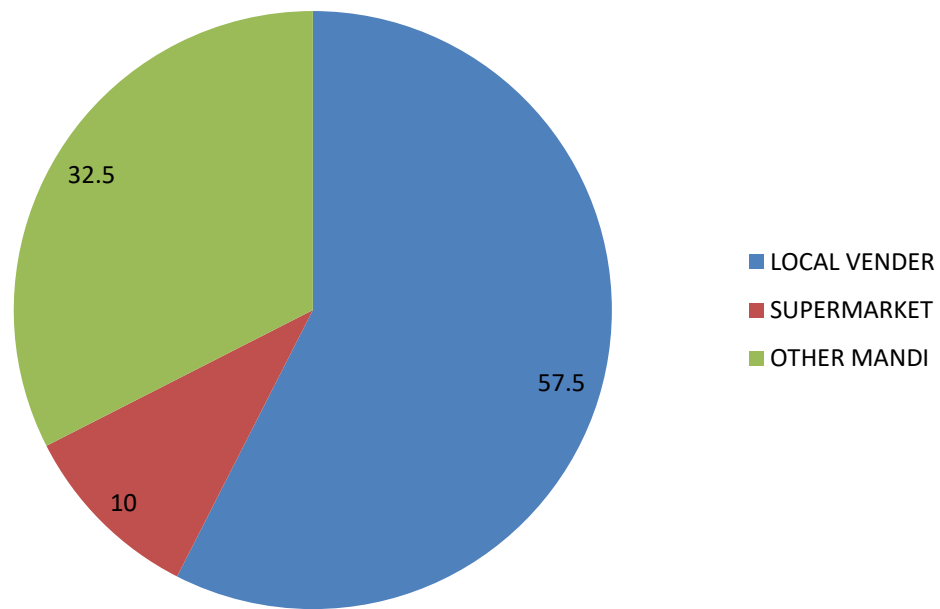


Figure-9
Supply vegetables
N-100



MAJOR FINDINGS

- Many farmers sell their vegetables in local market as they don't have any idea about market price of near city or state.
- Farmer is not interested to give money of share capital.
- There is a competition because many big farmers have direct contact with traders so they sell their vegetables directly.

- Do not have knowledge about soil and water testing
- Seeds quality is not good
- Lack of knowledge about market prices
- No availability of storage system

SUGGESTIONS

- Access should start FPO in every village because the distance of every village is too far we can't start FPO in particular area and link it to all villages.
- Transport is a main issue only few people have a personal vehicle so firstly we have to arrange transport facility so that every farmer carry their vegetables and bring it together.

- Facilitate linkages with Big traders and firm like reliance fresh big bazaar and some vegetables industry. So that we can supply vegetables to them.
- 500-1000 rupees for share capital is big amount for a farmer. It should be divided to many installments so that every farmer can give us 500-1000 rupees on an installment basis.
- Tomato and bottle guard are main vegetables of this cluster so we have to mainly focus on tomato and bottle guard.

THANK YOU