

Methodology for Value Chain Analysis of Makhana (*Euryale ferox salisb.*)

Contributors

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Brief Description

Value chain of agricultural commodities includes full range of activities required to bring a product from its conception to its transformation into final product and delivery to ultimate consumers. A methodology was developed to analyze the makhana value chain which included different aspects of its production as seed, processing as popped makhana, value addition as different products, marketing and consumption by ultimate consumers.

For this purpose, a survey instrument (interview schedule for different stakeholders) was developed and required data was collected from various stakeholders involved in makhana value chain viz. makhana growers, researchers involved in makhana R&D, processors, officials from development departments, market intermediaries like local and distant wholesalers, retailers as well as commission agents. Structural analysis of makhana value chain was carried out to find out the different stakeholders involved at different levels from its production to consumption and how they are

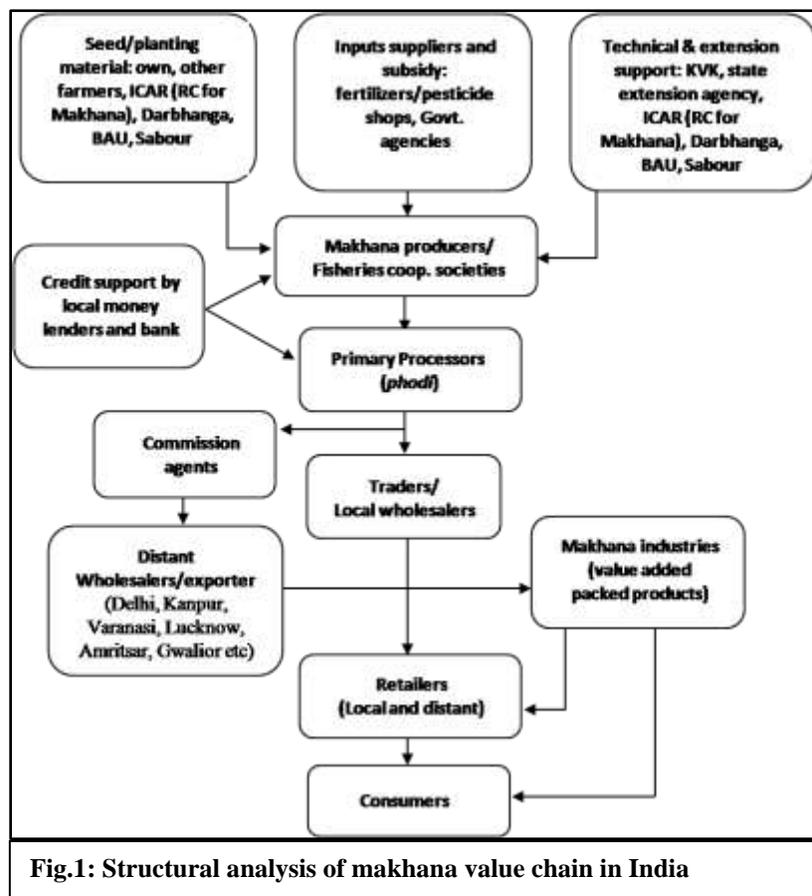


Fig.1: Structural analysis of makhana value chain in India

linked/interdependent on one another in the value chain

(Fig.1). Functional analysis of all value chain actors was also conducted to study the role of each stakeholders in the chain. Marketing cost, market margins and price spread was studied at national market and share of each stakeholder in consumer rupees was estimated. It was found that share of farmers, processors, local wholesalers, distant wholesalers and distant retailers in final consumer price was 27.62, 8.63, 5.03, 13.9 and 19.56 per cent respectively. This makhana value chain is prevalent in whole country.