

A Study on Different Constraints in Red Chilli Value Chain and Suggestions

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ABSTRACT

Agrarians (farmers) in India facing challenges due to intermediaries in the value chain of red chilli. Intermediaries are individuals or groups that act as middlemen between farmers and end consumers. The investigation was undertaken to isolate the constraints in red chilli value chain in Palnadu district of Andhra Pradesh state using a sample size of 120 respondents. The findings of Garrett ranking analysis revealed that farmers encounter challenges related to pest disease attacks, inadequate rainfall, high input and labor costs and lack of credit facilities. Fluctuations in prices, delayed payments and product quality are significant issues during marketing. Exporters were facing the obstacles like high freight charges and stringent import norms. Processors dealt with high working capital requirements, electricity charges, and price fluctuations. Wholesalers/retailers were hindered by the lack of storage facilities, quality concerns, late payments and transportation costs.