

Value Chain Mapping of Maize in Ranga Reddy and Mahaboobnagar Districts of Andhra Pradesh

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ABSTRACT

Maize is occupying an important position in Andhra Pradesh Agriculture due to the growing demand from the poultry and other related industries in urban areas like Hyderabad. The present study is an attempt to examine prevailing marketing system of maize, value addition at micro level particularly in Ranga Reddy and Mahaboobnagar districts along with analysis of value chain of maize. Porter's (1985) concept of value chain is used to identify inbound and outbound logistics, technology operations, marketing and sales etc. Apart from this there is a potential to improve the farmers income by developing better supply chain networks and involving better mechanism for forward and backward integration. Study of value chain analysis indicated that feed manufacturers assume integrated functions like buying maize in lots and examining the quality, developing direct contracts with farmers to procure. The marketing logistics, infrastructure and distribution network were captured and analyzed to findout possibility of better integration in value chain.

Key words :Maize, Value chain, Value addition