

## Value Chain Analysis of major agril-commodities in the district

The agricultural value chain concept has been used earlier for agricultural product to move from the farm to the final customer or consumer. **Value chain analysis (VCA)** is a strategy tool used to analyse internal firm activities. Its goal is to recognize, which activities are the most valuable (i.e. are the source of cost or differentiation advantage) to the firm and which ones could be improved to provide competitive advantage. Agricultural value chain is concerned with the flows of commodity to and within a value chain to meet the needs of chain actors for commodity, to secure sales, to buy inputs or produce, or to improve efficiency. The important commodities of the district have been considered and analysed with multi stakeholders for better perspective.

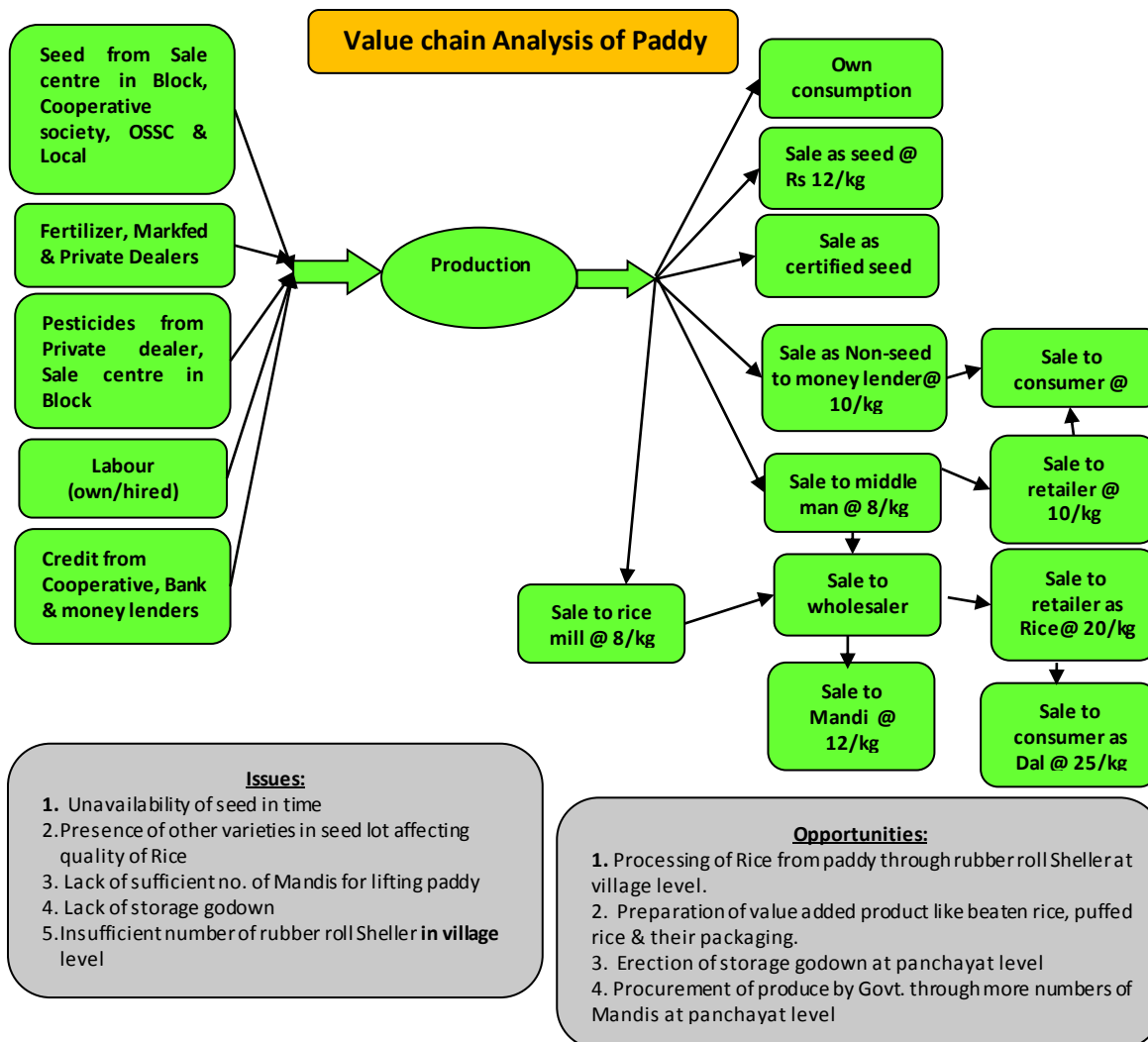


### Paddy

Paddy is cultivated in 68480 ha area with a production of 266080 tons and productivity of 38.86 q/ha. Major constraint in this crop are frequent occurrence of drought especially in upland condition. Due to non-availability of sufficient number of *mandis* farmers are compelled to sale the produce to rice mill at low price presence of admixture in seed lot also affect qualitative parameters of rice after processing. Indebted farmers are compelled to supply paddy to money lender even if in low value for repayment of loan. The establishment of rubber roll sheller at village level can processed the rice at farmers door step. Low cost parboiling unit can be popularized among farm

women. The farm women should be trained on preparation, packaging & marketing of value added products like puffed rice, beaten rice. The Govt. should provide sufficient no. of *mandis* at panchayat level to avoid distress sale. The innovative farmer should be encouraged for certified seed production by providing foundation seed to them. Sufficient no. of storage godown should be constructed to store rice.

Key Players associated with Paddy value Chain			
Sl. No	Activities	Actor	Interaction
1	Seed supply	Sale centre in Block, KVK, OSSC & Local, , farmers	<ul style="list-style-type: none"> <li>▪ OSSC supply foundation seeds &amp; also procure certified seed from farmer</li> <li>▪ KVK purchases breeder/foundation seed from &amp; produce foundation/certified seed which is lifted by OSSC</li> </ul>
2	Fertilizer supply	MARKFED & Private input Dealers, , farmers	<ul style="list-style-type: none"> <li>▪ Farmers purchase inputs directly from the center</li> </ul>
3	Pesticides supply	Private input dealer, Sale centre in Block, farmers	<ul style="list-style-type: none"> <li>▪ Farmers purchase inputs directly from the center</li> </ul>
4	Credit	Cooperative ,Bank & money lenders,, farmers	<ul style="list-style-type: none"> <li>▪ Farmers take credit &amp; sale the produce to money lender or supply produce as repayment of loan taken</li> <li>▪ Farmers take credit from co-operative society &amp; Paddy is procured through co-operative society</li> </ul>
5	Sale of produce	Farmer, Middle man, rice millers Whole seller, Retailer, Consumer	<ul style="list-style-type: none"> <li>▪ Farmers sale directly to consumer to get more margin</li> <li>▪ farmers sale to middle man for inconvenience in transport</li> <li>▪ farmer sale to Mandi whole seller or retailer when there is lack of suitable storage infrastructure</li> <li>▪ Farmers sell to rice miller to get direct cash payment</li> </ul>

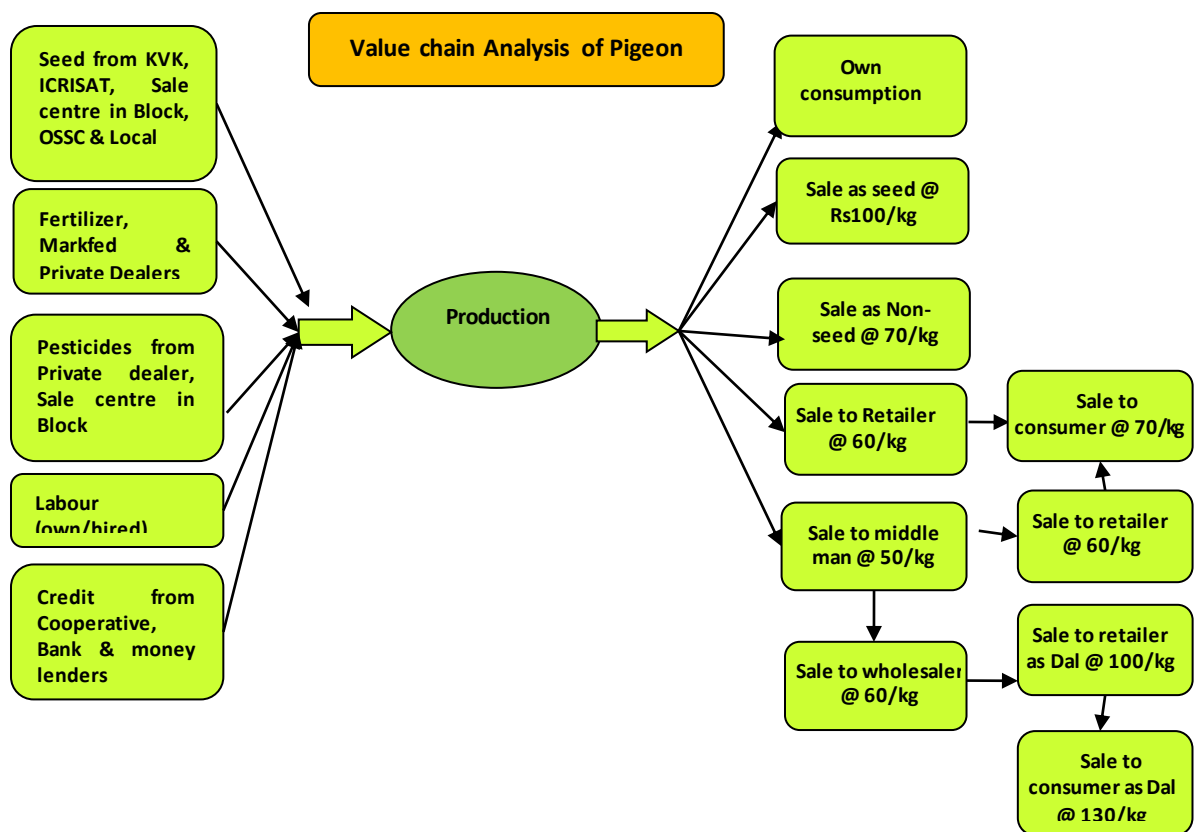


## Pigeon pea

Pigeon pea is cultivated in an area of 4600 ha with production of 3270 tones in Boudh district and productivity is 7.1 qt/ha. The productivity is low because mostly marginal land is used for cultivation by farmers, high incidence of wilt and pod borer, lack of HYVs at farmers door step and predominance of rice cultivation in upland. There is scope for establishment of Dal mill in the district. Training and demonstration for preparation of mixtures, pampads, and noodles by farmers can be made. Unbunded upland area should be broad under pigeon pea cultivation.

Key Players associated with Pigeon Pea value Chain in Boudh			
S. No	Activities	Actor	Interaction
1	Seed supply	KVK, ICRISAT, Sale centre in Block, OSSC & Local, farmers	<ul style="list-style-type: none"> <li>▪ OSSC supply foundation seeds &amp; also procure certified seed from farmer</li> <li>▪ KVK purchases breeder/foundation seed from ICRISAT &amp; produce foundation/certified seed which is lifted by OSSC</li> </ul>
2	Fertilizer supply	Markfed, Private input Dealers and farmers	<ul style="list-style-type: none"> <li>▪ Farmers purchase inputs directly from the center</li> </ul>

3	Pesticides supply	Private dealer, Sale centre in Block, farmers	<ul style="list-style-type: none"> <li>Farmers purchase inputs directly from the center</li> </ul>
4	Credit	Cooperative, Bank and money lenders, farmers	<ul style="list-style-type: none"> <li>Farmers sale the produce to money lender or supply produce as repayment of loan taken</li> </ul>
5	Sale of produce	Farmer, Middle man, Wholesaler, Retailer, Consumer	<ul style="list-style-type: none"> <li>Farmers sale directly to consumer to get more margin</li> <li>Farmers sale to middle man when there is inconvenience in transport</li> <li>Farmer sale to wholesaler or retailer when there is lack of suitable storage infrastructure</li> </ul>



- Issues**
1. Low productivity
  2. No scope for Dal processing at district level
  3. Marginal land is used for cultivation
  4. Lack of knowledge of preparation of value added products

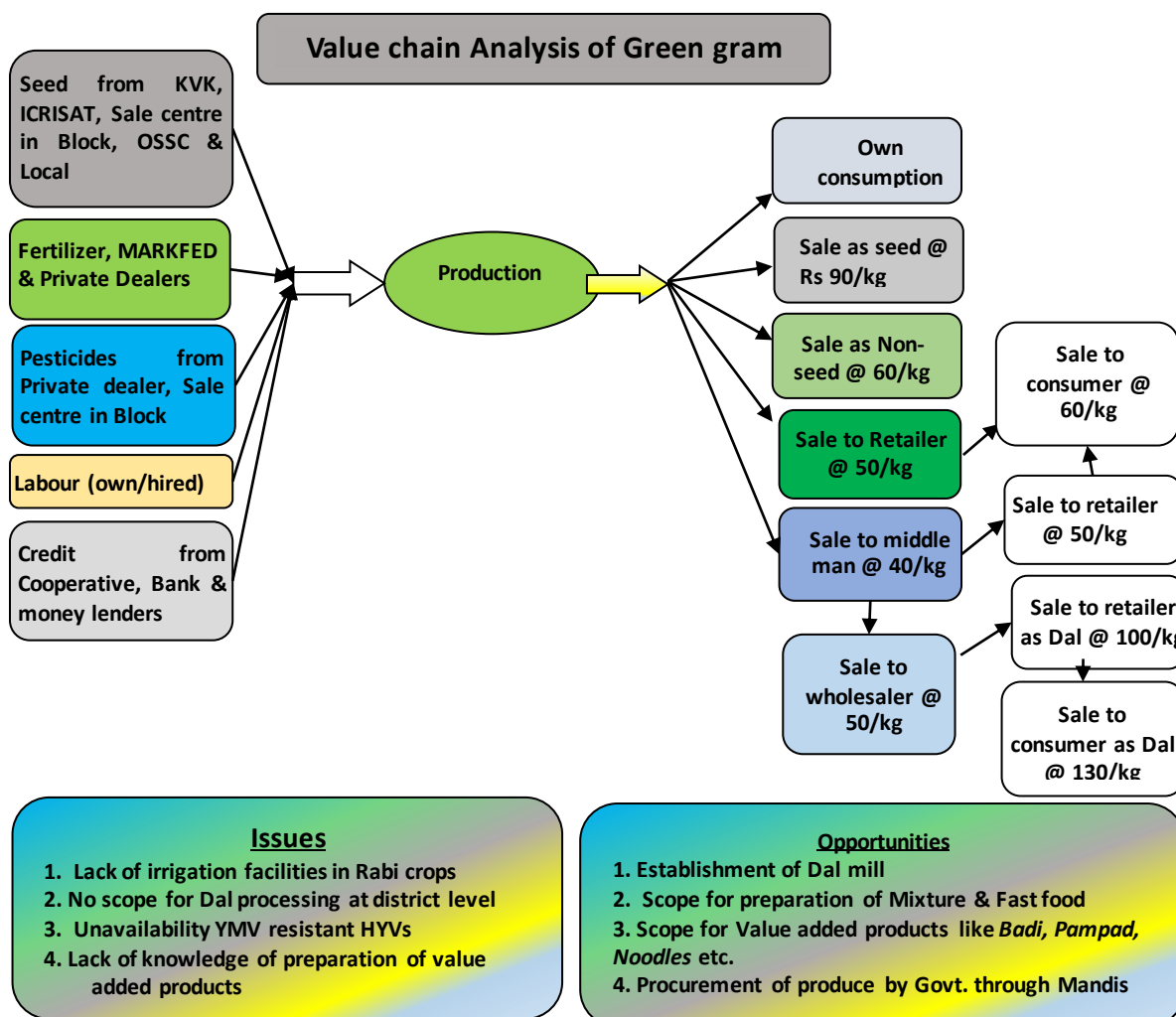
- Opportunities**
1. Scope of Establishment of Dal mill
  2. Bringing upland under Pigeon pea cultivation
  3. Scope for Value added product like *Badi*, *Pampad*, *Noodles* etc.
  4. Procurement of produce by Govt. through Mandis

### Green gram

In Boudh district, green gram grown in an area of 12900 ha where the production is 6490 tones & the productivity is 5.03 qt/ha. The major problems faced by farmers are heavy incidence to YMV, lack of irrigation in Rabi season. Farmers sale his produce to middle man or in local market at lower price. Farmers can earn a larger share from this crop by *Dal* processing. Besides that they can be

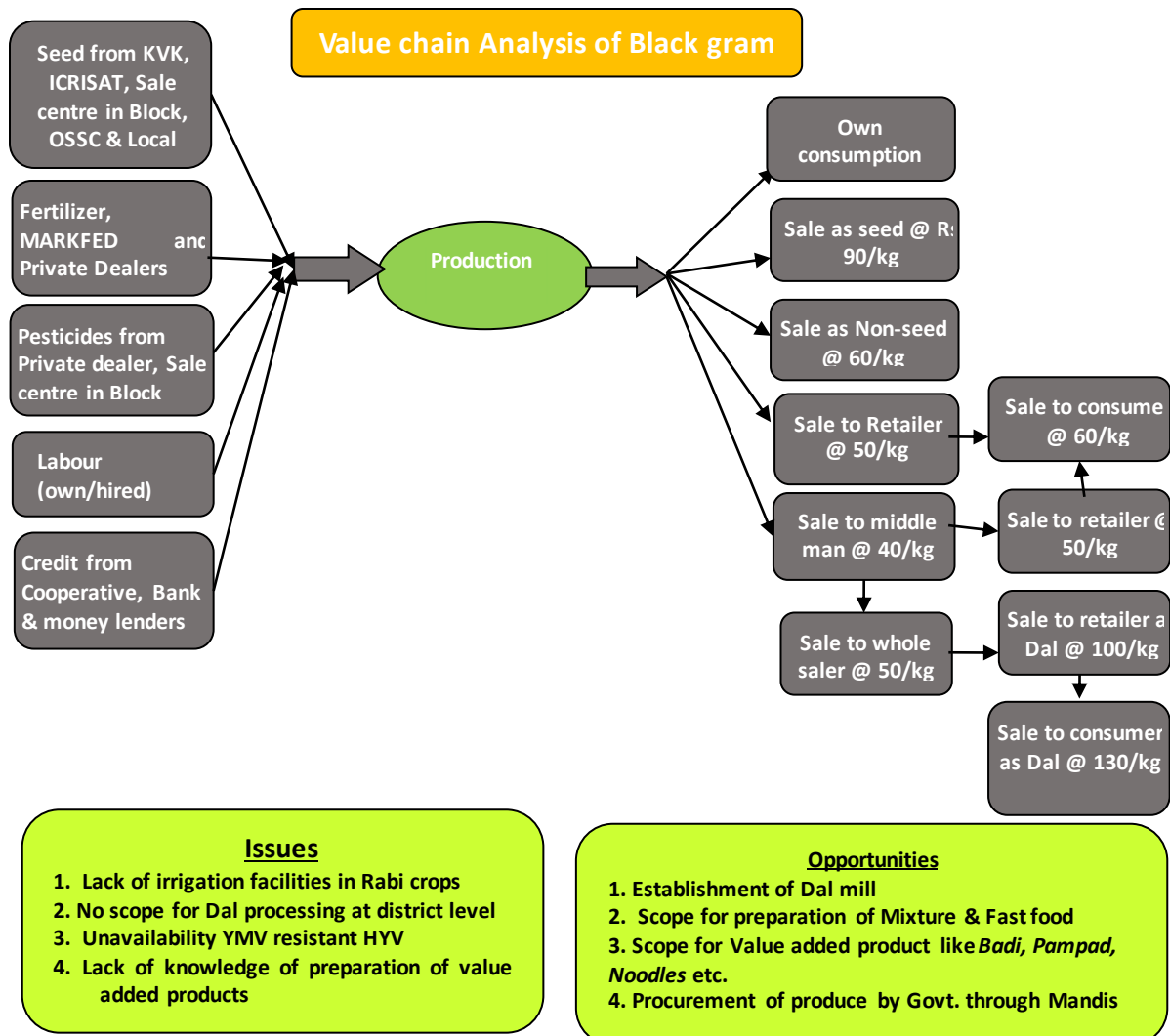
trained and provided required equipment's or machineries for preparation of value added products in their respective areas.

Key Players associated with Green gram value Chain in Boudh			
SI No	Activities	Actor	Interaction
1	Seed supply	KVK, ICRISAT, Sale centre in Block, OSSC & Local, farmers	<ul style="list-style-type: none"> <li>▪ OSSC supply foundation seeds &amp; also procure certified seed from farmer</li> <li>▪ KVK purchases breeder/foundation seed from ICRISAT &amp; produce foundation/certified seed which is lifted by OSSC</li> </ul>
2	Fertilizer supply	Markfed & Private input Dealers, farmers	<ul style="list-style-type: none"> <li>▪ Farmers purchase inputs directly from the center</li> </ul>
3	Pesticides supply	Private input dealer, Sale centre in Block, farmers	<ul style="list-style-type: none"> <li>▪ Farmers purchase inputs directly from the center</li> </ul>
4	Credit	Cooperative, Bank & money lenders, farmers	<ul style="list-style-type: none"> <li>▪ Farmers sale the produce to money lender or supply produce as repayment of loan taken</li> </ul>
5	Sale of produce	Farmer, Middle man, Whole seller, Retailer, Consumer	<ul style="list-style-type: none"> <li>▪ Farmers sale directly to consumer to get more margin</li> <li>▪ farmers sale to middle man when there is inconvenience in transport</li> <li>▪ farmer sale to wholesaler or retailer when there is lack of suitable storage infrastructure</li> </ul>



## Black gram

Black gram is grown 5700 ha area, producing 26700 tons with a productivity of 4.68 qt/ha. The major problems faced by farmers are heavy incidence to YMV and lack of irrigation in Rabi season. Farmers sale his produce to middle man or in local market in low price. Farmers can earn a larger share from this crop by Dal Processing. Besides they can be trained & provided with equipment's/machineries for preparation of value added products.



Key Players associated with Black gram value Chain in Boudh			
Sl. No	Activities	Actor	Interaction
1	Seed supply	KVK, ICRISAT, Sale centre in Block, OSSC & Local	<ul style="list-style-type: none"> <li>▪ OSSC supply foundation seeds &amp; also procure certified seed from farmer</li> <li>▪ KVK purchases breeder/foundation seed from ICRISAT &amp; produce foundation/certified seed which is lifted by OSSC</li> </ul>
2	Fertilizer supply	MARKFED & Private input Dealers	<ul style="list-style-type: none"> <li>▪ Farmers purchase inputs directly from the center</li> </ul>

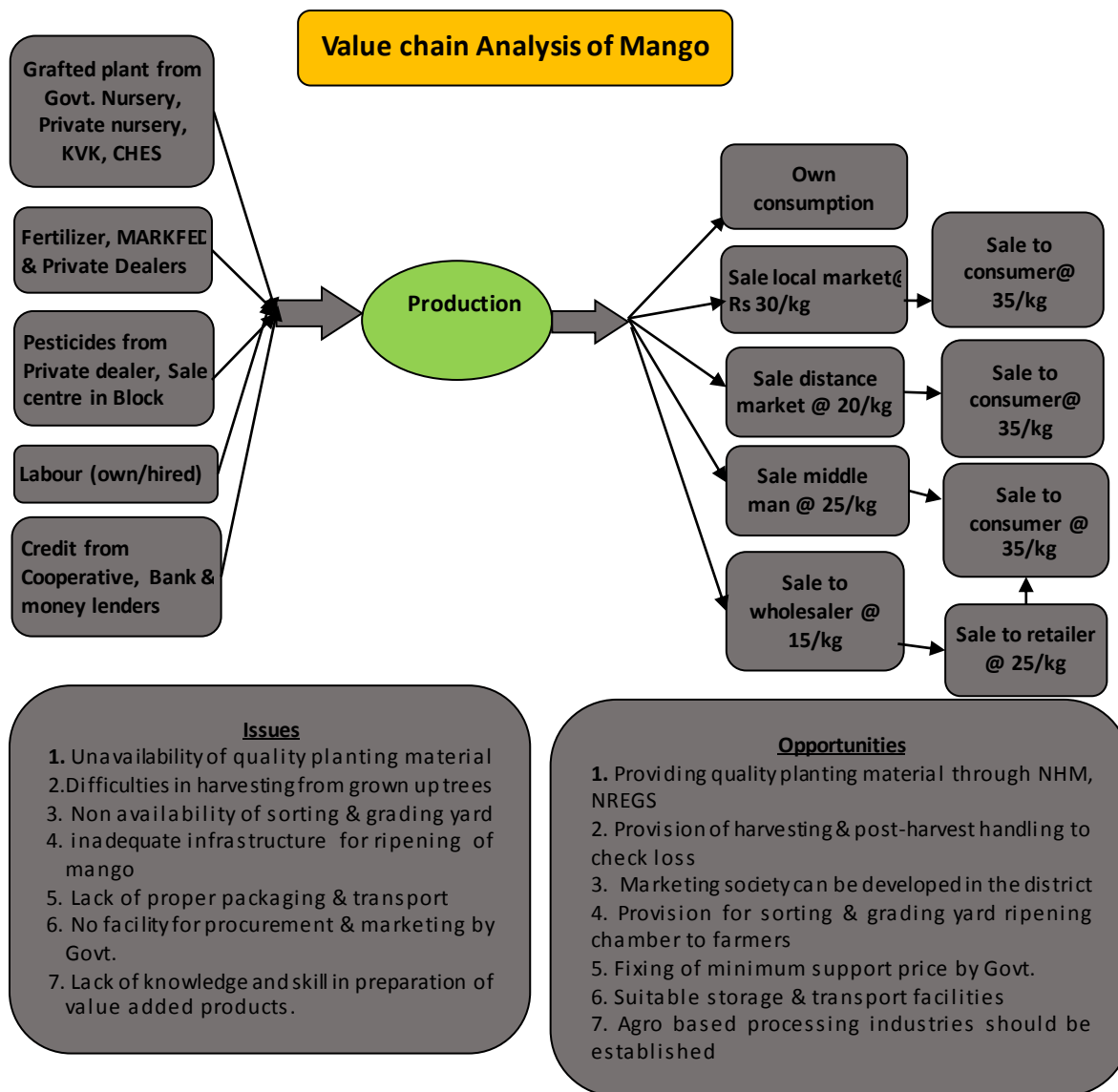
Key Players associated with Black gram value Chain in Boudh			
3	Pesticides supply	Private input dealer, Sale centre in Block	<ul style="list-style-type: none"> <li>▪ Farmers purchase inputs directly from the center</li> </ul>
4	Credit	Cooperative, Bank & money lenders	<ul style="list-style-type: none"> <li>▪ Farmers sale the produce to money lender or supply produce as repayment of loan taken</li> </ul>
5	Sale of produce	Farmer, Middle man, Whole saler, Retailer, Consumer	<ul style="list-style-type: none"> <li>▪ Farmers sale directly to consumer to get more margin</li> <li>▪ Farmers sale to middle man when there is inconvenience in transport</li> <li>▪ Farmer sale to wholesaler or retailer when there is lack of suitable storage infrastructure</li> </ul>

### Mango

Mango is one of the important fruit crop grown in an area of 2218 ha where the production is 9406 tons. The major bottlenecks faced by the farmers are lack of post-harvest technology, poor storage facility and transport facilities of perishable fruit like mango. Horticulture Dept. should encompass their support to farmers during supply of quality planting materials, provision of sorting & grading yard, ripening chamber, harvesting equipment's for larger trees, packaging tray/ cartoon /box, selling of sapling and subsidized transport facility. Adequate infrastructure need to be developed for marketing of produce and transport to distant market. The Govt. should fix minimum support price for mango and other fruits crops. Agro based processing industries to be established at district level to save the surplus fruits and vegetables. The farmers should be trained on modern post-harvest handling, storage methods to minimize loss, preparation of different value added products and cold chain of perishable fruits and vegetables.

Key Players associated with Mango value Chain in Boudh			
Sl. No	Activities	Actors	Interaction
1	Supply of Grafted plant	Govt. Nursery, Private nursery, KVK, CHES and farmers	<ul style="list-style-type: none"> <li>▪ Horticulture Dept. to be verified the planting material of private farm &amp; lift these to supply other farmers in NHM and MGNREGS</li> <li>▪ Farmers purchase grafted plants from Horti. Dept, CHES, KVK &amp; reputed farm</li> <li>▪ KVK should organizes vocational training on quality planting material production</li> </ul>
2	Fertilizer supply	MARKFED & Private input Dealers and farmers	<ul style="list-style-type: none"> <li>▪ Farmers directly purchase inputs from the Govt, farm or reliable sources</li> </ul>
3	Pesticides supply	Private Input Dealer, Sale centre of Blocks and farmers	<ul style="list-style-type: none"> <li>▪ Farmers purchase inputs directly from the center</li> </ul>
4	Credit	Co-operative society, Bank, money lenders and farmers	<ul style="list-style-type: none"> <li>▪ Farmers take credit and sale the produce to money lender or supply produce as repayment of loan amount</li> <li>▪ Farmers take credit from co-operative society</li> </ul>

5	Sale of produce	Farmer, Middle man, Wholesaler, Retailer, Consumer, Jai Mataji Farmers Producer Organization	<ul style="list-style-type: none"> <li>▪ Farmers sale directly to consumer to get more profit</li> <li>▪ Farmers sale to middle man for inconvenience in transport</li> <li>▪ Farmers sale to wholesaler or retailer when there is lack of suitable storage infrastructure</li> <li>▪ Farmers sale to Jai Mataji Farmers Producer Organization</li> </ul>
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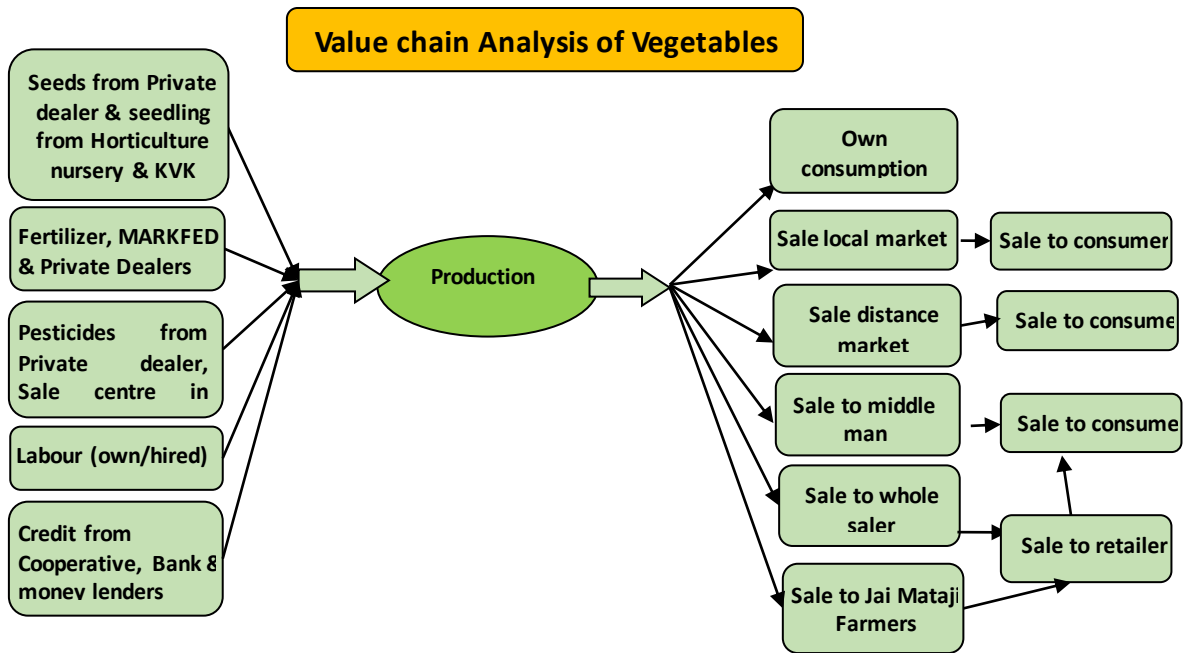
## Vegetables

Different type of vegetables like brinjal (4426), tomato (2376), potato (207), cole crops (2474), onion (863), chili (972), okra (2102) and cucurbits (826) are grown round the year in Boudh district. The total vegetable production is 239883 tons from an area of 16425 ha. The major issues of vegetable cultivation are low price & market surplus. Besides perishable nature of produce result a great post-harvest loss. The minimum support price of vegetables should be fixed by Govt. to avoid distress



sale. Adequate infrastructure for marketing of vegetable should be developed at district level. Efficient storage & transport facilities should be created for avoiding fluctuation of market price and market surplus. Agro based processing unit should be established at district level. Farmer should be trained on processing and preservation methods of vegetables. Farmers are encouraged for off season vegetable cultivation for getting higher market price. Low volume and high value vegetable crops need to be popularized in the district. Farmers should be subsidized for protected cultivation of vegetables.

Key Players associated with Vegetables value Chain in Boudh			
Sl. No	Activities	Actors	Interaction
1	Supply of seed	Private dealer, seedling from Horticulture nursery, KVK farm and farmers	<ul style="list-style-type: none"> <li>▪ Horticulture Dept. is supplying seedlings to farmers under NHM</li> <li>▪ Farmers purchase seedling from KVK &amp; reputed farm</li> <li>▪ KVK organizes vocational training for rural youth on quality planting material production</li> </ul>
2	Fertilizer supply	MARKFED, Private Input Dealers and farmers	<ul style="list-style-type: none"> <li>▪ Farmers purchase inputs directly from the center</li> </ul>
3	Pesticides supply	Private Input Dealer, Sale centre in Blocks and farmers	<ul style="list-style-type: none"> <li>▪ Farmers purchase inputs directly from the center</li> </ul>
4	Credit	Cooperative, Bank, money lenders and farmers	<ul style="list-style-type: none"> <li>▪ Farmers take credit and sale the produce to money lender or supply produce as repayment of loan taken</li> <li>▪ Farmers take credit from co-operative society</li> </ul>
5	Sale of produce	Farmer, Middle man, Wholesaler, Retailer, Consumer, Jai Mataji Farmers Producer Organization	<ul style="list-style-type: none"> <li>▪ Farmers sale directly to consumer to get more margin</li> <li>▪ Farmers sale to middle man for inconvenience in transport</li> <li>▪ Farmer sale to wholesaler or to retailer when there is lack of storage infrastructures</li> <li>▪ Farmers sale Jai Mataji Farmers Producer Organization</li> </ul>



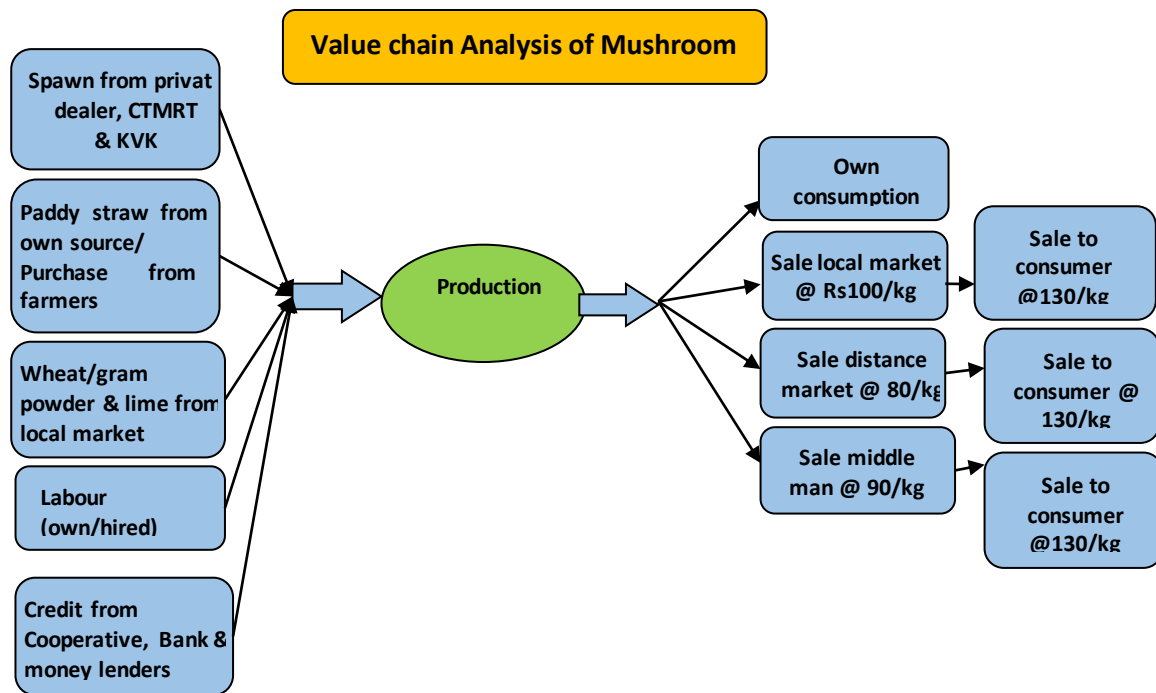
- Issues**
1. Unavailability of trust worthy hybrid seeds
  2. Non availability of cleaning, sorting & grading yard
  2. Inadequate infrastructure & yard for marketing
  3. Lack of proper packaging & transport
  4. No facility for procurement & marketing by Govt.
  3. Lack of knowledge and skill in preparation of value added products.
  4. Fluctuation of price & market glut
  5. Inadequate irrigation facilities in Rabi season

- Opportunities**
1. Providing quality seedling by Govt. nursery, KVK & Reputed private farm
  2. Provision of harvesting & post-harvest handling to check loss
  3. Marketing society for perishable product can be developed in the district
  4. Provision for cleaning, sorting & grading yard
  5. Fixing of minimum support price by Govt.
  6. Suitable storage & transport facilities
  7. Agro based processing industries should be established
  8. Bore well, Dug wells should be subsidised to farmers

## Mushroom

Mushroom production is an emerging business in Boudh district. The major constraints faced by farmer is unavailability of true to type spawn. There is scope for marketing. But perishable nature of produce result great post-harvest loss. Farmer should be trained on preparation of value added products like mushroom pickle. Efficient packing and transport facilities should be developed to reduce loss during transit. Institutional credit should be provided to mushroom producer. Govt. should subsidize for erection of mushroom production unit and accessories like cemented structure for soaking straw and bore well on dug well.

Key Players associated with Vegetables value Chain in Boudh			
Sl. No	Activities	Actor	Interaction
1	Spawn Supply	Private dealer, CTMRT & KVK, reputed spawn production unit, farmers	<ul style="list-style-type: none"> <li>▪ KVK purchase mother spawn from CTMRT &amp; produce spawn for farmers</li> <li>▪ Farmers purchase spawn from reputed spawn production unit like KVK and others</li> <li>▪ KVK organizes vocational training on spawn production</li> <li>▪ Private dealer purchase spawn from reputed spawn production unit &amp; sale to farmers</li> </ul>
2	Paddy straw supply	Other Farmers	<ul style="list-style-type: none"> <li>▪ Farmers purchase inputs from other farmer</li> </ul>
3	Wheat/gram powder & lime	Local grocery shop , farmers	<ul style="list-style-type: none"> <li>▪ Farmers purchase inputs from local grocery shop</li> </ul>
4	Credit	Cooperative ,Bank & money lenders, farmers	<ul style="list-style-type: none"> <li>▪ Farmers take credit and sale the produce to money lender or supply produce as repayment of loan taken</li> <li>▪ Farmers take credit from co-operative society</li> </ul>
5	Sale of produce	Farmer, Middle man, Retailer, Consumer	<ul style="list-style-type: none"> <li>▪ Farmers sale directly to consumer to get more margin</li> <li>▪ farmers sale to middle man for inconvenience in transport</li> <li>▪ Farmer sale to retailer to save time to sale in market</li> </ul>



- Issues**
1. Unavailability of true to type spawn from private dealer
  2. Non availability cement structure for soaking of straw
  2. Inadequate infrastructure & yard for marketing
  3. Lack of proper packaging & transport
  4. No facility for procurement & marketing by Govt.
  5. Lack of knowledge and skill in preparation of value added products like mushroom pickle
  6. Fluctuation of price & market glut
  7. Difficulty in getting institutional credit for

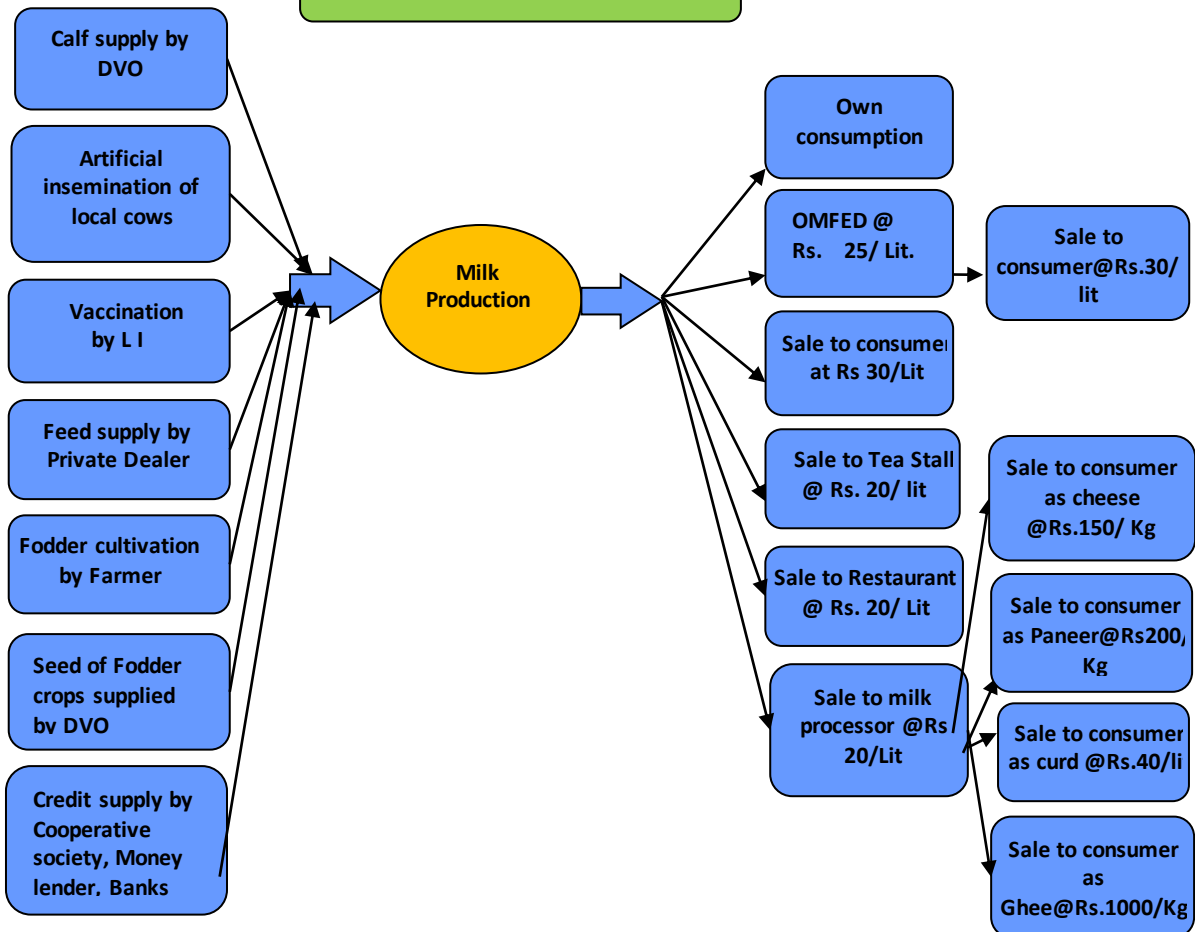
- Opportunities**
1. Providing quality spawn by Govt., KVK & Reputed private spawn unit
  2. Provision of post-harvest handling to check loss
  3. Marketing society for mushroom developed in the district
  4. Fixing of minimum support price by Govt.
  5. Suitable transport facilities
  6. Processing of mushroom should be encouraged
  7. Bore well, Dug well should be subsidized to farmers for soaking straw

**Dairy**

Dairy sector is neglected in Boudh district. The contribution from the sector to economic of the district is negligible because farmers are still continuing with Desi cow having poor milk productivity. Crossed bred milch calves should be provided by district veterinary office. Artificial insemination should be practiced in Desi Cow improve their productivity. Seeds of fodder crops are supplied by DVO to dairy farmers to encourage them. Cattle feed are also available in local market. Dairy farmers usually sale milk to OMFED, Tea stall, Restaurant & local consumer. But they can gain larger amount of share from milk production by processing it. Different processed product like Cheese, Ghee, Paneer and Curd can be prepared from milk. Farmers should be trained on the method of processing milk to get higher income. Milk processing should be established at district level. Milk produced society should be formed. Govt. should provide suitable transport facility of milk of distance places.

Key Players associated with Dairy value Chain in Boudh			
Sl. No	Activities	Actor	Interaction
1	Calf supply	CDVO, farmers	<ul style="list-style-type: none"> <li>▪ CDVO provide cross bred calf to dairy farmer through different schemes</li> </ul>
2	Artificial insemination of local cows	LI, Private agency (JK Group) , farmers	<ul style="list-style-type: none"> <li>▪ Desi cows are inseminated to improve their productivity</li> </ul>
3	Vaccination	LI, CDVO, farmers	<ul style="list-style-type: none"> <li>▪ Farmers ask for vaccine to veterinary surgeon &amp; LI do it</li> </ul>
4	Credit	Cooperative society, Money lender, Banks, farmers	<ul style="list-style-type: none"> <li>▪ Farmers take credit &amp; sale milk to money lender or supply milk as repayment of loan taken</li> <li>▪ Farmers take credit from co-operative society</li> </ul>
5	Supply of Seed of Fodder	CDVO, farmers,	<ul style="list-style-type: none"> <li>▪ Seeds of fodder crops supplied by DVO to farmers</li> </ul>
6	Feed supply	Private Dealer, farmers	<ul style="list-style-type: none"> <li>▪ Farmers purchase feed from private dealer</li> </ul>
7	Sale of produce	Farmer, OMFED, Tea stall, Restaurant and Consumer	<ul style="list-style-type: none"> <li>▪ Farmers sale directly to consumer to get more margin</li> <li>▪ farmers sale to OMFED for inconvenience in transport</li> <li>▪ Farmer sale to Tea stall ,Restaurant to save time to sale in market</li> </ul>

## Value chain Analysis of Dairy



### Issues

1. Unavailability cross bred milch cows
2. Inadequate supply of seeds of fodder crops
3. Lack of awareness to supply feed to cows
4. No facility for procurement & marketing by Govt.
5. Lack of knowledge and skill in preparation of value added products like Chess, Paneer, Ghee, Curd
6. There is no milk processing unit in the district

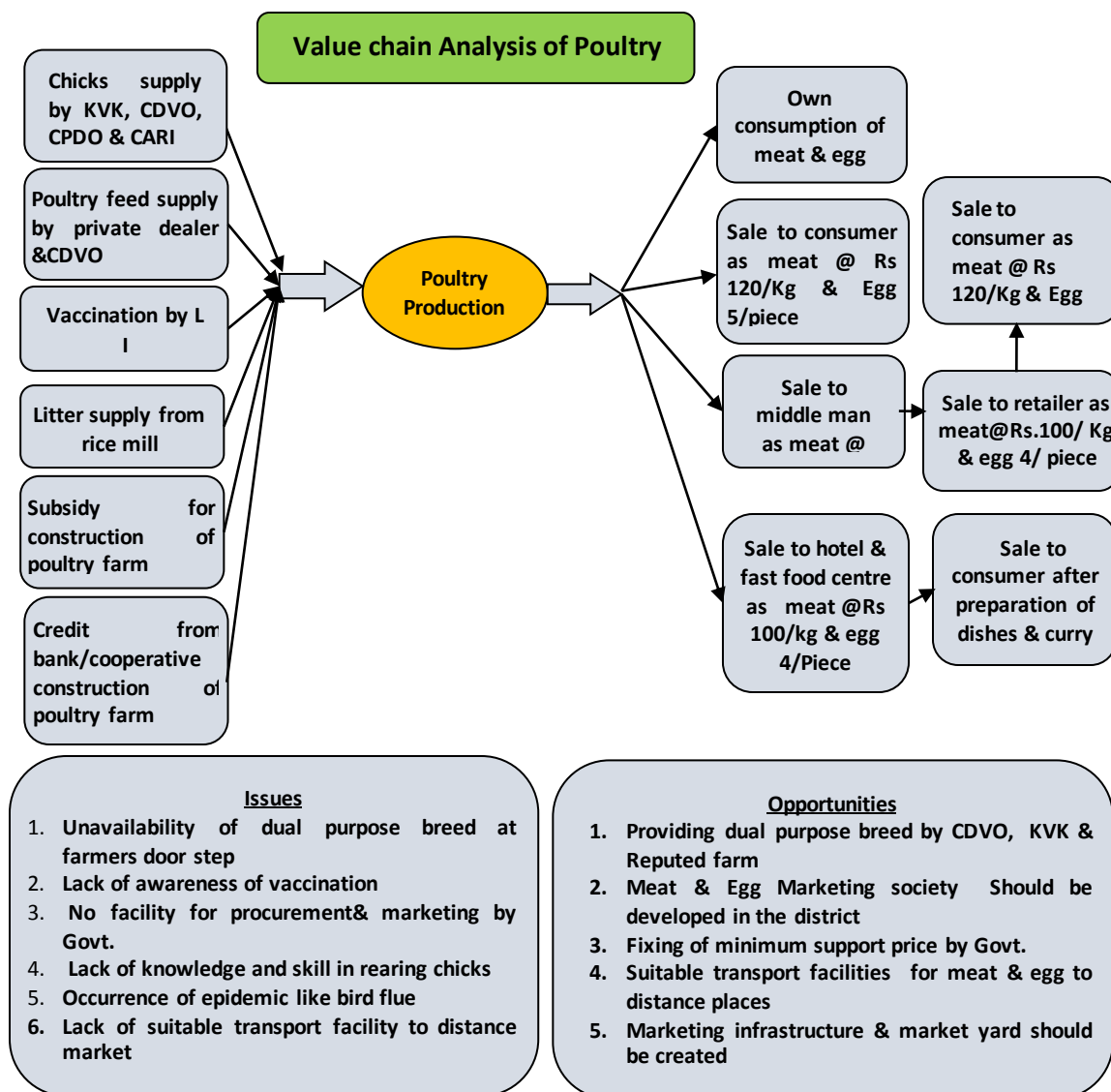
### Opportunities

1. Providing cross bred milch cows by Govt., KVK & Reputed private farm
2. Milk Marketing society Should be developed in the district
3. Fixing of minimum support price by Govt.
4. Suitable transport facilities of milk to distance places
5. Processing & value addition of milk should be encouraged at farmer's level.
6. Milk processing unit should be established in the district

## Poultry

Poultry rearing is one of the important sectors of Boudh district. But most of the poultry farmers rear birds in a traditional way. Dual purpose breeds like Banaraja and Giriraj should be introduced for backyard poultry rearing. The chicks after vaccination are sold to farmers by KVK. District veterinary offices should provide dual purpose breeds to farmers through different schemes. Now poultry feeds are also available in the local market. Besides CPDO, BBSR and CARI, BBSR is also involved in research and development activities in poultry farming. Farmers can rear dual purpose poultry initially for egg purposes and later for meat. The subsidy should be available from DVO for the construction of poultry farms and its scientific management. Creation of awareness among farmers for proper vaccination to control epidemics in poultry. Emphasis should be given on backyard poultry rearing for poor, marginal and landless farmers.

Key Players associated with Poultry value Chain in Boudh			
Sl. No	Activities	Actor	Interaction
1	Chicks supply	CDVO, CPDO, KVK, CARI and farmers	<ul style="list-style-type: none"> <li>▪ KVK procure one day old chicks from CPDO, CARI &amp; sale 21 days old chicks after proper vaccination</li> <li>▪ CPDO, CARI also provide one day old chicks to reputed poultry farmers who after vaccination sale to other farmers</li> <li>▪ CDVO also supplies chicks to farmers</li> </ul>
2	Poultry feed supply	Private dealer, CDVO and farmers	<ul style="list-style-type: none"> <li>▪ Farmers purchase poultry feed from private dealer</li> </ul>
3	Vaccination	L I, CDVO and farmers	<ul style="list-style-type: none"> <li>▪ Farmers ask for vaccine to veterinary surgeon &amp; L I do it</li> </ul>
4	Credit	Cooperative society, Money lender, Banks and farmers	<ul style="list-style-type: none"> <li>▪ Farmers take credit &amp; sale to money lender or supply as repayment of loan taken</li> <li>▪ Farmers take credit from co-operative society</li> </ul>
5	Litter supply	Rice mill, farmers	<ul style="list-style-type: none"> <li>▪ Farmers purchase rice husk from mill</li> </ul>
6	Construction of poultry farm	CDVO and farmers	<ul style="list-style-type: none"> <li>▪ farmers should be subsidized for construction of poultry farms</li> </ul>
7	Sale of produce	Farmer, Restaurant, Consumer and fast food center	<ul style="list-style-type: none"> <li>▪ Farmers sale directly to consumer to get more margin</li> <li>▪ farmers sale to OMFED for inconvenience in transport</li> <li>▪ Farmer sale to Tea stall, Restaurant to save time to sale in market</li> </ul>



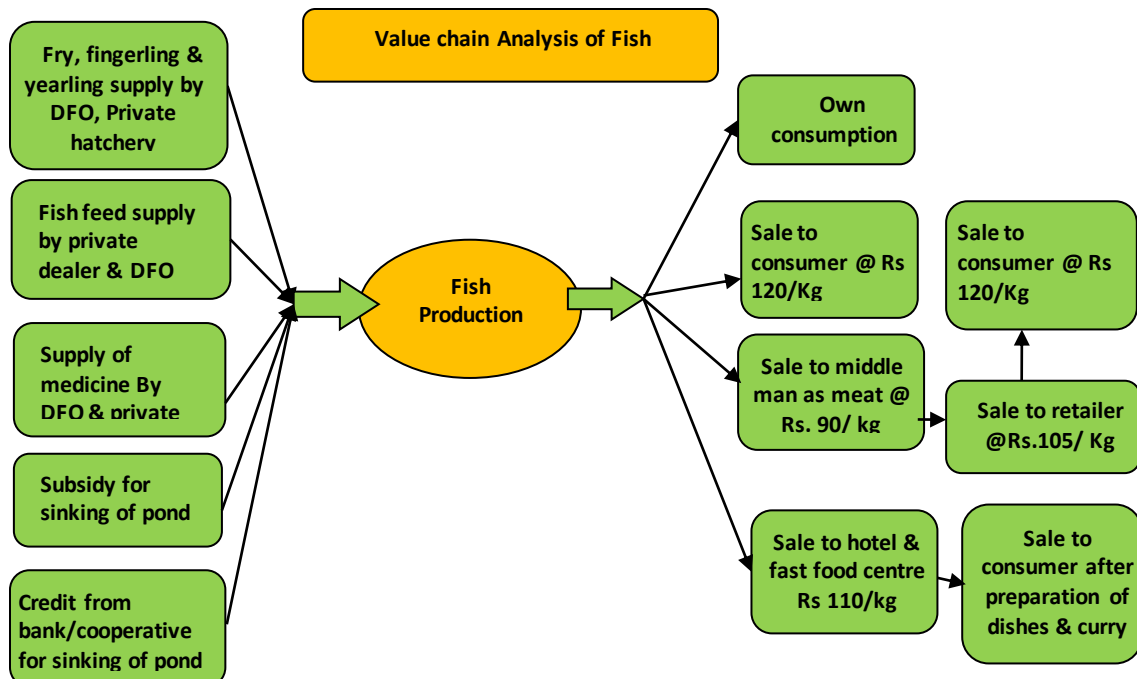
## Fishery

Inland fisheries (Capture & culture) is one of the important sector in economy of Boudh district. Framers can get fry, fingerlings and yearlings from district fishery office and private farm. Private hatchery is also operating in our district to supply fry in fish farmers. Fish feed and medicine are also available in local market. But farmers are producing in traditional way. Introduction of different exotic breed of fish by fishery Dept. is essential besides farmer should be trained on supplementary feeding, stocking density, stocking ratio, renovation of old pond, maintenance of depth. Awareness should be created among farmer for testing of soil and water of pond. District fisheries office should plan for execution of more no. of pond with subsidy from Govt. Beside sufficient infrastructure for marketing and refrigerated transport facility should be created farmer usually sale fish in local market, hotel and fast food center. They can fetch more price by catching distant market. Farmer should be trained on value addition of fish and its scientific packaging and handling.



### Key Players associated with Fishery value Chain in Boudh

Sl. No	Activities	Actor	Interaction
1	Fry ,fingerling & yearling supply	DFO ,Private hatchery, farmers	<ul style="list-style-type: none"> <li>Farmers purchase fry , fingerling from private hatchery</li> <li>DFO also supplies fry , fingerling to farmers</li> </ul>
2	Fish feed supply	Private dealer & DFO, farmers	<ul style="list-style-type: none"> <li>Farmers fish feed from private dealer</li> </ul>
3	Supply of medicine	DFO & private dealer, farmers	<ul style="list-style-type: none"> <li>Farmers ask for medicine to DFO &amp; purchase from private dealer</li> </ul>
4	Credit	Cooperative society, Money lender, Banks, farmers	<ul style="list-style-type: none"> <li>Farmers take credit &amp; sale to money lender or supply as repayment of loan taken</li> <li>Farmers take credit from co-operative society, bank</li> </ul>
5	Sinking of pond	DFO , farmers	<ul style="list-style-type: none"> <li>Farmers should be subsidized for sinking of pond</li> </ul>
6	Sale of produce	Farmer, Restaurant, Consumer, fast food center	<ul style="list-style-type: none"> <li>Farmers sale directly to consumer to get more margin</li> <li>farmers sale to middle man for inconvenience in transport</li> <li>Farmer sale to fast food center, Hotel, Restaurant to save time to sale in market</li> </ul>



- Issues:**
1. Unavailability of quality Fry ,fingerling & yearling at farmers door step
  2. Lack of awareness of supplementary feed & use of medicine in fish pond
  3. No facility for procurement & marketing by Govt.
  4. Lack of knowledge and skill in fish farming
  5. Occurrence of fish epidemic
  6. Lack of suitable transport facility to distance market

- Opportunities:**
1. Providing quality Fry ,fingerling & yearling
  2. Fish Marketing society Should be developed in the district
  3. Fixing of minimum support price by Govt.
  4. Refrigerated transport facilities for distance places should be developed
  5. Marketing infrastructure & market yard should be created