



Value Chain Analysis of Tomato in Himachal Pradesh: A Case Study of Kullu District

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Abstract: This paper maps and analyses value chain for tomato in the Himachal Pradesh. Primary data have been collected through survey method by adopting multistage random sampling technique. The value chain highlighted the involvement of diverse actors, who participated directly or indirectly in the value chain. Different actors identified in the study area were input suppliers, farmers, traders/commission agents, wholesalers, retailers and ultimately consumer. Different enablers identified in the study area were district agriculture department and regional horticulture and agriculture research and training stations at Bajaura, Co-operative and Gramin banks, other commercial banks, Agricultural Produce Market Committee (APMC) Kullu and Lahaul Spiti. Four channels were identified in the marketing system of tomato in the study area. Out of the total value added, the wholesalers add 11.39 per cent of value and the retailer creates value to the tune of 11.60 per cent in the domestic value chain by performing functions like place utility, storage utility and possession utility. There is a potential niche for Himachal Pradesh to develop off-season tomato pocket by leveraging the small scale tomato processing units, cooperative societies and self-help groups in the tomato growing temperate region- Naggar, Banjar, Lag valley and Manikaran valley of Kullu block.

Keywords: Tomato, Value chain map, Potential niche, Cost, Markets
