

**Value Chain Analysis**

<b>Village:</b> Kondennaguda		<b>District:</b> Mahboobnagar							
<b>Date of exercise</b>	03/04/2016								
<b>Participants</b>									
<b>Facilitated</b>									
<b>Item of the value chain</b>	Pottery								
	<b>Inputs</b>	<b>Pre Production /collection</b>	<b>Production/col lection</b>	<b>Post Production/collect ion</b>	<b>Local value addition</b>	<b>Local market /Shandy</b>	<b>Mandal/Block market</b>	<b>District/State level market</b>	<b>End Users</b>
<b>Activity</b>	Purchase of 1 tractor load of clay (Rs500),1 Sack Sand (Rs 100) and potter's wheel (Rs 4000) Firewood(625 0Rs)	-Transport Clay and sand from the fields. -Soak Clay and Sand in water and stamp it to remove pebbles & unwanted materials.	-Shaping of the pot on Potter's wheel. -Drying in the sun. -Fill water in the pots. -Burning in Chula/Furnace	-Storage -Transport	Nil	Sell to the end user at local Market			
<b>Risks involved</b>		-Wastage of clay due to lack of proper Storage facilities. -Protection of furnace from harsh weather.		-Stealing. -Breaking during transportation.(Rs 1500/-)					
<b>Gender</b>	Husband & wife	Husband	Husband & wife	Husband & wife	Husband & wife	Husband			
<b>Input cost</b>	6900								
<b>Labor cost</b>	Nil	Nil	Nil	Nil	Nil	Nil	Nil		
<b>Total Cost</b>	8400								

<b>Total income</b>	50*800=32000Rs								
<b>Profit/ Loss</b>	Rs.23600 Profit								
<b>Limitations</b>	-Only Kummari Community will/are allowed to take up this profession	-Lack of space to store input materials		-Lack of space to store finished goods.					
<b>Best practices</b>			-Addition of Ash to improve the binding capacity.			-Targeting the festival and marriage season for marketing			
<b>Gaps</b>	-High input cost of firewood- Lack of storage facilities								
<b>Possible interventions</b>	-Use other cheap/efficient materials in furnace.		-Collective storage spaces for clay and finished products.						

[Source: NIRD B13 – PGDRDM students]