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Title: SUPPLY CHAIN OF FRESH AND PROCESSED TOMATO IN JHARKHAND

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Abstract: This study SUPPLY CHAIN OF FRESH AND PROCESSED TOMATO IN JHARKHAND was done under the Department of CABM in Birsa Agricultural University in Ranchi district of the state with a view to (i) To study the production and supply chain of fresh tomato (ii) To study the supply chain of processed tomato (iii) To recommend the measures to improve the supply chain of fresh and processed tomato. Data were collected through field visit and interaction with farmers, processors, retailers. Data collection points were Bhuiyadh, Pithoria, Daily market, Reliance mart, Arora Food & Pickles Pvt. Ltd, Jamshedpur, D. B. Foods, Ranchi, Mom & pops stores and road side vendors. By analyzing data it has been found that Jharkhand's productivity of tomato is lesser than India's productivity of tomato and world's productivity of tomato. Numbers of intermediaries, middleman, and agents were existing, due to which a big share of profit of producer, exploited by agents and middle man and consumer were bought tomato at high cost either in Jharkhand or in other states. The condition of tomato processing in Jharkhand is very poor. Processors of Jharkhand were made tomato sauce and ketchup by importing tomato paste from Bihar, Chhattisgarh and China. Processors were not interested to establish a processing unit due to unavailability of raw material (tomatoes of processing varieties), high investment to establish a processing unit and indifference of Government of Jharkhand. By analyzing this poor condition farmers should approach towards Contract farming, Cluster formation, Farmers' producer organization, e-mandi, and Agriculture produce marketing committee to reduce the middleman in supply chain and gain maximum profit share. Farmers should use sophisticated technologies like plastic culture, drip irrigation, integrated Pest management practice, fertilizer scheduling, and use of high yielding varieties for fresh tomato produce. Whereas processed varieties should be use to make quality product and establishment of processing units in Jharkhand. Farmers should planning month wise for production, storage and time of marketing of tomato as fresh produce or use tomatoes for processing or export according to the return on the produce or the product. Jharkhand government should make friendly food processing policies so that polices should be attractive and competitive for establishment of tomato processing units in Jharkhand. Jharkhand government should approach towards resources mapping and ensure agriculture export zone for tomato in Jharkhand.

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