In a nutshell the detailed value chain mapping and analysis of the six focus crop groups will be done. The value chain analysis and mapping of any product can be done by a detailed analysis of the primary and support activities. In the present study the aspect will be analysed.

Study the following Primary value chain activities for each of 6 focus crop groups:

- Inbound logistics
- Operations
- Outbound logistics
- Marketing and sales
- Service

Study the following support activities for each of 6 focus crop groups:

- Procurement
- HRM
- Technology development
- Infrastructure

Objectives of the proposed Survey and base line data collection for sustainable supply to Food Park

- To map the movement of price and journey of the raw material vital for the food park from farmer to commission agent, traders, processors, wholesalers, retail chains and ultimately to the end consumer.
- Track the Food Miles.
- Verify the location of the proposed Collection centres in terms of sustainable supply and profitability
- To locate and pin point possible collection centres for the above mentioned crop groups
- Crop calendar: Every crop cannot be grown round the year. In the selected districts where we will be conducting the survey, we will try to get the calendar of activities from sowing to harvesting across various months.
- Man days for cultivation: Collect information about number of man-days utilized for various crop groups in the district.
- Peak/ off-season: We will collect this from both farmers and commission agents/traders.
- Study particular crop from the viewpoint of various stakeholders like farmers, traders, consumers etc.

The 6 focus crop groups for the present study will be

1. Roots spices – Ginger/ turmeric
2. Citrus – Mandarin/Oranges and lemon
3. Pineapple
4. Naga Chilli
5. Vegetables – Legumes, solanaceous, cruciferous, cucurbitaceous and others
6. Others – location specific crop groups