



**Value addition even in an experimental way can offer more business opportunities in future**

**Potato *papad* making by Kashi Vishwanath Farmer Producer Company Limited, Varanasi**

Kashi Vishwanath Farmer Producer Company Limited (the company), a vegetable growers' company is located at Rustampur village at Ghazipur road, near Chiraigaon Block, Varanasi. The FPO initially carried out a market survey to assess the demand of local handmade potato *papad*. The Board of Directors (BODs) of the company decided during January 2017 to make potato *papad* which can be sold during the Holi festival in the month of March 2017. As part of the market survey, the company contacted a couple of local retail shops for supplying homemade *papad*. The company succeeded in obtaining a demand for 200 kgs of potato *papad* for the supply in a week time. It was decided to produce *papad* with 20 quintals of potato initially and then introduce them in the local market for the sale. The FPO decided to engage a women based FIG named "Sagar Sabji Utpadak Krishak Samooh" which has 12 women members, at Saraiya village near Sarnath to make *papad*. The company took the responsibility of marketing *papad* in its own name. The CEO of the FPO discussed this with the FIG and the group decided to start the production of potato *papad*. Since *papad* was to be launched in the market for the first time, it was decided to impart proper training to women members on *papad* making. Food Processing Department and the officials agreed for organizing a one day training programme on potato *papad* making and the training was imparted to 12 women. The member of the FIG decided to charge Rs50 per member per day for their 5 day work and deposit the rest of the profit of Rs7 000 in the FIG's account which will be further utilized for other business activities by the FIG. The cost of production of *papad* is shown below

**Potato *Papad* making and packaging**

The FPO sold potato *papad* for Rs150/kg to the shops as against cost of production of Rs108.5 per kg of *papad*. FPO charged Rs5/kg as the marketing cost. The FPO has decided to engage 10-15 FIGs in potato *papad* making in coming period and the FPO will take care of *papad* marketing. Additionally, farmers now are planning to go for value addition to other vegetables like production of pickles, tomato ketchup etc.

