

ABSTRACT

This study aims to analyze the system of supply chain management of tomato crop in Thatta district, Sindh. The main purpose of this study is to identify the problems, challenges faced by the members involved in value chain of tomato crop and evaluate the system in different ways to re-design the process of value chain to improve the supply chain management of tomatoes. As seeing the decline in pattern of agricultural sectors of province Sindh, the tomato value chain has been compromised day by day by major problems i.e. no technological advancements, unskilled labor, lack of R&D and middleman involvement throughout the value chain. A qualitative study was followed through the cross sectional approach. Sampling technique; Non-Random Sampling method used to collect the data. To measure the problems and factors survey was conducted pre planned interviews by random members i.e. farmers, suppliers, middleman and all stakeholders involved in the value chain of tomatoes from district Thatta by visiting fields. Initially 20 participants were selected by using sampling technique, later semi-structured interviews were conducted by 12 participants. The results in the end showed many challenges; advanced techniques used to grow crops which leads to growth low quality crop. Furthermore, finding of results showed the main process was neglected during the value chain of tomatoes i.e. sorting process; sorting of damaged tomatoes. Moreover, poor management, no inventory storage system, lack of resources which lead to bad quality tomatoes. Findings; The management can be controlled through some government initiatives through taxation, trainings to poor farmers, let investors invest for factories of tomato puree, paying incentives to small farmers, restrictions towards distribution channel should be removed. Agriculture growth and our economic conditions would get better with some basic initiatives.

KEYWORDS: Supply Chain, Management, Agriculture, Tomato, Farmer, Redesigning.