

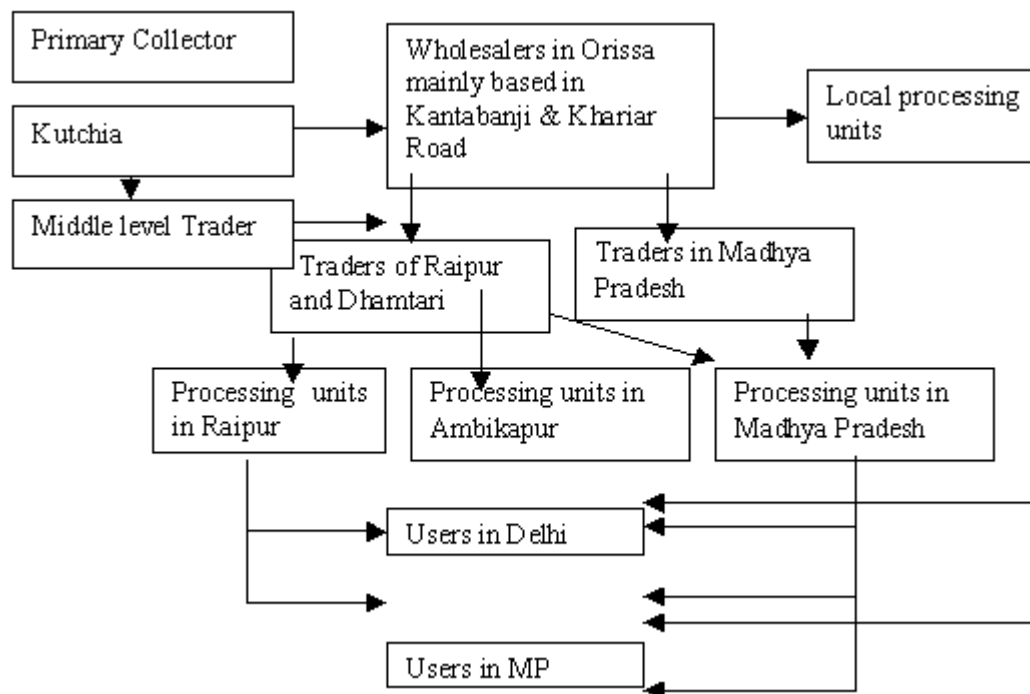
Char (*Buchanania Lanjan*):

Mostly found in the districts of Bolangir, Nuapada, Sambalpur and Sundergarh. The kernels of the seed are used in the sweets, Ice creams and also to make face powders. Primary collectors remove the outer cover of the seed after collection. Chironjee is obtained after decortications of the Char seed. The quality of Char seed is evaluated by putting it in water for ex. Out of 100 seeds that are put in water, the seeds that float are understood to have been immaturely plucked and have no kernel inside. No money is paid for these seeds. The rate for the lot from which the sample was taken is fixed by multiplying the market rate known as points by the actual percentage of seeds from the sample that sank. The prices quoted in the market are essentially prices for 100% seeds from a sample sinking.

2.1 Channel costing of Char

Channel	Case-One		Case-Two		Case-Three	
	Selling Price	Margin Realised	Selling price	Margin Realised	Selling price	Margin Realised
Primary collector	Rs. 6	Rs. 6	Rs. 6	Rs. 6	Rs. 6	Rs. 6
1st middleman (Kutchia)			Rs.10	Rs. 4	Rs. 10	Rs. 4
2nd middleman						
Big traders (Inside state)	Processing & Value addition		Processing & value addition		Rs. 13	Rs. 3
Commission agent						
Big traders (Outside State)						
End Users						

Fig. 8- Trade Route For Char Seed



Major findings:

1. Delhi is known to be the biggest consuming market followed by Mumbai.
2. Maximum processing units are based in either Chattisgarh or in Madhya Pradesh.

The above structure depicts three types of trading channels with break-up costs. The objective of this graph is to know margin of money kept in every level.