

**A SIGNIFICANT CHALLENGES ENCOUNTERED ON VALUE NETWORK
ANALYSIS OF TEA GROWERS IN NILGIRI DISTRICT**

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ABSTRACT

The research study on a significant challenge encountered on value network analysis of tea growers in Nilgiri district is a workgroup network across the organization benefits from shared intangible assets such as expertise, knowledge, and information. In the present study the Value network analysis is the assessment of an organization's members and the interactions of these members within a value network. The primary objective of value network analysis is to improve business operations and overall productivity by ensuring all members of a network communicate and collaborate effectively. The methodology can also offer valuable ideas on how to restructure internal processes and improve workflow, as well as project planning across interdependent units. The present study on value network analysis is a descriptive in nature. The method of value network analysis can help a tea growers optimize its internal and external value networks, making the most of its outside relations along with the synergies of the teams within the tea production operation. The study further sought to establish the factors that influence the stakeholder's management in the tea trade. In this study the primary data has been collected on first hand sources of online feedbacks from tea growers and the secondary data on various articles, journals and websites. The SPSS software analysis on Percentage analysis, Mean, SD is used for the result and further research study.

Keywords: Value network analysis, overviews concepts, process, benefits, tea growers

Introduction

In the present study the Value network analysis is the assessment of an organization's members and the interactions of these members within a value network. The Value network analysis is usually done by visualizing relationships using a chart or web. Participants of the value network analysis are evaluated both individually and on the benefits that they bring to the network. Value network analysis looks at the business as a whole, including financial and non-financial aspects of operations. The methodology applied through value network analysis can help an organization optimize its internal and external value networks, making the most of its outside relations along with the synergies of the teams within the operation. This includes the exchange of knowledge, information, and expertise across the relationships woven into the organization. The goal of the analysis is to improve communication and collaboration with all involved parties in order to operate at peak and improve overall productivity. The application of the value network analysis can help organizations for needs such as internal restructuring, improvement of workflow

across interrelated departments, as well as for project planning. The analysis can also assist an organization undergoing a merger or acquisition, as it looks to better connect with and make the most use of the new divisions and operations that must be integrated. The primary objective of value network analysis is to improve business operations and overall productivity by ensuring all members of a network communicate and collaborate effectively. The methodology can also offer valuable ideas on how to restructure internal processes and improve workflow, as well as project planning across interdependent units.

Statement of the problems

Tea gardens play a significant role in the global tea industry, providing employment to millions of workers worldwide. However, tea garden workers often confront numerous challenges that impact their livelihoods, well-being, and overall quality of life. This blog delves into the problems faced by tea garden workers and proposes potential solutions to address these issues. The purpose of the study was to examine farmers' view on major source of risk in tea farming. In other words, the research aims at assessing production and marketing risk of TGs in Nilgiris district, TamilNadu. This research also analyses the trends in area, production and productivity of tea in Nilgiris district.

Review of Literature

Changwony, AK (2012), The broad objective of the study was to establish the value contribution by stakeholders in the tea trade using the value chain approach. The study further sought to establish the factors that influence the stakeholder's management in the tea trade. The researcher used questionnaires in collecting the data and the analysis was done using descriptive statistics in the form of tables, frequency and percentages. The relationships between the variables were determined using mean ranking. The target population was 107 Stakeholders comprising 11 tea brokers, 16 warehouse operators, 13 tea packers and 67 tea Buyers. The researchers used questionnaire in collection of primary data. The findings of the study showed Warehouse operators were the most important stakeholders within the supply chain with Tea Brokers being the least important. It was the contention of most of the respondents that there will be minimal role for the Tea Brokers in the near future due to the advent of technology which would more cheaply provide most of the services offered by brokers. It was further found that foreign exchange rate and world tea demand were considered as the factors that greatly influence the contribution and management of the stakeholders in the Tea Trade. **V.Ajay Raj (2025)**, The study delves into job satisfaction among Valparai Taluk's tea workers in Coimbatore district. Job satisfaction significantly impacts employee well-being and productivity, especially in labor-intensive sectors like tea plantations. Understanding the factors influencing job satisfaction among these workers is vital to enhance their work environment and overall business performance. Preliminary findings highlight key factors affecting job satisfaction: pay, working hours, job security, conditions, supervisor support, interpersonal relations, and career prospects. Challenges faced, such as low pay and limited access to healthcare and education, were also identified. These insights aim to drive interventions, aiding unions, governments, and plantation owners in creating strategies for better conditions, improved pay, and meeting workers' social and economic needs. **Nayalie J. Langford (2021)** The growth of emerging economies has led to a significant expansion of domestic markets in the global South. Yet, the vast majority of studies examining contemporary patterns of trade and production continue to use a *global* value chain (GVC) lens, therefore obfuscating important spatial and temporal shifts occurring within domestic geographies of production in the early decades of the 21st century. This article explores how a rapid increase in

domestic consumption in the case of Indian tea production has transformed the industry, and how institutional and regulatory actors have responded to these changes. Using a value chain framework to explore the key actors and processes shaping the political economy of domestic production, this article identifies three processes which have driven the creation of new trade and production structures within India's domestic tea market: a significant rise in the outsourcing and fragmentation of the production process; the expansion of smallholder-led production; and the introduction of private standards and governance programmes within the domestically oriented segment of production. These trends have important implications for the tea industry and shed light on how domestic markets in the global South are being transformed under 21st century geographies of trade and consumption.

Objectives of the study

1. To study the demographic factors on Tea Growers in Nilgiri District
2. To determine the concepts of value network analysis on Tea Growers
3. To understand the process and benefits of value network analysis on Tea Growers

Research Methodology

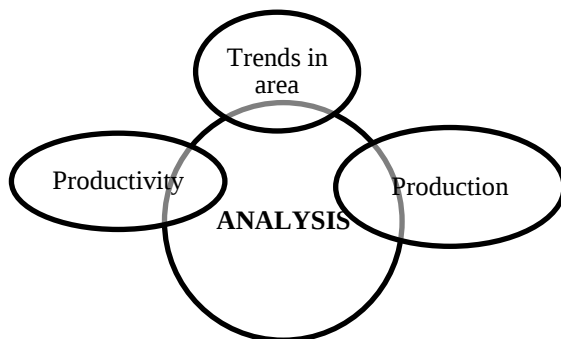
The present study on value network analysis is a descriptive in nature. The method of value network analysis can help an tea growers optimize its internal and external value networks, making the most of its outside relations along with the synergies of the teams within the tea production operation. The study further sought to establish the factors that influence the stakeholder's management ill the tea trade. In this study the primary data has been collected on first hand sources of online feedbacks form tea growers and the secondary data on various articles, journals and websites. The SPSS software analysis on Percentage analysis, Mean, SD is used for the result and further research study.

Overview on Value Network Analysis

Tea, the popular drink sipped hot or cold, and a staple of diets in many countries and cultures, is largely produced in the Asia-Pacific region. Eight top-producing countries account for more than 85% of global tea production, including China, India, and Sri Lanka. Cultivation of the tea plant, *Camellia sinensis*, is a revered art that requires patience, care, and expertise. However, behind the tranquil beauty of tea gardens, growers face numerous challenges that test their skills and resilience. In this blog post, we will delve into some of the significant challenges encountered by tea growers and explore innovative approaches to overcome them.

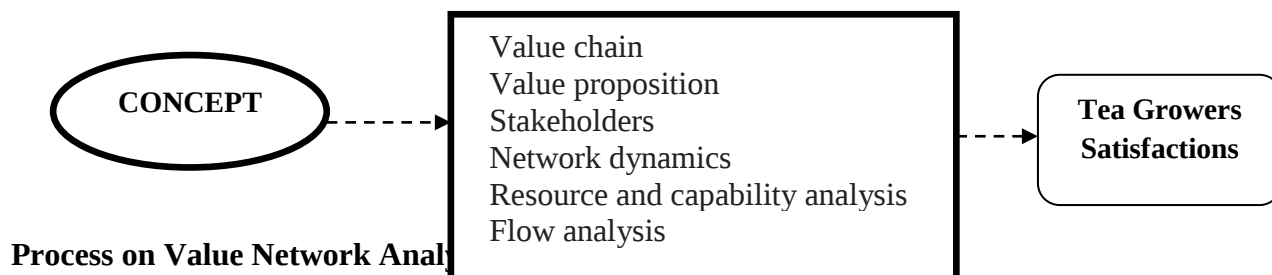
1. **Sustainability Struggles:** The environment has become a pressing concern across the agricultural landscape, including tea cultivation. Climate change places pressure on growers to adopt eco-friendly practices that reduce chemical inputs, promote biodiversity, and conserve the environment. At the same time, embracing sustainable farming methods meets the demands of conscious consumers. In addition to that traditional propagation practices, like the use of polythene bags for seedling development, pose significant challenges. These bags not only damage young plant roots but also contribute to pollution.
2. **Labor-Intensiveness:** Tea cultivation is labor-intensive, requiring significant human effort from planting and pruning to harvesting. With labor shortages commonplace, tea growers face the challenge of maintaining productivity while ensuring the well-being of their workforce. Mechanization and innovative labor management strategies have become essential solutions to address this issue.

3. **Battling Diseases:** The tea plant, resilient yet vulnerable, is constantly besieged by insidious diseases such as blights, root rots, and cankers that are capable of decimating entire plantations. Cultivators combat these adversaries with various approaches. In some Asian countries, growers use shade trees to protect tea plants from higher temperatures but thin the shade trees to lower humidity. Some cultivators have also begun growing gray blight-resistant varieties, such as Indonesian, Roupi, and Qi Men. Worldwide, growers are also increasingly embracing integrated pest management techniques.



Concepts of value network analysis on Tea Growers

A value chain is the sequence of activities that a product or service passes through from conception to delivery. Value Network Analysis expands on the concept of the value chain by considering the network of stakeholders involved in creating and delivering the product or service. A value proposition is a unique benefit that a product or service provides to its customers. In a VNA, each tea growers in the network has its own value proposition, and the network as a whole must deliver a value proposition that is greater than the sum of its parts. A tea growers is any individual or organization that has an interest in the value-creation process. In a VNA, stakeholders include suppliers, customers, distributors, and partners, as well as the organization itself. Network dynamics refer to the interactions and interdependencies between stakeholders in the network. By analyzing network dynamics, businesses can identify opportunities to optimize their operations, reduce costs, and increase customer value. Resource and capability analysis involves identifying the resources and capabilities of each stakeholder in the network, including their strengths and weaknesses. By understanding the resources and capabilities of each tea growers businesses can identify opportunities for collaboration and optimization. Flow analysis involves analyzing the flow of information, materials, and resources within the network. By understanding the flows within the network, businesses can identify opportunities to optimize the network and improve value creation.



1. Identify the network
2. Map the network
3. Analyze the network
4. Identify opportunities for improvement
5. Implement improvements

The first step in VNA is to identify the network of tea growers involved in creating and delivering the product or service. This may include suppliers, manufacturers, distributors, retailers, and customers, as well as any other tea growers involved in the value-creation process. The next step is to map the network, including identifying the relationships and interactions between tea growers. This may involve creating a diagram or flowchart that shows the flow of materials, information, and value between stakeholders. Once the network has been mapped, the next step is to analyze the network dynamics, including identifying the strengths and weaknesses of each stakeholder and understanding the interdependencies and relationships between stakeholders. Based on the analysis of the network, the next step is to identify opportunities for improvement. This may include optimizing the flow of materials, information, and value between stakeholders, identifying opportunities for collaboration and partnerships, and reducing inefficiencies and waste within the network. The final step in VNA is to implement the identified improvements within the network. This may involve collaborating with tea growers to implement changes, investing in new technology or processes, or redefining roles and responsibilities within the network.

Benefits of value network analysis on Tea Growers

1. Increased efficiency
2. Better collaboration
3. Improved customer value
4. Better risk management
5. Competitive advantage

VNA enables businesses to identify inefficiencies within the network and optimize the flow of value between stakeholders. By improving the coordination and collaboration between stakeholders, businesses can reduce waste and increase efficiency in the value-creation process. VNA helps to identify the strengths and weaknesses of each stakeholder within the network. This enables businesses to identify opportunities for collaboration and build stronger partnerships with key stakeholders, resulting in better collaboration and more effective value creation. VNA enables businesses to identify opportunities to create more value for customers by optimizing the network and improving the flow of value. By creating more value for customers, businesses can increase customer loyalty and drive revenue growth. VNA helps businesses to identify and mitigate risks within the network. By understanding the interdependencies between stakeholders, businesses can better anticipate and manage risks, reducing the likelihood of disruptions to the value creation process. VNA enables businesses to gain a competitive advantage by optimizing the network and improving the flow of value. By creating a more efficient and effective network, businesses can reduce costs, improve quality, and deliver better customer value, resulting in a competitive advantage in the marketplace.

Result and discussion

Table: 1
Demographical Factors

Particulars	Factor	Frequency	Percentage
Gender	Male	20	40
	Female	30	60
Total		50	100
Age	20-30	10	20
	30-40	20	40
	40-50	15	30
	Above 50	5	10
Total		50	100
Educational type	Illiterate	35	70
	Educator	15	30
Total		50	100
Concept	Value chain	10	20
	Value proposition	8	16
	Stakeholders	6	12
	Network dynamics	12	24
	Resource and capability analysis	10	20
	Flow Analysis	4	8
Total		50	100

Source: primary data

Table: 2
Descriptive statistics on Concepts of value network analysis

Concepts of value network analysis	Mean	Std dev	N
Value chain	1.024	0.3142	50
Value proposition	1.559	0.1431	50
Stakeholders	1.232	0.2922	50
Network dynamics	1.298	0.3771	50
Resource and capability analysis	1.212	0.2414	50
Flow Analysis	1.324	0.6872	50

Source: Primary data

The Descriptive statistics on Concepts of value network analysis on value proposition 0.1431 and mean value of 1.559.

Table: 3
Descriptive statistics on Concepts of value network analysis

Process on value network analysis	Mean	Std dev	N
Increased efficiency	1.117	0.3672	50
Better collaboration	1.214	0.2671	50
Improved customer value	1.345	0.1245	50
Better risk management	1.092	0.3893	50
Competitive advantage	1.265	0.2671	50

Source: Primary data

The Descriptive statistics on Process of value network analysis on better risk management 0.1245 and mean value of 1.345

Table: 4
Descriptive statistics on benefits of value network analysis

Benefits on value network analysis	Mean	Std dev	N
Identify the network	1.117	0.1132	50
Map the network	1.278	0.3671	50
Analyze the network	1.244	0.2512	50
Identify opportunities for improvement	1.293	0.1671	50
Implement improvements	1.210	0.2671	50

Source: Primary data

The Descriptive statistics on benefits of value network analysis on Identify opportunities for improvement 0.1671 and mean value of 1.293.

Conclusion

The present study on a significant challenge encountered on value network analysis of tea growers in Nilgiri district is a workgroup network across the tea growers' benefits. The Descriptive statistics on Concepts of value network analysis on value proposition 0.1431 and mean value of 1.559. The Descriptive statistics on Process of value network analysis on better risk management 0.1245 and mean value of 1.345. The Descriptive statistics on benefits of value network analysis on Identify opportunities for improvement 0.1671 and mean value of 1.293. The network of tea growers involved in creating and delivering the product or service. This may include suppliers, manufacturers, distributors, retailers, and customers, as well as any other tea growers involved in the value-creation process. By understanding the flows within the network, businesses can identify opportunities to optimize the network and improve value creation on TGs.

Limitation of the study

1. The data has been collected only from Nilgiris district.
2. Primary data has been only from small number of sample size due to time constraint.

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