**Assignment on Stevia value chain in india**

It is worth 50% of the total mark, and should be written to a professional standard as if you were submitting a consultant’s report or a journal article. There are several options to choose from, but in all cases you will need to check with the lecturers and obtain their approval before proceeding (preferably during the two weeks of the intensive).

**Choose one option only**.

**The first option** is to choose a food or agricultural product value chain that you are familiar with or that is of interest to you, and in no more than 25 pages

* Justify why it is useful to analyse this chain
* Map the main participants in this chain and the product, information and financial flows between them. Calibrate with data from a recent year or period.
* Outline the type of strategic fit and the main drivers of profit in this chain.
* Assess the performance in this chain in relation to the type of strategic fit and the drivers of profit.
* Specify the major constraints to better performance in this chain.
* Propose interventions in this chain that would assist in overcoming the constraints.

**Requirements**

* All students much submit the assignment through Turnitin.
* The University takes plagiarism seriously and we must abide exactly to the rules.
* Also, note that deductions will also be made for lateness, for exceeding the specified page length, and for poor presentation and grammar. Please read your assignment carefully before submitting