

## Building Up a Sustainable, Future-Proof, Export-Orientated Chili Value Chain in Bugesera District, Rwanda

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**Abstract :** The value chain concept in recent times is being used by businesses and organizations to develop and implement their businesses. Chili farming has been identified as a significant contributor to the economic growth of Bugesera district. However, numerous challenges have led to a decrease in production. The primary objective of this research was to assess the current Bugesera chili value chain, identify the bottlenecks in the value chain, and come up with interventions that can help increase the output of the Bugesera chili value chain, in a climate-smart way and enhance Long-term sustainability of the value chain. The research used a case study approach to fulfill its objectives, utilizing primary and secondary data sources. Qualitative and quantitative data were gathered through semi-structured interviews with 22 individual farmers, five exporters, and five supporters within the Bugesera district. A focus group discussion (FGD) with seven stakeholders was also conducted to validate the research findings. The study's results underscore the challenges faced by chili farmers and other actors in the chain, the perceptions of different stakeholders to contribute to chili production, and the importance of promoting strong collaboration among stakeholders in the chili value chain to establish a sustainable framework. Based on these findings, the study puts forward recommendations to address the identified challenges and improve the chili farming sector in Bugesera. The business canvas model, as a proposed recommendation, once implemented, is believed to represent the most effective approach to enhancing chili productivity in Bugesera and securing the long-term sustainability of an export-oriented chili value chain in the district.

**Keywords :** build, sustainability, chili value chain, export-oriented

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