



सत्यमेव जयते
Ministry of Tribal Affairs
Government of India

VAN DHAN

Mechanism for Marketing of Minor Forest Produce(MFP)
through Minimum Support Price(MSP) & Development of Value Chain

PROCUREMENT

VALUE ADDITION

MARKETING

COMMUNITY

Monthly Progress Report



Digitalization and Sensitization of Tribal Gatherers

A collaborative approach to extend
the reach to Tribal community



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Pradhan Mantri Van Dhan Yojana

Digitalization and Sensitization of Tribal Gatherers

A collaborative approach to extend the reach to tribal community



Submitted by
Tribal Cooperative Marketing Development Federation of India Ltd. (TRIFED)
Ministry of Tribal Affairs
Government of India

Van Dhan Project Management Unit (PMU)

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1. Project Description

A. Introduction

Forests are home to many peoples, including a substantial population of indigenous peoples. It provides the source and means of survival. Center for International Forestry Research (CIFOR) Director General David Kaimowitz says: “One hundred million people depend on forests to supply key elements needed for their survival, either goods and services or incomes. Tribal communities live in forests, and therefore, in India they are called ‘janjatis’ (forest dwellers). Their socio-cultural life is mostly woven around nature. Forest trees and common property resources are basic to tribal communities, directly benefit them like a foster mother and fulfill their biological, cultural, religious and emotional needs (Malik, 2004). To fulfil their livelihood requirements the tribals gather Minor Forest Produce (MFP). MFPs has become one of the source for meeting their cash needs. Thus, MFP collection and marketing holds critical importance for tribal’s as they spend a major portion of their time on it and derive a major portion of their income from it.

But, the truth is that the tribes are far from getting their due share from this activity. The reasons for this are many and varied. Bulk of the Non-timber forest products (NTFP) are moved out of the tribal world in unprocessed form. The economic implication of this is that the tribes, who are legally ‘owners of the forest produces’ lose out on the creamy benefit of value addition.

‘**Sankalp Bharat Sashakt Bharat**’ the **Sankalp Patra** – Lok Sabha 2019 of the Government under ‘Inclusive Development’ has mentioned establishing 50,000 ‘**Van Dhan Vikas Kendras**’ in tribal dominated areas. Recognizing this, Ministry of Tribal Affairs, Government of India, announced the Scheme “Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) & Development of Value Chain for MFP”. Towards the development of Value Chain for MFP, implementation of the ‘**Prime Minister Van Dhan Yojana (PMVDY)**’ has been initiated keeping the tribal forest gatherers as the focus, to ensure training on sustainable harvesting of Minor Forest Products (MFP) with primary level value addition, skill up gradation, processing, branding & retail-marketing through setting up of **Van Dhan Vikas Kendras (VDVKs)**.

TRIFED will establish 3000 VDVKs each year over the next five years to cover 45 lakhs tribal households and around 2 crore tribal beneficiaries under the program. In the FY 2019-20, it is envisaged to establish 1000 Van Dhan Vikas Kendras (**VDVKs**) from the list of SHGs groups from **Aajevika SHGs**, Joint Forest Management Committee (**JFMCs**), Large Area Multipurpose Cooperative Societies (**LAMPS**) and Other tribal Collectives comprising of majority of tribal members, covering 27 States & 307 predominant tribal districts through 100% grant funding from Government of India routed through TRIFED.

Each of the community owned VDVK unit will be formed by bringing together 15-20 SHGs, with each SHG comprising of 15-20 members. Each VDVK will have around 300 members and will undertake procurement, primary value addition, branding, and retail-marketing of MFPs & value added MFP products.

The implementation of the PMVDY at the States will be done through the State Nodal Department appointed by the State Government. The Nodal Department will have the flexibility to appoint any State Implementing Agency for implementing the program or the District Collectors through the

District Implementation Unit (DIU) may be assigned the task for carrying out the implementation of the Van Dhan program at the District levels.

Ministry of Tribal Affairs has provided authority for administrative & financial approvals & sanctions to MD TRIFED on 27 Aug 2019 and since then, TRIFED has conducted over 150 meetings & discussions with State Nodal Departments, Implementing Agencies, District Collectors, etc. for sensitizing them about the Van Dhan program and assisting in finalizing their State Van Dhan plan. TRIFED has also conducted 2 National level workshops and 6 State level workshops involving participation from Chief Ministers, Chief Secretaries, Principal Secretaries, District Collectors, Mentoring Agencies, and tribal Beneficiaries etc. The State Implementing Agency will further conduct District level advocacy workshops with the VDVK & SHG members for developing a business plans for their units.

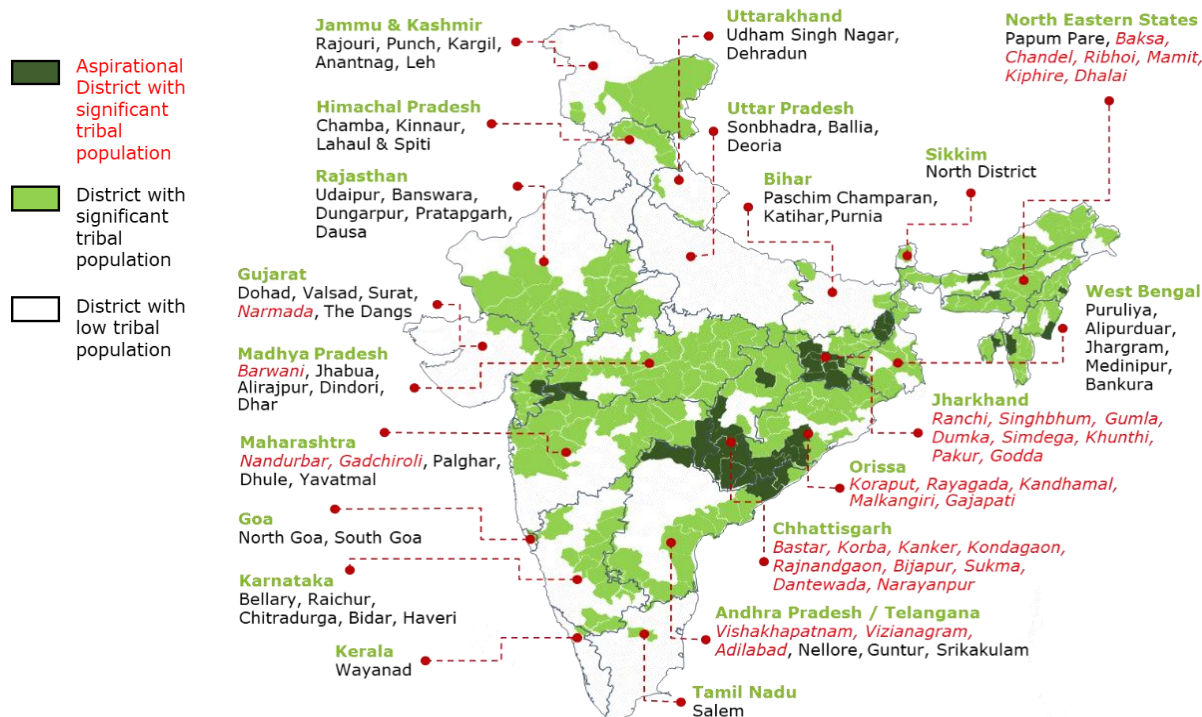
Till date, TRIFED has sanctioned 676 VDVKS in 18 States and work has commenced in these States for value addition & processing of MFP items. Going forward, the VDVKS will be further strengthened and incorporated into **Tribal Producer Companies** by TRIFED through its **Corporate Affairs Division**. The tribal producer groups will be supported by TRIFED in drafting their MoA, AoA, by-laws etc. through professional experts having experience in setting up of producer enterprises.

B. Objective

- (i) To promote tribal entrepreneurship & livelihood generation leading to enhanced income generation among tribal MFP gatherers
- (ii) To engage 9 lakhs tribal households in the first year with the plan to reach around 45 lakhs tribal HHs in the next five years
- (iii) To provide sustainability to MFP based livelihoods of the tribal gatherer in the MFP rich districts and boost MFP production & trade in the country for development of mainstream MFP based industries
- (iv) To identify and onboard tribal SHG and non-SHG members engaged in gathering of MFP through the Van Dhan program.
- (v) To identify and onboard village haats and warehouses where MFP products are sold and stored respectively.
- (vi) To form of Van Dhan SHGs and cluster them into Van Dhan Vikas Kendras (VDVKs) in coordination with the State Implementing Agencies/ District Implementing Units (DIUs) appointed by the State Nodal Department.
- (vii) To promote branding & retail-marketing of value added MFP products through tribal enterprises

2. Geographical Area & MFP Coverage

The scheme will cover all the **27 states & 307 predominant tribal districts** of the country. Under the 100-day plan, it is envisaged to establish 600 VDVK units in the 307 Districts with at least 2 VDVK units in each District. The map indicating the States & Districts is shown below-



The Van Dhan program will majorly include VDVKS engaging in the collection & value addition of the 50 MFP items along with other forest produce collected by tribal from the forest areas. An indicative map for the availability of MFP in different States is shown below –



3. Work Progress:

The implementation of the PMVDY across the country has begun and States have been carrying the work through the Nodal Departments, Implementing Agencies, Mentoring Organizations, District Implementation Units and other stakeholders. The Details of the work carried out is mentioned below-

- Out of the 676 sanctioned VDVks, 401 VDVks have identified tribal beneficiaries and formed tribal SHGs and VDVk groups in the States of Chhattisgarh, Nagaland, Maharashtra, Karnataka, Tamil Nadu, Kerala, Rajasthan, Jharkhand, Assam, Odisha and Manipur.
- 265 VDVks have identified the MFP products that will be processed and value added at the VDVks and finalized the value added products to be produced at the VDVk.
- Trainings for the tribal SHG members of the VDVk have been initiated in 26 VDVks in the States of Nagaland, Manipur, Assam and Rajasthan.
- District level advocacy workshops have been conducted in 08 Districts and State level advocacy workshop has been conducted in 6 States.
- 29 VDVks have prepared business plans for their VDVk operations in the States of Nagaland, Manipur, Kerala, Rajasthan, Tamil Nadu, Karnataka, and Odisha.
- 37 VDVks have initiated MFP value addition and processing operations at their units in the States of Nagaland, Manipur & Maharashtra.

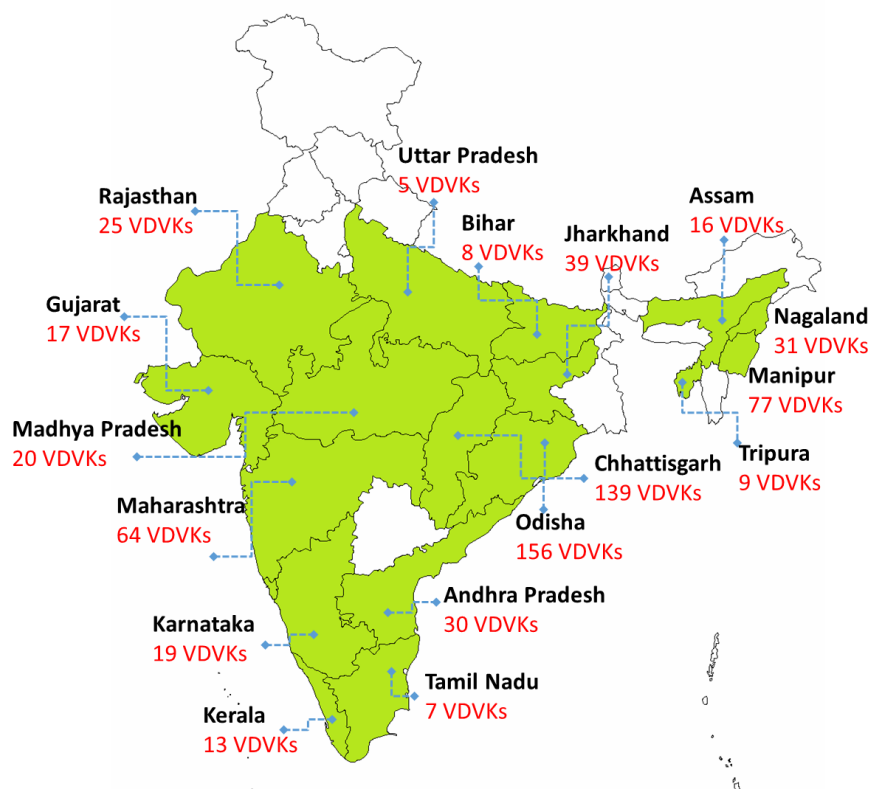
With respect to monitoring & tracking of implementation of PMVDY, a dynamic, interactive **web-based IT platform** along with **mobile application** has been developed and is under testing process and will be launched soon. For monitoring & coordinating the activities with the States & other stakeholders, a dynamic dashboard is maintained, highlighting the status of implementation of the scheme in each state, level of engagement of tribal beneficiaries, funds disbursed to the state government, etc. The Implementing agencies are regularly updating the dashboard and are provided support for TRIFED for updating the dashboard and through Van Dhan supporting documents that are readily available for them for reference. The link for the dashboard is bit.ly/tpmvdv

TRIFED has engaged Indian Institute of Public Administration (**IIPA**) as third party evaluation agency for undertaking overall monitoring & evaluation of implementation of the program. TRIFED has developed a **risk matrix** covering step-by-step operations of the VDVk, the potential risk at each stage, the stakeholders associated with it, impact of the risk, and risk management measures (including risk reduction/ risk mitigation / risk coping).

The Scheme provides for expected fail rate of upto 40% Van Dhan Kendras. District Administration/State Implementing Agency may propose rejuvenation and additional handholding support for weak SHGs or deserving SHGs for scale up and TRIFED would provide support to such VDVks. Also, during the second phase of support from TRIFED, successful VDVks will receive additional grant for establishing Pukka Kendra infrastructures. The details of the work carried out at National & State level for the implementation of the Van Dhan program are mentioned below:

1. Sanctioning of 676 VDVks in 18 States under Pradhan Mantri Van Dhan Yojana (PMVDY):

The proposals for 676 VDVks from 18 states have been received under the 100-day plan and TRIFED has provided sanctions to 676 VDVks from 148 Districts in 18 States including Nagaland, Jharkhand, Maharashtra, Gujarat, Karnataka, Uttar Pradesh, Bihar, Manipur, Assam, Rajasthan, Madhya Pradesh, Chhattisgarh, Andhra Pradesh, Kerala, Tripura, Goa and Tamil Nadu. The VDVks will cover 200,740 tribal households for promoting tribal enterprises & livelihood generation.



2. Commencement of Value Addition & Processing of MFPs in States:

After the sanctions of VDVks and funds transferred to the States (Implementing Agency/ District Implementing Units), MFP processing and value addition work have been commenced in the States of Nagaland, Rajasthan, Maharashtra, Assam, Chhattisgarh, Odisha, Karnataka, Tamil Nadu, Jharkhand, Kerala, Manipur and other States. The work details of the VDVks and their operations are being regularly updated on the State Van Dhan monitoring dashboard. The State implementing agencies have the responsibility for regularly updating the dashboard.

The State Implementing Agencies are establishing 2 demo units in each State among the sanctioned VDVks. These demo centers have received adequate funding for proper establishment, painting, board, branding and maintaining the book of accounts at the VDVK. The demo center will act as a showcasing unit for all the other VDVks. State Implementing Agencies from 13 States have identified 24 VDVks for establishing the demo units and are in process of preparation of the business plans for the demo centers.

Highlights of the work carried out in the States is mentioned below:



Fig: Broom Processing & Production Facilities at Tobu Tehsil, Mon District, Nagaland



Fig: VDKV members sensitization at Tamlu VDKV, Longleng District, Nagaland



Fig: Marking Nut Value Addition & Processing facility at VDKV- Malegaon, Washim District, Maharashtra



Fig: SHG member meetings at Dhanora VDKV, Gadchiroli District, Maharashtra



Fig: VDK members sensitization at Bhanpuri VDK, Jagdalpur District, Chhattisgarh



Fig: VDK sensitization meeting at Gotiya VDK, Jagdalpur District, Chhattisgarh



Fig: Custard Apple Value Addition & Processing at VDK Jhadoli, Udaipur, Rajasthan



Fig: Honey Value Addition & Processing, Dhanubanga VDK, Goalpara District, Assam

3. 100 Days of PMVDY:

TRIFED celebrated 100 days of Prime Minister Van Dhan Yojana (PMVDY) on 07 Dec 2019, a national programme driven by TRIFED under Ministry of Tribal Affairs, aimed at empowering tribals all over the country to make them entrepreneurs. The event also collaborated with forging an association of Tribes India with Global Designer Ritu Beri. The event was graced by the august presence of Smt. Meenakshi Lekhi, Member of Parliament who emphasized on the need for such collaboration to support tribal groups and thus providing them opportunities to reach the national & international scale.

4. State Advocacy Workshop at Andhra Pradesh:

TRIFED has sanctioned 30 VDVKS in the State of Andhra Pradesh and State level advocacy workshop was conducted at Vishakhapatnam on 21 Dec 2019. The workshop was addressed by the Secretary, Tribal Welfare Department, Grijan Co-operative Cooperation Ltd. and other representatives from ITDAs. TRIFED had a detailed discussion with GCC, ITDA officials and other stakeholders regarding the Van Dhan implementation plan and establishment of VDVKS in the State.



Fig: State Van Dhan Advocacy Workshop at Vishakhapatnam, Andhra Pradesh

5. TRIFED Partnership with SRIJAN:

TRIFED has partnered with SRIJAN and signed a MoU on 21 Dec 2019 for supporting in the implementation of the Van Dhan program. SRIJAN has been working for around 2 decades with rural families including tribal families across the country and has supported them for developing and replicating unique and innovative community-owned sustainable livelihood models leading to dignity for all. The objective is aligned with the objectives of PMVDY of establishing tribal enterprises and promoting tribal livelihoods.

6. TRIFED partnership with DUDA, Nagaland:

TRIFED has signed a partnership with Department of Underdeveloped Areas (DUDA), Nagaland to assist Nagaland market its indigenous products from the tribal communities and act as their window to the world. TRIFED has sanctioned 31 VDVKS in Nagaland and the tribal SHG groups have been formed for the VDVKS and these VDVKS have initiated value addition operations in various MFPs.

7. TRIFOOD Project:

TRIFED has appointed a Project Management Consultancy (PMC) for assisting in the implementation of the two TRIFOOD projects at Jagdalpur, Chhattisgarh & Raigad, Maharashtra. The Project Management Consultancy (PMC) firm have initiated the work at both the site locations and has undertaken topographical survey work for both the locations, soil testing also has been done at the Raigad site location and is in progress at the Jagdalpur location.

TRIFED has issued civil works tender for hiring of contractors at both the locations for undertaking construction of buildings, installation of machineries etc.

8. PMVDY discussion at LBSNAA:

Lal Bahadur Shastri National Academy of Administration (LBSNAA), Mussorie had invited MD TRIFED for a session on PMVDY, describing the work carried out under the Scheme, its implementation strategy, stakeholders involvement, etc. on 21 Dec 2019. TRIFED has also planned a national level workshop with representatives from all the State Nodal Departments/ Implementing Agencies at LBSNAA to be held during last week of Jan 2020. The workshop would be a stocktaking of the PMVDY implementation across the country and would address the challenges faced by the Implementing Agencies, provide the necessary support required by them etc.



Fig: PMVDY Presentation at LBSNAA, Mussorie

4. Other activities

A. Media Coverage:

Press Information Bureau – TRIFED Celebrates 100 Days of Prime Minister Van Dhan Yojana, Dated: 07 Dec 2019

**Press Information Bureau
Government of India
Ministry of Tribal Affairs**

07-December-2019 18:16 IST

Trifed Celebrates 100 days of Prime Minister Van Dhan Yojana and Forges Association with Global Fashion Designer Ritu Beri

TRIFED Sanctions 676 VDVKs in 18 States Covering 2,00,740 Beneficiaries for a Sanctioned Amount of Rs. 99.81 Crores

Shri Pravir Krishna, Managing Director, TRIFED updated the media on the completion of '100 days of Pradhan Mantri Van Dhan Yojana (PMVDY)', a national programme driven by TRIFED under Ministry of Tribal Affairs, aimed at empowering tribals all over the country to make them entrepreneurs. Addressing at an event to celebrate '100 days of PMVDY' and on forging an association of Tribes India with Global Designer Ritu Beri organized by TRIFED here today, he said that PMVDY is a Market Linked Tribal Entrepreneurship Development Program for forming clusters of tribal Self Help Groups and strengthening them into Tribal Producer Companies. It has been launched with participation from 27 States of the Country. During the short period after initiation of sanctioning the Van Dhan program on 27 Aug 2019, proposals for establishing 799 VDVKs from 24 States have been received and TRIFED has sanctioned 676 Van Dhan Vikas Kendras (VDVKs) in 18 States covering 2,00,740 beneficiaries for a sanctioned amount of Rs. 99.81 Cr.

The event commenced with a traditional welcome of Smt. Meenakshi Lekhi, Member of Parliament; and Smt. Ritu Beri, global fashion designer by Naga Dancers who dazzled everyone with their splendid performance.

Every State will establish 2 demo units from their VDVKs and currently, 11 States have identified 21 demo units that will be established by Dec 2019. TRIFED has also conducted two National level advocacy workshops and 5 State level advocacy workshops with participations from Chief Ministers, Ministers, Principal Secretaries, representatives from State Nodal Departments, Implementing Agencies, Mentoring Organizations, Tribal SHG members etc. for sensitizing them about the Van Dhan program and assisting them in preparation of State Van Dhan plan for establishing VDVKs. TRIFED is also developing a robust web-based IT platform and mobile application for data collection, tracking, and monitoring of all the activities under PMVDY.

TRIFED will establish 3000 VDVKs each year over the next five years to cover 45 lakhs tribal households and around 2 crore tribal beneficiaries under the program are aimed to be helped. It shall leverage its long standing strengths in market development for tribal handicrafts and handlooms through its network of 117 TRIBES India outlets and engage with other marketing players for developing a nation-wide retail network for marketing of MFP value added products.

TRIFED has also partnered with UNICEF for promoting Van Dhan program through the tribal Culture, Craft, Cuisine and Commerce.

This was followed by an announcement regarding Tribes India's association with Ms. Ritu Beri. A partnership of one of India's finest designers with the nation's biggest promoter of tribal crafts and culture has immense potential. By partnering with TRIFED as the Chief Design Consultant of Tribes India, Ms. Beri will help make Tribes India a household name with her demonstrated and well-established expertise in the fashion world.

Nagaland Post – TRIFED to Act as Nagaland’s window to the world,

Dated: 09 Dec 2019

TRIFED to act as Nagaland’s window to world

Tribal Cooperative Marketing Development Federation of India (TRIFED) signed a memorandum of understanding (MoU) with Department of Underdeveloped Areas (DUDA) on Monday to assist Nagaland market its indigenous handloom and handicraft products across the country and world.

Announcing this at the ongoing Hornbill Festival at Kisama, TRIFED managing director (MD) Pravir Krishna stressed that exotic and traditional handwoven shawls, food, rajma (beans), turmeric, ginger and artefacts needed to be taken to national and international markets.

He said the MOU was signed with DUDA to enable TRIFED become Nagaland’s window to the world, adding that the federation under Vandhan Yojana intended to create 100 self help groups (SHG) in the State so that whatever was produced did not remain confined within.

Regretting that huge quantities of turmeric and ginger were stored and sold at low prices, the MD said this should not be allowed as TRIFED would ensure good prices to local entrepreneurs, farmers and even artisans.

He explained that under Vandhan Yojana 300 individuals from tribal community would be trained to produce value-added products, which TRIFED would brand and market to the world. He exuded confidence that the beautiful products of Nagaland would find a good market across the world.

Krishna said initial discussions and works had begun in this regard.

UNITED NEWS of India,

TRIFED MD Graces Nagaland Hornbill, Dated: 09 Dec 2019

TRIFED MD graces Nagaland Hornbill festival

Kohima, Dec 9 (UNI) Managing Director, Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) under the Union Ministry of Tribal Affairs, Pravir Krishna today graced the cultural extravaganza presented by the Nagaland Department of Art and Culture on the 9th day of the Nagaland Hornbill Festival at the Naga Heritage Village at Kisama.

Speaking at the event Mr Krishna expressed happiness to be part of the festival of festivals and enjoy the music, dances, culture and ethos of tribal life of Nagaland.

He said that TRIFED wants to be the window for Nagaland products to the country and the world as the exotic organic products of Nagaland like turmeric, ginger and hand-woven artifacts produced by the local artisan needs to be promoted and marketed. Mr Krishna announced that a Memorandum of Understanding (MoU) had been signed between the TRIFED and Nagaland Department for Under-Developed Areas (DUDA), which will assist in marketing the various indigenous products of Nagaland across the country and the world.

Also highlighting the Van Dhan scheme which means ‘wealth of the village’, he said that TRIFED believes that the wealth of forest should belong to the people who lives in the forest.

He said that a group of 300 tribal SHGs were trained and provided grant to produce value added products and market them to the world, and that the organic products of Nagaland too should find good value in the international market.

Mr Krishna said the Van Dhan wants to set up at least 100 self help groups in Nagaland. He assured that the farmers, artesian and master craftsmen of Nagaland will get the