

# Pradhan Mantri VanDhan Yojana

Promoting Tribal Enterprise through  
Value Addition, Branding and Marketing of Forest Produces



## Transportation Plans for Value Added MFP Products – Van Dhan

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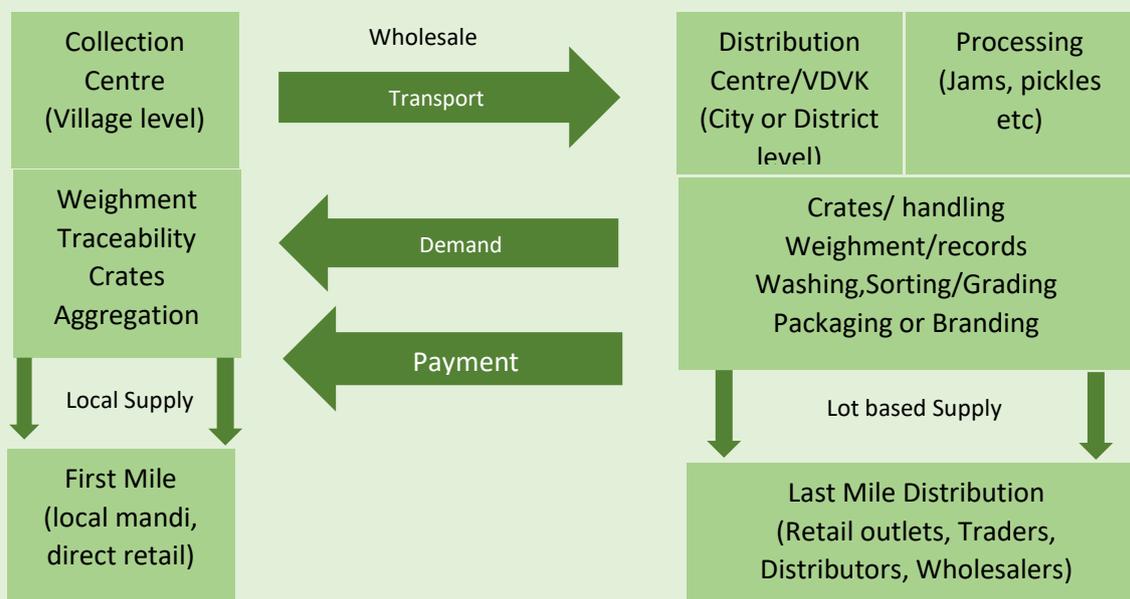
## Transportation Plan for MFP and Value Added Products - PMVDY

A Van Dhan Vikas Kendra (VDVK) will consist of 10-15 Van Dhan SHGs with each SHG having around 15-20 members. The VDVK will be a group of around 300 members indulging in the collection, value addition, branding & marketing of MFP products. The members in the VDVK would generally belong to 3-4 villages located in the vicinity of each other.

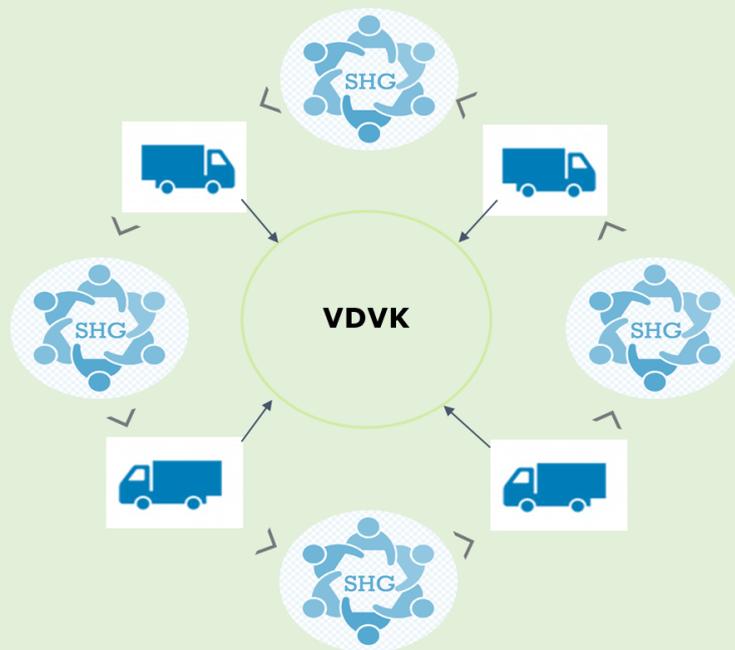
Systematic post-harvest handling of the MFP is very essential to reduce the wastage and grab the existing opportunities available. Planning appropriate strategic and operating model would allow the gaps to be closed between demand and supply which in-turn would increase the income of the tribals. Post-harvest supply chain encompasses all the activities that are necessary to deliver the produce to its end user. Generally the middleman or wholesale business man purchases the produce from the tribals at a lower price and then sells it to the retail business man at a way higher price and those retailers sell the produce at even higher price to the consumers. A proper supply chain and transportation plan not will only benefit the consumers but also the tribals in the following ways:

- Better price/Increased Profit for the producer
- Reduction in the product loss
- Better control of product safety and quality
- Timely Delivery
- Removal of intermediaries between producer and buyer

Below is the flow chart of how VDVK market linkage work:



While the daily aggregation of the forest produce is done by the tribals. The same will be brought at the SHG level and then these produce can be picked from different SHGs on a mini truck and can be brought to the VDVK for value addition. Below is the pictorial representation of the same:



After the raw materials/produce is brought to the VDVK, it can be segregated into perishable and non-perishable items and can be categorised into three parameters of qualities:

1. "A" Quality
2. Commercial Quality, and
3. Economical Quality

After the value addition to the raw material is done. The products will be packed in retail packages of 250 gm/ 500 gm/ 1 kg or 250 ml/ 500 ml depending upon the type of the product and the smaller units need to be packed in uniform corrugated boxes for the ease of loading and handling & efficiency in transportations for maintaining the quality of the products and preserving their shelf life. It is also important to maintain a low inventory cycle to minimise the storage and loss of produce.



Samples of Corrugated boxes that can be used in packaging

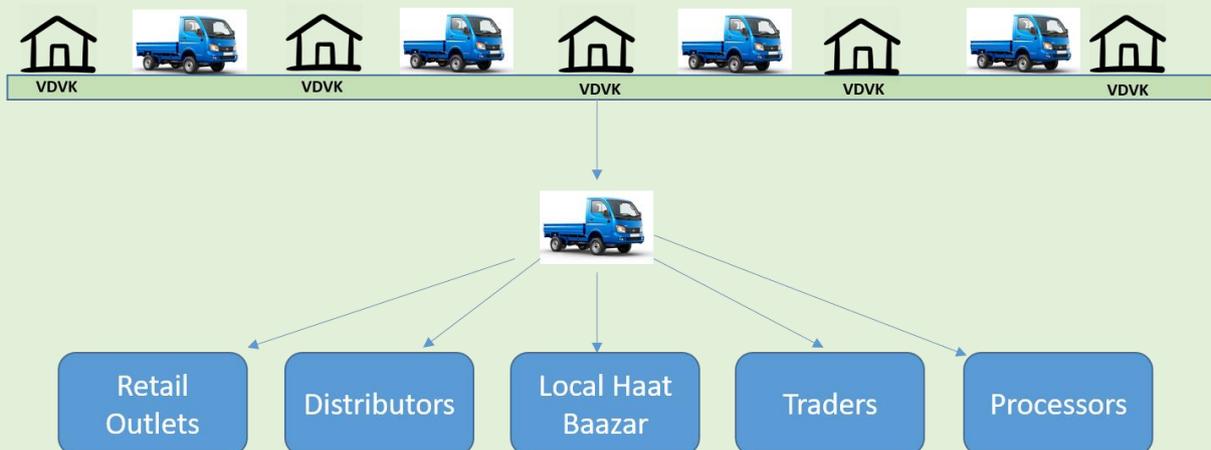
The dispatch from the VDVK to various retail outlets or haat bazaar should be twice a day and should be transported through well organised routes for the last mile delivery. For this the members of the VDVK will rent a transportation vehicle under the PMVDY, so as to make the transaction smooth and to minimise the time taken to reach the markets.

The vehicle for transportation should be rented by the Van Dhan SHG / VDVK whenever there is enough amount of products that can be shipped or for timely delivery of the product to maintain its quality & life or as per the market demand. The vehicle could be a mini truck/ pick-up van and can be selected from the below indicative listed brands with a loading capacity of 600 to 800 kgs.

Vehicle Name	Capacity (in kg)	Description
TATA Ace Zip Mini Truck	600 kg	
Mahindra Supro Mini Truck	850 kg	
Mahindra Jeeto Mini Truck	700 kg	
Maruti Suzuki Super Carry mini Truck	740 kg	

Piaggio Porter 600	650 kg	
Piaggio Ape	600 kg	

These mini trucks will collect the value added product from all the VDVKs in a district as well as from the nearby districts and will then be supplied to market outlets such as, local haat bazar, local traders, distributors, retail outlets etc. Following is a pictorial representation of the same.



Following table shows the main infrastructure and equipment that will be required for this whole process:

Sl no.	Description	Explanation
1	Aggregation centre	For consolidating produce from individual farms with facility to segregate by quality and prepare for onwards dispatch
2	Crates or suitable bulk package	For moving the produce to receiving hub at wholesale point
3	Transportation	Mini trucks for moving from aggregation point to receiving hum (last mile delivery)

4	Dump Handling	At aggregation point and receiving so as to divert discards into other related uses
5	Traceability system	Record keeping at aggregation point and receiving point to develop traceability

The size and scale of the infrastructure and equipment would be dependent on the scale of operation of VDVK.