

Success Stories

State: Arunachal Pradesh

1. YengoGune Van DhanVikas Kendra (VDVK):

Introduction about VDVK:The YengoGune VDVK was inaugurated by Honorable Minister, Industry & Textile, Skill development Trade & Commerce etc. Shri. TumkeBagra in the presence of Deputy Commissioner, West Siang District, Shri Penga Tato dated 26th September 2022 at Pobdi Village, Aalo West Block, West Siang District, Arunachal Pradesh.

The YengoGune VDVK covers 12(Twelve) numbers of Primary Level Federation (PLF) and has enrolled 465 MahilaKishan as the members. There are 18 Producers Groups (18) Working under the VDVK.

Name of VDVK: YENGO GUNE VDVK				
Block	Aalo West	District	West Siang District	Arunachal Pradesh

Established in Year: 26th September 2022

Production Year: 23rd February 2023

Beneficiaries associated (Nos): 465 Nos.

Name of Value-Added Items: Turmeric Powder, Bambooshoot Pickle, Dried Bambooshoot, Green Chilli Pickles, King Chilli Pickles, Pineapple Jam

Sale since the inception of VDVK (in Rs.): 1,69,000/-

Impact & Result (brief about the impact on their life and income): The VDVK has impacted the WSHGs facilitated by ArSRLM, BMMU Aalo, Govt. Of Arunachal Pradesh in Various ways, which could be postulated & understood from the followings:

1. In order to provide an adequate supply of raw materials to the VDVK, the MahilaKishans formed as Producer Group under the VDVK has shown interest in agri-horti farming as compared to earlier practices.

2. Exposure to Food processing Machineries is one of the achievements received by the Mothers of Rural Sectors.

3.They received various training & knowledge of value chain addition of the food products from the VDVK.

4.Exposure to various trade fairs & melas such as TAMs(Tribal Artisans Mela) Conducted by TRIFED.

5.Exposure to SARAS mela in Various locations in India.

6.The VDVK could also established a good terms with numbers of Distributors, Retailers & Departmental Store in the local as well as nearby areas.

It is observed that the establishment of YengoGune VDVK, not only providing sustainable source of income but opening gates for employment generation in the area.

2. NyigamAne, Ho Yorbe, MedumHagdum VDVKs

Introduction about VDVK: It is a Cluster of unit, where women SHG farmers of Basar Block took a step towards economic Livelihoods sustainability through branding, value addition, and marketing of locally forest Produce.

Name of VDVK: NyigamAne, Ho Yorbe, MedumHagdum				
Block	Basar	District	Leparada	State: Arunachal Pradesh

Established in Year:1st September, 2022

Production Year: 2022- 2023

Beneficiaries associated (Nos): 900 Beneficiaries

Name of Value-Added Items: king chilli pickle, Bamboo shoot pickle, Turmeric powder, Ginger Powder, Pineapple Jam, Pineapple squash, orange squash.

Sale since the inception of VDVK (in Rs.): Rs. 200000/-

Impact & Result (brief about the impact on their life and income): Stability and growth in income through selling of products, getting skilled and space for improvements in product which adhere to directly change in a Women's Livelihoods options, not only depending on agri based activities but also to keep more options during off season such as earning small scale business.

Products facilitated in the name of VDVKs are being acknowledged in many forums and platforms throughout administrative services and public as well, community ownership towards vibrant and sustainable consumption made by SHG women.

3. Dokum Dene, DungkamAne and EjengAne:

Introduction about VDVK: At BMMU Seppa&Bana, we have three VDVK named Dokum Dene, DungkamAne and EjengAne VDVK. Whereas DungkamAne VDVK is under Bana cluster, EjengAne VDVK is under Seppa Cluster and Dokum Dene VDVK is under papu valley (Bana Block) cluster. For manufacturing unit they set up machineries for juice, Jam & Jelly and Powder form and also for Packaging & labelling.

All the VDVK unit set up in one cluster at Wessang, Seppa, East Kameng District East Kameng, Arunachal Pradesh.

Name of VDVK: Dokum Dene, DungkamAne and EjengAne					
Block	SEPPA	District	EAST KAMENG	State	Arunachal Pradesh

Established in Year: August 2022

Production Year: April 2023

Beneficiaries associated (Nos): 900

Name of Value-Added Items: Local Rice, Turmeric, Millets, Ginger, King chilli& Maize.

Sale since the inception of VDVK (in Rs.):

65000/- (Sixty-five thousand only)

Others income Rs.70000/- (Seventy thousand only)

Impact & Result (brief about the impact on their life and income): Van DhanKendras committee got to know about group cohesion in the community, importance of Value addition of products, Backward and upward linkage of market, skillful in making products and how to run business in systematic way. They gradually developed sense of ownership towards VDVK center. The VDVK beneficiaries hence richly benefitted from the VDVK scheme.

4. Aaroga VDVK:

Introduction about VDVK:AAROGA VDVKC is located in Kebali Village of Roing Block under Lower Dibang Valley District of Arunachal Pradesh. The centre is purely monitored and functioned under 4-Producer Groups (PGs) which comprised of 100 members.

Name of VDVK:AAROGA VDVK				
Block	ROING	District	LOWERDIBANGVALLEY	State Arunachal Pradesh

Established in Year:2022

Production Year:2023

Beneficiaries associated (Nos):100

Name of Value-Added Items: Brooms (*Phool Jharu&BambooJharu*), king chilli pickle,Bamboo shoot pickle, Banana flower pickles, Millet Powder

Sale since the inception of VDVK (in Rs.): 20,000 - 25,000 (Approx)

5. YakuKebachi VDVK:

Introduction about VDVK:YAKU KEBACHI VDVK is located in Injonu Village of Roing Block under Lower Dibang Valley District of Arunachal Pradesh. The centre is purely monitored and functioned under 7-Producer Groups (PGs) which comprised of 200 members.

Name of VDVK:YAKU KEBACHI VDVK				
Block	ROING	District	LOWER DIBANG VALLEY	State Arunachal Pradesh

Established in Year:2022

Production Year:2023

Beneficiaries associated (Nos):200

Name of Value-Added Items: Mustard oil, Beerarice, BeeraFlour, Buckwheat flour, king chilly pickle, Millet Flour

Sale since the inception of VDVK (in Rs.): 25000-30,000 (Approx)

Impact & Result (brief about the impact on their life and income): Both the beneficiaries of the above VDVKs (Sr. No. 4 & 5) have witnessed a significant improvement ever since the inception and operation of the machines and equipment which has brought tremendous positive growth. The machines and equipment has given numerous benefits, contributing to increased efficiency, productivity, and overall improvement in various aspects of manufacturing. Most importantly, leading to significant cost savings by reducing labour expenses, especially for tasks that are monotonous, dangerous regarding constant monitoring.

Before the establishment and intervention of VDVKs due to lack of awareness and finances, they were not able to use the upgraded techniques to improve their micro enterprises in a profitable manner. Today, after imparting post establishment of VDKVs and awareness on market linkage, formalization such as FSSAI certification, branding, Packaging and labeling, preservation, skill training to all the PGs/Trainees for value addition on food processing unit, a significant improvement leverage on their profit making is visible.

With machinery inputs, marketing and packaging, the products although being seasonal in nature has witnessed a surge in production which translates into increased income to the beneficiaries.

6. HembyungMubyung VDVK

Introduction about VDVK: HembyungMubyung VDVK was established in 17 February 2023 and is located at Biirii Village, Ziro, District Lower Subansiri, Arunachal Pradesh. It is a food processing unit equipped with flour grounding machine, packaging machine and popcorn machine. Supported by TRIFED.

Name of VDVK: HembyungMubyung VDVK					
Block	Ziro I	District	Lower Subansiri	State	Arunachal Pradesh

Established in Year: 17/02/2023

Production Year: 2023

Beneficiaries associated (Nos): 300

Name of Value-Added Items: Maze Flour, Millet Flour, Soyabean Flour, Rice Flour

Sale since the inception of VDVK (in Rs.): 76000/- (revenue)

Impact & Result (brief about the impact on their life and income): The establishment is recent but still visible impact in the life of the members of VDVK stands out. Producer groups have a place to sell their raw products, because of VDVK marketing platform has widen the scope to showcase their products as also give their products in a platform for sale. They are participating and are being invited in different programs like in State Hood Day, International Day of Millet Celebration etc.

VDVK being a center production unit their hard work is now been recognized by different departments, because of these reorganization common people are also interested in their product and demand is increasing day by day not only in close proximity but in the State too.

State: Sikkim

7. Naga Namgor VDVK:

Name of VDVK- NAGA NAMGOR VDVK					
Block-	CHUNGTHANG	District -	MANGAN	State-	SIKKIM

Established in Year: 2021

Production Year: 2021

Beneficiaries associated (Nos):300

Name of Value-Added Items: 1 SORONG TEA- MFP=STINGING NETTLE (Urticadiocia)

Sale since the inception of VDVK (in Rs.): 1,80,000

Impact & Result (brief about the impact on their life and income): “Sorong tea” a product of Naga Namgor VDVK, is first of its kind in the state of Sikkim, it received lots of appreciation from all over the state. A small GPU in north of Sikkim was recognized by the whole state which gave pride and much needed confidence to the VDVK members. The product has been on sale and display all over the state and the VDVK has participated in major events of TRIFED in places like Delhi, Gujarat etc.

Also the product was one of the items displayed in the G 20 event and an item for state gift for all the dignitaries and participants of the global event.

The making of the tea has brought the community together and given the members substantial additional income from the sales of the tea. The members of the VDVK are very proud that their product made Naga Namgor village, a hamlet which falls near the tourist destination of Yumthang a household name.

8. Mayel VDVK:

Name of VDVK- MAYEL VDVK					
Block-	MANGAN	District -	MANGAN	State-	SIKKIM

Established in Year: 2021

Production Year: 2021

Beneficiaries associated (Nos):300

Name of Value-Added Items: Lenchee-MFP – Large Cardamom, Mayel Incense (Budhisht Incense), Pine Dust, Chandan Oil,

Sale since the inception of VDVK: (in Rs.) 1, 90,000.

Impact & Result (brief about the impact on their life and income):

1. “Lenchee” a product of Mayel VDVK is assorted and cleaned black large cardamom pods from forests of north Sikkim. A naturally grown crop in high hills in the states put to processing by the tribal folks of the region adding technology to their traditional skills. The processed product has been on sale and display all over the state and the VDVK has also participated in major events of TRIFED in places like Delhi, Gujarat etc.
2. “Mayel Incense” also a product of Mayel VDVK, Mayel incense made by the members was a success as much of the incense was purchased by monasteries and by locals. Both the products were a hit and provided much needed additional income.

These two products were displayed in the G 20 event in the state and appreciated by visiting dignitaries from different countries for souvenir

State: Jharkhand

9. SiladonVanDhanVikasKendra,Alondi,Khunti:

Introduction about VDVK: Pradhan Mantri launched “Pradhan Mantri Van DhanYojana(PMVDY)” on14April2018for collection,value addition,branding,packaging& marketing of Minor Forest Produces (MFPs). In First Phase, Jharkhand submitted 39 nos. of proposal for establishment ofVDVKs and the same was sanctioned in the year 2018. The total outlay Budget for 39 sanctioned VDVks was 569.70 Cr. The second phase in F/Y- 2022-2023 for establishment of 107 VDVks has been sanctioned, the total outlay Budget for 107 sanctioned VDVks is 1605.00 Cr.

SiladonVanDhanVikasKendrawasestablishedin2019and designed to startvalue added products from NTFP/Agricultural like Different type of Lac Bengles, ChilliPowder,HaldiPowder,TamarindCake,Tamarind Pickles,TamarindChatni,Mango Pickles, Chilli Pickles, RaggiAaata, Brown Rice & LAC based decorative items etc. as also branding, packaging & marketing of NTFP Products.

Name of VDVK: Siladon Van Dhan Vikas Kendra, Alondi, Khunti					
Block	Khunti	District	Khunti	State	Jharkhand

Established in Year: F/Y-2018-2019

Production Year: 2020

Beneficiaries associated (Nos): 300

Name of Value-Added Items: Different type of Lac Bangles, Chilli Powder, Haldi Powder, Tamarind Cake, Tamarind pickles, Tamarind chatni, Mango pickles, Chilli pickles, Raggi Aata, Brown rice & LAC based decorative items etc.

Sales since the inception of VDVK (in Rs.): 1103400.00/

Impact & Result (Brief about the impact on their life and income): Now after intervention of TRIFED beneficiaries were fully involved in marketing through online TribesIndiaDotcom, Tribes India outlets, Amazon, Flipcart, Mantara, Snapdeal, Gem portal respectively and in the open Market. Total beneficiaries in VDVK are 300 tribal from eight villages in the areas. As estimated 2500 to 3000 tribal members directly benefitted from the VDVK activities. These beneficiaries continue to benefit from the schemes which has significantly improved their life style with enhanced income. The scheme has substantially benefitted the members of the VDVK with their average income now being Rs.400/- per day.

Siladon Van Dhan is also fully involved in Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and are associated with M/s. JASCOLAMPF & JHAMFCOFED. M/s. JASCOLAMPF & JHAMFCOFED, Govt of Jharkhand has been notified as a procurement Agency.

The beneficiaries of Siladon VDVK were earlier registered with TRIFED as a Artisan/supplier on the name of Laha Utpadak Samiti, Siladon and regular supplier of Lac Bangle/ Jute Craft and cotton traditional sarees.

10. Mahutand Aajeevika Mahila Sankul Sangthan Van Dhan Kendra:

Introduction about VDVK: Mahutand Aajeevika Mahila Sankul Sangthan Van Dhan Kendra established for value added products from NTFP/Agricultural commodities like Mahuwa Laddu, Saal Plates, Agarbati, Raggi Aata, Bhroom etc. also in terms of branding, packaging & marketing of NTFP Products.

Name of VDK: MahutandAajeevikaMahilaSankulSangthanVanDhanKendra					
Block	Gomia	District	Bokaro	State	Jharkhand

Established in Year: F/Y-2018-2019

Production Year: 2020

Beneficiaries associated (Nos): 310

Name of Value-Added Items:

Mahuwa Laddu, Saal Plates, Agarbati, Raggi Aatta, Bhroom etc.

Sales since the inception of VDK (in Rs.): 135000.00/-

Impact & Result (brief about the impact on their life and income): After mid course correction, value addition to the VDK, 310 tribal from villages benefitted from the scheme, which involved 'MahutandAajeevikaMahilaSankulSangthan Van Dhan Kendra n MFP produce through the MSP Scheme. The beneficiaries on query expressed their satisfaction on the scheme as it lays in alleviating their income and socio-economic status.

State: Rajasthan

11. Mahalaxmi VDK:

Name of VDK :- Mahalaxmi VDK					
Block	Jhadol	District	Udaipur	State	Rajasthan

Established in year: - 2020-21

Production year: - 2021

Beneficiaries associated:- 310

Name of Value-added items:- Turmeric Powder, Red Chilli powder, Coriander powder, Garammasala, Jeera.

Sale since the inception of VDKs: -Rs 1,30,000/-

Organic turmeric has been cultivated for many years in village Sultan ji Ka Kherwada of Jhadol block, which has become famous for the production of turmeric and chilli and turmeric are also produced in the villages of the area. Under the Pradhan Mantri Van Dhan Vikas Yojana, Mahalaxmi Rajivika Van Dhan Vikas Kendra was formed by Rajivika in January 2021, in which 300 tribal women of Rajivika groups

from 5 villages of 2 gram panchayats were connected. By organizing a meeting with the women of Van Dhan Vikas Kendra, 30 women were trained by a skilled master trainer in making, packing and selling spices.

After the training, all the work related to making spices of turmeric, chilli and coriander is done by the women daily by gathering at the spice unit. After making the spices, they are packed in 100 grams, 250 grams, 500 grams, and 1 kg packing. Chilli is sold at the rate of Rs 380 per kg, turmeric at Rs 220 per kg and coriander at Rs 220 per kg.

Members of VDK earn money through selling their value-added products. Income provides financial stability, opportunities for personal growth, and the ability to meet the basic needs of VDK members.

Earning money often leads to an improvement in living standards. It allows for better housing, access to education, healthcare, and overall increased comfort.

However, the members of VDK manage finances wisely, invest in personal development, and strike a balance between work and life to sustain and enhance one's living standard over time.

12. VDK Ramgarh:

Name of VDK :- VDK Ramgarh					
Block	Aspur	District	Dungarpur	State	Rajasthan

Established in year: - 2020-

21 Production year: -

2023 Beneficiaries associated: - 309

Name of Value added items: - Amla candy, Soya badi

Sale since the inception of VDKs: - 65000/-

Nestled in the verdant landscape of the Aspur block in Dungarpur District, the Ramgarh Van Dhan Vikas Kendra emerged as a testament to the collective spirit of 300 women uniting under the banner of the Pra-dhan Mantri Van Dhan Vikas Yojana on 26th January 2021. Surrounded by a bounty of natural resources, the Kendra became a beacon of hope, fostering an environment ripe for economic growth and community development.

Empowerment through Collaboration

Pooling their knowledge and resources, the women of Ramgarh embarked on a collaborative journey, delving into the potential of their locally abundant products, including Soya, Amla, and Herbal gual. Recognizing the seasonal nature of amla, they aspired to amplify its value, envisioning a path to not just increased market worth but also an ex-

tended shelf life to meet the demands of the discerning market. While with amla has gained huge response, their Herbal gulal and Soyabadi (soya chunks) are also huge success.

Skill Enhancement and Quality Assurance

Mindful of the intricacies required to meet market standards, Ramgarh Van Dhan Kendra sought the expertise of a seasoned master trainer, ensuring that each step of the complex process of amla candy production adhered to the highest quality benchmarks. From the delicate selection of fresh amlas, washing them and carefully patting them dry. Bringing the water to boil along with the amlas and letting it cook completely. Then carefully sitting together and deseeding them. Adding powdered sugar in to the meticulous process of sun-drying, the women imbibed the expertise needed to craft top-tier products that left a lasting impression on consumers. The same meticulous process is followed in making of herbal gulal too. Boiling those seasonal Palash flowers and beet-root to extract colour and mixing them in arrowroot powder in right proportion.

Local Market Resonance and Recognition

Their commitment to sourcing local ingredients and preserving authenticity bore fruit as the amla candy swiftly gained favour not just among the Self Help Group (SHG) women but also within the bustling markets of the Sagwara and Dungarpur regions. The acknowledgement received from TRIFED and the noteworthy success at the recent Adi Mahotsav Melas served as a testament to their dedication and the positive impact they had on the local economy and the women involved. The story of herbal gulal and soya badi also goes hand in hand. Being naturally made with available local products, their herbal gulal also made huge recognition in local markets as well as among SHG members, specially during festival seasons. Their Soya badi also was sold in local markets and gained huge response from consumers.

Diversification and Growth Endeavors

Firmly focused on sustainable growth, this Kendra dedicated itself to strategies aimed at overcoming the limitations posed by the seasonal availability of amla, palash Flower and soya bean. They have planned to store the seasonal best quality amlas along with palash and soya beans, perform value addition for more profits. Innovative plans to introduce an array of flavours and varying sizes were set into motion, catering to a diverse consumer base and ensuring a wider reach beyond their immediate vicinity. Currently, they are selling 250 grams of amla candy in 110 rupees, 250 grams of soyabadi in 53 rupees. Herbal Gulal is made available in two sizes, both 100 and 200 grams for 30 and 60 respectively. Now with growing demand, they are coming up with smaller and a bigger version of the all items. Their exploration of a health-conscious version, replacing sugar with jaggery, testified to their adaptability and commitment to meeting evolving consumer demands and ideas of Jeera flavour, black salt flavour, Chatpatatanga and pudina tangy version was also imposed.

Path to Success and Ongoing Impact

With an impressive sales record of 65 thousand and gaining massive response, the Ramgarh Van Dhan Vikas Kendra stands tall as a symbol of success, illuminating the potential that lies within the

collective efforts and entrepreneurial spirit of women. Their unwavering pursuit of excellence and their visionary approach to market expansion serve as an inspiration, showcasing the transformative power of determination and dedication. With plans for continued growth and empowerment, the Kendra remains dedicated to leaving a lasting impact on the lives of the women associated with the enterprise.

State: Gujarat

13. Jambughoda Van Dhan Vikas Kendra-Dang:

Jambughoda Van Dhan Vikas Kendra-Dang				
Block	Godhara	District	Panchmahal	State:Gujarat

Established in Year: 2021

Production Year: 2023

Beneficiaries

associated (No.s): 300 Name of Value-

Added Items: **Dodi Oil**

Sale since the inception of VDVK (in Rs.): 25,000/- (Approx.)

Impact & Result (brief about the impact on their life and income): In Panchmahal District there is Mahuva flower found in abundance and the main product of this VDVK. Before starting of this VDVK all the members of this VDVK were collecting Mahuva and selling their collection in the local market at very low rates. Since the establishment of the VDVK and associated activities, the tribal beneficiaries are stepping profit, besides participating in State and national events. Since Mahuva is seasonal, the beneficiaries have started moving to other MFP, to further substantiate their income.

14. Kudkas VDK:

Kudkas VanDhan VikasKendra-Dang				
Block	Waghai	District	Dang	State:Gujarat

Established in Year: 2021

Production Year: 2023

Beneficiaries associated (Nos): 300

Name of Value-Added Items: **Wild Honey**

Sale since the inception of VDK (in Rs.): 4, 00,000/- (Approx.)

Impact & Result (brief about the impact on their life and income): Sh. Priyam Jadav (25) living in village Waghai along with five members of the family was a daily wagger and generally unemployed. Since joining the VDK as a member and getting trained to enhance their products both in terms of quality and quantity, he has benefitted tremendously and has now a sustained regular income. The youths prior to becoming members of VDK used to sell the Honey at Rs.200/- to 250/- per kg. Now with systematic and scientific training which goes Value addition to the products, the selling price has now doubled to Rs.500/- per kg. The products are now not limited to the boundaries of the area but nation-wide.

15. Zavda VanDhan VikasKendra-Dang:

Zavda VanDhan VikasKendra-Dang				
Block	Waghai	District	Dang	State:Gujarat

Established in Year: 2021

Production Year: 2023

Beneficiaries associated (Nos): 296

Name of Value-Added Items: **Mahuda Dodi**

Sale since the inception of VDK (in Rs.): 80,000/- (Approx.)

Impact & Result (brief about the impact on their life and income): Smt. Rashilaben Gangoda (35) lives in Waghai Village with her family. She works

in Forest Campus which is located in The Kenda Round Forest Campus at Zawad. A total of 296 members are working in this Van Dhan center. Basic training is given to the members of the activity group carried out in Van Dhan Kendra. So that people are getting systematic guidance. This is Mahuva Doli, a wild by-product of Van Dhan Centre.

This VDVK has comprise the products Mahuva Dodi. However, This product is seasonal but they are value adding from mahua valikemahua Laddu, mahuvachikki, mahua biscuite etc. This VDVK beneficiari got much benefite by doing some activity in this VDVK. Asthey are sale their product in local market and also take part in mela and Exhibition by sating up their stall. Till date they have earn Rs.80,000/-.

16. Kalebel Van Dhan Vikas Kendra-Dang:

Kalebel Van Dhan Vikas Kendra-Dang				
Block	Ahwa	District	Dang	State: Gujarat

Established in Year: 2021

Production Year: 2023

Beneficiaries associated (Nos): 296

Name of Value-Added Items: **Mashroom**

Sale since the inception of VDVK (in Rs.): 20,000/- (Approx.)

Impact & Result (brief about the impact on their life and income): Smt. Sangitaben Pawar (40), a mother of two children was engaged in farm labour prior to becoming a member of the VDVK. After initial training, she as part of the team was associated with Mushroom products, as Mushroom powder, Biscuits, Soap, Raw Material etc. This has significantly increased her income while giving her the responsibility in the social environment.

17. Kaucha Van Dhan Vikas Kendra-Dang:

Kaucha Van Dhan Vikas Kendra-Dang				
Block	Khanvel	District	Silvassa	State: DNHDD (UT)

Established in Year: 2022

Production Year: 2022

Beneficiaries associated (No.s): 302

Name of Value-Added Items: **Dodi Oil**

Sales since the inception of VDVK (in Rs.): 5,00,000/- (Approx.)

Impact & Result (brief about the impact on their life and income):

In Kaucha VDVK, the beneficiaries prior to be part of the scheme were unemployed or were working as a labour in factories at meagre salary of daily wagers. Being illiterate, the sense of exploitation was large. However, since the establishment of the VDVK, not only were they trained, they were made aware of MSP for MFP scheme, marketing, Value Addition etc. for their products of Papad, Diya, Herbal Gulal, Satavaree, Mashroom powder etc. Besides, the products are sold across the country in the Melas, Aadi Mahotsav organized by TRIFED.

They have made a gulal from vest flower and leaves in four different colours, Diya, Ganpati, Flavored Papad, Rakhi etc. As they are participating in various Melas, Exhibition and other major event for participating to sale their products.

State: Odisha

18. Markapally Van Dhan Vikas Kendra - Malkangiri:

Markapally Van Dhan Vikas Kendra - Malkangiri				
Block		District	Malkangiri	State: Odisha

Malkangiri, a district where 57.8 %, the population are tribal and the rest belong to other castes. The district has the highest tribal people in the state. Out of 7 blocks, 5 blocks were covered by VDVKs. There are total of 9 VDVKs in Malkangiri district and they were sanctioned for financial year 2019-20. Training has been conducted in 8 VDVKs out of 9 and all Van Dhan Vikas Karyakram are operational in the district. These will benefit approximately 2700 tribal entrepreneurs from across the district. ITDA Malkangiri, is the District Implementing Agency, in Malkangiri dist.

A story that once again showcases the Van Dhan tribal start-ups programme, a component of the The 'Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and Development of Value Chain for MFP' Scheme, has emerged as a major source of employment for the tribals. The outcome is undoubtedly the success of VDVK in Malkangiri District.

In Markapally VDVK, there are 300 beneficiaries, and these tribal entrepreneurs are involved in collection, processing, packaging, and marketing of value-added products from Minor Forest produce and agriculture crops. A point that favored the scheme is the scalability and reliability of the implementation model of the scheme, which has aided in its expansion across the state Odisha.

The tribal members in the Odisha state possess traditional skills and knowledge of harvesting, collection, gathering and primary processing of MFPs from the forested areas. But, as required after scientific training they are now developing comprehensive operational and business plans for the VDVKs and turn it into an enterprise and operate it sustainably and professionally for generating profits. As per demand they are capable to package their products with attractive packing so as to maintain the quality, shelf life and marketability of the products.

The beauty of the whole exercise is that it has managed to create market linkages. Many of these tribal enterprises are connected to markets. Due to the state government's MFP for the MSP scheme, the beneficiaries were able to sell de-fibred tamarind of 205 quintals.

Intervention: -

They were able to sell Rs.7, 38, 000/- @ Rs 36/- per kg in the last 2 years. They also sold value-added products like turmeric powder, processed dal, Wild honey, Ragi Powder, and Phulabadi with proper packaging and branding under the guidance of VDVK consultants. They are giving a high value to the non-timber forest produce after being sold in the market. For which, they are up scaling their livelihood being self-empowered and motivating others to be self-independent.

One of the VDVK had participated in the Adivasi Mela for selling products like Turmeric powder, Ragi powder, wild honey, Phulabadi, Processed dal, and the most attractive product is Lemongrass oil. From this, they got a profit of Rs. 80,000/-. It's a proud moment for the VDVK itself that due to this scheme, the women are becoming entrepreneurs.

19. VDVKs in Jeypore:

Introduction about VDVK in Jeypore: Van DhanVikash Kendra is tribal programme, a component of the 'Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and Development of Value Chain for MFP' Scheme, has

emerged as a major source of employment for local tribal's. The outcome is undoubtedly the success of VDVK.

A total of 11 VDVKs are being set up in Jeypore, Training has been conducted for Tamarind value addition and sale in Markets. 6 VDVK Participated for Tamarind Value addition out 11 VDVK's. Tribal Women in Jeypore i.e. from Kundra block and Boipariguda block have created employment opportunities for themselves by participating in Various VDVK activities such as Tamarind collection, selling and De-seeded Tamarind making process. VDVK is a perfect example of tribal entrepreneurship and demonstrates how cluster development and value addition can help members earn significantly higher income. The VDVK today comprises of a 300 member team and has a much larger scale of operations, where the team deals with more than 35 products and processed food items.

In Chereka VDVK, 30 beneficiaries from 5 SHG's have been trained on how to add value to Tamarind. Chereka VDVK are producing bricks of 500 gms and 1kg of de-seeded tamarind, which is crucial ingredient in south Indian cuisine , are packed and branded attractively. The Product made in this VDVK is being sold in market and Events.

The beauty of this programme is that all the proceeds go directly to tribal entrepreneurs. The sincere efforts and efficiency and dedication of the VDVK members along with support of the nodal agencies have succeeded in making the VDVK a success in Jeypore.

Conclusion: -

The success of VDVK has inspired thousands of people from the community and nearby areas to come together and work on similar lines and beneficiaries has been additionally sanctioned by TRIFED so far. The success of this VDVK is an example of how such initiatives implemented by TRIFED for making India self-reliant under the AtmanirbharAbhiyan, with the motto, Go Vocal for Local Go Tribal – Mera Van MeraDhanMeraUdyam are effecting a complete transformation of the tribal ecosystem across the country.

State: Andhra Pradesh

20. Vanatalli VDVK:

Name of VDVK : VANATALLI				
Block	Bhamini	District	Parvathipurammanyam	State: Andhra Pradesh

Established in Year: 2021

Production Year: 2022

Beneficiaries associated (Nos): 56

Name of Value-Added Items: Raw Millets convert in to mixed powder and biscuits (raagi, jower, sajjalu,korralu, samalu, arikalu, vuudalu, gantelu)

Sale since the inception of VDVK (in Rs.): 3.20 lacs

Impact & Result (brief about the impact on their life and income):

KandangiSaikumari 28 lives in Attikotturu, Bhamini block, family members depending on agriculture in tribble area , millets crop cultivating in organic mode , previously they don't know the marketing .their market depends on local sandy only, entrepreneurs training on marketing given to K.Saikumari after value addition of the products multi grain biscuits making sales in extended to other districts and district collector stop tieup for sales and Cheyuthamahila marts and exhibition sales to increasing the sales and turnover.

DISTRICT COLLECTOR APPRECIATION: K.Saikumari, business entrepreneur appreciated by District Collector Parvthipuramamanyamdist and encouraging the sales in DistCollectorate premises and given regular supply orders of multi grain biscuits.

State: Maharashtra

21. Deepjyoti Van DhanVikas Kendra, Dhanora:

1) Name of VDVK: Deepjyoti Van DhanVikas Kendra, Dhanora				
Block	Dhanora	District	Gadchiroli	State: Maharashtra

Since its establishment in 2019, the Deepjyoti Van Dhan Kendra has achieved significant milestones. Having completed the digitization process and necessary documentation, they secured a grant of Rs. 5 lakhs through the MSP for MFP scheme. Utilizing these funds effectively, the VDVK ventured into producing over ten diversified products by procuring MFP, launching sales in local markets, and establishing connections with TRIFED.

Upon collaboration with TRIFED, Van Dhan Kendra obtained a Van Dhan fund totaling Rs. 10,50,000. Of this amount, they allocated Rs. 1 lakh towards the Model Van Dhan Kendra, Rs. 8 lakhs for machinery procurement and Rs. 1.5 lakhs for training and digitization efforts. This acquisition included two Pulverisers for Mahua and Hirada processing, a packaging machine, and a weighing scale. Subsequent to this equipment acquisition, Deepjyoti Van Dhan Kendra expanded its product line to 22 items, resulting in sales worth Rs. 10 lakhs. Additionally, they enhanced their capabilities by participating in a 30-day Entrepreneurship and Skill Development Program (ESDP) facilitated by TISS (Tata Institute of Social Sciences), which provided invaluable knowledge and expertise.

The primary objective of Deepjyoti VDVK remains the upliftment of tribal communities in their region. To this end, they actively engage in processing MahuaLaddu, MahuaChakali, MahuaBalushahi, pickles, and various papads. This initiative strives to bolster the livelihoods of tribal populations. In support of their expansion, the MahilaArthikVikasMahamandal (MAVIM) generously allocated Rs. 9,00,000 as part of the NavTejaswini sub-Project, dedicated to acquiring additional machinery, further enhancing their production capacity.

Impact - Mainly this Van Dhan Kendra is in Dhanora taluka, more than 80% of the area here is Naxalite and despite this the Van Dhan Kendra has done well to provide employment to the women of that area through Van DhanYojana. And that is why this Van Dhan Kendra is known as an ideal Van Dhan Kendra because of their work. Out of 264 Van DhanKendras in Maharashtra, Deepjyoti Van Dhan Kendra is the only one that manufactures a total of 7 products from Mahua Flower and also trains other Van DhanKendras in this regard. The MahilaArthikVikasMahamandal (MAVIM) generously allocated Rs. 9,00,000 as part of the NavTejaswini sub-Project, dedicated to acquiring additional machinery, further enhancing their production capacity in order to support their expansion scheme.

22. Baripada Van DhanVikas Kendra, Sakri:

Introduction about VDVK:

Name of VDVK: Baripada Van DhanVikas Kendra, Sakri				
Block	Sakri	District	Dhule	State: Maharashtra

Baripada Van Dhan Kendra received approval for establishment in the fiscal year 2019-20 during the inaugural phase. The Kendra successfully completed the digitization process and initiated the opening of its bank account, along with establishing 15 Self-Help Group (SHG) entities. Subsequently,

Baripada VDVKC secured funding amounting to 8 lakhs for machinery acquisition and an additional 1.5 lakhs for training and digitization efforts. With these resources, they acquired an oil extraction machine to produce mahua seed oil, leading to a total sales revenue of Rs. 7,00,000. Moreover, the Kendra further advanced its capabilities by engaging in a comprehensive 30-day Entrepreneurship and Skill Development Program (ESDP) conducted by the Tata Institute of Social Sciences (TISS), which significantly enhanced their expertise and knowledge base.

The primary objective of Baripada VDVKC remains centered on uplifting tribal communities within the region. Their dedicated efforts have been directed towards the processing of mahua seeds for oil extraction, aimed at improving the livelihoods of the tribal populace. To fortify their business expansion initiatives, the ShabariVittaVaVikasMahamandal in Nashik has generously allocated Rs. 93,60,000 for the construction of a roof under the ManavVikas program. This financial support not only aids in the construction endeavor but also facilitates the acquisition of additional machinery, thereby bolstering their operational capacity.

Impact - To fortify their business expansion initiatives, the ShabariVittaVaVikasMahamandal in Nashik has generously allocated Rs. 93,60,000 for the construction of a roof under the ManavVikas program. This financial support not only aids in the construction endeavor but also facilitates the acquisition of additional machinery, thereby bolstering their operational capacity. At the same time, the Gram Panchayat through Baripada has provided 2 bunches of land to Baripada Van Dhan Kendra for building a shed. This Van Dhan Kendra has taken 2000 nets to collect good quality Mahua for making Mahul Oil. A total of 1,000 Mahua trees have been planted through the Baripada Van Dhan Kendra.

23. Shri Rameswar Munda, a Saura painter from Odisha:

Shri Rameswar Munda of Giridharipur village, Block- Champua, Distt. – Keonjhar from Odisha a budding tribal artist approached TRIFED for marketing of tribal paintings during 1999. In those days the purchases were made at Delhi and TRIFED immediately agreed to help the artisan for marketing its products. As a result of the marketing support of TRIFED, paintings valuing more than Rs. 60 lakhs were purchased from Shri Rameswar Munda during last five years. The success story does not end with the economic empowerment of Shri Munda and his family. Today, Shri Munda has organized his own workshop at Bhubaneswar where 15 young tribal artisans are being groomed under his workmanship. Besides, Shri Munda is instrumental in providing training on painting to young tribal artisans (Palm Leaf engraving, Saura painting and Pattachitra) in various Blocks of Keonjhar district. Shri Munda is also empanelled as a Master Crafts Person at Traditional Art College, Bhubaneswar.

24. Shri GautamMarkam, Dokra craft tribal artisan from Chhattisgarh

Shri GautamMarkam, S/o Late Lakhiram, is resident of Bhelwapadar, Kondagaon, Bastar, Chhattisgarh. The area has the cluster of dhokra artisans. Shri Gautam used to visit his neighbors and make small artifacts like locket, bracelets and rings during the leisure hours from his childhood. After Class VII, he started to work under the guidance of Sh. RajendraBaghel, a national awardee on daily wages @ Rs.10/- per week. Later on he worked for Sh. RajendraBaghel on a daily wage of Rs.5/- per day. He used to work at night and attend the school during day time. He continued to work in this manner till he passed out High School. He used to work to meet his own pocket expenses and the cost of his study.

He started to work on his own since 2002 onwards. The artifacts made by him were sold to Sh. RajendraBaghel and ShPanchuramSagar. In other words, he used to make artifacts as per the specifications/orders of Sh. RajendraBaghel and Sh. PanchuramSagar and sell them to the said artisans. He also used to sell artifacts at exhibitions organized by DC(H), State Govt. And local authorities. The first exhibition he attended was at Mysore. However, he was not getting a proper value for his products. In the mean time, he came to know about TRIFED through one of his friend. Since then he got associated with TRIFED and started supplying dokra arte facts to TRIFED. Initially because of lack of adequate funds he was not able to supply in bulk and continued to supply the items to Shri PanchuramSagar which in turn were supplied to TRIFED as Sh. Sagar used to provide the raw material and take the finished goods. Gradually with the help of TRIFED and its expert designers he was able to produce artifacts which were fast moving and found better demand.

Today, his supplies have improved in terms of quality and quantity and is also able to give employment to about 10-12 more tribals. During last 5 years, dokra arte facts of more than Rs. 50 lakhs were purchased by TRIFED from Shri GautamMarkam. His association with TRIFED has resulted in a better living condition for himself &family. He has now built a new house with proper workshop and also created opportunities for employment generation for others.

25. Shri. PareshRathwa from Gujarat

Pithora Art- These ritual paintings, characterized by animated figures and lavish use of color, propagated by the Rathwa, Bhilala, Naik and Bhil tribes of Gujarat and Madhya Pradesh, go beyond the realm of decorative art and are a labour of love, associated with great sanctity. The painting, is a medium of propitiation, thanksgiving and commemoration of auspicious occasions.

Shri PareshJayantibhaiRathwa from Chota Udaipur district of Gujarat, a name that resonates as a pioneer in Pithora Art, having practised it for almost three decades. The paintings are made in a rectangular enclosure with a decorative triangular border. Over the years with TRIFED, Shri PareshRathwa has further developed his skill and modified Pithora art with some new and interesting designs like a monotone tree of life bustling with fauna all living together harmoniously. His mural art portfolio showcases his magnificent creativity on walls in various offices and houses, where he has brought to life traditional art with a modern twist. He is a forerunner artist for wall art in Tribes India Interior Design Studio. As a result of the marketing support of TRIFED, paintings valuing more than Rs. 10 lakhs were purchased from Shri Rathwa during last five years. Shri PareshbhaiJayantibhaiRathwa has also been bestowed with the Padma Shri Award by Government of India for the year 2023-23 for his exceptional contribution in Pithora Art.
