
CHAPTER 9

MARKETING SUPPORT FOR TRIBAL PRODUCE

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

9.1.1 This Ministry has introduced from the year 2013-14, a centrally sponsored scheme of 'Mechanism for marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and Development of Value Chain for MFP' as a measure of social safety for MFP gatherers who are primarily member of Scheduled Tribes.

9.1.2 The scheme seeks to establish a system to ensure fair monetary returns for their efforts in collection, primary processing, storage, packaging, transportation etc. It also seeks to get them a share of revenue from the sales proceeds with cost deducted. It also aims to address other issues for sustainability of process.

9.1.3 The scheme envisages fixation and declaration of Minimum Support Price for the selected MFP. Procurement & Marketing operation at pre fixed MSP will be undertaken by the designated State Agencies. Simultaneously, other medium & long term issues like sustainable collection, value addition, infrastructure development, knowledge base expansion of MFP, market intelligence development, strengthening the bargaining power of Gram Sabha/ Panchayat will also be addressed.

9.1.4 The scheme is initially being implemented in States having areas under Fifth Schedule of the Indian constitution e.g. Chhattisgarh, Madhya Pradesh, Odisha, Jharkhand, Gujarat, Maharashtra, Rajasthan and Andhra Pradesh for non-nationalized

and abundantly available items out of 12 MFP namely (i) Tendu, (ii) Bamboo, (iii) Mahuwa Seed, (iv) Sal Leaf, (v) Sal Seed, (vi) Lac, (vii) Chironjee, (viii) Wild Honey, (ix) Myrobalan, (x) Tamarind, (xi) Gums (Gum Karaya) and (xii) Karanj.

9.1.5 To implement the scheme, Ministry has initiated the following action:

- a) Operational Guidelines for procurement and sale of identified MFP under the scheme have been issued on 03.01.2014. The same is available on the website of the Ministry.
- b) Minimum Support Price for 10 MFP namely Tamarind, Honey, Gum karaya, Karanj seed, Sal seed, Mahua seed, Sal leaves, Chironjee pods, Myrobalan, Lac (Ranginee and Kusumi) has been announced.
- c) During the current Financial year 2014-15 (Till 31.12.2014), an amount of Rs.54.90 crores have been released to various implementing Agencies like Tribal Development Co-operative Corporation, Odisha Ltd. (TDCCOL) and Jharkhand State Cooperative Lac Marketing and Procurement Federation Ltd (JASCOLAMPF) Ranchi, and Tribal Cooperative Marketing Development Federation of India Ltd. (TRIFED) for implementation of the scheme.

9.2 Institutional Support for Development and Marketing of Tribal Products/Produce

9.2.1 The Schemes of (i) Grant-in-Aid to STDCCs for MFP Operations (ii) Market Development of Tribal Products/Produce have been reviewed.

Accordingly, a redesigned Scheme of “Institutional Support for Development and Marketing of Tribal Products/Produce” has been introduced from the financial year 2014-15. The scope of this Scheme are:-

- (i) To give comprehensive support for people belonging to various tribes in the entire range of production, product development, reservation of traditional heritage, support to both forest and agricultural produce of tribal people, support to Institutions to carry the above activities, provisions of better infrastructure, development of designs, dissemination of information about price and the agencies which are buying the products, support to Government agencies for sustainable marketing and thereby ensure a reasonable price regime.
- (ii) Sharing of information with Gram Panchayats and Gram Sabha
- (iii) Skill up gradation, development of utilitarian products for increase in value in market.

9.2.2 The objective of the Scheme is to create institutions for the Scheduled Tribes to support marketing and development of activities they depend on for their livelihood. These are sought to be achieved by specific measures like (i) market intervention (ii) training and skill up-gradation of tribal Artisans, Craftsmen, MFP gatherers etc. (iii) R&D/IPR activity and (iv) Supply chain infrastructure development. The State-wise details of released made so far during the year 2012-13, 2013-14 and 2014-15 under the scheme given at **Annex: 9.**

9.3 TRIBAL CO-OPERATIVE MARKETING DEVELOPMENT FEDERATION OF INDIA LTD. (TRIFED)

9.3.1 The Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) is a Multi-State Cooperative Society. It was set up in 1987 under the Multi State Cooperative Societies Act, 1984 (now the Multi State Cooperative Societies Act, 2002).

9.3.2 TRIFED is functioning both as a service provider and market developer for tribal products. Further in the role as a capacity builder, it imparts training to ST Artisans and Minor Forest Produce (MFP) gatherers.

9.3.3 The authorized equity share capital of TRIFED is Rs. 300 Crore. The paid up share capital of TRIFED as on 31.03.2014 was Rs. 100.55 Crore. TRIFED had 29 members (share holders) as on 31.03.2014. The Ministry of Tribal Affairs has invested Rs. 99.75 Crore in the equity share capital and is the largest shareholder of TRIFED.

9.3.4 MARKETING DEVELOPMENT ACTIVITIES

TRIFED undertakes marketing of tribal products through the network of its retail outlets “TRIBES INDIA” throughout the country. During the year 2014-15, TRIFED has made sales of tribal products worth Rs.872.14 lakh as on 30.11.2014, the details of marketing development activities are given as under:

- TRIFED has now established a chain of 37 own ‘TRIBES INDIA’ outlets and 9 outlets on consignment basis marking its presence in 27 cities of 17 States.
- TRIFED participated in more than 55 major exhibitions in India.
- TRIFED has organized 8 ‘Āadichitra’ exhibitions of Tribal Paintings at Bangalore, Delhi (2), Nagpur, Darjeeling, Ahmedabad, Bhubaneswar and Surat.
- TRIFED has organised ‘Aadishilp’ an exhibition of tribal art and craft at Dilli Haat, INA, New Delhi from 20-30 November, 2014.
- TRIFED purchased tribal products worth Rs.484.56 lakh up to 31.12.2014.
- TRIFED has 1194 Individual/SHGs/Cooperatives/NGOs/State Govt. organizations etc. as its empanelled suppliers which are associated with around 59578 tribal beneficiary families.

9.3.5 TRIBAL MFP GATHERER'S TRAINING AND CAPACITY BUILDING:

Honey Gatherers Training Programme:

The training programme was organised for Skill Development and Capacity Building on scientific collection / cultivation, processing, value addition and marketing etc for 390 nos of tribal beneficiaries in the States of Madhya Pradesh, Tamil Nadu, Kerala and Andhra Pradesh.

Dona Pattal Training Programme: 420 beneficiaries were trained in the State of Andhra Pradesh and Jharkhand for undertaking Dona Pattal making activity from Sal and Siali Leaves by using moulding machines and necessary tool kits.

Mahuwa Flower training programme: Training programmes was organized on the best practices of collection, drying, grading, storage and marketing of Mahuwa Flower to 150 beneficiaries in Gondia district of Maharashtra.

Hill Grass training programme: Training programmes was organized on value addition of Hill Grass, storage and marketing to 30 beneficiaries in the State of Karnataka.

9.3.6 Training activities of TRIFED under Minimum Support Price Scheme

- i. **Lac Cultivation Activity (OFT):** Training on On-Farm Training about scientific cultivation of Lac was organized in Nabarangpur Dist of Odisha for 300 beneficiaries.
- ii. **Dona Pattal Training Programme:** Training programme on making of Dona Pattal using Biomass moulding machines was organized for 300 beneficiaries in the State of Odisha.
- iii. **Best Collection Practices and value addition in Tree - Born oil seeds (Mahuwa, Karanj, Sal Seed & Chironjee):** Training on collection, value addition, storage of these seeds was conducted for 2530 Beneficiaries in Odisha, Telangana, Andhra and Madhya Pradesh.

- iv. **Non Timber Forest Product (ToT) training programme:** Training programme for Trainers on Value addition, packaging, and marketing for Tamarind was organized for 30 beneficiaries in Jagdalpur of Chhattisgarh. The trainees were selected from the State of Chhattisgarh, Odisha and Andhra Pradesh.
- v. **Tamarind Training Programme:** Training programme on collection, value addition of Tamarind was organized for 600 beneficiaries in Visakhapatnam district of Andhra Pradesh (300) and Bolangir district of Odisha(300).

9.3.7 Implementation of Minimum Support Price Scheme for MFPs:

(i) **Procurement of MFPs under the MSP scheme by State Procurement Agencies till 30.11.2014:**

1. Chhattisgarh Minor Forest Produce Co-Operative Federation, Raipur has procured **125873 qtls of Sal Seed valued at Rs.1258.73 lakhs** till August -2014
2. Tribal Development Cooperative Corporation of Orissa Ltd (TDCCOL), Odisha had procured **159 qtls of Mahua Seed value at Rs. 3.95 lakhs.**
3. Rajasthan Tribal Area Development Co Operative Federation Ltd, Udaipur (Rajasthan) has procured a total quantity of 18 qtls Honey valued at Rs.2.38 lakhs.

- (ii) **Operationalisation of Portal for MFPs:** Web Portal of TRIFED for MFP activity www.trifed.in was inaugurated on 08.07.2014 by Hon'ble Union Minister for Tribal Affairs, Government of India. "MFPnet" is one of the most important feature of the portal under which information about market prices of different MFP items is collected and disseminated. The portal also contains detail information about MFP scenario in India, MSP operations, Trainings, implementing agencies etc.

(iii) Inauguration of “Single window system for obtaining market information on Minor Forest Produce (MFPs) through Toll free service of Kisan Call Centers (KCC)” –

A new Single Window system for obtaining market information on MFPs through Toll Free Service of Kisan Call Centre (KCC) was inaugurated by Hon'ble Union Minister of Tribal Affairs on 02/9/2014. Now following information can be obtained by callers to Kisan Call Centre (KCC) at 1800 180 1551. (toll free)

- MSP of different items,
- State Implementing Agencies for MSP for MFP,
- Market price of MFPs in different Markets

9.3.8 TRIBAL ARTISANS' TRAINING & CAPACITY BUILDING

During the year TRIFED has undertaken 10 training programmes in 9 crafts for 220 beneficiaries in 8 States such as Jharkhand, Bihar, Orissa, Karnataka, Tamil Nadu, Rajasthan, Madhya Pradesh and Kerala. The categories of crafts introduced in the trainings are Cotton Carpet, Handloom weaving, Textile craft, Lac craft, Woollen weaving, Paper machie, Banana Fiber handicrafts, Palm leaf and Coconut Shell handicraft,

Apart from the above TRIFED have organized 5 Tribal Artisan Melas (TAMs) representing 140 artisans so far in 5 states. In the above Melas 26 craft items have been identified for future sourcing by TRIFED and the sample worth of Rs. 0.45 lakhs purchased for market survey.

9.3.9 Research and Development:

A project proposal on Development of edible coating based on Gum Karaya for shelf

life enhancement of Tomato by Sriram institute of industrial research has been selected for financial support for financial year 2014-15. The proposal aims to develop an edible coating from Gum karaya which can be utilized to enhance the shelf life of vegetable and fruits. The progress on the ongoing research projects during this financial year is as follows :

- i. Project on “Nutraceutical and cosmaceutical from Karanj oil and tamarind seeds” resulted into preparation of sunscreen, cold cream, liquid soap and shaving cream from modified Karanj oil and edible jelly from Tamarind seeds. An application for registration of patent has been filed on “A personal care composition of Pongamia seed oil, Process for preparing the same and method of use”. The project is likely to be completed by March 2015.
- ii. Project on Production of Nutrabeverage from Mahuwa flower- The project resulted into development of Mahuwa Guava blended wine with enhanced flavor. Further, for validation and standardization of process the project was sponsored to IIT, Delhi and 20 lit Mahuwa wine has been received from IIT. The Mahuwa wine sample has been sent for Lab. Testing for its quality check as per specification IS: 7058. Based on the Lab analysis, further action for its up scaling shall be initiated.
- iii. Preparation of Health Products from Bael Fruit (by CFTRI, Mysore)- In research *in vitro* and *in vivo* it was found that Bael has anti ulcer, anti diabetic and anticancer potential. The technology on manufacturing process of the products developed by CFTRI has been shared with MPMFP Federation, Bhopal & CGMFP Federation, Raipur. Both agencies are in the business of marketing of Bael products.

ANNEX: 9

Details of Grant-In-Aid released to States under the scheme ‘Institutional Support for Marketing and Development of Tribal Products/Produce’ earlier known as ‘Grant-in-aid to STDCCs for MFP operations’ during 2012-13,2013-14 and 2014-15 (as on 31.12.2014)

Sl. No.	State	(Rs.in Lakhs)		
		Year		
		2012-13	2013-14	2014-15
1	Andhra Pradesh	264.00	120.00	—
2	Chhattisgarh	189.00	—	—
3	Gujarat	160.00	177.00	—
4	Himachal Pradesh	7.00	—	—
5	Kerala	—	6.00	—
6	Madhya Pradesh	—	—	—
7	Maharashtra	245.00	67.07	—
8	Meghalaya	—	106.00	—
9	Odisha	233.00	193.00	138.30
10	Rajasthan	—	—	—
11	Tripura	52.00	54.00	119.93
12	West Bengal	126.00	231.93	356.00
13	Mizoram	24.00	45.00	—
	TOTAL	1300.00	1000.00	614.23