

“A Rapid assessment of the involvement of the Self Help Group members (SHGs) in collection, processing, and marketing of Non-Timber Forest Produce(NTFPs) of the CGMFP Federation”

**Presented By:
Deepal Solanki
PGDRM 03
IIHMR, Jaipur**

***“Nature and men are interdependent;
protection of environment will be in the
hands of men itself.”***

– Mahatma Gandhi

Contents

- Introduction to Non Timber Forest Produce
- National Scenario.
- C.G.M.F.P Federation and C.G. Medicinal Plant Board
- Objective of the study
- Methodology
- Study location
- Limitation of the study
- Learning..
- Findings.
- Recommendation

Introduction

- Total Forest Area 59, 772 sq km i.e. 42% of the geographical area comes under Forest.
- Chhattisgarh has been declared as HERBAL STATE due to its rich floristic diversity.
- It is desirable that NTFP should be properly managed, conserved and exploited sustainably. Joint forest Management Committees are actively involved in these activities.
- Chhattisgarh can become in market leader in producing quality herbals, If sustainable production, processing, packaging, marketing and certification is promoted.
- Opportunity of poverty reduction in backward, mainly tribal, areas through use of local resource.
- Ecological security can be ensured through sustainable use of forest resources.
- Honey is a blood product of Chhattisgarh herbals.

National Scenario

- India is home to oldest, Richest and most diverse tradition associated with herbal and medicinal plants and is the birth place of AYUSH medicine.
- 60% of the exports from the India is Medicinal plants and 40% are Herbal Products.

C.G.M.F.P Federation and C.G. Medicinal Plant Board

- Chhattisgarh State Minor Forest produce(T&D) Co-operation Federation ltd, Raipur is the Apex body for trade and development of minor forest produce/medicinal plants in the state. The federation promotes the sector through the following :_
- Purchase of full quantity of MFP from the collectors.
- Purchase of limited quantity of non- nationalised NFP from the collectors.
- Value addition and processing of NFP, product packaging and marketing.
- CGMFP Federation has introduced “Chhattisgarh Herbals” as a brand name for its products.

The Chhattisgarh State medicinal plants Board was setup at 2004 to create an enabling environment for the development of the medicinal plants sector as a whole

Objective

- To assess the degree of involvement of the members of the Self Help Groups and reason for the variation in the degree of involvement in collection, processing, and marketing of the Non-Timber Forest Products; Honey of the CGMFP Federation.
- To prepare a strategic plan for the Self Help Group members and their future Self reliance including a capacity building plan for the Self Group Members.

Methodology

- All the published and unpublished reports of the CGMFP Federation have been reviewed and secondary information related to honey is gathered.
- A descriptive questionnaire has been prepared and 12 % of total SHG of members of Chhattisgarh has been interviewed with the help of the questionnaire in all the places where collection and processing was carried out.
- 4 FGD with the SHG members in different areas has been carried out to assess the present situation and future direction in related to the income of the members involve, scale of production and marketing.
- In depth case studies were part of the study and interview was carried out with 3-4 key informants and also staff members of the federation have been interviewed.

Study location

The study was completed in the four districts of cg state are below:

- Raigarh,
- Rajnandgaon,
- Korba,
- Dharamjaigarh.

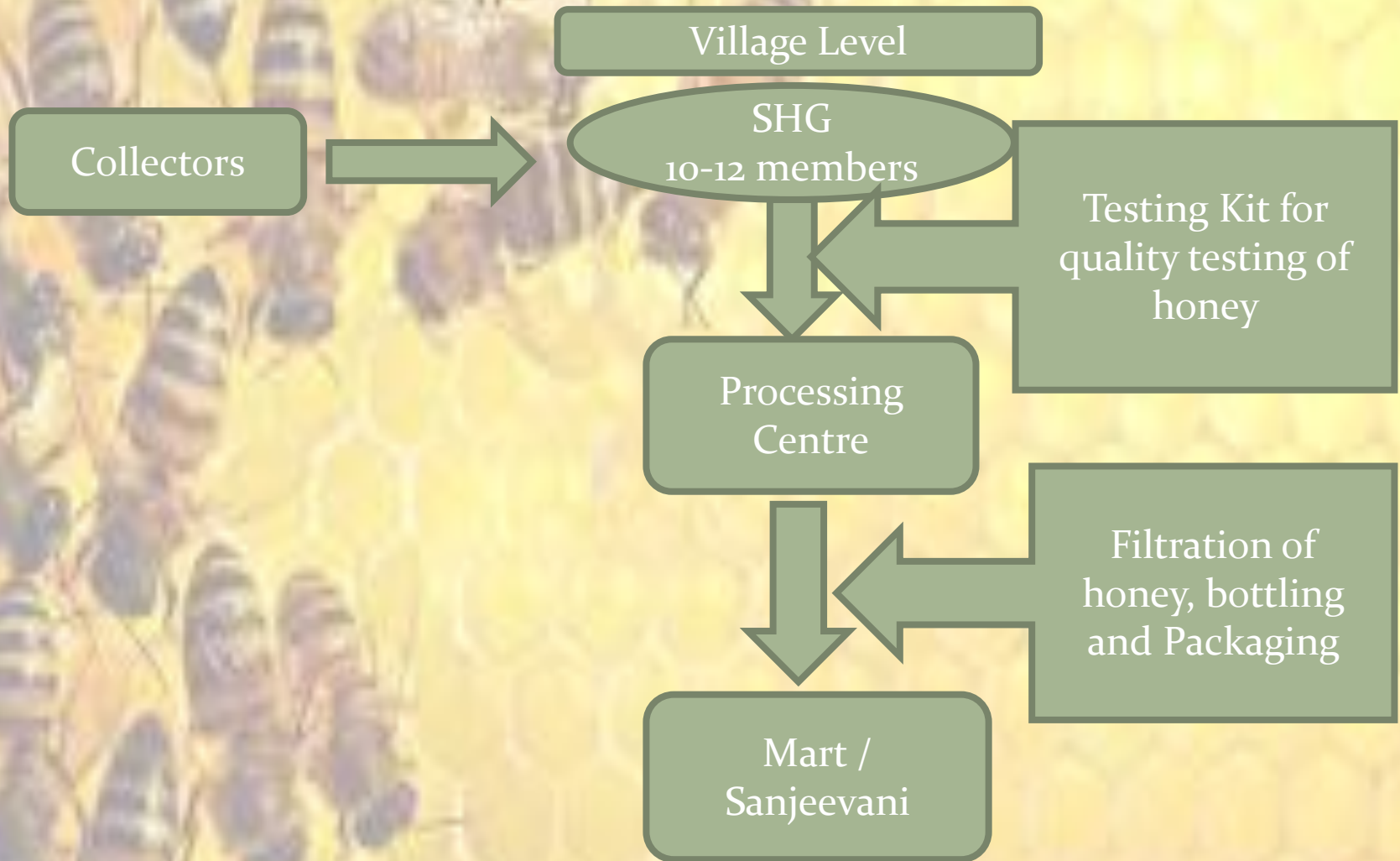
Limitation of the Study

- Respondent hesitate to tell about the details regarding income and assets.
- No proper register were maintained by the SHGs and Secondary data was also not consistently found.
- During the field visit most of the honey collectors were busy for Mahua collection. As a result less number of collectors was interviewed by the Researcher.
- There are limited literature article available on the subject.



Learning

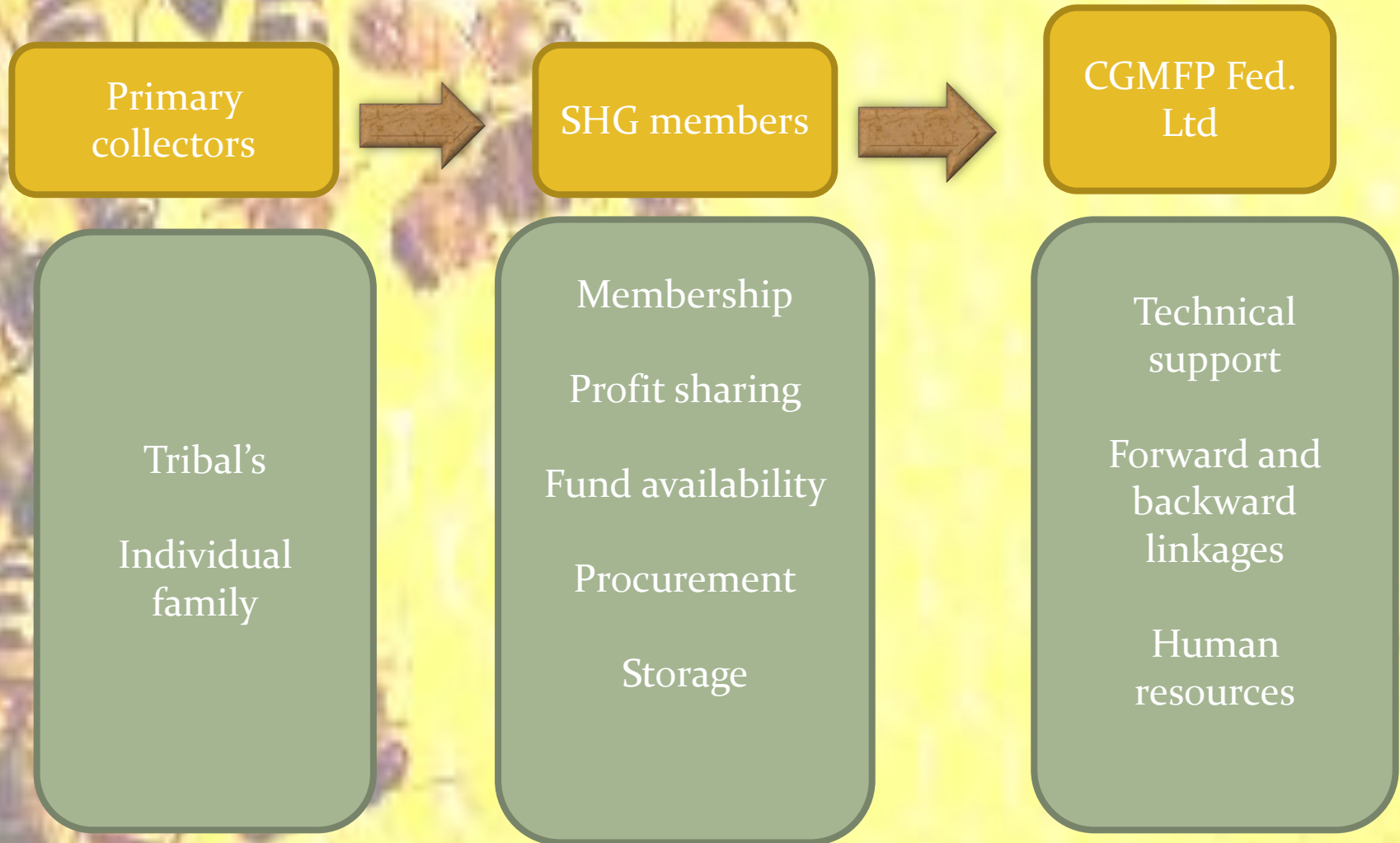
Supply Chain of Honey



Collection of Honey

- Honey collection is Seasonal
- Methods of Extraction

Processing of Honey



Procurement Policy

- Quality Standard
- Verification methods
- Storage methods/ place procurement time,
- Sustainable harvesting principles,
- Roles & Responsibilities,
- Advance rate fixation procedure
- Payment system and record maintenance.

Marketing of Honey

- Honey sold through NWFP Mart and Sanjeevani established by CGMFP Federation cooperative Ltd.



Sanjeevani
/ NWFP
Mart

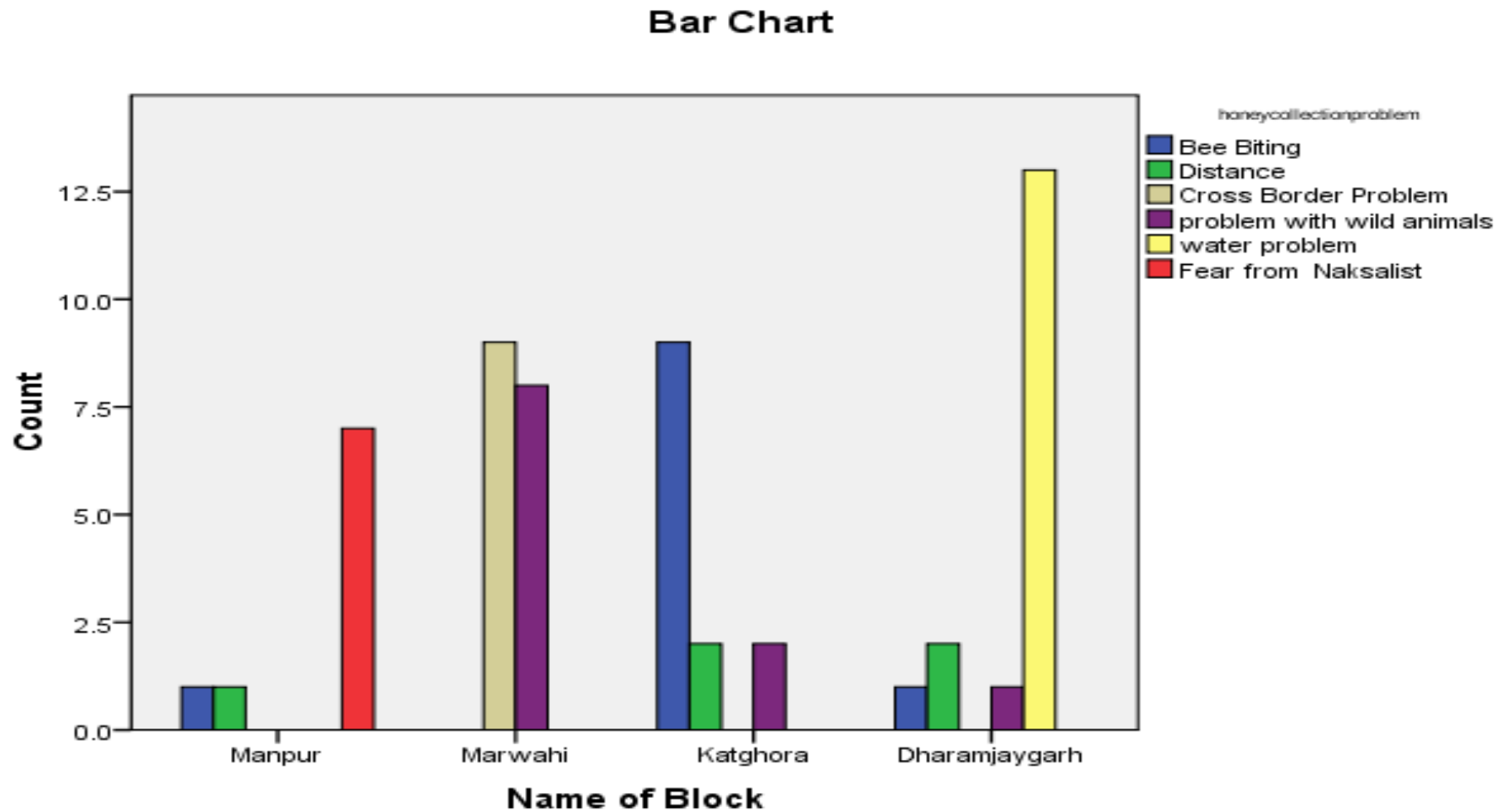
SWOT Analysis

Strength	Weakness
1. Availability of Raw Honey 2. High quality 3. Natural forest product (Wild Honey) 4. Has a multifloral content which makes it more healthy 5. Rich in medicinal content 6. Organic product	1. Poor Packaging and Labelling 2. Lack of Marketing, Advertisement strategy 3. Non- destructive method of harvesting 4. Illiterate SHG members 5. Inadequate supply of honey in compare to high demands
Opportunity	Threat
1. Demand of honey is very high 2. Presence of wide market 3. Good Road connectivity 4. Government schemes 5. CGMFP federation Ltd facilitates collection, processing and marketing of honey. 6. Scope for improvement in packaging and labelling 7. Availability of manpower	1. Existence of corporate competitors like Dabur and Himalaya 2. Patanjali honey is less in price than Chhattisgarh herbals honey. 3. Natural calamities 4. Lack of R & D



Findings

Problem Faced by Collectors



Name of Block * Honey Sold Cross tabulation

		Honey Sold		Total
		Private Traders	SHG	
Name of Block	Manpur	1	8	9
	Marwahi	2	15	17
	Katghora	0	13	13
	Dharamjaigarh	4	13	17
Total		7	49	56

Name of District * extraction method Cross tabulation

		extraction method		Total
		burning waste and smoke	water spray	
Name of District	Rajnandgaon	9	0	9
	Bilaspur	1	16	17
	Korba	10	3	13
	Raigarh	15	2	17
Total		35	21	56

Findings

The major findings of the study are:

- The CGMFP Co-operation Federation Ltd has excellent intentions and step towards helping and improving the livelihood and providing the employment to the forest dwellers and mainstreaming them.
- There is communication gap between the collectors and the processing unit regarding the amount of honey collected and processed.
- Customers also had a problem related to freezing of honey .
- There are also the problems related to packaging and labelling.
- 100 percent respondents don't have Life insurance security.
- Container used for storing honey is also not hygienic.
- There are problems related to the delivery of the stock to the sanjeevani on time.
- Low Professional competency is found among the honey collectors.
- Lack of ownership of the SHG members.

Recommendations

- Trainings on non-destructive harvesting of honey should be carried out.
- Record keeping should be strengthening.
- Insurance of the honey collectors should be done
- Risk allowances should be provided to the honey collectors.
- Market surveys should be initiated to determine which of these NTFPs have strong market potential.
- Packaging and labelling should be given more focus.
- Proper marketing should be done for honey as it is the gold for Chhattisgarh Herbals.
- Cultivation and domestication of valuable NTFP (Honey) should be encouraged on Private land establishing NTFP (Honey) Bee Keeping.

Contd..

- SHGs present in the villages should be associated with some cottage industries business so that women folk can perform their small business rather than working as agricultural wage laborer.
- Hygiene and Sanitation for shop and products; Product display should be enhanced.
- Proper monitoring should be done and member should be change according to the requirement.
- Training about Collection, Processing and marketing of NTFP (Honey) Promotion should be started in effective way by Media, Workshop, and In/Formal discussion with the Collectors.
- New members should be included who are capable to work with their interest and the people who are not active should be replaced.

- 
- The background of the slide is a close-up photograph of a honeycomb. The hexagonal cells of the comb are a warm, golden-yellow color. Numerous bees, with their characteristic black and yellow-brown striped abdomens, are seen crawling across the surface of the honeycomb. The bees are in various orientations, some facing towards the viewer and others away, creating a sense of busy activity.
- [Collecting honey - the traditional way.mp4](#)
 - [Sweet Opportunities Eco-friendly honey harvest.mp4](#)
 - [The Honey hunters of India!.mp4](#)



THANK YOU