

THE STUDY OF MARKETING AND VALUE ADDITION OF THE FOREST PRODUCTS ON NON-TIMBER PRODUCT IN JHARKHAND

MBA(RURAL MANAGEMENT)

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OBJECTIVE

- TO REDUCE MIGRATION
 - TO ERADICATE POVERTY IN THE INDIA
 - TO SAVE THE ENVIRONMENT
 - TO EXPORT INDIAN PRODUCT AS MUCH AS POSSIBLE
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VISION

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- Generate the employment for rural people and reduce the migration.

INTRODUCTION

WHAT IS NON –TIMBER FOREST PRODUCT ?

NON –TIMBER FOREST PRODUCTS ,ALSO KNOWN AS NON- WOOD FOREST PRODUCTS. AND SECONDARY FOREST PRODUCT, WHICH IS KNOWN MINOR FOREST THESE PRODUCT ARE DO NOT REQUIRE HARVESTING (LOGGING)TREE. EXAMPLE FUR BEARERS, NUTS, SEEDS, BERRIES, MUSHROOMS, OILS, SAP, MEDICINAL PLANT, FUELWOOD.



VARIETY OF BAMBOO AND BAMBOO PROPERTIES

- **Important Bamboo Species In India**

- **BAMBUSA BALCOOA.** It is also known as Bhaluka in Assam, Balku bans in West Bengal and Wamnah in Meghalaya.
- **BAMBUSA NUTANS.**
- **BAMBUSA POLYMORPHA.**
- **BAMBUSA MULTIPLEX.**
- **BAMBUSA NANA.**
- **BAMBUSA TULDA.**
- **DENDROCALAMUS BRANDISII**

- The bamboo is light weight, flexible, tough, high **tensile**, cheap material than the other building materials like steel. Bamboo can be used in various building works. Bamboo structures are flexible, earthquake resistant, light weight and cheap. Bamboo can be used as reinforcement in various structural members



Problems faced on non-timber forest product

Forced to become forest labour by the forest department, mafias, deforestation started it resulted in a decrease in the forest cover and market- related issues like if we want to decrease the gap between the profit margin of the trader/wholesaler/manufacture and what the primary collector gets.



Online market of bamboo products

Now every bamboo industry also prefers for their online marketing they used to online market. Bamboo industry is a traditional market even though many of the bamboo products and traders are sells their products through online, but some of the customer are not aware about online marketing.



CHALLENGES OF THE BAMBOO MARKETING

- Lack of bamboo production
- Transporting
- Unskilled
- Unawareness
- culture

Some other industrial uses of bamboo products

- **Wood industry**
 - **Pulp and paper industry**
 - **Textile industry**
 - **Bioenergy industry**
 - **Food and beverage industry**
 - **Forestry**
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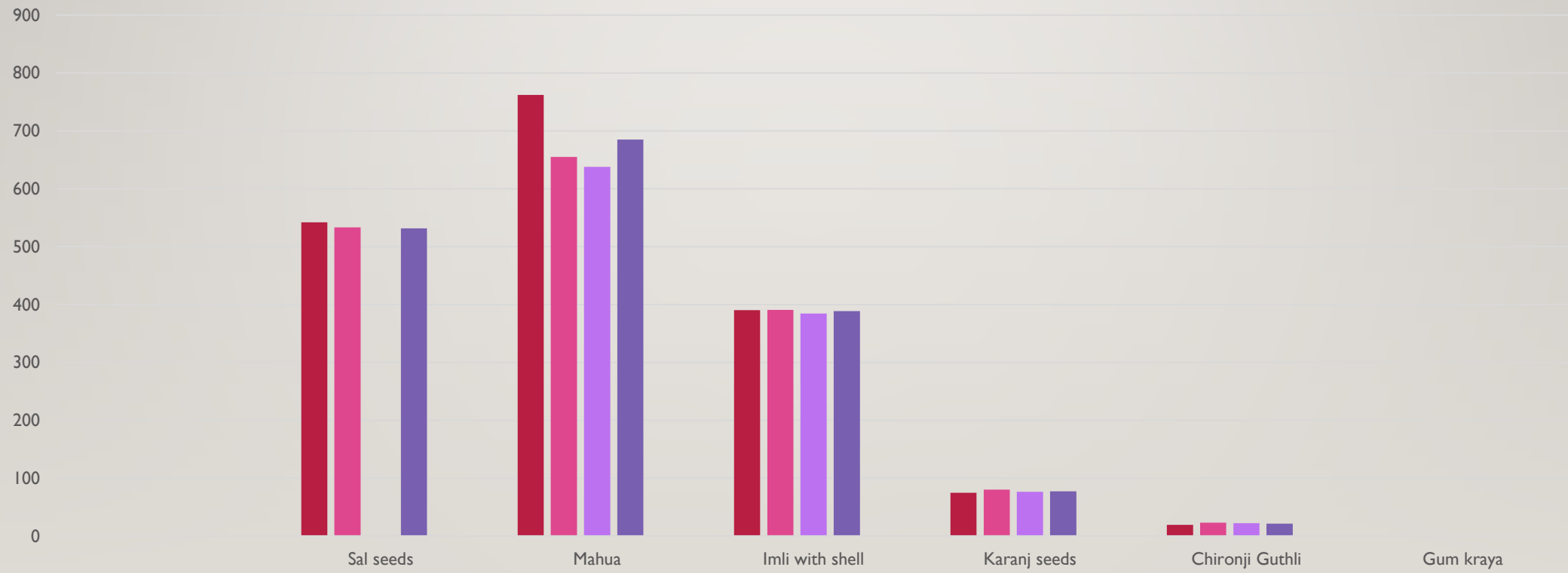


Literature review

- Many author write their different topic Ombir singh said that bamboo has made an important source of income for millions of rural people for sustaining their livelihood.
- Abd Latif Mohmod, mentioned that problem of bamboo market in India where the demand is high, and supply is low because farmers don't cultivate bamboo in the large amount.

MARKETING CHART

Per Annum Estimated production (MT)(2015-18)



ADVANTAGES OF FOREST RIGHT ACT

The Forest Right (FRA) was passed in 2006 through Indian's parliament

- Forest Right Act (FRA) gives the legal rights to use forest resources after implementation of this act the community can collect the forest products such as kendu leaves, beedies, wood, fruits, and many other things.
- They are not supposed to ask the permission of forest department to get benefits of forest resources.
- Rural population depend on forest for paper, timber, fuelwood, medicines, and fodders which are collected by forest dwellers and sell these forest products to earn money.



SOME PICTURE OF FOREST PRODUCTS AND FRUITS

Tendu fruits



Tribal collect leaves for making plates



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Kusum



Monkey fruit

CONCLUSION

The migration will reduce through this program and we will focus on our forest food which are fully nutrients content and tasty, besides this each and every person will be resolve to save the forest and save the wild animals.



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THANK YOU

