

Summer training report

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Acronyms/Abbreviation

FRA	Forest Product Act
NTFP	Non -Timber Forest Products
CF	Community forest
FDC	Forest Development Corporation
JFM	Joint Forest Management
MFP	Miner forest product
HH	Household
TDCC	Tribal development cooperative corporation
VF	village Forest
PESA	Panchayat Extension to the Scheduled Areas
DFO	Division Forest Officer
CPR	Common Property Research
Ha	Hectare
HQ	Head Quarter
SMS	Soil and Moisture Conservation
PRA	Participatory Rural Appraisal
VDF	Village Department Forest

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Article I. Marketing and Value addition of the Forest products on Non-Timber product in Jharkhand

Section 1.01 Abstract

NTFPs are major source to earn money for the poor people and tribal people who are living in the forest area. In the case of bamboo, there is a wide spectrum of commercial areas even who have wasteland they can easily cultivate without pesticides.

As per the satellite mapping, the state has got 5 forest types that belong to 2 forest groups. Tropical dry deciduous and tropical dry deciduous forests. There are found various products, like tendu leaves, medicinal plants, mushrooms, wood, etc. which is the source of income it can reduce the migration of laborers.

These are matching from three Sustainable Development Goal which are No poverty, Zero hunger, Climate action, etc. Although National Bamboo Mission launched by Honourable prime minister Narendra Modi, the restructured NBM has been launched in 2018-19 to focus on the development of a complete value chain of bamboo sector and link growers with markets.

Keyword: Environment, sustainability, Livelihood, GDP Growth

Vision

- Bamboo reduces the large amounts of carbon dioxide from the atmosphere.
- And we can build the capacity in the rural people and it gives the employment it is a sustainable business, as well as migration, would be reduced.

Section 1.02 Introduction

Bamboo trees can be easily found in any rural area in every season. Its fastest growth tree among other trees and without pesticides it can be growth it gives more than 40% oxygen according to another tree. Many species of bamboo that can be seen some are small, some are thick, some are bushy like. some examples of bamboo trees are-Bambusa Vulgaris, Dendroca strictus, Phyllostia edulis, Bambusa Tulda ,lucky bamboo ;it is the smallest bamboo specie which usually grows in a small port in houses some people believe it as a lucky charm Bamboo and its products are eco-friendly.

Products of bamboo are very useful in construction and, home decorating things it is also used in many household works. it is easily available and affordable too. Bamboo can growth in dryland areas, but it yields best when well -irrigated it requires the same amount of water as sugarcane, about 10-20 liters per day per plant it can tolerate both heavy and low rainfall, every year it gives 8-10 shoots .besides these medicinal plants are found here like palas, Aprajta, Ratti, ama Haldi, Arjun, Karanj, the traditional communities have been used to these plant for about 70% of the rural health care. As well as still suffering from COVID 19 pandemic disease it's very useful for immunity booster, these medicinal herbs found in the Saranda forest its added Asia's largest forest in India.

Section 1.03 Literature Review

According to Ombir singh (2008), bamboo has made an important source of income for millions of rural people for sustaining their livelihood, moreover, he mentions that a large standing resource is found mostly in moist and deciduous forests in all the states except Jammu & Kashmir. And its limitation was the low productivity of bamboo compare to another country, India contributes only 4 percent share of the global market and other countries such as China. Abd Latif Mohmod, (1998) 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. .S.Tewari (2008) mentioned that Agroforestry is the integration of woody plants with other agricultural enterprises such as crop or livestock production to derive both economic and ecological benefits. Shasi Ranjan (2018) said that the major source of income in tribal people is NTFP and engages them by generating employment through NGOs. they skill them regarding preservation, bidi making, wooden boxes. and their limitation was in livelihood opportunities for tribal communities in India is complicated because of type of communities, age, gender, education, have been fluctuations in resources and infrastructures, and social-economic cultural effects on their livelihood. Manmohan Yadav (2013) state that first the agenda 2, chapter, adopted during the united nations conference on environment and development (UNCED) in 1992 strives for combating deforestation, includes the promotion and development of NTFPs through value addition, domestic enterprises for rural income and employment many countries are now preparing plans for implementing agenda 21, and NTFP programs can be incorporated. After that on December 17,2007, the Un general assembly adopted the non- legally binding instrument on all types of forests (2007). Among the four global forest objectives, the second objective talks about-enhancing forest- based economic, social, and environmental benefits, including by improving the livelihoods of forest-dependent people. M.A.Islam (2016), said that "The diversity, distribution, and pattern of utilization of edible non-timber forest products(NTFPs) among the tribes of Bundu block in Ranchi district of Jharkhand, India". The NTFP belonging to 39 genera and 45 species under 29 families. Which listed (10), seed (7), Flower (6), Tuber (3), Gum (2), mushroom (2) entire plant (2) and rhizome (1) The growth form of the species includes trees (30) followed by herbs (4), climbers (3), fungi (2) and bamboo (1) .and he identified the availability of edible NTFPs is on the decline while population and market pressures are growing, agricultural development is slow. Eventually my opinion in this discussion is that" I think they are not aware of their rights and schemes related to any kind of skill development and activities. It can be possible that bamboo plantation can be launched by the government of India, they have no unity. Many types of communities that live in an area which may lead to conflict.

Section 1.04 Research Methodology

The study is based on secondary data. Various case study search through online and watched video. The sampling used is random and convenient. Published reports, news reports of news channels, articles in journals and newspapers, websites, blogs were used.

Section 1.05 The market for Bamboo products in India is the second country rather than China.

India is the second-largest populated country in the world and different cultures and diversity affect marketing. Mostly middle- class family are unaware, or they know only limited uses of the bamboo product and bamboo marketing. Even they have limited resources to cultivate in a large amount of bamboo production. In addition to increasing competition from both small and large local retailers and international companies. India exports many products not only Non-timber products but also, other things in which Indian 's GDP has grown due to forest products it is very important to help to increase the Indian economy.

But nothing like that because the Indian festival and culture its effect on the market. As well as transportation and branding issues. Moreover, India has low productivity as per the required and unaware regarding bamboo marketing. if we will focus on this area so it is the best sector to increase of GDP rate of India.

The best way to deal with the complexities of Indian marketing should be to hire local knowledge and both Indian and international companies' specialization in marketing in India. There should be a market survey to understanding demand in Indian and foreign countries.

And the other hand online market is going on in the world. Purchase, sales such all thing transactions are going on through the internet .so it is good for use to online transactions for the best results of a business. In the area of marketing. Online facility is very convenient and much useful. Presently, every business concern prefers online for their marketing. The Bamboo industry also uses online marketing facilities. bamboo industry is a traditional industry, even though many of the bamboo products and traders are sells their products online. but some of the customers are not aware of the online

trading of bamboo product. India is the second-largest country in making products of bamboo only after China. While many of the companies using traditional marketing to increase its customers and sales others are completely or partly using marketing methods with innovative or new. These new methods revolving around the world through the internet. Business firms can create blogs or pages or web pages that provide up-to-date information to customers regarding their products. Low set up cost is the main attraction. Online marketing gives an opportunity to easily changing or pausing of marketing efforts. marketing, the company can achieve not only targeted customers, but also potential customers. Online marketing advertisement can capture the mind of both targeted and potential customers.

Section 1.06 Online market of bamboo products

Nowadays the world is going on the intense digitalisation. Purchase, sales such all thing transaction are going on through internet, so it is good to use online transaction for the best result of a business. Online marketing is very useful. 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. India is the second largest product of bamboo only after China. While many of the companies are using traditional marketing to increase its customers and sales others are completely or partially using marketing methods with innovative or new. These new methods revolving around the world through internet. Business firms can create blogs or pages or web pages that provide up-to-date information to the customers regarding their product. Low set up cost is the main attraction. Online marketing gives an opportunity to easily changing or pausing of marketing efforts. through the online marketing the company can achieve not only targeted

customers, but also potential customers. Online marketing advertisement can capture the mind of both targeted and potential customers.

Section 1.07 Bamboo and bamboo products, Value-Added Bamboo products

Bamboo is utilized for various purpose depending upon its properties. It plays an important role in the daily life of people for house construction agricultural tools and implements, also as food material.

There are Various bamboo-based products including sofa, dining tables, baskets, trays, jars, boxes, cases, vases, building, furniture, and decoration things. The production of bamboo-based products is a traditional technology that has been practiced for more than thousand years. Now bamboo-based industry is spread in all rural areas of the country and it feeds millions of traditional workers.



Section 1.08 Some other industrial uses of bamboo products

1)Wood industry

- Particle board
- Medium density fibreboard
- Oriented strand board
- Mat board
- Corrugated roofing sheets
- Flooring

2)Pulp and paper Industry

- Newsprint
- Bond paper
- Toilet Tissue
- Cardboard
- Cement sacks

- Coffee filters

3)Textile Industry

- Clothing
- Underwear

- Socks
- Bullet proof vests
- Blankets
- Towels
- Sheets
- Pillows
- Mattresses
- Baby diapers

4)Bioenergy Industry

- Charcoal
- Biofuel
- Pyrolysis
- Firewood
- Gasification
- Briquettes
- Pellets
- Biomass

5)Food and Beverage Industry

- Bamboo shoots
- Bamboo wine
- Bamboo tea
- Bamboo beer
- Bamboo vinegar
- Charcoal coated peanuts

6)Forestry

These are benefit give us when we will do bamboo plantation like

- soil erosion control
- Soil stabilization
- Environment remediation
- Carbon dioxide sequestration
- Land sapping

Section 1.09 Bamboo is bringing development in Jharkhand

The state, Jharkhand separated from Bihar on 15 November 2000. The state has population of 32.99 million of which rural and urban population according to census is 75.95% and 24.05% respectively. Tribal population is 26.21% of the state's population.

Jharkhand has very diverse forest the total forest area of Jharkhand is 23605 square kilometres, which is 29.61% total geographical area of the state. Some of the important forests and national parks of Jharkhand are Betla National park, Hazaribagh wildlife sanctuary, Dalma wildlife sanctuary, Saranda. India state of forest report ,2011 by FSI the famous sal forest of Asia "Saranda" is in Jharkhand. Jharkhand has tropical climate with annual rainfall of about 900 mm.

The government of Jharkhand planned to bring positive changes in the livelihood of the tribal by various schemes. And emphasised to increasing to increasing the production of bamboo as well as provides facilities to enhance skills trainings which is important for artisans.

The ex-chief minister of Jharkhand Raghubar Das also organised a two-day Bamboo artisan mela in the year of 2019 in Dumka where many of the artisans got the opportunity to enhance their skills by the training which was provided in mela. From all over the country's people, investors were invited in that mela. Many organizations such as IKEA, TRIFED, FabIndia, ESAF from states including Assam, Tripura, Delhi, and Meghalaya were also spotted attending the mela.

K Ravi Kumar, Secretary department of industries, Jharkhand, highlighted some of the efforts by the government to lift people out of poverty through various programs and schemes pertaining to bamboo production.

According to Kumar, the government will ensure that the income of people living in rural areas becomes doubled to lift them out of poverty by the year, 2020. Kumar also informed that the efforts are being made to provide employment to people through forest based products.

National Bamboo Mission are working together to promote production of bamboo, small and cottage industries. From the concept of green India for farmers and sustainable development, the government is also focusing in achieving more employment in the bamboo- based industry.

As per a report by India state forest, the forest cover in the Jharkhand is 23,478 Sq Km. today, the demand for Jharkhand's bamboo has increased all over the world. Half of India 's bamboo is found in Jharkhand which includes Bambusa tulda, Bambusa nutans and bambusa balcooa which are at increasing demand worldwide.

Bamboo crafts has become the main industry of Jharkhand, and about 500 types of products are then transported to other states. Every year the bamboo production gets an income of RS.50 lacs for the government.

Bamboo is abundant in each district of Jharkhand. its abundance promises great potential for the people of the state potential for the people of the state in terms of employment. Bamboo can also be utilised in various ways pattern from agriculture to alternative sources of energy. Demand for bamboo products such as sofa set, table, bags, and artistic materials for daily use has increased in recent time due to which its trade has also increased in the world.

The demands for bamboo products are rising and therefore, the artisans are being trained on modern methods of production to ensure maximum employment. Bamboo artisans Santosh mahli Kashinath mahli, Marshila Hembram earn Rs 10 thousand per month from this employment. In Jharkhand, the government is working towards increasing the income of the poor.

The tribal of Jharkhand will no longer migrate to other state for employment, bamboo will provide them employment at home. the bamboo cottage industry will bring about positive change in the life of the tribal in the state. Jharkhand is a forest state where natural wealth is a plenty. Bamboo is providing a huge employment opportunity for the people of Jharkhand.

Article II. Forests Rights Act, (2006)

The Forest Right (FRA) was passed in 2006 through Indian's parliament. It allows those who live in forested areas they can collect and protect and manage forest products and they can earn money through it to sustain their lives. The FRA gives three key rights to members of scheduled Tribes (STs) and others who traditionally live in and off forests.

- (1) Rights to the forest land that they live on and cultivate, if they have been doing so since before 13 December 2005,
- (2) Right to own access and use grazing ground, water bodies and minor forest produce in forest areas,
- (3) Right to protect, regenerate and conserve community forest resources including wildlife and biodiversity,

In Jharkhand, the Forest Right Act (FRA), that came into effect in 2006, which is critical to the livelihood of atleast 3.8 million SC and ST. The voters in Jharkhand include 52% of total 7.3 million voters according to the 2014 voting. The Forest Right Act (FRA) was implemented in some of the place such as in two tribal villages of Maharashtra- Mendha lekha and Marda they were the first villages to win the community rights on their forest resources.

Advantages of Forest Right Act

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.

Section 2.01 Different occupations and NTFPs collectors in Jharkhand

The tribal depends on NTFP, they love to collect, it include their daily routine to earn money, we can see the table number(1) the highest activities is NTFPs collection they collect only sessional wise , after that they do another activities, every year they repeating same thing, similarly they do agriculture, Livestock Rearing, Wage earning, etc.

Section 2.02 Major Non-Timber forest product in the State of Jharkhand

Some major forest product found in the Jharkhand are deciduous tree, they are found in warm moist summer and in cool winters areas like Chiraunji and its value added products are Dry Fruit and Confectionary , karanj value added products are Antibiotic Oil, Ointment, Sprayetc, harra value added are Harrapowder & triphalachurna , amla value added are Amlapowder, Triphalachurna & Morabba jamun pulp and kernel value added are Jamun syrup & Jamun Powder, Chiraita value added are Antibiotic Chiraita Powder ,Bamboo Shoots value added are picked without seed and paste ,Mahua value added product is wine, Dori value added product is Oil and soap.

Section 2.03 Problems faced on Non-Timber Forest product

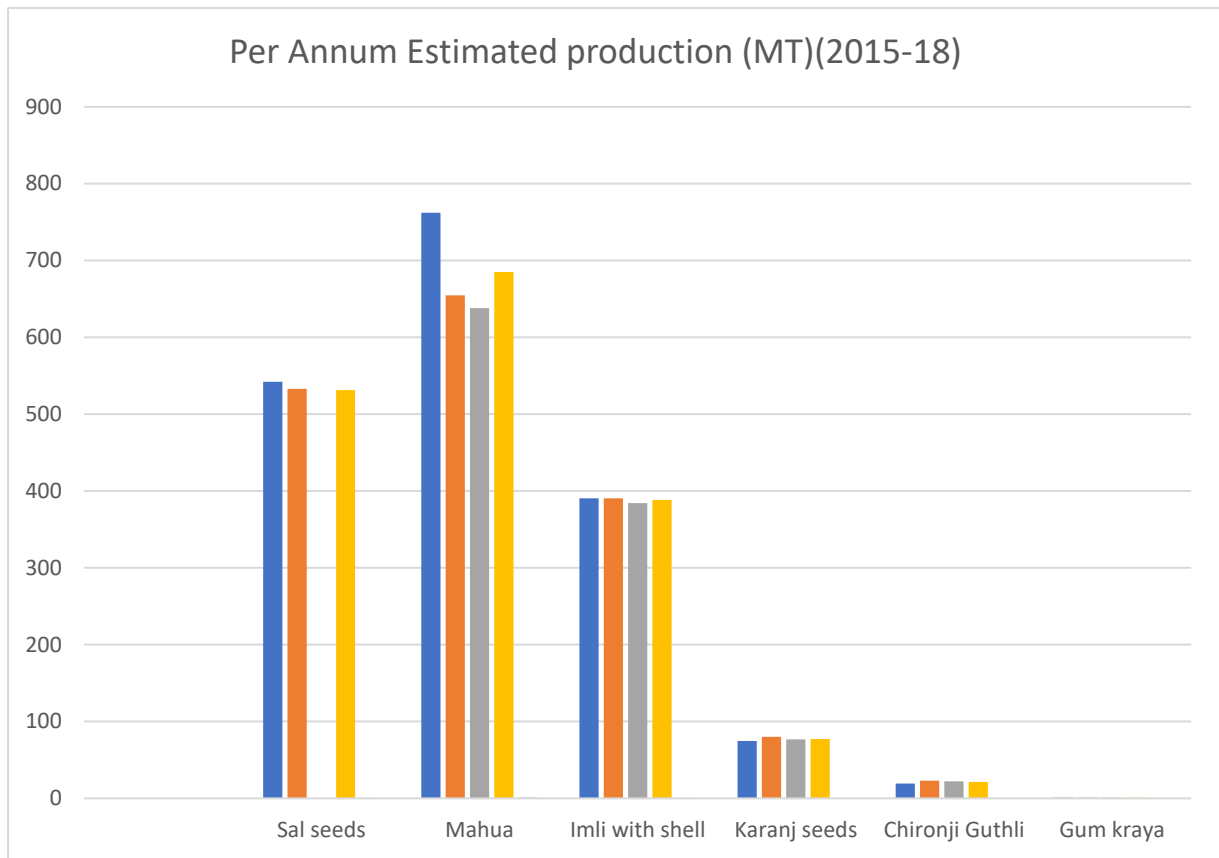
From centuries tribal people have been dependent on the forests for their livelihood and they have also protected the forest. There has been a symbiotic relationship between forests and tribes. When the forest was under the tribal there was a sufficient forest cover but as soon as the tribal people were 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. Marketing the primary collector aware of the various stages of processing its utility, storage technique his rights and concessions, through training, workshops, and seminars, etc. Majority of indigenous people in Jharkhand are still dependent NTFPs so that they can sustain their lives so basically culture tribal and forest internment is somehow related to each other, moreover, the forest plays an important role in their life to maintain a social, political, economic, religious and cultural system of indigene our societies and it also maintains an emotional attachment between tribal and the forest landscape. The life of the tribal people is very tough. They struggle too much to exist on earth as the government of India classified them as scheduled tribes (ST) they lead a tough life. And the forest life only the place as a

home to them and for their generation they have been survived from their generation. they have been survived for many years because forests provide them with clean water, home, nutritious food, clothes, medicines, and employment. Infact according to the national commission on agriculture various national NTFPs have the potential to bring about an economic revolution in the lives of tribal people. Before the forest right Act (FRA) dwellers used to collect NTFPs only for consumption but after the implementation of this Act, they enjoyed collecting NTFPs not only for their household uses but they came to sell them for the cash income. The tribal areas such as Chotanagpur and Praganas are rich in NTFPs like Harra, Bahera, amla, neem, honey, wax, Gum, Mahua Kusum Karanj, Kendu leaves sal seeds, etc they sell the products in raw form Chotanagpur is also richly filled with medicinal plants such Amla Harra, Bahera & herbs such as sat war, paou ravi, Amarlatata , neem & bel are highly valued. The two most importantly forest products in these regions are lacs and tasar which is the main source of employment for thousands of tribal people

of nearby people. As far as we talk about the marketing of Non-timber product in the past few decades the research on NTFPs in India was focused on mainly towards the biological aspects to tackle such as useful part-time of collection, nutritive efficiencies, factors, influencing the NTFPs production, impacts on forest management practices to yield of various NTFPs and inventory method of NTFP. On the other hand, from the recent years, it is gradually integrating market and marketing aspects and thus, market and customer analyses will become more frequent.

Section 2.04 Estimate productivity and production potential NTFP in Context of Jharkhand

The non -timber product such as sal seeds production in 2015 to 2016 is 542.06 Kg/ha, production in 2016 to 2017 is 533.17 Kg/ha and productivity in 2017 to 2018 is 519.32 Kg/ha, its average productivity is 531.53 Kg/ha and its estimated production potential is 0.6513 Kg/ha, Mahua production in 2015 to 2016 is 762.193 Kg/ha, production in 2016 to 2017 is 654.83Kg/ha and productivity in 2017 to 2018 is 637.889Kg /ha ,its average productivity is 684.97 Kg/ha and its estimated production potential is 0.8394 Kg/ha, Imli Seeds production in 2015 to 2016 is 390.419 Kg/ha, production in 2016 to 2017 is 390.507Kg/ha and productivity in 2017 to 2018 is 384.452 Kg /ha, its average productivity is 388.46Kg/ha and its estimated production potential is 0.476 Kg/ha, Karanj seeds production in 2015 to 2016 is 74.857 Kg/ha, production in 2016 to 2017 is 80.338 Kg/ha and productivity in 2017 to 2018 is 76.634 Kg/ha, its average productivity is 77.28 Kg/ha and its estimated production potential is 0.0947 Kg/ha, Chironji Guthli production in 2015 to 2016 is 19.265Kg/ha, production in 2016 to 2017 is 23.108 Kg/ha and productivity in 2017 to 2018 is 22.254 Kg/ha, its average productivity is 21.54 Kg/ha and its estimated production potential is 0.0264 Kg/ha, Gum kraya production in 2015 to 2016 is 0.918 Kg/ha and productivity in 2017 to 2018 is 0.999 Kg/ha, its average productivity is 0.98 Kg/ha and its estimated production potential is 0.0012Kg/ha.



Section 2.05 Tribal collect leaves for making plates



Tendu fruits



Kusum



Monkey fruit

Section 2.06 Conclusion

The Non-Timber forest product has been major sources of income to survive their life in the rural areas. Mostly tribal people depend on forest products, they fond of living in nature. They know about the forest herbs medicinal plants, fruits apart from natural resources play a major role in the livelihood of rural and rural industries. Despite many government law they don't get benefit rights of it and don't get a good platform to sell their products, hence people are migrating towards the cities because of population and due to unawareness to benefits of Forest Right Act(FRA) and Panchayat Extension to the Scheduled Areas (PESA) it gives ownership right to local communities over Miner forest product(MFP)but they don't give the regime on the wildlife protection Act. In terms of Non-timber products, we can see the changes in the rural economy, it increased. various NGOs and government sector working on the Non timber products they provide the skill to them for processing and encouraging them to sell, moreover they give awareness and support. although they used to sell their product in the local market, they did not get the benefit of it. If the government of India focuses on the livelihood sector, then people will not migrate to urban areas.

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