



PVTG VDVKs Success Stories under PM-JANMAN

Submitted by

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Success Stories from VDVKs

1. Name of VDVK - Sri Mukkidipolamma VDVK, Seethampeta, Andhra Pradesh

Introduction

NIESBUD is implementing the PM JANMAN project to establish micro-enterprises for tribal beneficiaries through a range of activities including baseline surveys, entrepreneurship awareness program, and skill development initiatives aimed at leveraging entrepreneurial opportunities and adding value to local products with support of State Nodal Agency/ Mentoring Agency. These enterprises, called Van Dhan Vikas Kendras (VDVKs), are making a significant impact in Seethampeta, Andhra Pradesh. The Sri Mukkidipolamma VDVK supports 300 tribal beneficiaries organized into 20 Self-Help Groups (SHGs). It specializes in products like cashew nuts, and agarbatti, with raw materials sourced from local farmers to bolster production.

Challenges Before VDVK Formation

Before the establishment of the VDVK, tribal beneficiaries in Seethampeta faced significant challenges. They primarily collected raw cashew nuts and incense sticks, which were sold to middlemen at unfair prices due to a lack of market knowledge. The PVTG members had limited understanding of how to process and add value to their products, missing out on potential income. The absence of basic infrastructure for processing and packaging further hindered their ability to meet market standards, and with minimal market access, their unbranded products were sold with ineffective packaging.

Transformation After VDVK Formation

The project intervention through the VDVK brought significant changes to the lives of PVTG beneficiaries in Seethampeta:

- **Enhanced Skills and Knowledge:** Through targeted Entrepreneurship Awareness Programs, Entrepreneurship Development Program, and Value Addition Skill Trainings, the beneficiaries were educated on the full spectrum of entrepreneurial activities including identifying market opportunities, processing techniques, and product enhancement strategies.
- **Infrastructure and Equipment:** The VDVK acquired essential machines for processing cashew nuts and agarbatti, enabling the production of good quality, market-ready products.
- **Improved Product Quality and Marketability:** The training and new infrastructure led to significant improvements in product packaging and branding, that appealed to a broader market.
- **Increased Income and Market Reach:** Improved processing and packaging resulted in higher product prices and expanded market access, including local shops, exhibitions, and fairs. Since its inception, the VDVK has achieved sales of ₹7.34 lakhs.

The intervention in the VDVK's have not only increased the beneficiaries' income but also provided them with the tools and knowledge for long-term sustainability.



Exhibit 1: Cashew Processing Machines at VDVK



Exhibit 2: Processing and Grading of Cashews



Exhibit 3: Packaged Cashew Nuts for Sale



Exhibit 4: VDK members engaged in production of Agarbatti Unit at VDK and Agarbatti Making Machine



Exhibit 5: Processing of Agarbatti and Packaged Agarbatti Sticks

2. Name of VDVK - Maa Narmada Vadagaon V.D.V.K., District - Narsinghpur, Madhya Pradesh

Introduction

Under the PM JANMAN project, NIESBUD is supporting the establishment of micro-enterprises for tribal communities through various activities such as baseline surveys, awareness programs, and skill development initiatives. In Vadagaon, Madhya Pradesh, the Maa Narmada Vadagaon VDVK is assisting 50 tribal beneficiaries organized into Self-Help Groups (SHGs). Initially focused on jute ropes, the VDVK has expanded its production to include a range of products like jute baskets and other crafts, leveraging local resources to enhance their output.

Challenges before VDVK Formation

Prior to the VDVK's formation, the tribal community in Vadagaon faced several challenges. They primarily produced jute ropes, which they sold to middlemen at unfair prices due to lack of market information. The community had limited knowledge on how to diversify and add value to their products, and the absence of proper infrastructure for processing further hindered their market potential. Their products were unbranded and poorly packaged, which restricted their market access.

Transformation after VDVK Formation

The establishment of the VDVK brought significant improvements:

- Beneficiaries underwent Capacity Building Programmes including Value Addition Skills Training and gained skills in market analysis, product diversification, processing techniques, and product enhancement.
- The VDVK provided essential machinery for processing jute and crafting new products. This enabled the production of high-quality, market-ready items such as jute baskets which added value to their offerings.
- With training and infrastructure, the beneficiaries improved the quality of their products. The diversification into products like baskets and improved processing led to higher product prices and expanded market access. The VDVK has achieved sales of ₹2.34 lakhs since its inception, with products now reaching local stores, exhibitions, and fairs.



Exhibit 1: Rope Processing Machines at VDKV



Exhibit 2: Grading and Processing of Ropes



Exhibit 3: Finished Products

3. Name of VDVK - HARRAKACHAR VDVK, CHHINDWARA, MADHYA PRADESH

Introduction

NIESBUD is implementing the PM JANMAN Project, to establish micro-enterprises for tribal communities. In HARRAKACHAR, Madhya Pradesh, this initiative has taken shape through the Van Dhan Vikas Kendra (VDVK), which significantly benefits local tribal groups. The HARRAKACHAR VDVK supports 60 tribal members organized into Self-Help Groups (SHGs) and focuses on producing high-quality Harad, Baheda, and Amla Churna (Triphala Churna) using raw materials sourced from local farmers.

Challenges Before VDVK Formation

Prior to the VDVK's establishment, tribal beneficiaries faced numerous hurdles. They gathered Harad, Baheda, and Amla, but these were sold to intermediaries at undervalued prices due to a lack of processing and market insight. The community had minimal knowledge about processing and enhancing these raw materials, resulting in missed income opportunities. Furthermore, the lack of proper infrastructure for processing and packaging restricted their ability to meet market standards, leaving their products poorly presented and limited in market reach.

Transformation After VDVK Formation

The intervention of the VDVK has brought transformative changes to the HARRAKACHAR community:

- The training programs organized by NIESBUD provided the beneficiaries with essential skills in market analysis, advanced processing methods, and techniques to improve product quality. This knowledge empowered them to make informed decisions and better manage their entrepreneurial activities.
- The procured tools and machinery enabled the VDVK to produce good quality Amla Churna that meet market standards and attract buyers.
- With improved training and new equipment, the VDVK made efforts in refining product packaging. These advancements not only enhanced the visual appeal of the products but also expanded their reach. Beneficiaries benefited from increased product prices and a broader market presence. The VDVK has achieved sales of ₹3.48 lakhs since its inception.



Exhibit 1: Processing Machines at VDVK



Exhibit 2: VDK Benefeciaries



Exhibit 3: Packed Amla Churna

4. Name of VDVK - Rajwadi PVTG VDVK-1, Hathakundi Village, Netrang Block, District - Bharuch, Gujarat

Introduction

NIESBUD's PM JANMAN project aims to establish micro-enterprises for tribal communities through various initiatives such as baseline surveys, awareness programs, and skill development activities. In Hathakundi Village, Netrang Block, Bharuch District, Gujarat, Rajwadi PVTG VDVK-1 has been instrumental in supporting 50 tribal beneficiaries through Self-Help Groups (SHGs). This VDVK focuses on producing bamboo products and has significantly improved the livelihoods of its members through project interventions.

Before VDVK Formation

Before the establishment of the VDVK, the tribal community in Hathakundi faced significant hurdles with their bamboo resources. They would collect bamboo and sell it in its raw form to middlemen, receiving only a fraction of its potential value due to their lack of market insights. Without knowledge of how to process and enhance their bamboo, the community missed opportunities for higher earnings. Furthermore, the lack of processing and packaging facilities meant their bamboo products remained poorly presented, which restricted their market reach and limited their income potential.

After VDVK Formation

The intervention by the Rajwadi PVTG VDVK-1 brought about transformative changes.

- The beneficiaries participated in Training Programmes and learned how to identify market opportunities, utilize processing techniques, and enhance their products.
- The VDVK provided essential machinery for processing bamboo, enabling the production of good quality, market-ready products.
- After the project interventions, the VDVK members began producing a wide variety of bamboo products including Stools, chairs, tables, shelves, cabinets, baskets, handicrafts, wall hangings, Planters and Flower Pots. The improvements in products led to higher product prices and expanded market access.
- The VDVK's interventions have not only increased the beneficiaries' income but also equipped them with the tools and knowledge needed for long-term sustainability.



Exhibit 1: Bamboo Processing Machines at VDKK



Exhibit 2: VDKK Beneficiaries involved in making Bamboo Products

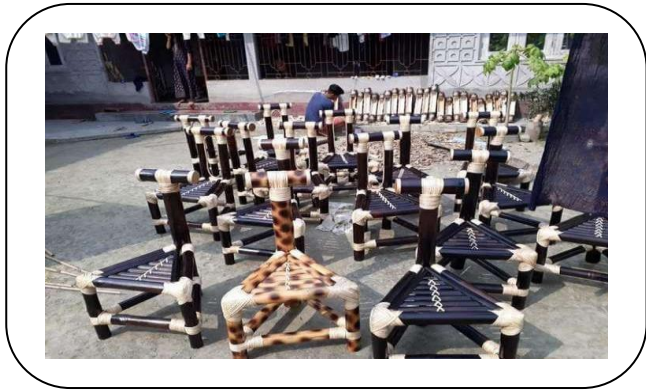


Exhibit 3: Finished Products of VDKK

5. Name of VDVK - Kudkas VDVK, District - Dang, Gujarat

Introduction

NIESBUD, under the PM JANMAN project, is fostering the growth of micro-enterprises among tribal beneficiaries. These efforts, in collaboration with State Nodal and Mentoring Agencies, aim to capitalize on local products and entrepreneurial opportunities. One such initiative is the Van Dhan Vikas Kendra (VDVK) in Kudkas, Dangs District, Gujarat, which is making a significant impact on the lives of 300 tribal beneficiaries organized into 20 Self-Help Groups (SHGs). The VDVK specializes in processing and adding value to minor forest produce such as Harde, Bhagar, wild honey, bamboo, tamarind, turmeric, Malkagani oil, Satavari, Safed Musli, mushroom products, rice, and millets, all sourced from local farmers.

Challenges Before VDVK Formation

Before the establishment of the Kudkas VDVK, the tribal communities faced considerable hardships. They primarily collected raw honey and other forest produce, which were sold to middlemen at low prices due to their lack of market knowledge. The community was unfamiliar with value addition processes, leading to missed opportunities for higher income. Furthermore, the absence of proper infrastructure for processing and packaging meant that their products did not meet market standards. Consequently, these unbranded and poorly packaged goods had limited reach and failed to fetch fair prices.

Transformation After VDVK Formation

The intervention through the Kudkas VDVK brought about significant positive changes for the tribal beneficiaries:

- Beneficiaries participated in workshops organized by NIESBUD, where they gained insights into recognizing market demands, adopting innovative processing methods, and elevating the overall quality of their products.
- With the acquisition of essential processing machinery, the VDVK enabled the production of good quality, market-ready products, particularly focusing on wild honey and other forest produce.
- The combination of training and new infrastructure led to notable improvements in product packaging and branding. Through enhanced processing and packaging methods, the VDVK has significantly increased product value and market reach. Wild honey, which once fetched only ₹300 per kg, now sells for ₹550 to ₹700 per kg. The Kudkas VDVK has already recorded sales exceeding ₹7.5 lakhs, with beneficiaries producing 2,000 kg of refined honey and 1 kg of deseeded tamarind, now elegantly packaged and branded for broader appeal.
- The Van Dhan members continue to process and package honey in 250 and 500-gram bottles. Looking ahead, the VDVK plans to expand its production capacities, with the goal of

processing 5,000 kg of wild honey and creating value-added products such as honey chikki and wax.



Exhibit 1: Project Benefeciaries at VDK



Exhibit 2: VDK Benefeciaries with their Finished Products

6. Name of VDVK - Devrai VDVK, Bhamragad, District - Gadchiroli, Maharashtra

Introduction

NIESBUD, under the PM JANMAN project, is fostering the growth of micro-enterprises among tribal beneficiaries in the State of Maharashtra. Devrai VDVK, Bhamragad, in Gadchiroli District of Maharashtra is one of the VDVK where the project is being implemented. The Devrai VDVK supports 300 tribal beneficiaries organized into Self-Help Groups (SHGs). The VDVK specializes in Rock Dhokra metal craft.

Before VDVK Formation

Before the establishment of the VDVK, tribal beneficiaries in Devrai VDVK faced significant challenges. They primarily sold their art crafts to middlemen at unfair prices due to lack of market knowledge. The PVTG members had limited understanding of how to add value to their products, missing out on potential income.

After VDVK Formation

The project intervention through the VDVK brought significant changes to the lives of PVTG beneficiaries in Devrai VDVK:

- Through targeted Training Program, the beneficiaries were educated on the full spectrum of entrepreneurial activities including identifying market opportunities, and product enhancement strategies.
- The hand holding support for increasing market access led to significant improvements in VDVK.
- Devrai Kalagram extended its reach to more Madia artisans involved in Rock Dhokra metal craft, establishing a PVTG Van Dhan Kendra under the PM JANMAN initiative. This initiative not only provided financial benefits (Rs 7.5 Lakhs) but also fostered a sense of community and collaboration among artisans.
- Looking ahead, the aspirations of Madia artisans have soared to new heights, with dreams of exporting their products with the support of TRIFED. Through their dedication, talent, and the unwavering support of TRIFED and Tribes India, the Madia Tribe's artistic legacy continues to thrive, enriching not only their lives but also the cultural tapestry of Maharashtra and beyond.
- The intervention in the VDVK's have not only increased the beneficiaries' income but also provided them with the tools and knowledge for long-term sustainability.

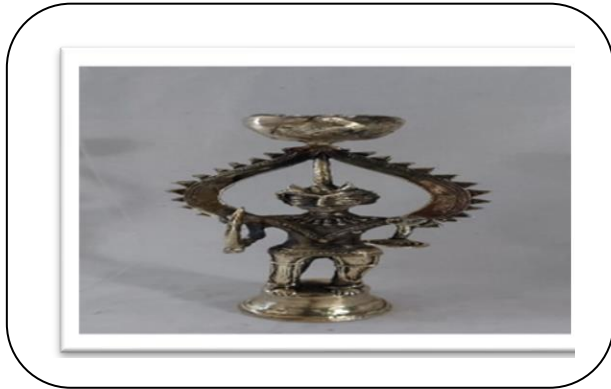
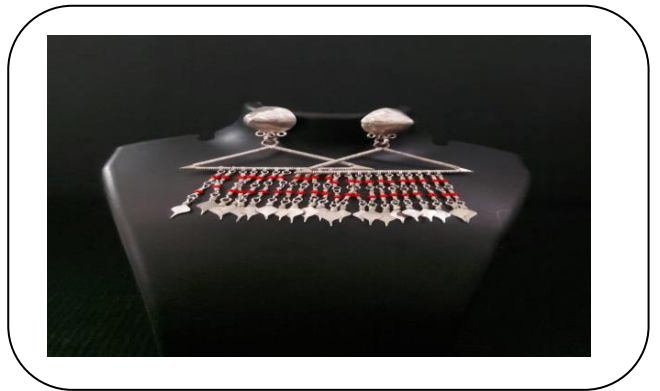
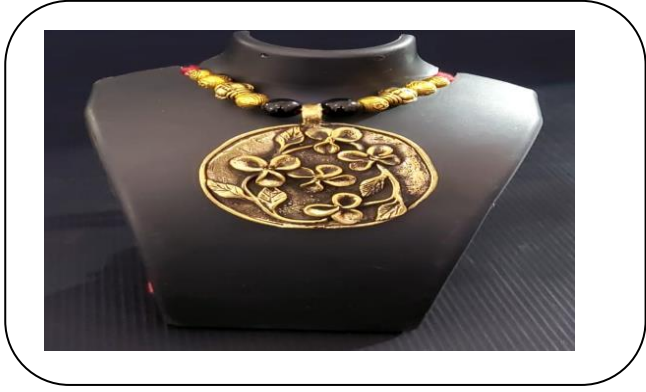


Exhibit 1: Finished Rock Dhokra Metal Crafts Products of VDVK Devrai

7. Name of VDVK- DURDURA PVTG VDVK, District - Mayurbhanj, Odisha

Introduction

NIESBUD, under the PM JANMAN project, is fostering the growth of micro-enterprises among tribal beneficiaries in the resource-abundant yet remote Mayurbhanj District of Odisha. The DURDURA PVTG VDVK (Particularly Vulnerable Tribal Group Van Dhan Vikas Kendra) stands as a beacon of transformation in Odisha. Comprising 53 dedicated women from the ST (Scheduled Tribe) community, this VDVK has leveraged government support to significantly improve the livelihoods of its members. By focusing on the value addition of local products like Sal Seed, Karanj Seed, Neem Oil, and Siali Leaf Bags, the VDVK has empowered its members both economically and socially.

Challenges Before VDVK Formation

Before the establishment of DURDURA PVTG VDVK, the community faced considerable challenges in harnessing the potential of their natural resources. Despite the availability of raw materials such as Sal Seed and Neem, the women lacked the means to process these resources effectively. Without access to advanced equipment, they were forced to sell raw products at minimal prices, often to middlemen who reaped the majority of the profits. The remoteness of their village further exacerbated their struggles, limiting market access and leaving the community economically vulnerable.

Transformation After VDVK Formation

The formation of DURDURA PVTG VDVK marked a turning point for the community, bringing about substantial improvements in their economic and social well-being:

- The capacity building interventions organised by NIESBUD for VDVK beneficiaries covering the entire spectrum of entrepreneurial activity and value addition not only improved their technical abilities but also gained the confidence to manage the VDVK as a sustainable enterprise.
- The VDVK acquired a Pulverizer machine with Government support of ₹1.33 lakhs to the VDVK, a crucial tool for processing Sal Seed, Karanj Seed, and other local resources. This equipment not only enhanced the efficiency of production but also improved the quality of the end products, enabling the VDVK to command better prices in the market.
- The introduction of the Pulverizer allowed the members to transform raw materials into high-quality products like Neem Oil and Siali Leaf Bags. This value addition significantly increased the market value of their goods, leading to higher incomes. The VDVK's products, now refined and well-packaged, gained wider market acceptance, contributing to the financial independence of the women involved.
- The economic impact of these initiatives has been profound. The women, once dependent on low-value sales, are now earning substantial incomes through the sale of their value-

added products. The financial independence gained has empowered them to contribute significantly to their households, improving their overall standard of living.

Today, DURDURA PVTG VDK serves as a model of how community-driven initiatives can bring about lasting change, transforming the lives of its members and contributing to the broader development of the region.



Exhibit 1: VDK Members during the Capacity Building Programme and one of the beneficiary with finished product

8. Name of VDVK- Pragati VDVK, District - Kandhamal, Odisha

Introduction

In the picturesque yet challenging terrain of Daringbadi in Kandhamal District, Odisha, Pragati VDVK (Van Dhan Vikas Kendra) has emerged as a powerful symbol of community collaboration and government support. NIESBUD, under the PM JANMAN project, is fostering the growth of micro-enterprises among tribal beneficiaries in the region, and Pragati VDVK stands as a testament to the impact of these efforts. Established with the goal of empowering the local tribal population, Pragati VDVK, under the capable leadership of President Jenima Pradhan, has become a beacon of sustainable development. With 315 members, including 290 from the ST (Scheduled Tribes) community, this VDVK has transformed the lives of its members, bringing newfound hope and prosperity to the region.

Challenges Before VDVK Formation

Before the establishment of Pragati VDVK, the local tribal community faced numerous challenges in harnessing the potential of their natural resources. Despite the abundance of minor forest produce (MFP) like Sal/Siali Leaf, Turmeric, Hill Broom, Tamarind, Sal Seed, Mahua Flower/Seed, Jackfruit, and Mango, the lack of proper equipment and knowledge of value addition left the community unable to fully capitalize on these resources. The absence of market access further compounded their struggles, forcing them to sell raw produce at low prices, often to middlemen, and limiting their income opportunities.

Transformation After VDVK Formation

The formation of Pragati VDVK marked a turning point for the community, bringing about significant improvements in their economic and social well-being:

- Recognizing the potential of Pragati VDVK, the government provided financial assistance for the procurement of essential equipment such as a Leaf Plate Hydraulic Pressing Machine, Turmeric Powder Grinding Machine, Turmeric Polishing Machine, Electric Dhinki Kuta Rice Mill, Weighing Machines, Tarpaulins, Die Cups, Hand-Packaging Machines, Plastic Crates, a Stabilizer (10 KVA), a Semi-Automatic Packing Unit, a Rice Mill, and a Turmeric Grinding Unit. These tools have significantly enhanced the VDVK's capacity to produce high-quality, value-added products, opening new avenues for income generation.
- To complement the equipment, 13 specialized training sessions were conducted for 270 members, focusing on machinery operation, raw material processing, and entrepreneurship.
- The combination of advanced tools and skills led to impressive economic gains, including total sales of ₹6.349 lakhs and the procurement of 27.67 quintals of tamarind under the MSP scheme, generating ₹0.99 lakhs in sales.
- The success of Pragati VDVK is largely due to the members' courage and initiative,

overcoming challenges such as logistical issues in remote Daringbadi. Their resilience, innovation, and community-driven approach have not only improved livelihoods but also set a benchmark for others. Pragati VDK remains a powerful example of what can be achieved when a community unites with a shared vision and determination.



Exhibit 1: VDK Members at Pragati VDK



Exhibit 2: VDK Members involved in making products

9. Name of VDVK- Nilapari VDVK, District - Malkangiri, Odisha

Introduction

In the remote and challenging terrain of Malkangiri district, Odisha, Nilapari Van Dhan Vikas Kendra (VDVK) has emerged as a beacon of hope and transformation for the tribal communities. With 103 dedicated members from Scheduled Tribes, Nilapari VDVK has significantly improved the livelihoods of its members by harnessing the sustainable use of forest and agricultural resources. NIESBUD, under the PM JANMAN project, is fostering the growth of micro-enterprises among tribal beneficiaries in this region, ensuring that initiatives like Nilapari VDVK thrive and bring lasting change.

Challenges Before VDVK Formation

Before the formation of Nilapari VDVK, the community faced several significant challenges that hindered their economic and social development. The lack of infrastructure was a major obstacle, with limited facilities for processing and storing products. This situation made it difficult for the community to add value to the abundant natural resources available to them. Additionally, there was a shortage of skilled labor to manage operations, which further complicated efforts to improve production.

Transformation After VDVK Formation

The formation of Nilapari VDVK marked a turning point for the community, bringing about significant improvements in their economic and social well-being:

- The VDVK received financial support of ₹2,57,000.00 under the project which was crucial in addressing the infrastructure challenges. This funding enabled the installation of essential machinery, including a Hydraulic Plate Making Unit, PVC Sealer, and Weighing Machine. These tools significantly enhanced the VDVK's capacity to produce high-quality, value-added products, opening new avenues for income generation.
- The members of VDVK received training to operate the new machinery and manage production processes efficiently. This training empowered them to produce high-quality products such as Siali Leaf Plates, Buffet Plates, and Tiffin Plates, which have become popular in local markets. The training also focused on developing entrepreneurial skills, enabling members to understand market dynamics and craft effective business strategies.
- The introduction of advanced processing equipment, combined with the new skills acquired by the members, has led to significant economic gains. Nilapari VDVK achieved total sales of ₹30,545.00 by selling products in local markets, haats, and to small businesses. The members actively participated in selling forest products at local haats, further enhancing their income and contributing to the community's overall prosperity.

Nilapari VDVK stands as a testament to the power of community collaboration and the positive impact of government support through PM-JANMAN project. The transformation from facing

significant challenges to becoming a thriving enterprise has not only improved the livelihoods of its members but also set a benchmark for other communities to follow.



Exhibit 1: VDK Members during Capacity Building Programme



Exhibit 2: VDK Members involved in making products



Exhibit 3: VDK Members with finished products