

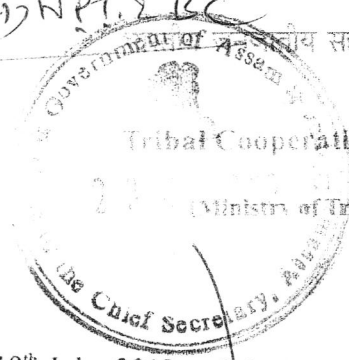
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प्रवीर कृष्णा, भा.प्र.से.
प्रबन्ध निदेशक

PRAVIR KRISHNA, IAS
Managing Director

(Correspondence - & Secy) N.P.T. 2 BC



श्रीय सहकारी विपणन विकास संघ पर्यायित
(जनजातीय कार्य विभाग, भारत सरकार)
Tribal Cooperative Marketing Development
Federation of India Ltd.
(Ministry of Tribal Affairs, Government of India)

22nd August, 2019

No. TFD/HO/MD/VD-MSP/2019/

Dear Sir,

361993

Please refer to my mail dated 19th July, 2019 and the D.O. Letter dated 10.07.2019 from the Hon'ble Union Minister for Tribal Affairs to the Hon'ble Chief Minister and D.O. Letter dated 27.06.2019 from the Secretary, Ministry of Tribal Affairs to the Chief Secretary regarding implementation of Van Dhan Scheme.

Staff Officer to the
Chief Secretary
Government of Assam

Van Dhan is a Tribal Entrepreneurship Development programme, where tribals are trained to value add and more importantly market the products themselves so as to maximize their share in the value chain. Gathering forest produces from the Jungle is part of their skill set, but being unable to market them they are unable to get remunerative prices for their products.

Van Dhan proposes to provide 100% Central funding to train the tribals to produce and market their products. The flow of funds, TRIFED will be directed to District Administration or any other Agency at the District level, which State Government recommends.

I am enclosing the following two documents, which would be very useful for implementation of the programme in the Districts within your State:-

1. Van Dhan explained;
2. Simplified format for Van Dhan proposal.

TRIFED has signed an MOU with the National Common Service Centre Unit of MEITY to provide mentoring and training support to State and District Units. The District Implementing Unit would also be assisted by the Village Level Entrepreneurs (VLEs) working for the CSC. The VLEs are available in almost every Gram Panchayat/Village, numbering more than 3.75 Lakh spread all over the country. This Team will facilitate the Van Dhan work in the respective Districts, Panchayats and Villages. The Officers from CSC will be meeting you soon.

I shall be grateful if instructions are issued to all concerned including District Collectors/Forest Officers/Ajeevika officials, LAMPs and reputed NGOs to formalize the proposals District-wise (atleast two in each District to start with) and submit them by 30th July, 2019 via. Mail to TRIFED. This will be scaled up in the coming months.

A Mobile app to monitor the actions will be launched on 30th July, 2019. Hope to hear from you on any issue that you need resolved.

Pravir Krishna

Yours sincerely,
Pravir Krishna
(Pravir Krishna)

Encl : as above

Shri Alok Kumar
Chief Secretary,
Government of Assam,
Assam Sachivalaya,
Block C, 3rd Floor,

एन.सी.यू.आई. भवन, दूसरो मंजिल, ३, सीरो इंस्टीट्यूशनल एरिया, अगस्त क्रांति मार्ग, नई दिल्ली-११००१६
N.C.U.I. Building, 2nd Floor, 3, Siri Institutional Area, August Kranti Marg, New Delhi-110016
दूरभाष/Tel. No.: +91-(11) 26866084 फॅक्स/Fax: +91-(11) 26866926 ई-मेल/Email: mdirifed@gmail.com
वेबसाईट/Website: www.tribesindia.com

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Subject: **Implementation of Van Dhan - covering letter**

To: cs-assam@nic.in

Date: 07/23/19 03:44 PM

From: Managing Director <mdtrifed@tribesindia.com>

Assam.pdf (626kB)

SIMPLIFIED FORMAT.docx (51kB)

VAN DHAN EXPLAINED.docx (17kB)

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Warm regards,

Yours sincerely,

(Pravir Krishna)

Encl : as above

Shri Alok Kumar
Chief Secretary to Govt. of Assam
Assam Sachivalaya, Block C, 3rd Floor
Dispur
Guwahati-781 006
Pravir Krishna, IAS
Managing Director
Tribal Cooperative Marketing Development Federation of India Ltd., (TRIFED),
2nd Floor, NCU Building
3, Siri Institutional Area
August Kranti Marg
Delhi - 110 016

VAN DHAN EXPLAINED

1) Focus : Opening points for discussion

- i) VanDhan is **Livelihood and Entrepreneurship program** for empowering Tribals engaged in Minor Forest Produce gathering.
- ii) 100% Central funding (From TRIFED to District Admin) for Program implementation
- iii) 100 days program to set up 600 VanDhanVikasKendras, nationally. State wise District wise numbers proposed under 100 days program is provided in Annexure. These districts are tentative and state may suggest alternative.
States may propose maximum numbers and TRIFED will progressively support them (Overall 3,000 VDVKS to touch 1 Million Tribal households planned in First year)
- iv) To begin, State needs to identify best performing Collectives of Tribal Ajeevika SHGs/ NRLM 's MSKP-MFP Producer Groups/Producer companies or JFMCs under Forest Departments and providing them support to set up VanDhanVikasKendras. The Van DhanKendras can be formed from 15 groups of 20 member Self Help Groups.
- v) CSC SPV is part of TRIFED to implement the program which will digitize the entire process and offer handholding at the last mile together with NRLM institutions at GP and Block levels

Support for the program is Rs.1.0 Lakh each per Van DhanVikas Group of 20 Gatherers each and includes

- i) Reimbursement of costs of Training (Master trainers, Wage compensation to trainees, training materials, sample raw materials) : UptoRs. 50,000
- ii) Equipment & Toolkits consisting of MFP harvesting tools, handling crates, weighing machines, Deseeding equipment, extractors, other relevant value addition : Rs.1 Lakh
- iii) Additional support to good performing Van DhanKendras

2) Project implementation Plan – discussion with CSC Team / Fixing deadlines along with State Implementation Agency Team (SRLM/Ajeevika or Forest Department)

- i) Compiling the **list of Groups/Collectives** (Tribal prominent) working in the States:
 - JFMCs (under Forest Dept/ State Forest Development Corporation)
 - Ajeevika SHGs (under SRLM)
 - MahilaKisanSashaktikaranPariyojana(MKSP) – MFP (under SRLM) – Producer Groups and Producer Companies
 - NGOs/ CSR led initiatives with Tribal collectives
- ii) Selection of well performing JFMCs / MSKP-MSP /Ajeevika Tribal SHGs:
 - More than 60% Tribal Members

752 ✓
(21)

- Engaged in MFP gathering and value addition, procurement and selling etc
- VDVks - ~ 300 member groups as per 100days targets [Total 600 country wide]

iii) Immediate commencement of reporting

- Get list of Haats list of Village Haats. May get from Agricultural Department.
- Existing Groups - VDVks and Gatherers details; Enrolment of Tribal members in these Collectives through Mobile App
- Identification of Master Trainers for sensitization program, enterprise management
- Identification of MFP Value addition Trainers engaged in MFP in respective districts; Identification of Toolkits for value addition, specifications and place in GeM for procurement facilitation
- Identification of Buyers of MFP in state/district/local level (by types of MFPs)
- Identification of tool and equipment suppliers for primary processing and weighment
- Developing marketing strategy for sale of value added produce. Explore options for identifying distributors, retailers and franchises within districts
- Devise advocacy strategy for promotion of scheme with Zonal Cultural Centres of Ministry of Culture in collaboration with District Collectors
- Consult with district collectors to identify tribal artisans and areas where tribes India outlets can be established
- Haats survey &
- Warehouses survey