
Commissioned by



Value Chain Analysis and Feasibility Strategy of Product Clusters in Tribal Sub Plan areas of Odisha

Conducted by



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About MART

Established in 1993, MART is a pioneer in the rural domain and over the years has also developed as the Leading Consultancy and Knowledge based organization on Emerging Markets. MART's vision is to become the most respected, employee owned organization in the emerging markets creating innovative and effective solutions to help the poor improve their quality of life.

MART has been at the forefront of market led livelihoods in India for more than 19 years. Partnerships with private sector starting with co-creating Project Shakti with Unilever and later having partnered Novartis, HPCL, GE Healthcare, Shell and many more MNCs have helped us generating unique expertise in the domain.

MART enjoys a unique position as an end to end solutions facilitator for both the development and corporate sectors. We offer a range of services from research, strategy formulation, strategic implementation, scale up and training.

MART has been offering its services in South Asia region - India, Bangladesh, Nepal, Malaysia, Afghanistan and Indonesia. To create and disseminate knowledge MART works in partnership with a number of international academia and knowledge agencies in US, Japan, UK and Netherlands.

MART has an impressive clients list which includes leading development agencies like World Bank, UNDP, IFAD, DIFD, projects like OFSDP, OTELP, WORLP, MACP, APDPIP, APRLP, MPDPIP, RJDPIP, KUSP, NERLP etc and several fortune 500 companies such as GE, Intel, PepsiCo, Tata and many more.



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Foreword

The State of Odisha occupies an important place in the country having a high concentration of Scheduled Tribe and Scheduled Caste population. In terms of ST population, it is the second biggest in the country. Both Scheduled Tribe and Scheduled Caste constitute nearly 38.66% of the total State Population (S.Ts 22.13% and S.Cs 16.53% as per 2001 Census). After reorganisation of districts in the state, 7 districts fully and 6 districts partly are covered under the Scheduled Areas of the state. The Scheduled Tribe and Scheduled Caste Development Department, GoO continues to implement policies, programmes and schemes designed in consonance with the overall goals and objectives as enshrined in the Constitution of India aimed at improving the quality of life of ST & SC communities.

In pursuance with the mandate it gives me immense pleasure to present the report of study on 'Value chain analysis and feasibility strategy of product clusters' conducted in 118 tribal sub-plan blocks in 21 ITDAs of Odisha. The study has identified and profiled 484 product clusters leading to identification of identified 67 potential products across the sectors of Non timber Forest Produce (NTFP), Agriculture, Horticulture, Animal Husbandry and Handicraft & Handloom. It also undertook in-depth value chain analysis 21 products (1 per ITDA) wherein practically implementable cluster development plans, and implementation budgets for each of the 21 products have been recommended. Along with profiling roles of different players and stakeholders in the value chain, the study identifies issues and gaps at the primary producer level and critically analyzes to propose cluster development strategies.

The findings of the study provides an overall understanding about the sectoral issues and challenges across major sectors i.e. Agriculture, Horticulture, Sericulture, Non Timber Forest Produce, Animal Husbandry, Handloom (Kotpad), Handicrafts (Stone carving) and provides need responsive recommendations across infrastructure, Technology, Finance and Credit and Institution Building to strengthen the product clusters.

I would like to extend a note of appreciation for all the stakeholders whose involvement could make this study possible and congratulate MART for coming out with a comprehensive report. I hope that people having involvement and commitment in the sector would find it informative, interesting and usable.

Santosh Kumar Sarangi, IAS

Commissioner cum Secretary

ST & SC Development, Minorities
& Backward Classes Welfare Department,
Govt. of Odisha

Acknowledgement

MART would like to immensely thank Shri Santosh Kumar Sarangi, IAS Commissioner-cum-Secretary, ST & SC Development, Minorities & Backward Classes Welfare Department, Govt. of Odisha for commissioning this landmark study and granting us the opportunity to conduct the same. His guidance and suggestions have been very encouraging.

We will remain indebted to Shri. Susanta Nanda, IFS, Programme Director, OTELP for his unconditional support, coordination and guidance provided to us during the course of the study, without which this study would not have been a reality. We would also like to thank the valuable contribution of the entire OTELP team in coordinating the study.

We are also thankful to the staff across all 21 ITDAs and staff of TDCC for their support, invaluable information and suggestions for the study.

We have received a lot of information from various stakeholders and market players for which we would like to extend our sincere gratitude.

We extend our sincere gratitude to all the stakeholders who participated and contributed in the Multi Stakeholder Workshop where the draft report was presented for feedback.

Last but not the least we are thankful to all the primary producers and processors at the village level for all the support and information provided in connection to the study.

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Executive Summary

Odisha occupies a significant position in the country for the presence of 62 Scheduled Tribal communities including 13 Particularly Vulnerable Tribal Groups (PVTGs) and 93 Scheduled Caste communities, together constituting 38.66% of the total population of the state. About 44.70% of the area of the state has been notified as Scheduled Area that extends over 118 blocks across 21 Integrated Tribal Development Agencies and 12 districts. The Department has an elaborate administrative arrangement for all the 21 Integrated Tribal Development Agencies (ITDAs) covering the TSP areas for implementing tribal development programmes including 17 Micro Projects for PVTGS.

However, the tribals' predominant dependence on agriculture and forest amidst inadequate market-led infrastructure coupled with poor communication network and road transport throw a lot of challenge to realization of objectives of various welfare schemes of Government. A detailed study highlighting systematic product mapping aligning cluster development objectives with livelihood promotion possibilities was thus required for ST and SC Development Department to frame cluster promotion strategies in the TSP areas. The information delivered from the study is envisaged to help the primary stakeholders to effectively utilize their natural physical endowment to enhance their income and augment their livelihoods on a sustainable basis across NTFP, SAP, handicraft, handloom and animal husbandry. While OTELP was assigned to coordinate and manage the study, MART a national level consultancy and research agency was shortlisted through a competitive bidding process to conduct the study.

The objectives of the study were,

- To Identify and conduct value chain analyses and market feasibility of potential NTFP/SAP products/ Handicraft/ Handloom/ major animal husbandry potentials and other products having entrepreneurial value in the 118 Tribal Sub Plan (TSP) blocks of Odisha for promotion of product based clusters.
- To develop strategy and roadmap for promotion of product based clusters, appropriate Institutional arrangements, market linkages and capacity building strategies so as to enhance employment opportunity and income of target communities.

MART followed an eight step methodology to conduct the study across the 21 ITDAs. A two phased field visits and stakeholder interactions were conducted during the course of the study; the first visit to all ITDAs was to identify and finalize a list of 428 clusters

covering all the 118 TSP blocks across 67 potential products of NTFP, Agriculture, Horticulture, Animal Husbandry, Handloom and Handicrafts. The second visit was conducted to 21 different product based clusters and corresponding regional as well as national level markets for detailed value chain analyses of the products. The findings were validated and shared at all junctures with OTELP, concerned ITDAs and important stakeholders. The 484 clusters were identified and profiled with reference to the following parameters:

- The product in the area should have adequate marketable surplus with adequate market potential so that economies of scale can be ensured.
- Product should have the ability to contribute significantly to the income of involved households.
- Significant number of households are involved in the cluster area.
- In addition to the above, some special clusters, particularly in handicrafts and handlooms which may not have a large number of primary producers in the local vicinity were also taken into account by virtue of their special skills and traditional status.

The spread of the 67 critical products are as follows;

| Agriculture (15 products) | Horticulture (24 products) | NTFP (12 products) | Non-farm (13 products) | Animal Husbandry (3 products) |
|--|--|---|--|--|
| <ul style="list-style-type: none"> • Maize • Niger • Arhar • Cotton • Paddy • Cowpea • Groundnut • Mustard • Sesame • Black Gram • Jowar • Khesari Dal • Ragi • Sugarcane • Sunflower | <ul style="list-style-type: none"> • Cashew • Sericulture • Turmeric, Mango • Ginger, Pineapple • Watermelon • Yam bean, Aul • Cabbage, Brinjal • Onion, Pumpkin • Rubber, Jackfruit • Potato, Tal • Tomato, Lemon • Pipla, • Lemongrass • Drumstick • Cauliflower • Vegetable | <ul style="list-style-type: none"> • -Mahua • -Tamarind • -Siali leaf • Sal leaf • Sabai • Sal seed • Lac • Char seed • Honey • Hill broom • Bamboo • Sal Resin (Jhuna) | <ul style="list-style-type: none"> • Stone carving • Handloom • Incense sticks • Puffed Rice • Appliqué • Bamboo craft • Wood craft • Conch Shell craft • Paddy craft • Dhokra • Terracotta • Tribal Jewellery • Tribal art | <ul style="list-style-type: none"> • Goatary • Dairy • Backyard Poultry (Banaraj) |

An ITDA wise profile of the 484 clusters has been documented for further reference containing each of the following:

- Location of Sub Clusters
- Key Reasons for Selection of Product Cluster
- Marketable Surplus (Volumes / Units)
- Number/Name of villages associated
- Number of Households involved
- List of major markets

The 21 selected products from the above list were shortlisted for detailed value chain analysis which covered 263 clusters across 114 TSP blocks. The value chain analysis of these products highlighted many issues and gaps at the primary producer level which were clinically analyzed and appropriate cluster development strategies were suggested through comprehensive implementation budgets for cluster development for each of the 21 products.

Some major findings across different sectors and vectors are as follows:

- **Agriculture:** It is observed that wherever, private sector is contributing in terms of input supply like seeds, fertilizers and also as major procurement agents, the growth of the sub sector in the particular block is evident and the phenomenon is guiding the formation of natural clusters (e.g. maize and cotton). Under such conditions, productivity enhancement is being driven by the market as a result of which, large volumes and scales are being ensured. Likewise, low penetration of the private sector in Niger and Arhar has slowed down growth in these sub sectors. In addition, the general awareness level of producers is low with gaps in extension services across all types of products.
- **Horticulture:** Availability of improved variety of crops through seed replacement and productivity enhancement is the major pushing factor for all clusters of horticulture like in Ginger, Mango, Pineapple etc., although there is scope to do more. The major challenge is to promote these improved varieties at a large scale to create a larger impact. While most horticulture products are sold fresh in Odisha, the scope of value addition and processing will only arise after minimum scales are achieved since currently the absorption of the production is largely within or in nearby states and there is high consumption preference of fresh products locally. The sub sector has a lot of potential to generate substantial income for the primary producers. However, there is a need to scale-up successful models and establish inclusive strategies for marginal and small farmers.
- **Sericulture:** While only Tassar under Sericulture was explored in detail, the initial findings suggest a huge scope of elementary value addition in terms of reeling is

present in the studied clusters. There is ample opportunity to promote new clusters and enterprises around reeling of Tassar which currently is more focused on production of cocoons only. Seed production and disposal is currently restricted under SERIFED and lack of privatization of seed production (in both improved and traditional varieties) may be choking the growth of the sub sector.

- **Non Timber Forest Produce:** Overall production of NTFP in the TSP area is either decreasing or has not increased over the last few years. For more enterprises around NTFP, more sustainable harvest around key NTFPs like Sal leaf, Siali leaf etc. are required in the near future. Strong involvement of women in almost all activities at the village level suggests the scope of women empowerment through promotion of various women-owned enterprises particularly in processing and generating employment for wage labourers is high in this sector. Processing of NTFPs is on the rise and there is an emerging need for enhanced technology and R&D for product development in NTFPs like Sabai grass and Lac. Appropriate innovation funds and other risk mitigating measures are thus required at various levels to develop new markets, new products and new technology.
- **Animal Husbandry:** While goat rearing was the major animal husbandry cluster activity studied, there is a presence of high demand for goat in the local markets and since the Black Bengal breed is the rampant variety of goats which is also in demand for good mutton quality, further breed improvement is not expected to yield results. There is a dearth of veterinary extension services at the village level and risk mitigation mechanism is virtually absent in terms of insurance. This is fallout of restricted outreach of extension and monitoring mechanisms. With a mortality rate of more than 20% due to common diseases, primary rearers, however, have shown willingness to pay for such services if available.
- **Handloom (Kotpad):** There is a scope for graduation from low skilled products like white sheets and mats to high skilled products like *Mirigan* sarees in Kotpad. The factors of promotion for such graduation are however missing currently, provision of which can form the basis of cluster development in the handloom sub sector. Although characterized by high market demand, infrastructure is a major bottleneck in the handloom sub sector with old and under efficient looms, lack of electricity, lack of space for housing looms etc. There is a scope for promoting common facility centres.
- **Handicrafts (Stone carving):** While different handicrafts have different trends and scope, stone carving cluster in Sukruli showed enhanced scope of returns to artisans through better marketing from the cluster location. The graduation from artisan to trainer to master craftsman to entrepreneur requires handholding and mentoring which will be critical for cluster promotion.

Certain vectors cross cutting across all sectors were analyzed as follows:

- **Infrastructure:** There is a huge gap of adequate infrastructure for primary market led value addition like drying, cleaning, packaging, storage, transport facilities etc. across almost all sub sectors which are severe bottlenecks to remunerative prices, particularly in the context of interior villages with difficult terrain and accessibility. While a massive investment in infrastructure development especially market led ones are required across almost all product clusters, there is a critical need to sensitize primary producers regarding the use of market led infrastructure. For enhanced ownership of such infrastructure through skill building, demonstration and exposure visits.
- **Technology:** While some sub sectors like Handloom and Handicrafts have not seen many technological interventions, there has been a drive for technological interventions in Horticulture and most NTFPs. However, scaling-up of such technology is still a challenge area particularly in the light of the fact that technology interventions are also often associated with complimentary infrastructure like the availability of electricity. Furthermore in NTFP, the standardization of various technologies is required in the long run like common types of de-seeding machines in tamarind clusters and similar processing of Lac across all clusters.
- **Finance and Credit:** For any enterprise to be successful, it is imperative that the right amount of credit need to be disbursed to the right person at the right time. While formal financial institutions like banks are struggling in this front, informal credit linkages with high cost of capital are rampant across all sub sectors. Access to credit for small and budding entrepreneurs has emerged to be one of the most challenging areas, which is a major bottleneck for cluster promotion. Adequate value chain financing of different stakeholders under agriculture and horticulture particularly for commercial crops like Cotton, Maize, Ginger, Turmeric etc. is rare. While the entire credit scenarios of studied areas are functioning mostly ad hoc, there is a strong need to undertake value chain financing for better credit absorption and impact. Simultaneously, strong mechanisms need to be devised to access mainstream credit for primary producers and local level entrepreneurs apart from insufficient and short lived subsidized schemes.
- **Institution Building:** It has been found that, common producer level institution under each highlighted cluster may or may not be relevant under the immediate set of interventions. Common institution framework is also not true for all clusters. Institutions wherever required, relate to type of products and stakeholders. A range of community institutions at the cluster level need to be promoted like CIGs, farmer groups, artisan groups etc. Under any circumstances, the primary focus of any community-owned institution promoted, should be to build sustainability of a community-owned cluster institution through tangible benefits to its members and cover all operating expenses.

While the cluster promotion strategies of each of the 21 products have been mentioned specifically, the larger strategies revolve around the following points:

- Productivity Enhancement
 - Ensured, adequate and timely input supply across all Agri/Horti clusters.
 - Introduction of improved variety especially for Horticulture crops.
 - Best package of practices for cultivation.
 - Sustainable harvesting for NTFP.
- Institution Building
 - Formation and strengthening of SHGs, FG, CIG and other CBOs wherever applicable.
 - Graduation to Cooperatives/Producer companies in the long run.
- Capacity Building
 - Business knowledge and skill training, marketing and enterprise promotion.
 - Rules and regulations, role and responsibility, leadership and management.
 - Exposure to market and successful enterprises.
- Infrastructure and Technology
 - Promotion of market led infrastructure (Drying yard, weighing scale, cleaning, grading and sorting machines, godown and storage etc).
 - Technology installation(Leaf plate machine, Improved looms, solar dryer etc).
- Market Access
 - Collective marketing
 - Linkages with higher order and remunerative markets
 - Institutional linkages(TDCC, ORMAS, Corporate etc)
- Handholding Support
 - Step by step implementation plan
 - Deployment of cluster promotion agency
- Promotion of supporting enterprises and entrepreneurs
 - Traders – individuals, farmer groups (Turmeric)
 - Processors – individuals (Sal leaf plates), SHGs (Mango)
 - Service providers – para-professionals (Goat), soil testing entrepreneurs (Maize)
 - Master craftsmen (Stone Carving)
- Convergence and collaboration with existing schemes and programs.

A step by step implementation plan for cluster promotion has been detailed out along with a section on capacity building strategies for the different stakeholders.

A specialized agency for cluster promotion and implementation of intervention plans along with market linkages and monitoring is essential for all clusters. Apart from this, each ITDA needs to deploy dedicated staff for cluster promotion who will take on the reins of cluster development once the cluster promotion agency withdraws support in the long run.

Value Chain Analysis and Feasibility Strategy of Product Clusters in TSP areas of Odisha

1. Background

1.1. Livelihoods Scenario in Odisha

Odisha as a state accounts for almost 5 per cent of India's land area. Although it has one of the lowest population densities (236 persons per sq. km in 2001) in the country, there is significant inter-district variation since 52 per cent of the population of the state lives in an area share of 25 per cent primarily comprising of the coastal areas. The state has highly variable topography and agro-climatic conditions ranging from Northern Plateau and Central Plain lands to high Eastern Ghats and low lying coastal areas. Around 40% of the population of the state lies under the poverty line (2004-05). While 23% of the population is under Scheduled Tribes, another 17% falls under Scheduled castes and about two-thirds (65%) of the total poor in rural Odisha belong to either ST or SC groups.

With nearly 85 per cent of population living in rural areas, the livelihoods of the people of the state lies mainly on agriculture, less industrial and even lesser on the service sector. In contrast, the service sector contributes 55%, industries 25% and agriculture only 20% to the share of GDP of the state. These facts along with low rate of urbanization (around 15% and mostly skewed in the central-coastal region) proves that the livelihood patterns of the marginalized sections of the society continue to be excluded from the growth and development experienced by a pocketful. Limited access to financial and other business development services and the non-enabling environment to take risk to pursue economic activities forces them to live in perennial poverty. Different forms of vulnerabilities and uncertainties like natural calamities, political instability and inefficiencies, red terrorism etc. make matters worse.

The poor, with their eco-system, debars them from occupying an equitable position in the value chain. Villagers, who depend on agriculture and/or forest, face various challenges which put them in a highly disadvantageous position.

1.2. Livelihoods Scenario of the Tribal Sub Plan blocks in Odisha

The state of Odisha occupies a significant position in the country for the presence of 62 Scheduled Tribe communities including 13 Particularly Vulnerable Tribal Groups (PVTGs) and 93 Scheduled Castes communities. Both the communities, ST&SC constitute 38.66% (ST-22.13% and SC-16.53% as per 2001 census) of the total population.

About 44.70% of the area of the state has been notified as the Scheduled Area that extends over 118 out of 314 Blocks in 12 districts and covers Scheduled Tribe population of 55,46,081 (68.09% of the total tribal population of the State). Since the combined field organization of both Tribal & Rural Welfare and Gram Panchayats Departments was bifurcated in 1956, the Scheduled Tribe and Scheduled Caste Development Department & Minorities and Backward Classes Welfare Department functions as the nodal Department for the welfare and all-round development of Scheduled Castes, Scheduled Tribes, Minorities and Backward Classes with the basic objective to formulate and coordinate policies, programmes, laws, regulations etc. for economic, educational and social development of these communities. The principal aim is to empower the principal stake holders through their educational, economic and social development in order to build self-reliance and self esteem among them.

The Department has an elaborate administrative arrangement for all the 21 ITDAs covering the TSP areas for implementing tribal development programmes. To ensure focused programme implementation for 13 PVTGs, 17 Micro Projects have been established in 12 tribal districts of the state. The objectives of the TSP strategy are basically two fold, i.e. (i) socio-economic development of the Scheduled Tribes and their habitats, and (ii) protection of tribals from exploitation. The Tribal Sub-Plan strategy has been adopted since the beginning of the Fifth Five Year Plan (1974-75), which is based on area development approach with adequate emphasis on family oriented income generating activities taking a comprehensive view of tribal problems within the framework of Nation's Five Year Plans.

The Orissa Scheduled Castes and Scheduled Tribes Development Finance Cooperative Corporation (OSFDC) and the Tribal Development Co-operative Corporation Ltd (TDCCOL) look after development and marketing of minor forest produce (M.F.P) and surplus agricultural produce (S.A.P) for the benefit of tribals.

After the launching of Odisha Tribal Empowerment & Livelihoods Programme (OTELP) in the tribal concentrated 30 backyard blocks of 7 districts of south-west Odisha since 2004 with support from IFAD, DFID and WFP along with the State Government, have supported and promoted various livelihoods models for the sustainable development of poor tribal with an objective to ensure food and livelihood security to them. Based on the learning from the programme, the Government of Odisha is now up-scaling the programme in additional areas in a phased manner.

However, the tribals' predominant dependence on agriculture and forest amidst inadequate market led infrastructure coupled with poor communication network and road transport throw a lot of challenge to realization of objectives of various welfare schemes of Government. Though there are various products available in plenty, there are no product clusters developed within the region around NTFP, agriculture, horticulture, handlooms,

handicrafts that could contribute to the income of tribal families. Therefore, there is a need to develop an institutional arrangement that would utilize those products (NTFP, SAP, Handicraft and handloom, animal husbandry) through their value chain, in making necessary changes in infrastructure requirement to make efforts for establishment of viable enterprise through cluster development approach. That would provide a continuous source of engagement of tribals in pursuit of gainful employment and bettering their quality of life.

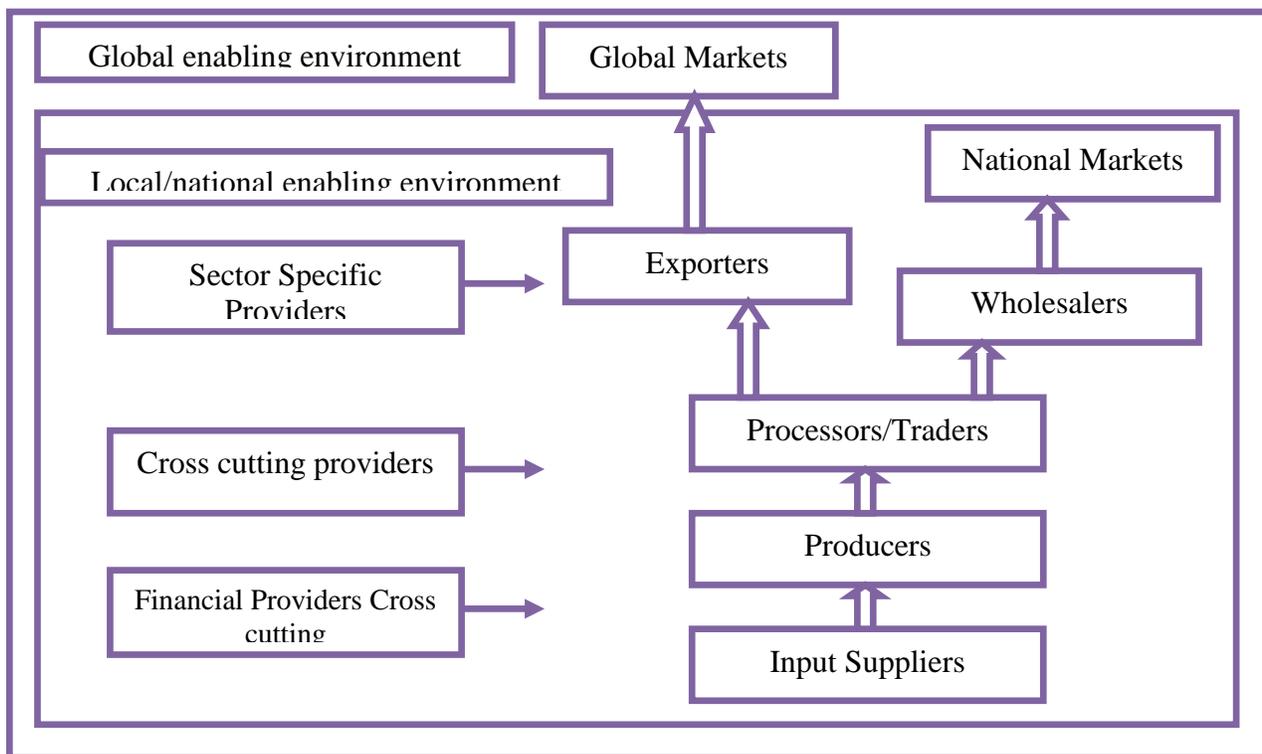
A concerted attempt to explore all the aspects of value chain of important and promotable products vis-a-vis livelihood scope and opportunity, infrastructure requirement, markets feasibility is thus the first step to formulate and implement appropriate development strategies.

1.3. Value Chain Development Approach

A value chain can be defined as all the firms that buy and sell from each other in order to supply a particular set of products and services to final consumers. Value chains encompass the full range of activities and services required to bring a product or service from its conception to sale in its final markets—whether local, national, regional or global. Value chain includes input suppliers, producers, processors and buyers. They are supported by a range of technical, business and financial service providers.

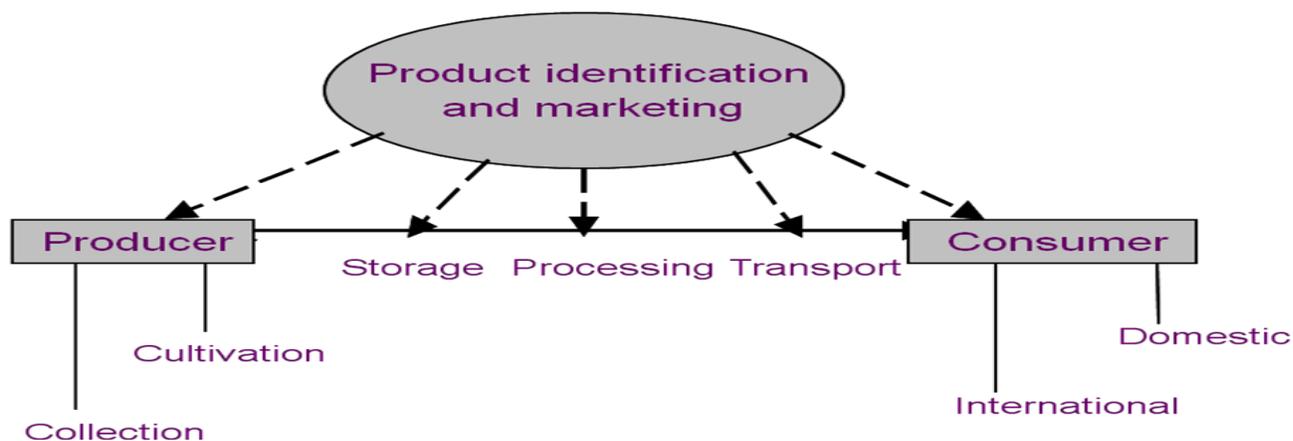
Value chains have both structural and dynamic components. The structure of the value chain influences the dynamics of firm behavior and these dynamics influence how well the value chain performs. The structure of a value chain includes all the firms in the chain and can be characterized in terms of five elements described below. The following presents a graphical representation of the structural elements of a generic value chain.

Source: Value Chain Framework by USAID



1.4. Functions involved in value chain

The value chain consists of all the functions that occur from raw material producer to the final consumer of a finished product. The functions involved in value chain are: production, collection, processing, storage, transport, marketing, and sale (as shown in Figure below). The relative importance of each of these differs from product to product, they may not occur sequentially and some may even be repeated or omitted for particular products. Some chains, particularly for locally traded products, are very short and simple.



The producer is responsible for cultivation and/or harvesting. Depending on the product, storage, processing and transport (in no definite order) must then take place. These steps may be more or less complex depending on where the product is produced, the nature of the product, the degree of processing, and the consumer requirements. For some products, such as fresh fruit, perishability is a serious concern, requiring careful storage and handling and rapid transport to market, or some level of primary processing close to the point of origin.

| <i>Stage</i> | <i>Key inputs/functions</i> |
|-----------------|---|
| Inputs supply | Seed, fertilizer, pesticides, labour etc. |
| Pre-production | Land development, sowing, seed treatment, fertilizers application etc. |
| Production | Weeding, application of fertilizers and pesticides, technology, land productivity, water management, cropping patterns, multiple crops etc. |
| Harvesting | Technology, labour power, implements, transportation etc. |
| Post-Harvesting | Cleaning, drying, transportation, storage etc. |
| Value-addition | Aggregation, Grading, minimum processing, milling, packing, etc., |
| Marketing | Local market, petty traders, middlemen, market yards, wholesale merchants, millers, processing units, wholesale or retail selling etc. |

The value chain contains several stages where particular production, local value addition and marketing processes take place.

Value chain development is the process, which analyses every stage of the product or services i.e. from production to the end consumer and endeavours to build the competitiveness across the chain. Value chain analysis involves identifying product movement, number of channel partners involved and roles performed by them, value received by each of the channel partners and constraints faced by each player in the chain. Value chain analysis helps to identify opportunities for value addition at every stage of the product from production to its marketing, prices at every stage and corresponding value

addition possibilities, assessing infrastructure requirement and capacity building needs of producers to achieve higher value in the chain.

1.5. Cluster promotion as an intervention strategy

In the context of value chain development through cluster promotion, a cluster is perceived as a geographical concentration of primary producers around a potential commodity/sector/sub-sector based on which small or microenterprises are promoted considering existing/upcoming market situations. These enterprises also have common opportunities and similar threats. The key problems faced by such collective enterprises are more of isolation than of size and they are unable to achieve economies of scale, lack negotiating power, find it difficult to specialize and have limited access to credit, strategic information, technology and markets.

Formation of clusters is envisaged to bring forth:

- Emergence and growth of specialized suppliers of raw materials, components, machinery and sector specific skills.
- Emergence of specialized technical, administrative and financial services.
- Creation of a conducive environment for development of inter-firm cooperation and specialization as well as cooperation among public and private institutions to promote local production, innovation and collective learning.

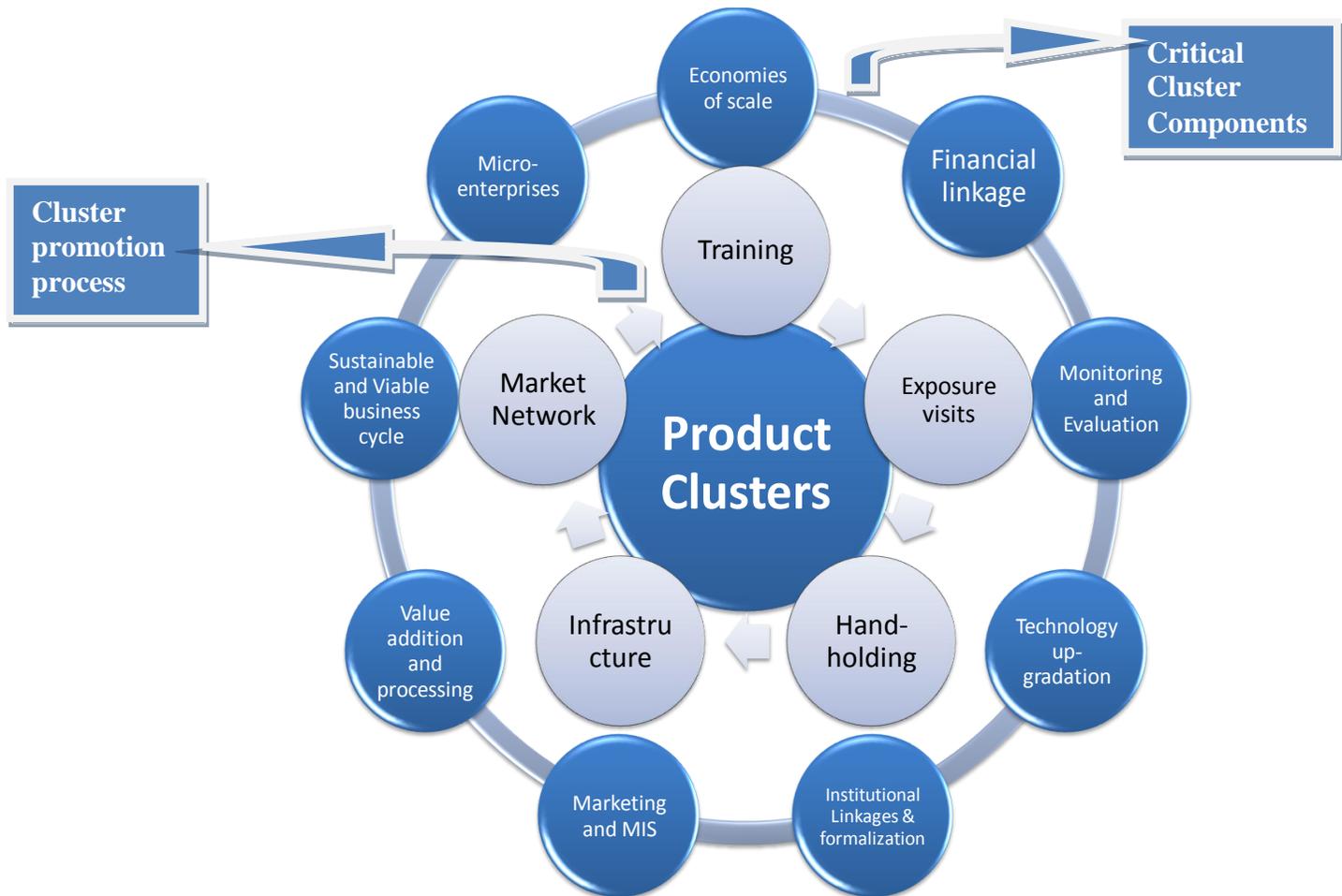
Cluster, as defined under this study: “Activity/ product potential across 20-30 villages within a common geographic patch”

Basic parameters for eligibility of promotion of clusters are as follows:

1. Marketable surplus with adequate market potential
2. Significant contribution to income of involved households
3. Significant number of households involved

The identification of clusters were done sub-sector wise, viz. Agriculture, Horticulture, Non timber Forest Produce, Handloom and Handicrafts

The following diagram (Source: MART Knowledge Centre), depicts a cluster promotion framework for promoting product based clusters.



With efficiently functioning critical components, working for a common cause, a cluster in course of time ensures the development and graduation of small income generation activities started by the poor and marginalized primary producers into small and micro enterprises. It is thus, critical to ensure a common institutional structure and operational methodology wherein all these critical factors of support services, finance, infrastructure for product management and value addition, technology, marketing functions and information systems, etc. perform and contribute towards the additional income realization of the primary producers. The promotion of clusters thus focuses on institutionalizing and sustaining the performance of all these critical activities in the long run.

2. Introduction to the Study

The department of ST, SC Development and Minorities Welfare, Govt. of Odisha, is planning to implement focused livelihoods interventions for target communities in the 118 Tribal Sub Plan Blocks of the state with development of appropriate commodities/products along with their detailed roadmaps.

Cluster development has often been referred to as a holistic developmental approach to facilitate development of all stakeholder of the value chain for any product. While cluster promotion revolves around various factors (as mentioned earlier), it was thus necessary to understand the different cluster promotion possibilities across all the 21 ITDAs and 118 TSP blocks of the state. A detailed study highlighting systematic product mapping aligning cluster development objectives with livelihood promotion possibilities was thus required along with the institutional arrangements with respect to market, infrastructure and other inputs to help the primary stakeholders to effectively utilize their natural physical endowment to enhance their income and augment their livelihoods on a sustainable basis.

While OTELP was assigned to coordinate and manage the study, MART a national level consultancy and research agency was shortlisted through a competitive bidding process to conduct the study.

2.1. Objectives of the study

The objectives of the study are as follows:

1. To Identify and conduct value chain analyses and market feasibility of potential NTFP/SAP products/ Handicraft/ Handloom/ major animal husbandry potentials and other products having entrepreneurial value etc in the 118 TSP blocks in Odisha for promotion of product based clusters.
2. To develop strategy and roadmap for promotion of product based clusters appropriate institutional arrangements, market linkages and capacity building strategies so as to enhance employment opportunity and income of target communities.

2.2. Methodology

To achieve above objectives MART proposed a comprehensive approach which included 8 Steps. A number of activities were undertaken under each step which led to the specific outputs.

Analytical framework of the study

| Activities | Key Steps | Outputs |
|--|--|---|
| <ul style="list-style-type: none"> Review of project literature and reports Study similar livelihoods initiatives under WORLP, OFSDP, TRIPTI etc. Study ITDA plans | <p style="text-align: center;">1 Pre study preparation</p> | <ul style="list-style-type: none"> Develop better understanding of the study |
| | ↓ | |
| <ul style="list-style-type: none"> Discussion with SC/ST Department To understand ITDA/TSP objectives and processes, key stakeholders Share reconnaissance visit plan | <p style="text-align: center;">2 Inception Meeting</p> | <ul style="list-style-type: none"> Develop better understanding keeping project objectives in mind Finalize Reconnaissance visit plan |
| | ↓ | |
| <ul style="list-style-type: none"> Develop approach for data collection Finalize stakeholders, and institutions for interview Day wise visit plan for MART team Dept to intimate ITDA/TSP staff to facilitate the visit Visit to all 21 ITDAs to have primary understanding on potential products and possible clusters | <p style="text-align: center;">3 Reconnaissance Visit</p> | <ul style="list-style-type: none"> Develop understanding of macro and micro scenario of possible product based clusters in different TSP areas in terms of availability of resources, skills, infrastructure, institutions, existing scenario etc. Develop understanding of the issues and needs of beneficiary community with respect to product based |

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| | | <p>clusters</p> <ul style="list-style-type: none"> Identify potential 10-15 potential products per ITDA for proposed cluster promotion (NTFP, Agriculture, Horticulture, Livestock, Handicrafts and Handloom products) |
| | ↓ | |
| <ul style="list-style-type: none"> ITDA wise data compilation and analysis of field visit observations and findings | 4 Mid-term Report | <p>Mid-Term Report. contained</p> <ul style="list-style-type: none"> ITDA wise product based cluster potential based on existing resources, skills, infrastructure, markets, institutions, existing livelihoods etc. and analysis of cluster promotion in different ITDAs. First list of potential 21 NTFP, Agri, Horti, Livestock, Handicraft and Handloom products across all ITDAs Field work approach & methodology |
| | ↓ | |
| <ul style="list-style-type: none"> Finalized workshop plan with SC/ST department Share Approach and Framework for cluster promotion/selection with stakeholders (representatives from 21 ITDA, 118 TSPs and SC/ST department) Consultation with SC/ST | 5 Stakeholder Meeting in Bhubaneswar | <ul style="list-style-type: none"> Finalize list of potential products for value chain analysis List of potential product clusters across 118 TSPs. List of available infrastructure, resources, approximate volumes, markets, resource agencies, service providers etc. across 118 TSPs for evaluation of |

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| Department to finalize methodologies for field work | | <p>potential product clusters.</p> <ul style="list-style-type: none"> Revised methodology for field study |
| | ↓ | |
| <ul style="list-style-type: none"> Methodology finalized in MSC-1 Finalize study design Finalize field visit plans MART Team structure Undertake field visit Get approval of Sc/ST department | 6 Field Work | <p>Study findings & analysis will contain</p> <ul style="list-style-type: none"> Listing and mapping of potential product based clusters to be promoted across 118 TSPs (for NTFP / Agri / Horti/ Livestock / Handloom / Handicraft commodities) Value chain analysis of enlisted 15-25 products along with market environment scanning. Final list of products to be decided in consultation with SC/ST dept. Macro market analysis, stakeholders, resources ITDA/TSP plans, institutions, infrastructure, etc. Skill mapping and Capacity Building needs of beneficiary community and TSP/ITDA staff in cluster promotion. Finalize business plans for each product cluster Finalize intervention strategies |
| | ↓ | |
| <ul style="list-style-type: none"> Finalize workshop plan with SC/ST Department Share findings and recommendation with stakeholders for feedback | 7 One day MSC-2 in Bhubaneswar | <ul style="list-style-type: none"> Final list of TSP wise product clusters along with key intervention points Finalize institutional set up for project implementation |

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| | | | <ul style="list-style-type: none"> Minutes of MSC-2 |
| | | ↓ | |
| <ul style="list-style-type: none"> Analysis of field visit findings Prepare draft report content Finalize report content in after feedback from SC/ST Department | 8 Draft and Final Report | | <ul style="list-style-type: none"> Draft Report prepared. It contains Introduction Review of need and processes of Product based cluster promotion at each of the 118 TSPs Detailed description of methodology Findings of the fieldwork and Value Chain Analysis Market level practices, demand analysis, price trends, major market players and processes etc. Product cluster wise detailed business plans Key capacity building needs of community/project staff for cluster promotion Interventions required institutional framework, business plans, and intervention strategies for implementation of clusters Final report |

Uniqueness of the study

The Study “Value Chain Analysis and Feasibility Strategy of Product Clusters in 118 TSP blocks of Odisha” had the following uniqueness

- This was the first time a comprehensive list of 484 clusters across 21 ITDAs and 118 TSP blocks have been profiled for implementation.
- The study followed a unique approach of Value Chain Analysis for Cluster Promotion which promises to be backed by market level understanding of each value chain.

- The study not only highlights the strategies for Cluster development around potential products but also contains implementable business plans which will assist the respective ITDA/OTELP/ST-SC Dept. to allocate funds for the implementation.
- Most team members involved in the study had previous experience of cluster development implementation apart from simple research which resulted in many practical insights.

Limitations of the Study

- With respect to the scale of study and scope of work, more time being allotted to conduct the same would have resulted in even better results.
- A number of products were studied simultaneously and looking at the seasonality and non-availability of the products, more stakeholders could have been interacted.
- Each intervention plan is displayed as block level strategy and cannot be construed as a state level strategy for the particular product.
- While the budgets and business plans prepared are indicative, the cluster profile data which was accumulated from primary sources may vary from published data.

3. Profile of Product clusters across 118 TSP blocks

A list of 484 non-exhaustive product clusters across 118 TSP blocks were shortlisted during the reconnaissance visits and then finalized after discussion with OTELP and various other stakeholders. The list of possible clusters span across the following sub sectors and 67 products:

| Agriculture (15 products) | Horticulture (24 products) | NTFP (12 products) | Non-farm (13 products) | Animal Husbandry (3 products) |
|--|--|---|--|--|
| <ul style="list-style-type: none"> • Maize • Niger • Arhar • Cotton • Paddy • Cowpea • Groundnut • Mustard • Sesame • Black Gram • Jowar • Khesari Dal • Ragi • Sugarcane • Sunflower | <ul style="list-style-type: none"> • Cashew • Sericulture • Turmeric, Mango • Ginger, Pineapple • Watermelon • Yam bean, Aul • Cabbage, Brinjal • Onion, Pumpkin • Rubber, Jackfruit • Potato, Tal • Tomato, Lemon • Pipla, • Lemongrass • Drumstick • Cauliflower • Vegetable | <ul style="list-style-type: none"> • -Mahua • -Tamarind • -Siali leaf • Sal leaf • Sabai • Sal seed • Lac • Char seed • Honey • Hill broom • Bamboo • Sal Resin (Jhuna) | <ul style="list-style-type: none"> • Stone carving • Handloom • Incense sticks • Puffed Rice • Appliqué • Bamboo craft • Wood craft • Conch Shell craft • Paddy craft • Dhokra • Terracotta • Tribal Jewellery • Tribal art | <ul style="list-style-type: none"> • Goatary • Dairy • Backyard Poultry (Banaraj) |

The above mentioned list of probable clusters was identified across all the 118 TSP blocks of the state based on the following basic parameters as eligibility criteria,

1. The product in the area should have adequate marketable surplus with adequate market potential so that economies of scale can be ensured.
2. Product has the ability to contribute significantly to the income of involved households.
3. A significant number of households are involved in the cluster area.

In addition to the above, some special clusters, particularly in handicrafts and handlooms which may not have a large number of primary producers in the local vicinity were also taken in account by virtue of their special skills and traditional status.

Further to this, in discussion with the department, it was decided that each cluster will be a block level cluster with possible sub cluster locations across the block.

Key stakeholders like primary producers, OTELP staff, ITDA officials, Traders, Line departments, NGOs, specialized agencies, NABARD, etc. across all the 21 ITDA were interacted with and the list was also verified with respect to various published secondary information.

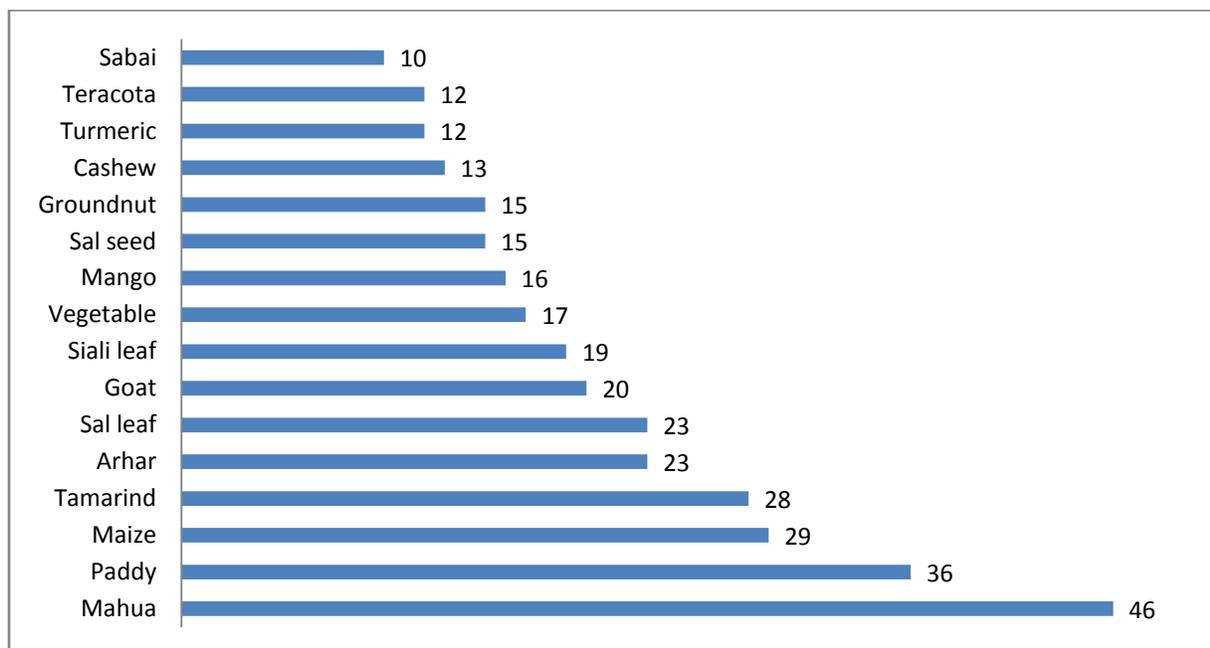
3.1. Synthesis of potential product clusters across the 118 TSP blocks

The number of potential product clusters identified in each of the 21 ITDAs is as follows:

| Sr. No | District | ITDA | Number of identified Product Clusters |
|--------|-------------|----------------|---------------------------------------|
| 1 | Sundargarh | Bonai | 20 |
| 2 | Sundargarh | Sundargarh | 30 |
| 3 | Sundargarh | Panposh | 17 |
| 4 | Sambalpur | Kuchinda | 10 |
| 5 | Mayurbhanj | Baripada | 44 |
| 6 | Mayurbhanj | Kaptipada | 20 |
| 7 | Balasore | Nilgiri | 5 |
| 8 | Malkangiri | Malkangiri | 31 |
| 9 | Rayagada | Gunupur | 30 |
| 10 | Rayagada | Rayagada | 20 |
| 11 | Kandhamal | Phulbani | 12 |
| 12 | Kandhamal | Baliguda | 36 |
| 13 | Kalahandi | Thuamulrampur | 14 |
| 14 | Keonjhar | Keonjhar | 23 |
| 15 | Keonjhar | Champua | 8 |
| 16 | Mayurbhanj | Karanja | 14 |
| 17 | Rairangpur | Rairangpur | 16 |
| 18 | Gajapati | Paralakhemundi | 20 |
| 19 | Nabarangpur | Nabarangpur | 47 |
| 20 | Koraput | Koraput | 43 |
| 21 | Koraput | Jeypore | 24 |
| | | Total | 484 |

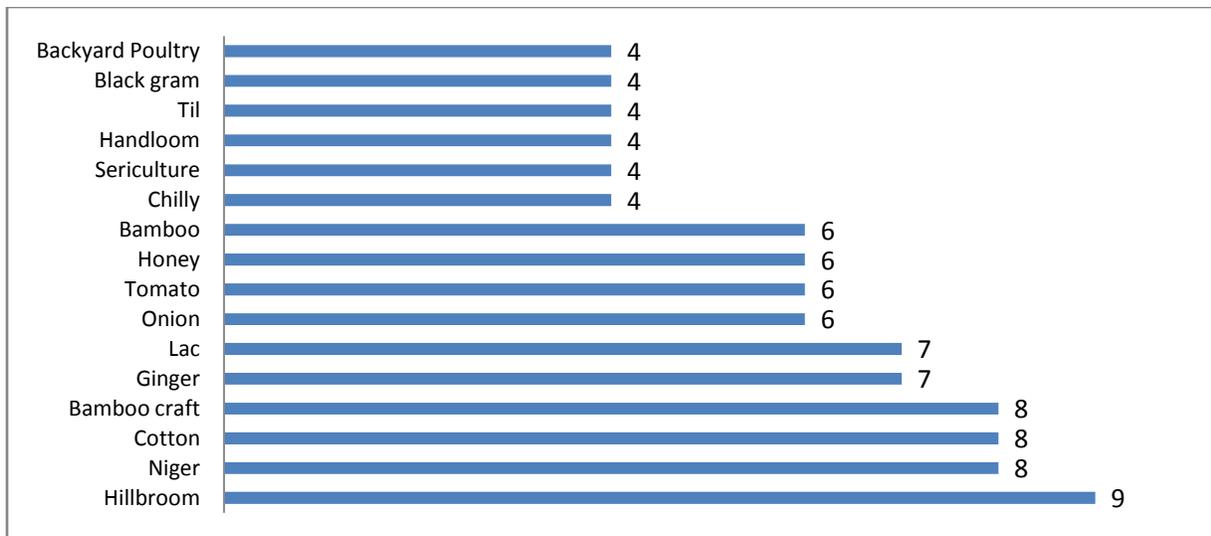
While ITDAs like Nabrangpur, Baripada and Koraput have been found to possess a lot of potential for cluster promotion across a range of products, ITDAs like Nilgiri and Champua have been found to be comparatively lower in potential for cluster promotion. This was primarily because of the size of the ITDA with number of TSP blocks.

The products with the highest number of occurrences, with 10 or more across all the TSP blocks are depicted in the graph below:

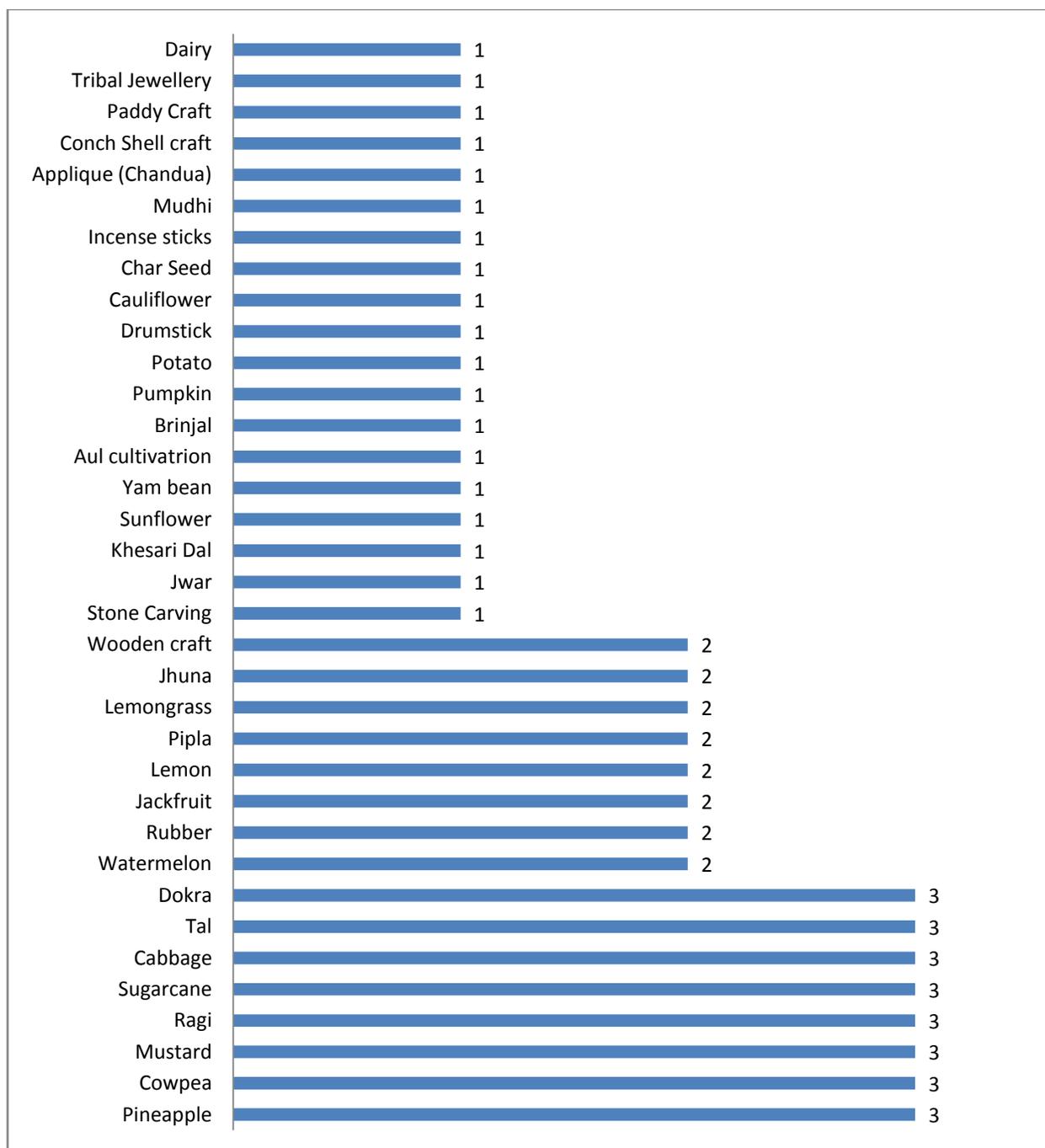


Mahua and Paddy are the clusters having occurrence across 46 and 36 blocks respectively.

The products with the medium of occurrences, with presence in 4-9 TSP blocks are depicted in the graph below:

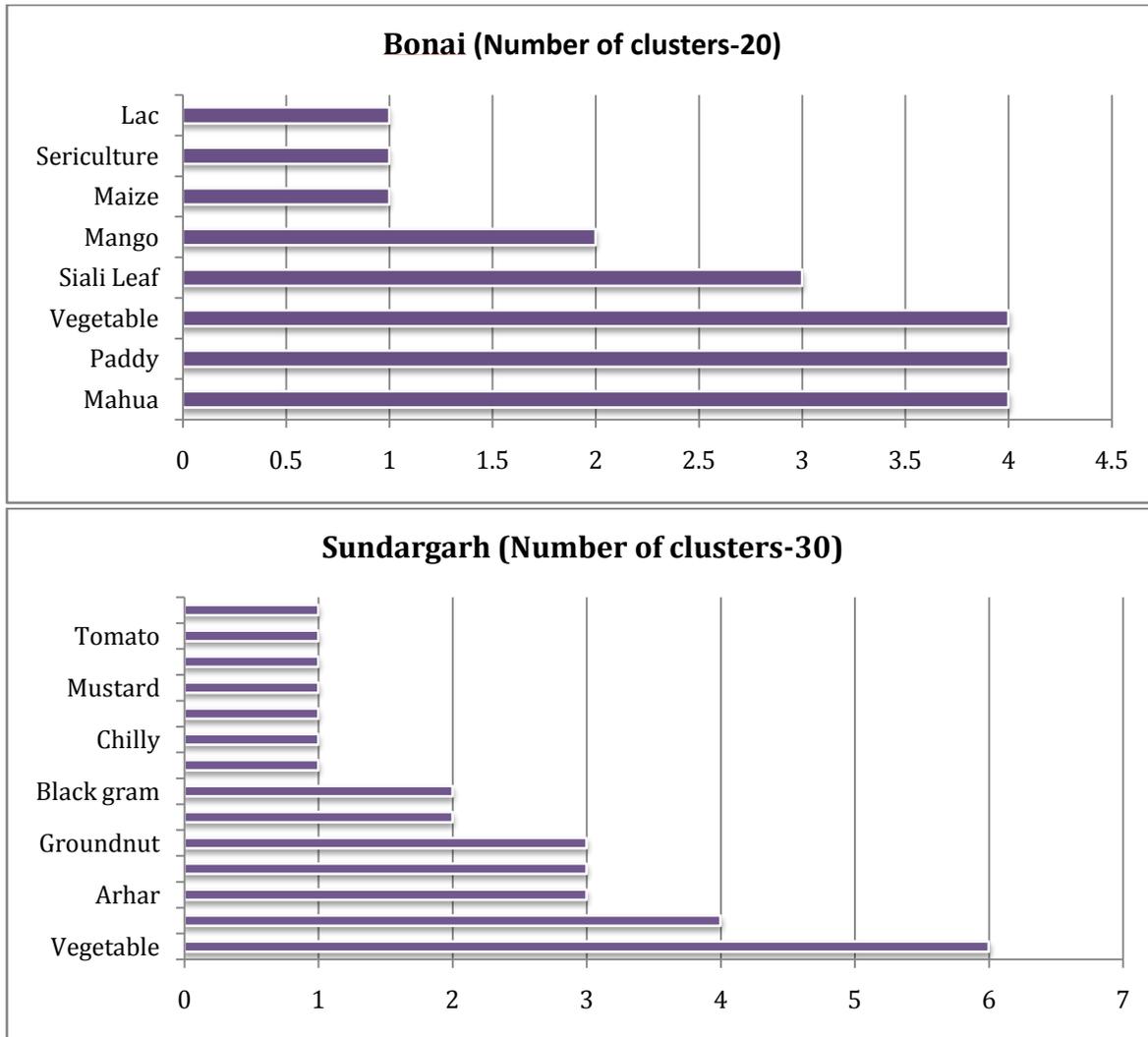


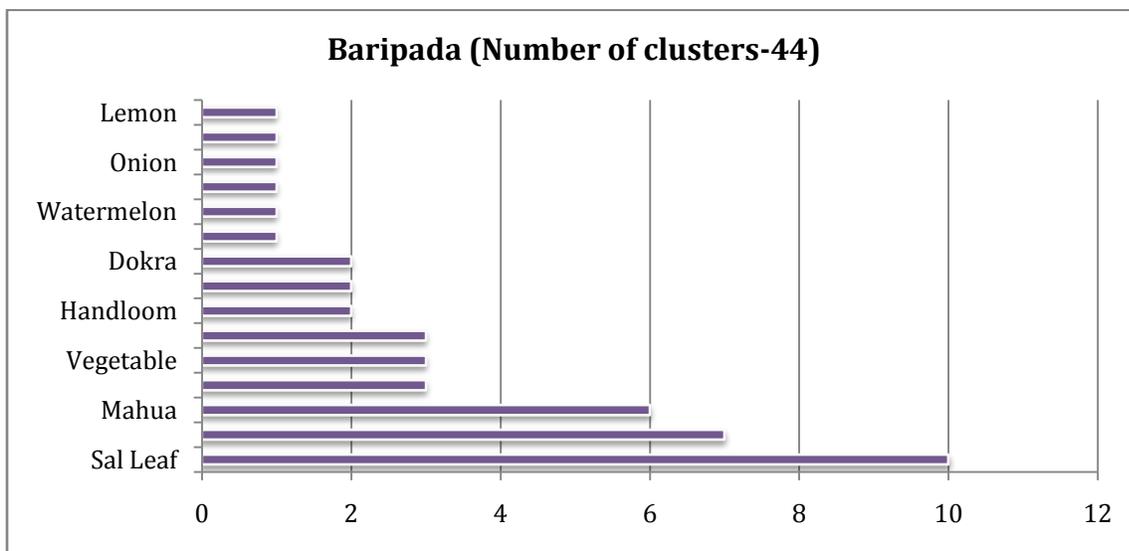
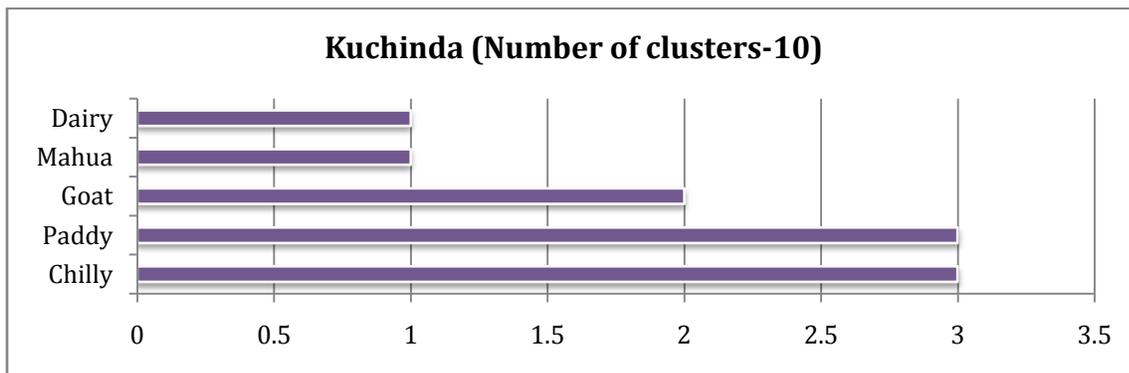
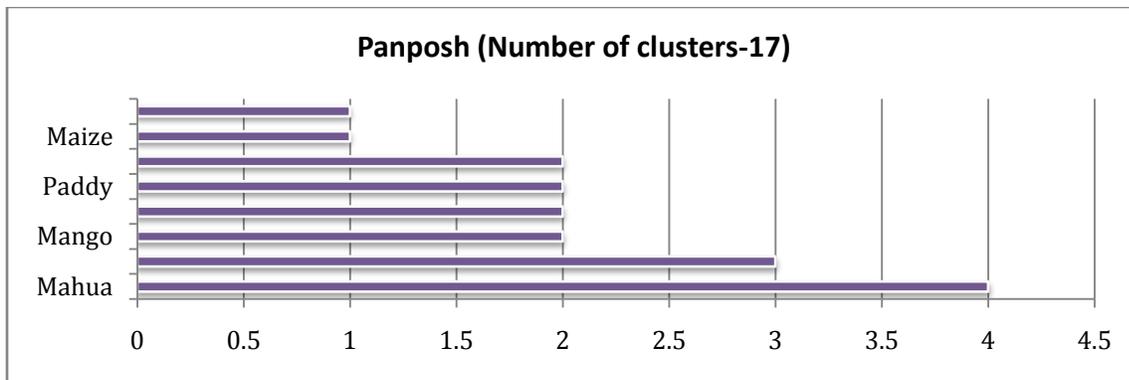
The products with the low occurrences, with presence in 1-3 TSP blocks are depicted in the graph below:

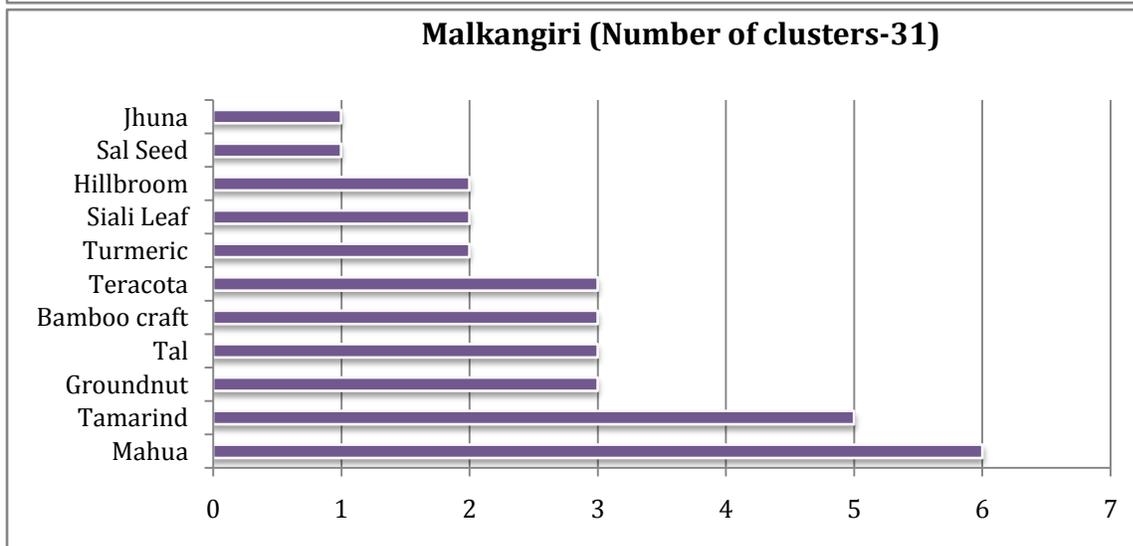
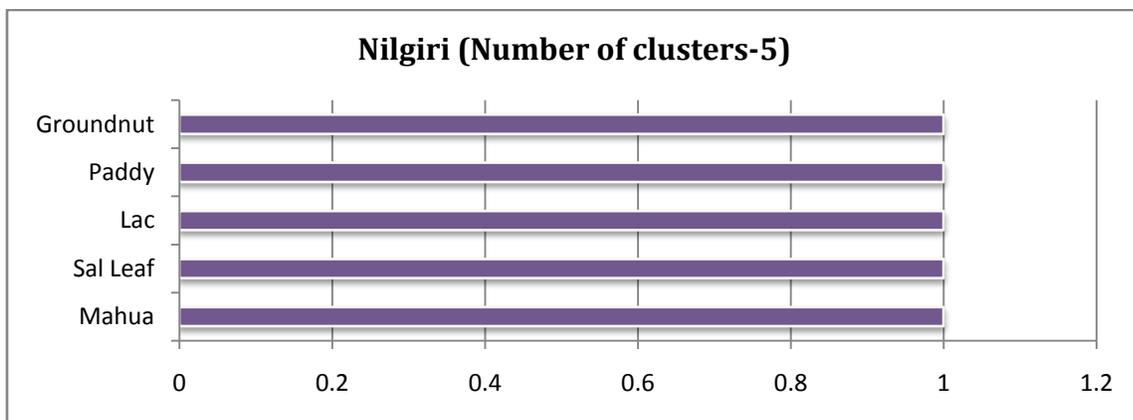
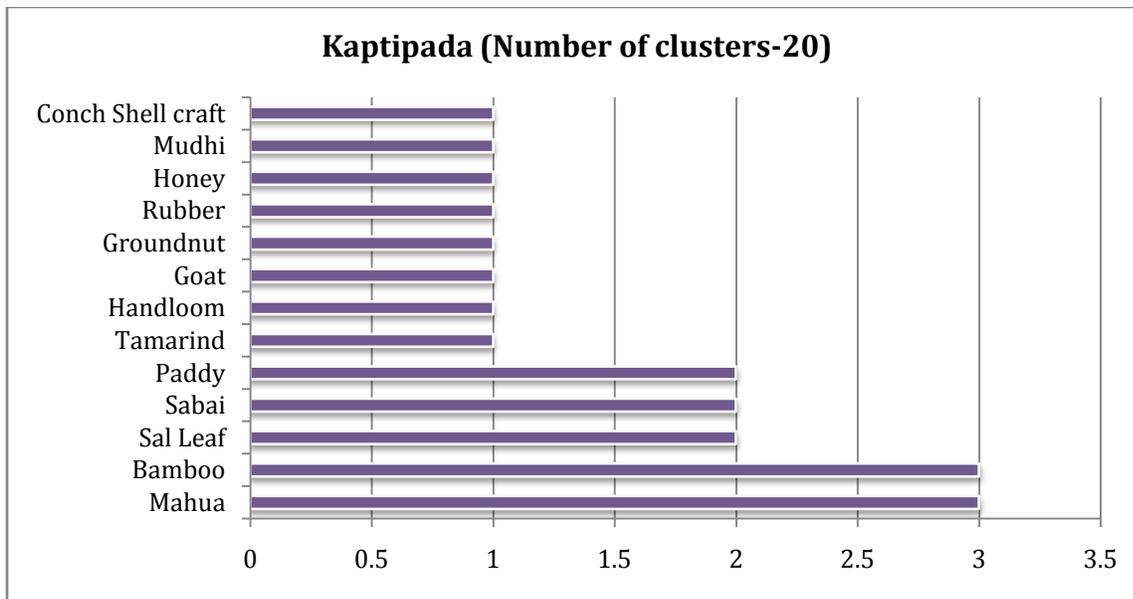


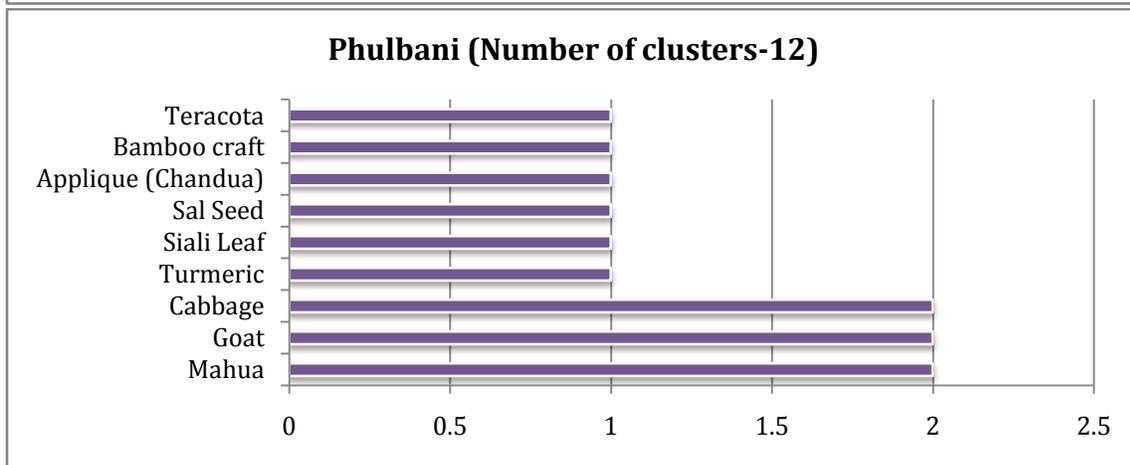
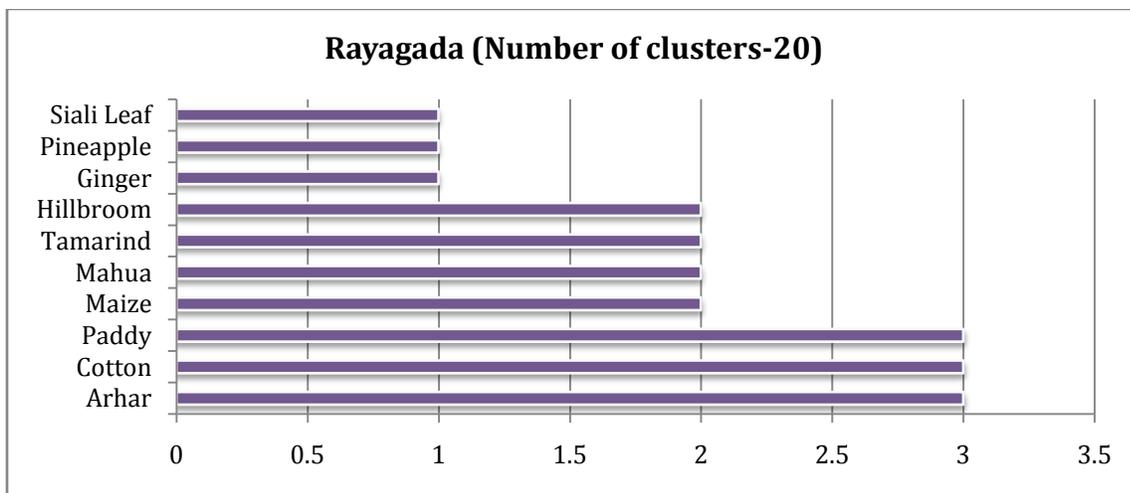
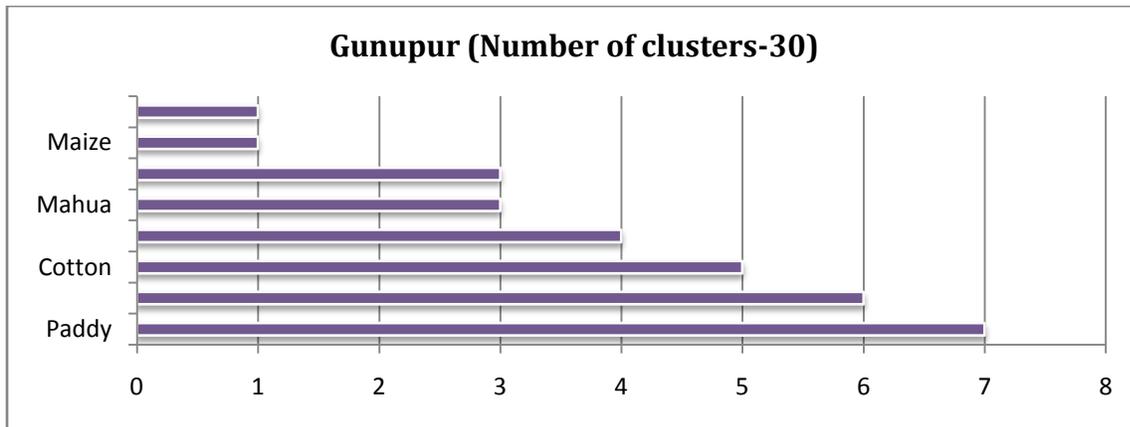
3.2. ITDA wise analysis of potential product clusters

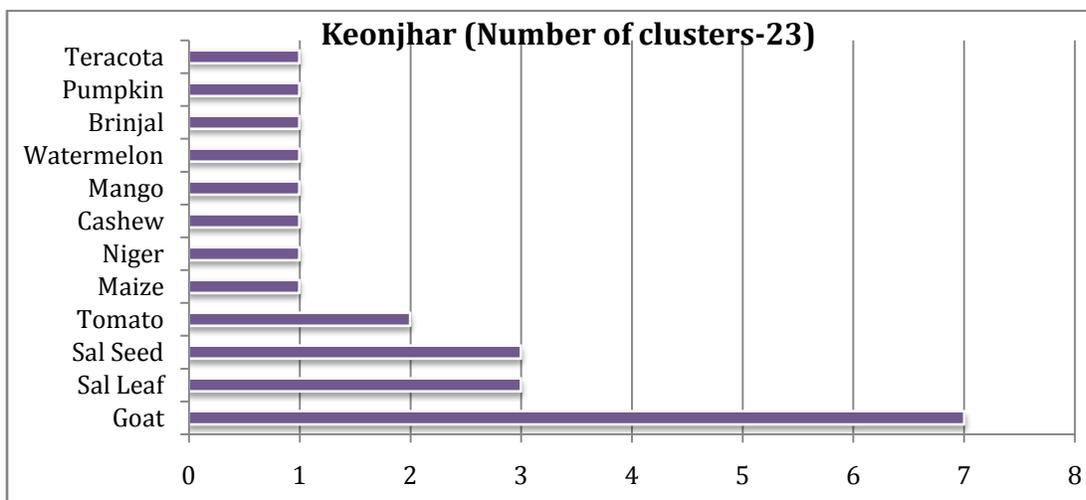
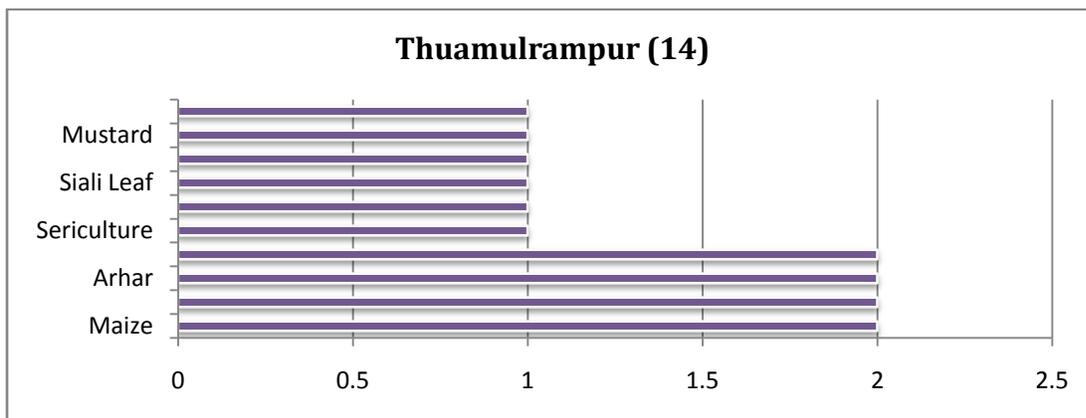
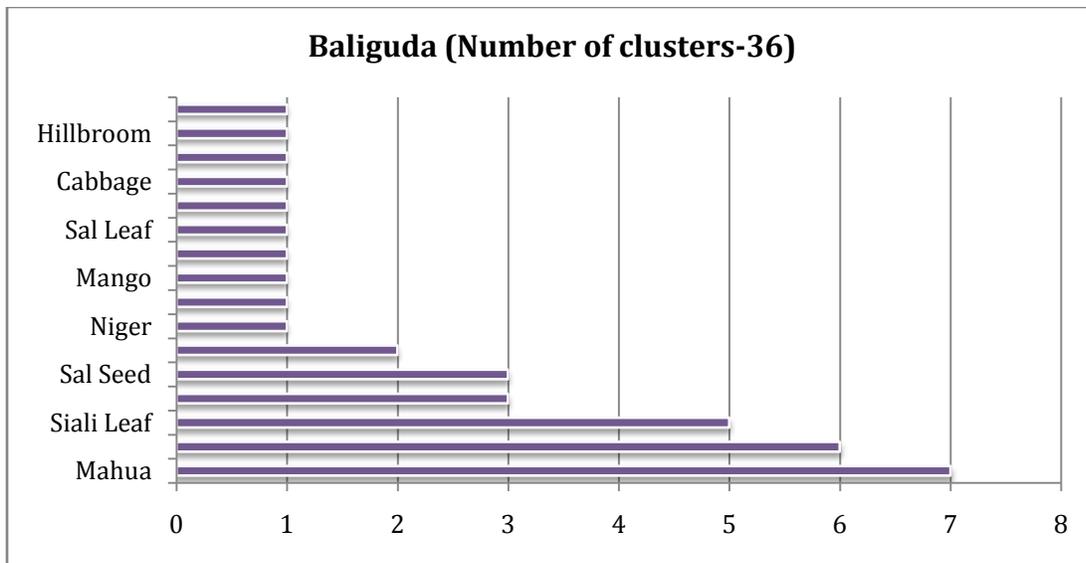
Following is a graphical representation of the ITDAs and number of respective clusters identified across different products (Final ITDA and TSP block wise information is annexed):

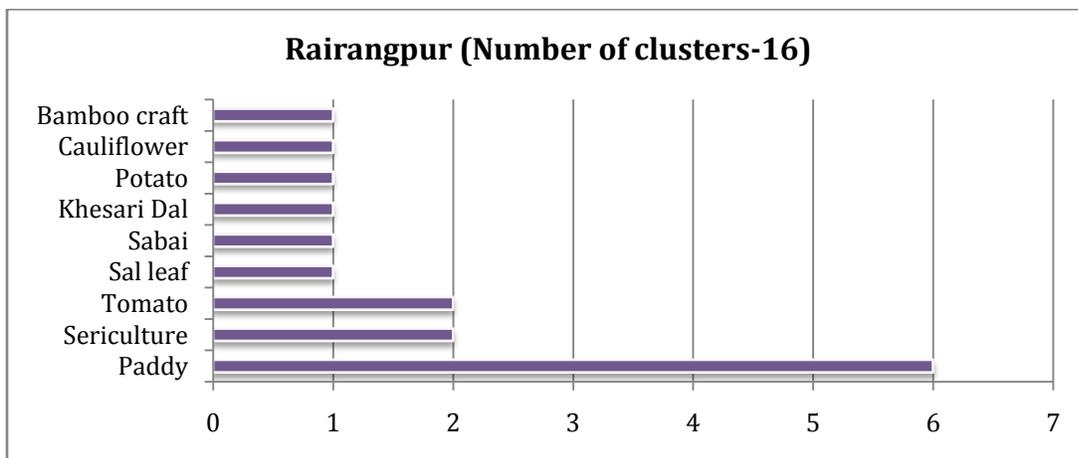
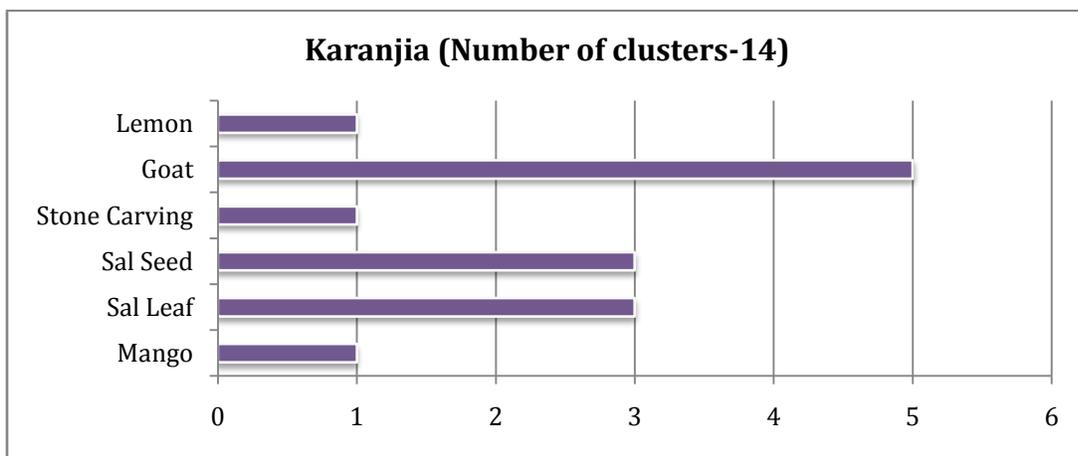
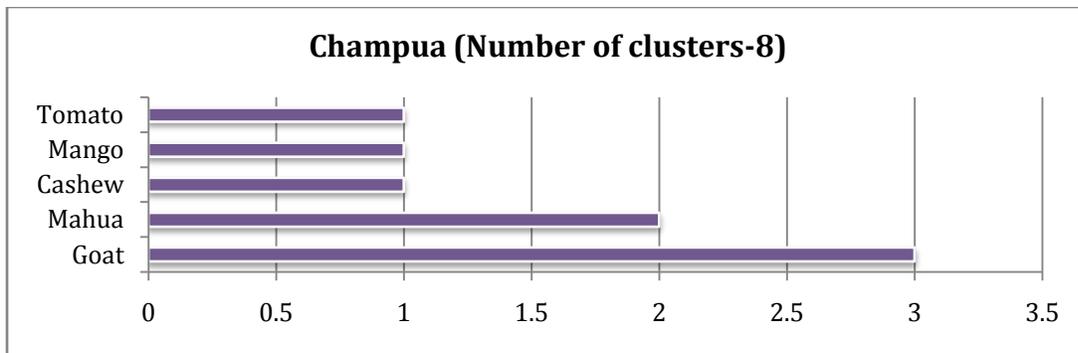


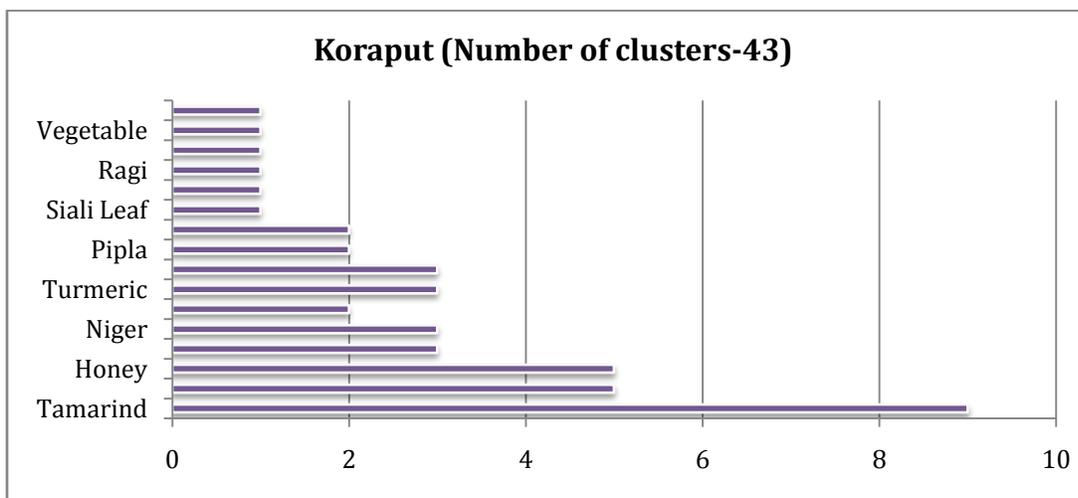
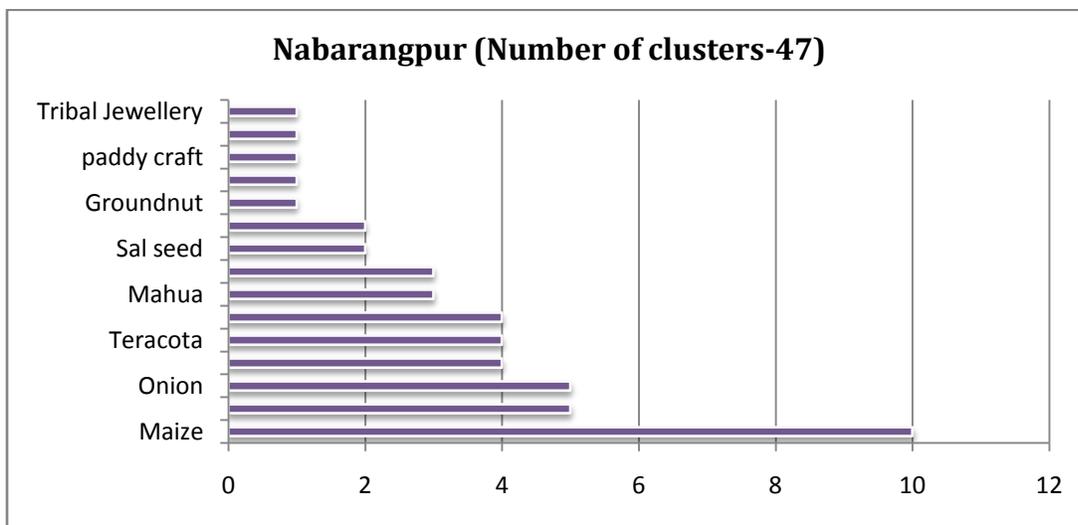
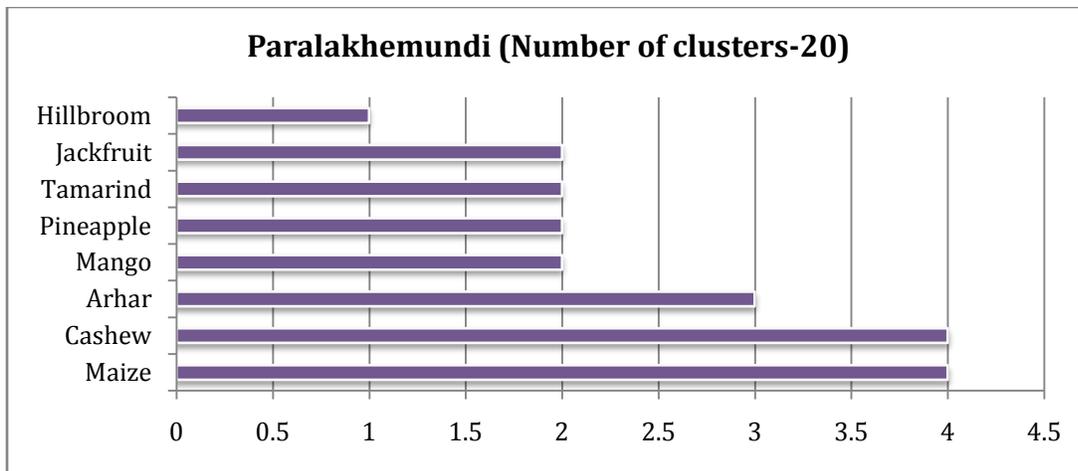


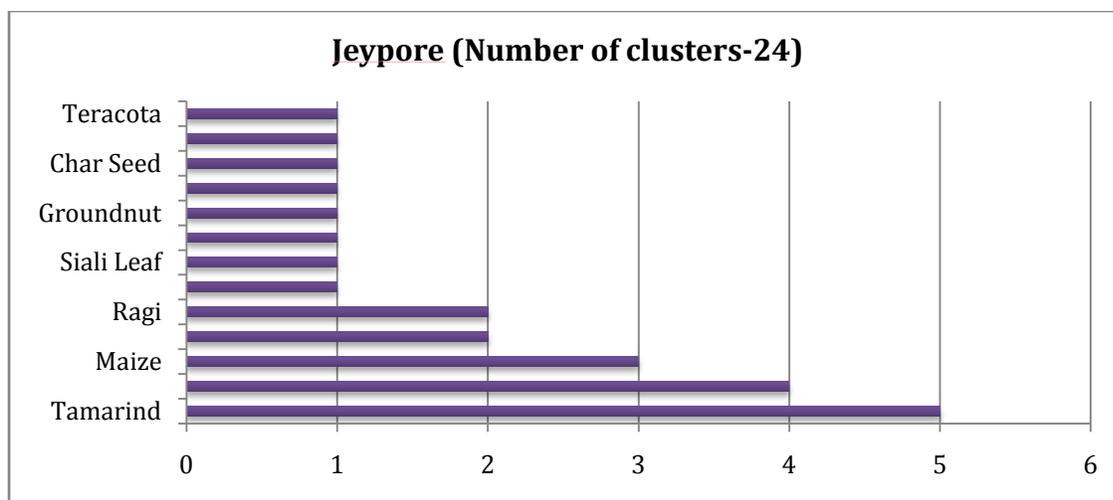












4. Value Chain Analysis of sample product clusters

After the selection of 484 clusters across 118 TSP blocks, 21 clusters were identified for conducting the detailed value chain analysis. The basic parameters for narrowing down on the 21 clusters were as follows;

- Major products across all ITDAs were specifically chosen so that the products with maximum occurrences were automatically selected first. 21 selected products covered 263 Clusters with prevalence in 114 TSP blocks.
- Paddy and Mahua with high occurrence across the study area were excluded from the list on the basis of the suggestions from OTELP. Paddy was exempted in lieu of the complications arising due to food security issues and control of Government on marketing. Likewise, Mahua was excluded due to excise regulations and lack of secondary value addition potential.
- Coverage of the studied sub sectors, i.e Agriculture, Horticulture, NTFPs, Animal Husbandry, Handloom & Handicrafts, was ensured to have a cross cutting understanding across all sectors.
- Sample from all types of occurrences were taken to ensure that the smaller yet important clusters are not left out.
- Clusters with products having scope for secondary level value addition along with potential to generate additional income of primary producers were focused upon.
- Consideration to clusters having special skill significance (e.g. stone carving cluster at Sukruli) were also taken up so that understanding of these rare clusters can also be gained.
- The final list of selected clusters was consulted many times with coordinating OTELP officials.

The final list of 21 clusters whose value chain analyses were conducted in detail is as follows:

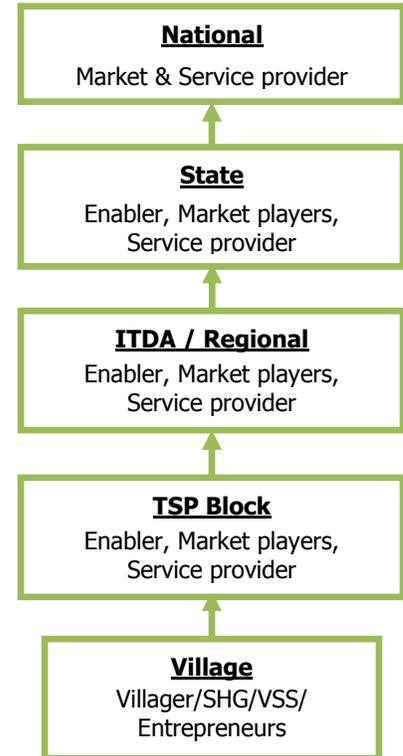
| Sr. No | ITDA | Product | Study Block |
|--------|----------------|---------------|---------------|
| 1 | Phulbani | Siali Leaf | Khajuripada |
| 2 | Baliguda | Turmeric | Daringibadi |
| 3 | Thuamulrampur | Niger | Thuamulrampur |
| 4 | Baripada | Sal Leaf | Samakhunta |
| 5 | Kaptipada | Sabai | Khunta |
| 6 | Nilgiri | Lac | Nilgiri |
| 7 | Rairangpur | Sericulture | Bisoi |
| 8 | Karanja | Stone Carving | Sukuruli |
| 9 | Champua | Goat | Jhumpura |
| 10 | Sundargarh | Arhar | Kutra |
| 11 | Kuchinda | Chilly | Bamra |
| 12 | Panposh | Mango | Nuagaon |
| 13 | Koraput | Ginger | Pottangi |
| 14 | Jeypore | Handloom | Kotpad |
| 15 | Nabarangpur | Maize | Papdahandi |
| 16 | Malkangiri | Tamarind | Mathili |
| 17 | Rayagada | Pineapple | Bisamcuttack |
| 18 | Rayagada | Hill Broom | Kashipur |
| 19 | Gunupur | Cotton | Ramnaguda |
| 20 | Paralakhemundi | Cashew | Guma |
| 21 | Baliguda | Vegetable | Daringbadi |

4.1. Methodology of the value chain analyses

MART conducted the value chain analyses of 21 product based clusters study at different levels of village, block, state and national levels covering a range of primary producers, market players, enablers at each level.

Specifically the following key stakeholders were interacted with:

- FGDs and interaction with 10 primary stakeholders in 2 Villages in each of the study block.
- Personal Interview with 5 entrepreneurs, processors and local traders in each of the study block.
- Personal Interview with 5 enablers (NGOs, special agencies, private players etc.) and service providers for each cluster product.
- Personal Interview with 3 Market Players at terminal markets beyond the study block for each of the cluster product.



Key Elements of Value Chain Analysis

- Profile of Clusters and enterprises
- VCA flow diagram
- Analysis of Stakeholders, Roles, Constraints and Opportunities, ongoing initiatives etc.
- Intervention Plan for 3 years
- Budget / Cluster Business Plan
- List of Key stakeholder and market players

The detailed value chain analyses along with Cluster promotion budgets and Business Plans are annexed with this report.

Following sections highlight the major findings of the value chain analyses¹.

¹ Please refer to Annexure 1 for detailed Value Chain analysis of 21 product clusters

4.2. Key findings across different sub sectors

While analyzing the value chains of each of the 21 products, the following key findings emerged across the major sub sectors:

| Sub Sector | Key Observations and findings |
|---------------------|--|
| Agriculture | <ul style="list-style-type: none"> • For cluster promotion in Agriculture, market led backward and forward linkages like in Maize and Cotton has been a major contributor. It is observed that wherever, private sector is contributing in terms of input supply like seeds, fertilizers and also as major procurement agents, the growth of the sub sector in the particular block is evident and the phenomenon is guiding the formation of a natural cluster. Under such conditions, productivity enhancement is being driven by the market and as a result large volumes and scales are being ensured. • In agricultural clusters like in Niger and Arhar where there has been low penetration of the private sector especially in backward and forward linkages, the growth of the product has been low in terms of markets, productivity and scales. These clusters are somehow in trapped in a vicious cycle of low productivity, low production, low market access and low productivity again. • As mentioned earlier, large scale production and high volumes are also driving the growth of clusters. e.g. in Arhar, there is high demand of the produce and a large volume of regular inflow from other states and markets but low local production is a bottleneck. Similarly the high volumes of maize produced from Nabrangpur have showcased a natural cluster formation in the area. • The general awareness level of producers is low with gaps in extension services across all types of products. While in high volume products like maize, farmers have restricted knowledge of fertilizer dosage, in Niger, seed replacement is negligible due to low outreach of extension services. |
| Horticulture | <ul style="list-style-type: none"> • Availability of improved variety of crops through seed replacement and productivity enhancement is the major pushing factor for all clusters of horticulture. All Horticulture clusters have seen good results from pilots in terms of improved variety of seeds except Chilly in Bamra which is famous for its traditional varieties. Better variety promotion has yielded good results like in Ginger, Mango, Pineapple etc. across the sub sector although there is scope to do more. The major challenge is to promote these improved varieties at a large scale to create a larger impact. Turmeric in Kandhamal serves a critical example for diminished returns due to lack of |

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| | <p>seed replacement resulting in low product qualities.</p> <ul style="list-style-type: none"> • Most horticulture products like Cashew, Pineapple and Mango are not linked to terminal markets due to lack of adequate scales and surplus. Surplus production acts as a major force in linking with domestic mainstream markets which is missing in Odisha. Role of village level traders are important under such a scenario for disposing the produce since most products are being sold fresh. Absorption of the production is largely within or in nearby states. • Most products are sold fresh and not in processed form due to low scales and high consumption preference of fresh products locally or in the vicinity, hence scope of processing industries is low in the immediate future. • Opportunities lie in appropriate product handling and localized post harvest management with no change in form value addition like sorting, grading, storing, etc. • Successful pilots on improvement in varieties and strong market demands promise long term opportunities for horticulture in state. The sub sector has a lot of potential to generate substantial income for the primary producers. However, there is a need to scale up successful models and establish inclusive strategies for marginal and small farmers. |
| Sericulture | <ul style="list-style-type: none"> • While only Tassar under Sericulture was explored in detail, the initial findings suggest a huge scope of elementary value addition in terms of reeling is present in the studied clusters. There is ample opportunity to promote new clusters and enterprises around reeling of Tassar which currently is more focused on production of cocoons only. • Seed production and disposal is currently restricted under SERIFED and lack of privatization of seed production (in both improved and traditional varieties) may be choking the growth of the sub sector. |
| Non timber Forest Produce | <ul style="list-style-type: none"> • Almost all NTFPs have highlighted the need for efforts in sustainable harvesting. Overall production of NTFP is either decreasing or has not increased over the last few years. For more enterprises around NTFP, more sustainable harvest around key NTFPs like Sal leaf, Siali leaf etc. are required in the near future. • Processing of NTFPs is on the rise and to enhance the returns from NTFP more and more improvisation of village and cluster level processing is coming up. Tamarind cakes, Sal and Siali leaf plates and trays etc are being produced at the village level. Thus there is opportunities emerging for new processors to come up, trader taking to processing to increase profits, and |

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| | <p>improvement of existing processors to efficient machinery and technology</p> <ul style="list-style-type: none"> • At most all studied NTFPs showcased the strong involvement of women in almost all activities at the village level. Thus substantial involvement of women highlights the scope of women empowerment through promotion of various women owned enterprises particularly in processing, and generating employment for wage labourers. There is also significant scope for enhancing knowledge levels of women particularly in sustainable harvesting and enterprises. • While there are emerging needs for enhanced technology and R&D for product development in NTFPs like Sabai grass and Lac, the NTFP subsector is going through a transformation phase. A lot of experiments and pilots are being undertaken at various levels to develop new markets, new products and new technology. However there is a need to absorb the risk of this transformation through appropriate innovation funds and other risk mitigating measures. |
| <p>Animal Husbandry (Goat Rearing)</p> | <ul style="list-style-type: none"> • While goat rearing was the major animal husbandry cluster activity studied, there is a presence of high demand for goat in the local markets. The local markets have high demand for mutton and as such the markets for goat are also quite competitive. • Since the Black Bengal breed is the rampant variety of goats which is also in demand for good mutton quality, there is little scope for further breed improvement. • There is a dearth of veterinary extension services at the village level. With a mortality of more than 20% due to common diseases, primary rearers have shown willingness to pay for such services if available. • Risk mitigation mechanism is virtually absent in terms of insurance. This is fallout of restricted outreach of extension and monitoring mechanisms. |
| <p>Handloom</p> | <ul style="list-style-type: none"> • The handloom cluster proposed at Kotpad under Jeypore has highlighted the presence of different types of weavers at different levels of skill. Accordingly, there is a scope for graduation from low skilled products like white sheets and mats to high skilled products like <i>Mirigan</i> sarees. The factors of promotion for such graduation are however missing currently. This graduation effort can form the basis of cluster development approach in the handloom sub-sector. • Infrastructure is a major bottleneck in the handloom subsector with old and under efficient looms, lack of electricity, lack of space for housing looms etc. • There is a scope for promoting common facilities since there is more or less |

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| | <p>affinity among artisans to work in a group.</p> <ul style="list-style-type: none"> • Market opportunities are available for high end products like <i>Mirigan</i> Sarees. There is a constant demand from markets for such products and state owned agencies like Boyanika and also private agencies are promoting the products at national as well as international level. |
| <p>Handicrafts (Stone carving)</p> | <ul style="list-style-type: none"> • While different handicrafts have different trends and scope, stone carving cluster was studied in detail in Sukruli. The study highlights enhanced scope for marketing from the cluster location since the products fetch around 20-30% more returns when marketed from Bhubaneswar. • The graduation from artisan to trainer to master crafts-man to entrepreneur requires handholding and mentoring which will be critical for cluster promotion in the aforesaid area. |

5. Recommendation and Strategies

The primary focus for promotion of clusters is being envisaged to create an ecosystem where various micro enterprises run by the poor and marginalized population of the ITDA areas gain momentum and yield better returns. In the context of the study area spread across the 118 TSP blocks of Odisha, a holistic approach for cluster promotion has to be adopted so as to encompass the external environment of adequate skills, resources, markets, finance and other support services along with internal function strengthening.

5.1. Critical Areas of Intervention for Cluster Promotion

While interventions for cluster promotion should be specific to the particular geographical area, product and community, following is brief account of various critical functions and interventions which would help in promoting clusters around these enterprises and lubricate the functioning of various enterprises promoted around potential products of the area.

- **Productivity Enhancement**

- Low productivity of some Agriculture and Horticulture clusters are a major bottleneck for not being able to achieve adequate economies of scale, which in turn is responsible for the low penetration of the private sector in marketing and input supply. To promote sustainable clusters with ensured private sector involvement, Niger and Cotton in Agriculture along with Horticulture crops like Chilly, need adequate and timely input supply like seeds and fertilizers to improve productivity.
- Due to low seed replacement, improved varieties have not been able to penetrate into the tribal hinterlands for many cash crops. Introduction of improved varieties of seeds is critical in clusters like Pineapple, Ginger and Turmeric since the low productivity and returns have been traced to poor quality of seeds. Turmeric in Kandhamal district particularly needs improved variety of seeds to be introduced in the package of practices with better curcumin content which will translate into better returns from the market.
- Best package of practices for cultivation need to be introduced in many crops including Maize, cotton, Niger, Ginger, Turmeric etc. crops. While the Government extension services have not been able to have significant outreach in this regard, the cluster promotion strategies should encompass better package of practices in the agriculture / horticulture clusters. Likewise, introduction of sustainable harvesting in the NTFP clusters especially Siali, Sal, Tamarind etc. need to be introduced for ensuring that these natural resources are not exorbitantly exploited as well as to maintain consistency in quality and as a result gain better returns.

- **Infrastructure and Technology**

- Promotion of market led infrastructure (Drying yard, weighing scale, cleaning, grading and sorting machines, godown and storage etc.) is imperative for any formal or informal cluster to function. The infrastructure promoted under cluster development need to be compulsorily market led and only feasible infrastructure which results in actual increment in the income of the primary producers should be promoted to ensure better ownership and impact of such infrastructure development.
- Technology installation (Leaf plate machine, Moisture meters, Improved looms, solar dryer etc) is also critical for value addition of almost all clusters particularly in NTFP clusters. While electricity and mobile network are issues in many interior tribal areas, alternate means of energy like solar powered dryers and manual oil expeller machines should be innovated and promoted.

- **Market Access**

- Efficient marketing avenues are always a major contributor towards the success of any cluster. Since most producers are small and marginal, it is very important to collectivize their produce, maintain consistency in quality and link with higher order remunerative markets; a phenomenon known as Collective marketing. Almost all products of Agriculture and Horticulture can be marketed collectively to provide better returns to the primary producers in the clusters. Collective marketing do not require high end processing unit. Simple value addition in the form of sorting, grading, drying, standard packing etc. can add up to around 10-15% additional returns to the primary producers. A simple marketing model, Collective marketing is yet meticulous and needs a lot of effort in field to mobilize community and arrange the same. Collective marketing is a trading based model which is highly dependent on real time market information and networking. Thus, creating of a marketing information system at the cluster level for regular information flow is imperative for a successful collective marketing.
- In a value chain based development model like cluster promotion, it is very important to have information and access to higher order markets in the value chain to be able to administer better returns for the primary producer. Linkages with corporate players like Godrej Agrovet Pvt Limited in Maize, have proved to be beneficial for primary producers in the long run. However, to maintain these linkages it is very important to have an internal system of fluent collection to ensure economies of scale, stringent quality control to ensure consistency in quality and appropriate accounting systems. Also, often higher order market linkages require cluster institutions to be registered as vendors and suppliers of corporate bodies which also open up many legal complications for the clusters. The clusters require commercial

tax registration in the form of a TIN to be able to pay applicable VAT as well as PAN for income tax declaration.

- There are some Government marketing institutions like TDCC and ORMAS which can be tied-up with for continuous market linkage support and sustainability of the promoted clusters. Sustained institutional linkages with TDCC, ORMAS, Corporates etc. can help streamline systems within the clusters in the long run. Furthermore, institutional linkage with these agencies not only translate into better returns for the primary producers but also creates awareness and brings forth recognition of these clusters at the state level. This in turn creates goodwill and helps in building the brand for the cluster. The clusters perform more professionally and graduate into successful enterprises in the long run.
- **Capacity Building**
 - While capacity building for all categories of stakeholders, the capacity building of primary producers and cluster institution members stand out to be the most important methodology for cluster promotion. Not only are technical and skill enhancement capacity building for cluster members and small producers required but also adequate understanding on business and marketing is essential for smooth cluster functioning. While specific modules based on the specific requirement of the clusters in produce handling, drying, sorting, grading, storing etc. are required, specialized training on operating and maintenance of machines and tools, processing of produce, maintaining consistency in quality etc. technical aspects are very much essential. Simultaneously marketing and business knowledge like preparation of business plans, negotiating with traders, identifying right markets, appropriate marketing strategies along with branding, packaging, pricing of value added products etc. are all important themes for capacity building. Capacity building not only includes training but intense sensitization and follow-up meetings with the cluster members regularly.
 - A major aspect of the cluster level capacity building includes themes of leadership, institution management, formulation of rules and regulations, defining roles and responsibilities, etc. Formalization of a cluster in the long run into community owned and managed institutions are essential for sustainability. These capacity building themes would ensure enhanced abilities of the cluster leaders and office bearers and also better political empowerment of the members so as to ensure an inclusive and sustainable cluster institution.
 - Exposure to market and successful units is an integral part of capacity building which builds upon the philosophy of “seeing is believing”. Contrary to classroom lectures, exposure visits to different market and successful

enterprises have a greater impact since cluster members get to see and understand the actual processes. Interactions during the exposure visits between community members and traders, market players, entrepreneurs, processors, transporters etc. act an eye opener and confidence booster for them. Exposure visits also contribute a lot in networking with the traders and processors.

- **Handholding Support**

- After formal capacity building sessions in and outside classrooms, community members would require handholding support to implement plans prepared during capacity building. A step by step implementation plan is thus necessary for all cluster promotion agencies for each of the specific clusters to be promoted wherein the handholding support along with the roles and responsibilities of all the stakeholders are clearly spelt out with timelines. The handholding support should be to only facilitate the cluster in identifying various options and not to take decisions on behalf of the cluster. This is particularly important in the context of better ownership and sustainability of the cluster.
- The cluster promotion approach being highly meticulous and intensive might be a challenge for the existing staff of ITDA to implement. While a detailed capacity building of concerned staff is essential, the deployment of a specialized cluster promotion agency might ease the pressure off the ITDAs and also ensure proper implementation. The agency will not only be involved in planning, coordinating and implementing the cluster promotion initiative in the respective ITDA areas, but also will follow a centralized monitoring and evaluation logical framework with regular reporting to the ST, SC and Minorities Development Department.

- **Institution Building**

- Cluster promotion is often closely associated with creating and supporting community owned institutions for sustainability. The primary focus should be to build sustainability of a community owned cluster institution through
 - continuously providing tangible/financial benefits and dividends to members not only for the specific products but for other important products as well (Rationale)
 - has enough income from enterprises activities to cover all expenses incurred in the process (Profitability)

In order to have a meaningful implementation of the cluster promotion strategies mentioned here, the formation and strengthening of primary producer level SHGs, Farmer groups, Common Interest Groups and other CBOs are necessary. Certain activities like Collective Marketing are best coordinated by SHGs by virtue of systematic organization and planning

capacity of mature SHGs. Thus the primary level institutions and community based organizations need to perform efficiently to shoulder the responsibilities of a cluster over and above their pre-existing institutions. In this study however institution development for all the clusters are not suggested as an immediate intervention since in some cases the need for institutions will only arise after a minimum level of other important interventions are grounded.

- In due course of time the clusters require appropriate legislation in the form of Self Help Cooperatives / Primary Producer companies etc. This graduation is particularly important to function smoothly as suppliers and vendors to institutional buyers. Apart from this, the legislation will create a separate identity of the cluster and contribute towards its growth and sustainability. Institution building requires intensive capacity building and handholding support with key to successful institutions being higher degrees of ownership by the concerned primary producers. This requires at least 4-5 years of intensive support in the context of the 118 TSP blocks and has little known shortcuts.
- **Promotion of supporting enterprises and entrepreneurs**
 - With respect to the clusters identified in the 118 TSP blocks of Odisha, it was felt that the role of small enterprises directly associated with the concerned product is critical to the success of these clusters. Enterprises ensure enhanced participation of the community and keep the economy of these clusters moving and growing. Individual traders as well as, Farmer Groups involved in trading need to be promoted through schematic credit support for small traders. While a small number of traders are found to exploit the value chain in Turmeric in Kandhamal, more traders in the ecosystem will create competition and boost the economy of the product.
 - Similarly, individual (for Sal leaf plates), or SHG based processors (for Mango) are required to spearhead the processing and secondary value addition in many clusters. In order to promote more entrepreneurs and SHGs involved in processing linkage with financial institutions for timely and adequate financial support along with capacity building on machinery handling, marketing, enterprise promotion etc. has to be properly packaged into schemes.
 - The TSP blocks being largely inaccessible and forest covered hilly terrain along with the plague of red wing extremism has left the Government extension services in Agriculture, Horticulture and Animal Husbandry in a dire state. More and more local level service providers in the form of para-professionals (for Goat rearing) and other specialized services like soil testing entrepreneurs (for Maize) can be promoted locally through financial

and capacity building support. This will render the clusters associated with these products in the area largely independent of external services and reduce uncertainties. Better service provision in many of these clusters through local level entrepreneurs will play a very important part in the success of a cluster and contribute to the additional income of the primary producers.

- For skill based clusters like Stone carving and handloom, the graduation of the artisan into master craftsmen and entrepreneurs employing other artisans is necessary for not only improving his/her skills but also to encourage more and more artisans to join the activity. The graduation of skill is often directly proportional to the income earned by artisans. For an artisanal cluster it is thus important for artisans to visualize this graduation to keep them motivated and attached to the clusters in the long run. More exposures, trainings and handholding support to access timely finance and BDS for new enterprises need to be forwarded to these artisans so that they can graduate into entrepreneurs.
- A marketing cadre of local level resource person is sometimes very handy for a cluster level institution particularly in information dissemination, coordinating collection of produce at cluster locations and transportation of the produce to designated market players. The marketing cadre is often linked to the cluster as an operative functioning under the general guidance of the cluster institution leaders and is compensated through a commission based revenue model which depends on the profits generated in marketing. Over a period of time, the marketing cadre becomes a critical marketing service provider for the cluster level institution.
- **Convergence and Collaboration**
 - There are numerous schemes and programs already functional in the operational area of the 118 TSP blocks. However, a concerted effort to assimilate these schemes has been missing. Convergence and collaboration is a critical strategy for the sustainability and growth of any product based cluster promoted by the concerned ITDA. It is important to leverage upon already existing schemes and programs and work jointly on common areas for cluster development.
 - While there is no need to re-invent the wheel and fund activities which are already funded by some scheme or program, the respective ITDA can however, plug in gap areas under these schemes. E.g. Mango plantation is already supported by National Horticulture Mission and thus for the development of Mango cluster the ITDA need not allocate funds for fresh plantation. However, fencing of each plant has been reported to be an

important aspect of the value chain of Mango which is not covered by the NHM and there is scope for gap funding by the concerned ITDA.

Following is a brief account of findings and recommendations with respect to different sub sectors as well as the critical cross cutting vectors across sub sectors

5.2. Key Recommendations across Subsectors:

With reference to the sub sectoral findings in the last section, following are the sub sectoral recommendations for Cluster promotion across the studied 21 products:

| Sub Sector | Key Recommendations |
|---------------------|---|
| Agriculture | <ul style="list-style-type: none"> • The linkage with markets through private players in both backward and forward linkages is critical for appropriate cluster promotion. This is in-turn dependent on the volumes of products. Hence productivity enhancement is the need of the hour for all agriculture clusters. Furthermore, the vicious cycle of low productivity, low production, low market access and low productivity again needs to be broken. • There is a general need for enhanced extension services across all clusters which will considerably affect the productivity and growth of the clusters. • A specialized agency for cluster promotion and implementation of intervention plans along with market linkages and monitoring is essential for all clusters. |
| Horticulture | <ul style="list-style-type: none"> • Better variety promotion has yielded good results like in Ginger, Mango, Pineapple etc. across the sub sector although there is scope to do more such pilots and scale these pilots to a level which will address the issues of small and marginal farmers. Intensification in production and coverage is necessary for larger impact. • More village level entrepreneurs need to be promoted for a boost to the existing trade of fresh horticulture products. Local level value addition in terms of sorting, grading, storing, packing etc. should be encouraged for better price realization. Efforts towards unnecessary processing without appropriate market scope should be avoided. • A specialized agency for cluster promotion and implementation of intervention plans along with market linkages and monitoring is essential for all clusters. |
| Sericulture | <ul style="list-style-type: none"> • Enterprises around production of yarn should be promoted along with |

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| | <p>the cocoon production to maximize returns from the subsector at the farmer level.</p> <ul style="list-style-type: none"> • Formalization of the already informal private trading of cocoons may be considered to make the markets more competitive. • A specialized agency for cluster promotion and implementation of intervention plans along with market linkages and monitoring is essential for all clusters. |
| Non timber Forest Produce | <ul style="list-style-type: none"> • Sustainable harvesting should be promoted particularly in the wake of various policy level decisions like minimum support prices for NTFPs. • New entrepreneurs focused at processing NTFP at the primary level along with more traders can be promoted to boost clusters under the sub-sector. • There is a need to continue various innovations in product development, new market development, new marketing channel development etc. for NTFPs and hence a special innovation fund may be created to sponsor such new initiatives. • A specialized agency for cluster promotion and implementation of intervention plans along with market linkages and monitoring is essential for all clusters. |
| Animal Husbandry (Goat Rearing) | <ul style="list-style-type: none"> • The veterinary extension is major pain point in the animal husbandry sub sector which needs to be addressed immediately through promotion of para-vets and para-professionals. • Efforts to promote breed improvement of goat without market feasibility should be discouraged. • Risk mitigation mechanism like insurance needs to be promoted at scale. • A specialized agency for cluster promotion and implementation of intervention plans along with market linkages and monitoring is essential for all clusters. |
| Handloom | <ul style="list-style-type: none"> • Handholding support and skill development is the need of the hour for artisans to graduate to higher skill levels and earn better income. • Infrastructure development like new and efficient looms, common facility centres, electricity connection to artisan households etc should be promoted. • Common Interest Groups and Artisan groups can be promoted and developed for enhanced ownership of shared resources and infrastructure and also have better bargaining power in the market. • A specialized agency for cluster promotion and implementation of |

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|------------------------------------|--|
| | intervention plans along with market linkages and monitoring is essential for all clusters. |
| Handicrafts (Stone carving) | <ul style="list-style-type: none"> • Enhanced marketing efforts are required at the cluster level to be able to connect with a large segment of buyers • Handholding support and mentoring support to more master crafts-men will ensure growth of the sub sector. • A specialized agency for cluster promotion and implementation of intervention plans along with market linkages and monitoring is essential for all clusters. |

5.3. Key Recommendations across a few Vectors

While analyzing the value chains of 21 products, issues like infrastructure, finance, technology etc. were found to be common across all sub sectors. Under the context of cluster development, the analyses of these vectors are critical in the success of the clusters. Following is an analysis of findings and recommendations for some of the major vectors:

| | |
|-----------------------|---|
| Infrastructure | <ul style="list-style-type: none"> • There is a huge gap of adequate infrastructure for primary market led value addition like drying, cleaning, packaging etc. across almost all sub sectors. Poor storage and transport facilities of the raw produce also are severe bottlenecks to remunerative prices, particularly in the context of interior villages with difficult terrain and accessibility. Mobile network connectivity also plays an important role in communication of market prices and trends to the product cluster locations. • A massive investment in infrastructure development especially market led ones are thus required across almost all product clusters. The infrastructure need has surfaced more at the individual or village level to be able to adequately contribute to enhanced income of primary producers. There is a critical need to sensitize primary producers regarding the use of market led infrastructure. Ownership of such infrastructure is also critical since only when primary producers realize the benefit of such infrastructure through enhanced knowledge, skill, demonstration and exposure visit, would they own these infrastructure. |
| Technology | <ul style="list-style-type: none"> • While some subsectors like Handloom and Handicrafts have not seen many technological interventions, there has been a drive for technological interventions in Horticulture and most NTFPs. However scaling up of such technology is still a challenge area. Furthermore in NTFP, the standardization of various technologies is required in the long |

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| | <p>run like De-seeding machines in tamarind, processing of Lac etc.</p> <ul style="list-style-type: none"> • Technology interventions are also often associated with complimentary infrastructure like the availability of electricity etc without which a lot of innovations and experiments are required. The risks associated behind incorporating new technology and up-scaling the same need to be addressed through creating of innovation funds. |
| <p>Finance and Credit</p> | <ul style="list-style-type: none"> • For any enterprise to be successful, it is imperative that the right amount of credit need to be disbursed to the right person at the right time. While formal financial institutions like Banks are struggling in this front, informal credit linkages with high cost of capital are rampant across all sub sectors. Access to credit for small and budding entrepreneurs has emerged to be one of the most challenging areas which are a major bottleneck for cluster promotion. • Adequate Value chain financing of different stakeholders under agriculture and horticulture particularly for commercial crops like Cotton, Maize, Ginger, Turmeric etc is rare. While the entire credit scenarios of studied areas are functioning mostly ad hoc, there is a strong need to undertake value chain financing for better credit absorption and impact. • Simultaneously strong mechanisms need to be devised to access mainstream credit for primary producers and local level entrepreneurs apart from insufficient and short lived subsidized schemes. |
| <p>Institution Building</p> | <ul style="list-style-type: none"> • It has been found that common producer level institution under each highlighted cluster may or may not be relevant under the immediate set of interventions. Common institution framework is also not true for all clusters. Institutions wherever required relate to type of products and stakeholders. For example, in maize cluster at Papdahandi or Turmeric cluster at Daringbadi, farmer groups have been found to be suitable for carrying forward the suggested interventions. In other clusters like Stone carving, cashew etc. such institutions are immediately not required. Also some clusters like mango have the scope of promoting women based common interest groups engaged in processing while clusters like goat rearing do not require any group interventions at all. • The primary focus of any community owned institution promoted, should be to build sustainability of a community owned cluster institution through <ul style="list-style-type: none"> ✓ continuously provide tangible/financial benefits and dividends to members not only for the specific products but |

- for other important products as well (Rationale)
- ✓ has enough income from enterprises to cover all expenses (Profitability)
- A specialized agency for cluster promotion and implementation of intervention plans along with market linkages and monitoring is essential for all clusters.

5.4. Specific Areas of Intervention across selected 21 product clusters

While the detailed value chain report and cluster intervention strategies are detailed in the Annexure, the summary of interventions across the different product clusters are as follows:

| Products | Block | Critical Interventions |
|--------------------|-------------|--|
| Agriculture | | |
| Maize | Papadahandi | Reduction in cost of cultivation through optimum use of fertilizer by promoting soil testing facility as enterprise and incentivizing farmers to use soil testing facilities |
| | | Ensuring access to inputs and credit services through promotion of village based Maize Cooperatives |
| | | Incentive to individual farmers for construction of storage structure and drying yard |
| Cotton | Ramnaguda | Support for sale of quality raw cotton by incentivizing individual farmers for construction of drying plat form |
| | | Incentive to individual farmers for construction of storage godown |
| | | Facilitating collective purchase of quality seeds through promotion of village level Farmer Producer Groups (FPGs) |
| Arhar | Kutra | Enhancing productivity of Arhar by demonstrating use of improved variety seeds and package of practices through Farmer Field School (FFS) mode; Support for additional coverage similar to support under National Food Security Mission (NFSM) |
| | | Facilitating value addition through processing by promoting individual entrepreneur owned Mini Dal Mills at cluster level; Mini Dal Mill to offer hiring services; and also sale processed Dal to higher level traders and retail shops |
| | | Facilitating linkage of Mini Dal Mills to supply processed Dal under Mid Day Meal Scheme |

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|---------------------|------------|---|
| Niger | Th. Rampur | Enhancing availability of improved variety of seeds through promotion of certified seed growers; additional coverage under seed production programme |
| | | Enhancing price of produce by popularizing practice of cleaning among farmers prior to sale of Niger |
| | | Facilitating aggregation and collective marketing of Niger by involving Women SHG at village level |
| Horticulture | | |
| Ginger | Pottangi | Enhancing availability of quality seeds through promotion of truthfully labeled seed growers |
| | | Reduction in loss due to rotting of produce by incentivizing farmers to take up treatment of seed |
| | | Facilitating higher price to produce by demonstrating advantage of cleaning of Ginger at individual farmer level |
| Turmeric | Daringbadi | Promotion of appropriate market friendly post harvest practices including boiling, polishing, drying and grading through group based training and demonstration |
| | | Promotion of village based trader to enable farmers get better price at village level |
| | | Enhancing availability of quality turmeric seed through promotion of certified seed growers |
| Chilli | Bamra | Incentive to farmers to take of soil treatment based on soil testing |
| | | Promotion of entrepreneurs to offer soil testing services |
| | | Financial assistance for construction of drying yard at individual level |
| Mango | Nuagaon | Involving existing women SHG in processing of Mango including production Amchur and Mango Jelly |
| | | Support to small farmers (with less than 1 Acre Land not covered under NHM) to take up plantation of mango |
| | | Fencing support to beneficiaries covering under National Horticulture Mission |
| Cashew | Guma | Enhancing productivity of existing plants by individual farmer level demonstration of intercultural practices including application of fertilizer, pruning and use of hormone |
| | | Strengthening existing Cashew Processor Association at regional level with emphasis on collective import of cashew, selling in consumer pack and linkage with metro market |

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|-------------------------|--------------|--|
| | | Financial assistance to farmers to cut age old plantation (compensating loss in income) and take up new plantation |
| Cabbage | Daringbadi | Collaboration with Line departments for Financial Linkage and Infrastructure development |
| | | Building Capacities and Technology intervention for sustainable crop management |
| | | Introducing collective marketing and higher order market linkages |
| Pineapple | Bisamcuttack | Promoting village level youth trader including support for market linkage |
| | | Subsidized supply of sucker of queen variety to farmers through DKDA/Society by procuring from nearby blocks |
| | | Enhancing access to credit and market linkage by promoting Pineapple Farmer Producer Group including linkage with Bank and existing Cooperative Society |
| Sericulture | | |
| Tasar | Bisoi | Involving youth as entrepreneur with infrastructure and market linkage support to take up private graneour activity; both improved and traditional variety |
| | | Promoting individual youth women entrepreneur in specific villages through equipment, training and backward/forward linkage support |
| | | Financial assistance to farmers for plantation of host plants under NREGA |
| Animal Husbandry | | |
| Goat rearing | Jhumpura | Promotion of village/cluster level veterinary service providers through training, equipment, tool kit, back end support; including promotion of market for their services |
| | | Facilitating availability of buck at village level through provision of additional subsidy; including developing institutional mechanism for rearing of buck and buck services |
| | | Financial support for universal vaccination by linking to veterinary service providers (to be promoted) to reduce incidence of disease and mortality of goats |
| NTFPs | | |
| Tamarind | Mathili | Popularization of best practices in product handling including de-shelling, drying and grading through training, demonstration & campaign |
| | | Demonstrating processing of tamarind flower including market linkage |

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|--------------------|-------------|---|
| | | Working capital and market linkage support to entrepreneurs for bulk trading of tamarind |
| Sal Leaf | Samakhunta | Equipment and market linkage support to existing sal leaf entrepreneurs to take up sal leaf plate/cup making |
| | | Support for Godown – to Women SHG (group based storage) and to traders |
| | | Demonstration of use pluckers; supply of pluckers leading to sustainable harvesting practices |
| Siali Leaf | Khajuripada | Support to traders at area level to deal with processed product including linking them to distant market |
| | | Promoting village level women youth entrepreneurs to take of processing of siali leaves |
| | | Training on sustainable harvesting practices with supply of subsidized harvesting tool |
| Sabai | Khunta | Improving efficiency in rope making through demonstration of best practices like use of rope making machines |
| | | R & D support for alternate use of sabai |
| | | Provision of plantation with Government support |
| Lac | Nilgiri | Promotion of brood lac entrepreneur with linkage support |
| | | Promoting village/cluster level entrepreneur to take up primary processing of stick lack |
| | | Handholding support for promotion of Master Crafts Man for Lac crafts including exposure visit and training |
| Hill Broom | Kashipur | Popularizing sustainable harvesting practices – sensitizing on plucking technique and time of collection |
| | | Demonstrating proper drying and cutting as per market requirement leading to higher price for their produce |
| | | Quality enhancement in finished product including cleaning; and product development by use of plastic tape |
| Handloom | | |
| Handloom | Kotpad | Graduation of carpet weaver to involve weaving saree through provision of loom, skill training and promotion of artisan group |
| | | Promotion of entrepreneur at Kotpad level |
| | | Provision of common facility centre – common loom |
| Handicrafts | | |
| Stone Carving | Sukuruli | Facilitating direct linkage with buyers through internet based marketing by involving market promotion agency with experience in internet based marketing |
| | | Skill training to young persons of stone cutter families by linking them with Bhubaneswar based MCMs |
| | | Promotion of trained persons as MCM cum trainers |

6. Implementation Plan for Cluster Promotion

6.1. Approach and Guidelines for Implementation

Product cluster refer to geographic concentration of interconnected enterprises including buyers, suppliers and institutions supporting enterprises relating to a particular product. Promotion of product cluster involves strengthening of linkages between different enterprises and institutions associated with the cluster. It promotes economy of scale, easy access to inputs, market and business services; and overall profitability of enterprises. It has potential to strengthen existing enterprises and promote new enterprises. In context of developing countries like India, large numbers of poor and vulnerable families are associated with product clusters. Hence, promotion of product cluster can be considered as a powerful tool to strengthen livelihoods of poor families.

The implementation of the various interventions for cluster promotion revolves around the following framework:

▪ Market led approach

- Any broad intervention for promotion of product centric clusters should be guided by dynamics of market to be able to generate additional income or the primary producers.

- Marketability of the products/services of any enterprise associated with the cluster is a necessary criterion for its growth and sustainability.

▪ Integrated approach

- Minimal approach i.e. providing credit or training alone for enterprise and cluster development is less effective. Especially for growth oriented Micro enterprises within a cluster, integrated approach i.e. Sequential delivery of a range of services needs to be provided.

▪ Follow - up and Handholding

- One shot measure of providing credit or training would not guarantee success of Micro Enterprises within a cluster. At least for 1 year (as mortality rate of micro enterprises



are highest during this period) regular follow-up and handholding support of promoted clusters and its enterprises need to be ensured.

Identification of Product Cluster

In context of strengthening livelihoods of poor families, promotion of product cluster starts with identification of product cluster. It could be existing product cluster or promotion of potential product cluster. Product cluster can be identified by identifying key parameters to consider a product cluster. It may relate to involvement of more numbers of poor households with a product in a particular area; and/or potential of the enterprises (linked to product) which can generate more income for the household. Product clusters can be identified by interacting with different stakeholders who may be directly or indirectly associated with the product in a particular area.

Cluster Diagnostic Study

Once a product cluster is identified, it is desirable to take up a cluster diagnostic study. This could be done by involving professional institutions having understanding or experience in promotion of product cluster. This involves in-depth interaction with all the stakeholders associated with the cluster. In case of products like agriculture, livestock, NTFPs where the cluster relates to value chain; this could be done through value chain analysis. This involves profiling of enterprises, developing value chain flow diagram, SWOT analysis of VC players and understanding profile of BDS providers. This would lead to identification of opportunities for interventions. Overall, this helps in developing cluster promotion strategy. Cluster promotion strategy may be linked to promotion of institutions, skill training or developing common facility centre. Depending on the core strategy, a Cluster Promotion Agency could be identified.

Involving Cluster Promotion Agency

Cluster Promotion Agency could be identified in scouting or bidding process. The profile of Agency needs to relate core strategy for promotion of cluster. At times, the Agency may take the form of a consortium. Initially, the Cluster Promotion Agency could be entrusted to develop a detail proposal.

Steps for promotion of Cluster Institutions

Promotion of cluster level institutions may need to relate to development intervention strategy. Some of the development interventions require working with existing institutions than promoting new institutions, while others may require promotion of new institutions.

The following steps could be followed in promotion of institutions:

- Identifying development intervention that requires promotion of new institution.
- Listing the demand for services and profile of participants who would be availing the services.
- De-listing the services that can best be provided by an existing institution (including enterprises) or individual.
- Developing understanding on different typology of institutions like JLGs, SHGs, Cooperatives, Producer Company, Private Company to its potential users and/or members.
- Deciding on the legal form of the institution and its operational area.
- Developing vision, mission, goal and business plan of the institution.
- Facilitating enrollment of members, as applicable.
- Facilitating Governance Structure of the institution; Support in developing By Law or Article of Association; Orientation on legal compliance and business plan.
- Facilitating registration of the Institution, in case it is proposed as formal legal institution.
- Support in mobilization of resources including project grant and bank loan.
- Support in recruitment of staff, as per plan.
- Facilitating implementation of business plan.
- Training of members, directors & potential members.
- Facilitating Participatory Assessment of the Institution.
- Support in legal compliance.
- Further support in revisiting the vision, mission, goal, business plan.

Developing Detail Proposal for Promotion of Cluster

This would relate to findings of diagnostic study. The core strategy and related opportunities for intervention could be further elaborated as activities. A simple log frame of the proposal could be developed. The project proposal needs to relate to specific duration (preferably at least 3 years), number of households, with clear activities, outputs,

outcome; and related indicators. The budget needs to relate with activities; and different actors to be involved in implementation process.

Implementation of the Project

Prior to initiating implementation process, it may be relevant to form a Cluster Promotion Advisory Group involving key stakeholders. The advisory group may meet once in 6 months to guide the project. The relevant activities get implemented. It is desirable to develop a MIS system for the project. However, it is good to outsource certain aspects of Monitoring & Evaluation like developing Baseline and Impact Assessment to an M & E Agency. There can be one M & E Agency linking to promotion of several product clusters.

6.2. Cluster Implementation Framework

Based on the above cluster approach and guidelines, following is an indicative step by step framework consisting of specific suggested activities for the cluster promotion.

1. Cluster Planning

- a. Developing block-wise long list by referring to list of 428 clusters already identified.
- b. Analysis of Demand (Marketability of the product,) or Supply (Rich resource base) situation.
- c. Critical mass of persons already working/likely to be associated.
- d. Geographical compactness.
- e. Possibility of technological up gradation/ introduction of simple methods of processing and technology, especially, in context of poor and marginalized producers.
- f. Likelihood of substantial benefit to the target group.

2. Validation of Cluster through field verifications

- a. Willingness and capability of individual producers / CBOs / SHGs or other Producer groups and Potential Collaborating Institutions/Business Development Service Providers.
- b. Local viability of the product in terms of resources/skill, risk/profitability etc.
- c. Village and Cluster level meeting with producers, CBOs and other stakeholders;
 - Explaining the purpose of cluster, potential benefits and risks, roles and responsibility of SHG / CBOs and other stakeholders.
 - Developing a broad understanding of possible cluster activities and institutional arrangement.

- a. Cluster Mapping
 - Inventory of product including present value chain and infrastructure in the Villages as well as TSP block level.
 - Product Inventory & Value Chain analyses at Village and TSP block levels
 - Production/collection trends during last 3 years
 - Issues in production/harvesting/collection
 - Selling forms, locations, prices and issues in marketing
 - Information about local markets, traders etc.
 - Location of Village Roads, product quantities, means of transport
 - Infrastructure position for storage, buildings and equipments for processing (e.g. drying yards, processing machines etc.) market yards etc. e.g. TDCC go- downs/processing yards, Panchayat godown, WFP go- down, cold storage of Horticulture Department, marketing yards of RMC etc. also available and accessible infrastructure with private industries or NGOs;
 - Status of verification of such facilities and willingness of the agencies
- b. Cluster Profile Preparation
 - Production/collection: Compiled statistics & issues
 - Status with respect to skills / markets / resources / support services / finance available etc.
 - Existing Marketing Channels : forms, locations, prices & issues
 - Potential Options/innovations in Technology and Markets to be able to harness higher order players/services in the Value Chain along with linkages with PCI, BDS providers.
- c. Cluster Level Meetings with producers and villagers and also PCI and block level stakeholders
 - Cluster level meeting(s) among members
 - To bring together Cluster SHG members to help them know each other
 - To have a common appreciation of Cluster (resources, skill, market, linkages) and interventions
 - To have joint understanding of roles and responsibilities, terms of trade
 - To agree upon constitutions and functions of Cluster Committees
 - Finalize roles and responsibilities, terms of trade

3. Cluster Establishment (This step is required when a cluster level community institution is being planned)

- a. Formation of Cluster Committee & Coordination Committee
 - Formation of Cluster Committee
 - Ensure formalization : meeting at a common place (preferably cluster-outlet, from where product will be sold) once in every month
 - Can be registered later under
 - Formation of a block level cluster-coordination committee
 - Members drawn from sub-clusters, PCI/BDSP and ITDAs.
 - The committee will meet every month to review the progress of Clusters and facilitate their task.
 - Cluster promotion Agency will facilitate the process and report the progress to concerned ITDA and Department of ST and SC Development
- b. Physical organization
 - Physical launching of cluster level institution with taking over of the infrastructures
 - Cluster Promoter (s): Organizations (Govt Agencies/ NGOs/ Corporates) or Individuals (Social Entrepreneurs) can be later roped in as Cluster Promoters to infuse improved BDS, market linkage, cluster-welfare etc.

4. Capacity Building including Skill Training and Exposure visits

- a. Identification of training need/ skill up-grade requirement of community members
 - Technical skills like produce handling, sorting, grading, drying, processing, packaging etc.
 - Business and marketing, enterprise management, Accounts and record keeping etc.
 - Leadership, institution management, team building etc.
- b. Identification and screening of resource agency/ individuals for delivery of skill trainings
- c. Conducting training/exposure to markets and successful enterprises
- d. Regular follow up & monitoring by Cluster promotion Agency

5. Business Planning for each cluster

- a. Business Plan preparation at Cluster level
- b. Market Analysis and Points of Intervention
- c. Institutional/operational arrangement
- d. Economic Analysis

- Fixed and Recurring cost
 - Fixed Cost: Repair/constructions, equipment purchases etc.
 - Recurring : Overheads & Working capital
 - Cluster level costs to be shared by community / SHG
 - For fixed costs – resource mobilization from ongoing ITDA projects (linkage to Microplan) or other sources including convergence with banks and other programs
 - Risk Analysis
- e. Technology and market linkages
 - f. Quality Control mechanism
 - g. Risk Mitigation and Insurance
 - h. Formalization of linkage with credit input and marketing agencies

6. Initiation of Cluster Activities

- a. Setting up Infrastructure including Construction, repairs of existing infrastructure.
- b. Collective Marketing ² : Initiation of aggregation, value additions, procurements, quality control.
- c. Maintenance of accounts and records by cluster institutions.
- d. Regular handholding and Monitoring by Cluster Promotion Agency.

As mentioned in the strategies and recommendation section, promotion of entrepreneurs are very crucial for the sustainability of clusters. A step by step plan to promote entrepreneurs is as follows:

A Step by Step Plan to Promote Entrepreneurs in the vicinity of the Cluster area

- a. Identification of entrepreneurs and enterprises (New as well as Existing)
 - i. Entrepreneurship assessment to identify prospective entrepreneurs
 - ii. Need assessment and aspiration mapping of entrepreneurs
 - iii. Profiling of entrepreneurs
 - iv. Mapping different schemes and enabling environment
- b. Orientation and Capacity Building of entrepreneurs



- i. Training of entrepreneurs: Technical, Business and Marketing
 - ii. Exposure visit of entrepreneurs to successful enterprises and markets
 - c. Convergence and Collaboration
 - i. Consultation with line departments, enablers and bankers for leverage of entrepreneurship schemes
 - ii. Banker Entrepreneur interface
 - d. Handholding support to Entrepreneurs
 - i. Business plan preparation and project appraisals
 - ii. Linkage with banks and financial institutions
 - iii. Launching of enterprise activities
 - iv. Backward and forward linkage support to entrepreneurs

A special note on promotion of Cluster level marketing cadre is mentioned in the later chapters of this report.

7. Institutional Arrangements and Capacity Building

In order to promote a range of business opportunities under Cluster promotion in the 118 TSP blocks of Odisha a systematic approach would be required since dynamics of opportunities across different sectors differs considerably. Hence, there will be a strong need of capacity building among various stakeholders.

While the facilitator, along with sector knowledge should also have proper facilitation skills for smooth implementation, there exists an equally strong need of building capacity of primary stakeholders to be able to identify, own and sustain interventions across the activities. Apart from this, a range of capacity building inputs needs to be provided to Cluster level institution leaders (President, Secretary and Volunteers) to effectively provide support to community in facing day to day operational problems arising in their effort to strengthen the activity. Moreover, facilitators sharing of the information with the community will get internalized if they are capacitated.

ITDAs need to place a special cadre of Cluster promotion staff to facilitate the process of implementation. These facilitators who are one of the critical layers in the initiative (envisaged to provide support to the block level clusters) need to be capacitated, for taking up the mandate of business promotion and marketing, by providing a range of CB inputs. Along with this a 3 member Cluster Promotion Agency team led by a Team Leader (Micro Enterprise Specialist) and 2 Development Officers (1 each for Micro Finance and Institution development) have been assigned responsibility of social mobilization and livelihood promotion for each ITDA.

Desired scope of work for Cluster Promotion Agency and/or Capacity building of Cluster Promotion staff

Under the current structure, ITDAs need to ensure that the Cluster Promotion Agency become facilitator to promote a range of sustainable economic activities at the village level by providing able support to villages and others in the course of process intervention towards sustainable livelihoods. She/he should gradually become an expert for the key livelihood opportunity of a particular area or cluster. Through him/her community will gain practical insights in initiating, managing and sustaining economic activities. After a designated time period when the Cluster Promotion Agency withdraws, this Cluster Promotion staff is to take the mandate forward. The overall objective of capacity building of Cluster Promotion staff is in appreciation to the role would be playing before their withdrawal. Without a champion cluster promotion initiatives may be not be as effective as envisaged. She/he would be working at 3 operational levels i.e. namely Cluster/Block level; Market / trader level; and: Support service provider (line departments, institutions) level.

Cluster/Block level

Cluster Promotion Agency /Cluster Promotion staff needs to

- Collect information and understand local economy in terms of
 - Local availability of resources, skills
 - Local availability of support services
 - Local availability of markets
- Identify basket of options, which can be initiated at community level (planning for the number of people interested to start the activity)
- Possibility of primary producers and SHG members initiating activities and making products
- Make a consolidated plan to draw a block level perspective
- Implementation of the plan

Market/Trader level

Cluster Promotion Agency /Cluster Promotion staff needs to

- Understand options, which have a market demand
- Understand market dynamics and terms of trade
- Ascertain possibility of market linkages
- Develop a system (on functional aspects) which is sustainable over a period of time

Support service provider (line department, institutions, etc.) level

Cluster promotion Agency /Cluster Promotion staff needs to

- Understand the roles and responsibilities of various line departments and institutions in the context of business promotion
- Explore convergence possibility with them
- Develop sustainable linkages between community and the service providers

All the above activities across the 3 levels are to be undertaken to graduate to an effective Cluster Development facilitator. They are the ones who hold key to the success of livelihood initiatives undertaken by community and should be able to develop block and product specific cluster promotion plans. Since members of clusters and/or community would place their interests in different activities, Cluster Promotion Agency (later Cluster Promotion staff of ITDAs) need to consolidate data at ITDA level (integrating information from a set of villages) to focus on promotion of key cluster activities by developing business plans for the same. And at the same time, appropriate tools (preferably pictorial) are to be developed for major activities across the sectors to convey to share information with the community and in turn generate interest in them to initiate an economic activity under the clusters.

A comprehensive plan for promotion of the activity specifying the name of members, financial as well as non-financial requirements and market information is to be made to arrange finances, identify, and initiate dialogue with the support service, business development service providers.

Capacity Building Plan for secondary stakeholders

Given the backdrop, a CB plan would ultimately empower stakeholders such that

- Locally sustainable activities are chosen
- A proper livelihood based business plan is generated at the primary producer /CIG / SHG level
- Poor, illiterate women can take prudent business decisions
- Proper use of livelihood plus funds of the project
- Overall economic uplift of the target community takes place

Capacity Building Themes for Cluster Promotion Staff of ITDA

- Vision building, leadership and team spirit in Cluster Promotion
- Developing Cluster level Business Plans
- Launching and management of key activities on a priority basis and support to cluster level activities
- Understanding seasonal variations and promoting seasonal opportunities
- Understanding market dynamics and challenges involved in market linkages
- Sub-Sector specific needs (of Agriculture, Horticulture, NTFP, Animal Husbandry, Handloom and Handicrafts) for developing comprehensive cluster development plans
- Strengthening Micro Plans through business orientation approach and integration of market information during Cluster development plan preparation
- Graduate from capturing the local market to semi urban to distant markets a process intervention is required
- Initiation of collective marketing and developing sector specific plans e.g. agri-marketing plan
- Sub-sector interventions and sector wise business development services (BDS) understanding
- Policy issues across sectors
- Convergence issues
- Developing economics of an activity to ascertain profit and loss dynamics

8. A note on Collective Marketing

Introduction

The major sectors of NTFP, Agriculture, Horticulture, Off Farm and Non Farm constitute the livelihoods profile of the 118 TSP blocks of Odisha. While promotion of clusters is being envisaged around these sectors in the aforesaid area, it is also a fact that activities undertaken by farmers/villagers across these sectors are not able to provide adequate income to them. This is particularly true for the resource poor who have low level of endowments and have limited accessibility to markets. Many among them have accepted this as destiny's choice and have either adopted or are gearing up to take alternative livelihoods opportunities.

It is clear that villagers or community in the forest fringe villages have started these activities because they possess the traditional skill base, have access to the resource base, have access to finance albeit from the moneylenders etc. In addition government policies have also become primary collector or producer friendly with the passage of time paving the path for villagers to take up more economic activities. There is sufficient literature to support that despite all these developments, socio-economic condition of villagers have not improved in tandem with the investment made to achieve the same.

Profile of an activity encompassing the past and present situation helps in understanding the core issues which are responsible for the non-remunerative nature of the activity and issues affecting the growth of the activity stem both from the input as well as the output side. Given the current situation of an activity a common issue was of lack of marketing support, which renders the primary producers helpless in this competitive world and is further compounded by their vulnerability to exploitation due to various factors such as small scale of operation, lack of capital, unavailability of facilities (storage), lack of information on marketing etc.

The current status

The study reveals that the selling mechanism of almost all the products is predominantly individual oriented, which has helped traders (small as well as big) to gain in a big way. It is not that primary producers are not getting competitive prices at the local level – the issue is of getting best prices. A closer look the value chain of any of produce any of these traders profile reveals that they operate on similar margin as a primary producer and he gains simply because of his scale of operation. A rupee margin per kg is around Rs. 1,500 for the producer but becomes Rs. 15,000 for the small trader who purchases from 10 such producers and further becomes Rs. 1,50,000 for the big trader to whom such 10 small

trader sell. Hence, the equation magnifies with the increase in the trade volume and though the margin sharing is equitable the absolute amount is what holds key at the trader level for they get the critical mass to deal in essential inputs required by primary producers and collectors.

It is a fact that the trader lobby enjoys tremendous networking and is surviving on the fact that majorities of producers sell their product when they are in dire needs of funds, which helps them dictate terms to the producer. In addition lack of competition and information at the primary producer / collector level provides them with another tool to get the produce at a relatively lesser price (commonly known as distress sales).

It is not that farmers or collectors have not tried their hand in adopting alternative means to get better prices but chronic dependence on trader and collapse of the means after a period of time leads them to remain in the vicious circle. Moreover, sporadic cases where farmers or collectors joined hands got their fingers burnt both on account of internal and external reasons. External reasons emanate from the traders side but faulty leadership, misappropriation of funds add to the internal problem areas which not only shatter the confidence levels of community but also make them wary to undertake any other means of selling their produce.

It is worthwhile to note that, majority of the farm and forest produce are sold in the raw form and are traded in the same form (without any value addition except for certain trivial functions) by the succeeding 2 levels of traders. Quite understandably, these functions even though the farmer or the collector is aware of cannot be undertaken since need of money forces them to sell the produce.

Alternate Marketing Strategy

It is with this backdrop that **proper collective action** at the primary producer and collector level holds promise of ensuring better prices by reducing dependence (hence exploitation) and ensures development of a system, which would sustain the initiative. Apart from establishing a market linkage developing a sustainable system, which would provide continuous benefits to the producers, is the real challenge. A one-time linkage creates more problems than benefits at the community level and, if not panacea, a healthy collective marketing system, given the current scenario, offers maximum benefits. Many best practices across the subcontinent suggest a process intervention is required to develop a win-win system.

One of the salient characteristics of Agriculture and NTFP sector is its seasonality and it is for the community to judiciously utilize faculties to carve maximum benefits from it. The

agriculture calendar here is restricted to only one crop – paddy and whatever minor millets and pulses were cultivated are now increasingly replaced by more remunerative crops. It is a facilitator who will have to play the role of a positive catalyst to share, convince and demonstrate the impact of an intervention meant for increasing their income. Collective action is not merely a group of like minded persons having a common interest; it is the manifestation of the collective interest of the people whose success would be crucial in spreading the message.

Under the cluster promotion initiative of the department of ST and SC Development Department, collective action at the community level can be initiated in majority of produce/products, initially on a pilot basis. There has been one off instance at the community level wherein the groups had aggregated produce and sold at higher prices, it could not be sustained because of lack of handholding by the facilitating agency and dedicated leadership at the community level. It would be also be important to look into developing a cadre of resource persons from among the community who can provide support in developing remunerative market linkages.

Once such a system develops, it would not remain restricted to one activity and a host of other activities would get into the system. Easier said than done! This required lot of efforts and immaculate understanding at the facilitators' level to effectively plan and see that cycle of operation gets completed.

The marginal farmer sells his minimum marketed surplus to the local trader for getting immediate cash. This in fact is the root of all exploitations ranging from price-cutting, faulty weighing etc. In the present context to check his sporadic individual selling and to accrue better prices, collective action is imperative and the only way out to extend reach to remunerative markets, which require minimum scale of volume. Without collective action plight of a marginal farmer would increase since the pressure on land and competition is bound to increase.

Challenges

- Awareness generation among farmers and collectors about the benefits of collective action
- Leadership creation to carry marketing function
- Transparent system in place
- Immediate financial transaction with the farmers
- Market information
- Market linkage

- Handling competition and market fluctuation
- Ability to handle pressure of traders who otherwise will be at loss

ST and SC Development Department should initiate collective marketing approach on a pilot basis in selected ITDAs. A well defined operational plan to undertake collective marketing is shared below.

To give boost to this initiative ITDAs should work out a plan to provide critical market information to primary stakeholders on a regular basis for all markets that directly or indirectly cater the needs of the project area.

Action Plan for Collective Marketing

A. Activity Plan

| Sr. No. | Activities |
|---------|---|
| 1 a | Selection of villages, estimating resource availability, Refer Micro Plan, Baseline, Value Chain Report |
| B | Selection of villages for intervention |
| C | Scale assessment at village level |
| D | Understanding market dynamics for the produce |
| 2 | Sharing the concept with Cluster Promotion Agency and concerned ITDA staff |
| 3 a | Sharing and orientation of the concept and fund flow to Clusters – President & Secretary, Animator |
| B | Exposure visit of President, Secretary and Animator to successful collective marketing interventions |
| 4 | Village level awareness meeting with the cluster members, Animator, SHGs |
| 5 a | Identification of potential/interested SHG / Producer Group / CIGs |
| B | Selection of leaders from selected groups |
| C | Proper training to cluster members and leaders |
| D | Exposure/training on technical aspects (value addition, storage, record keeping) |
| E | Obtaining license from Gram Panchayat for trading, wherever applicable |
| 6 a | Finalizing procurement modalities |
| B | Fixation of minimum rate for buying within groups and from outside |
| C | Exposure of Cluster leaders / Animators / SHG Leaders for quality control |
| D | Ensuring procurement of committed quantity by the participating groups |
| 7 a | Preparation of business plans and submission to financial institutions for disbursal |
| B | Disbursement of funds |

| | |
|---|--|
| 8 | Simultaneously making plan for construction of drying yard and other equipments* |
| 9 a | Market watch and community leaders' negotiation with traders and other market players |
| B | Liaison and bargaining with traders by the SHGs and Cluster office bearers |
| C | Listing of collection of produce and record keeping |
| D | Finalizing selling modalities |
| E | Making arrangements for gunny bags, packaging, transportation and hamali (if required) |
| F | Selling price fixation including mode of payment |
| G | Date of transportation |
| H | Making arrangements for lifting of produce from the cluster locations |
| 10 | Account keeping including miscellaneous expenses - transparency meeting |
| 11 | Selling to traders |
| 12 | Receiving and disbursement of payment to Cluster and sub-clusters |
| 13 | Disbursement of payment to individual members, calculation of profit |
| 14 | Ensuring timely repayment of loan to financial institutions |
| 15 | Experience sharing with community – SHG, Cluster members |
| 16 | Planning for other produce |
| * Plan for the drying platform as the demand and need of the community, since it would be useful for almost all the agri and NTF produce. | |
| B. Capacity Building | |
| A | Orientation of Cluster members and CBO (SHG/CIG) leaders on Collective Marketing |
| B | Exposure of producers, CBOs and community leaders to successful collective marketing initiatives |
| F | Exposure of CBOs and community leaders to traders located in remunerative markets |

9. Promotion of Cluster level Marketing cadre

Background

A cadre of local level resources persons in the form of collective marketing facilitators at the cluster level needs to be identified for faster and effective implementation of clusters. This cadre will be strategically utilized in community mobilization, market information collection and dissemination, organization and facilitation in collecting the produce, record keeping, profit sharing and institution building.

In course of time, ITDAs will provide adequate capacity building and handholding support to this cadre so that they can be attached to the clusters permanently by a revenue model and sustain the collective marketing initiative.

Cadre selection

From the initial observations at the village and cluster level, small middlemen, animators, active SHG members, active village level youth etc. are present in almost all villages to support the collective marketing initiatives. Appropriate candidates need to be identified to be promoted as cadre. The criteria for selection of such cadre may be as follows:

- At least 8th standard educated with ability to keep accounts and records.
- Acceptability by community and community mobilization skills.
- Prior experience in marketing of produce at higher levels and exposure to big markets.

Key responsibilities of Cadre

Cluster level Marketing cadre can gradually become the business counselor for the entire cluster. She/he can be capacitated to assist the cluster members and farmers to develop business plans and help them in linkage with market and service providers. Moreover experience of Clusters who have successfully dealt with big trader needs to be understood by the community before developing an operational plan. Specifically the key responsibilities would be,

- ✓ Knowledge dissemination to community regarding value addition, standard packing, storing etc.
- ✓ Continuous Technical service, advise and guide to members of the cluster regarding the same.

- ✓ Interacting, discussing and negotiating with traders and transporters regarding prices of produce, transport mechanism, quality of produce, standard packing etc.
- ✓ Regular information dissemination to cluster members regarding market prices, trends, quality in demand etc.
- ✓ Planning, coordinating and executing regular market linkages with traders and terminal markets.
- ✓ Assisting clusters and sub clusters in collection of produce and record keeping.
- ✓ Assistance in bank linkage of cluster.

Remuneration of cadre

Keeping in view the motivation for active participation by the cadre in the initiative, a commission structure needs to be devised as remuneration to the cadre for his/her services rendered. The remuneration will be a percentage of the total profits earned by the cluster in the collective marketing. The percentage should be decided by the cluster members themselves.

Capacity building of Cadre

The local resource person who will be involved with the community as cadre for facilitating collective marketing will be oriented and trained by the Cluster Promotion Agency on the following topics through continuous handholding, exposure visits and classroom sessions;

1. Requisites for successfully running any business.
2. Value chain understanding of key products of the area.
3. Quality parameters and standard packing of key products.
4. Major traders and markets of key products.
5. Interaction and Negotiation skills with traders.
6. Collectivization methods and value addition techniques for key products.
7. Community mobilization and concept sharing of collective marketing.
8. Coordinating and executing linkages with traders.
9. Record keeping and follow up of the entire initiative.

Challenges /Risks in the strategy

It may be that after some time these cadre with all good intentions might start functioning as a mainstream trader and become exploitative by nature. It is obvious that this trader will

be selling to the big traders and there exist a possibility of his replacing the bigger trader in the village.

Hence, it needs to be clearly defined that who could be a cadre and that he/she should be appointed in a participatory way at the village level. Moreover, in the wake of collective action by the Cluster institution most enterprising members (subject to his/her interest) followed by educated and unemployed youth (again subject to the interest) should be preferred. A win-win operational mechanism has to be built in to minimize the above-mentioned possibility.

Step by step plan to promote Cluster Marketing Cadre

1. Identification of educated, unemployed youth, SHG leaders, Kutchia etc. interested in taking up trading activity at the cluster level. The selection should be done in a participatory manner with the involvement of all cluster members.
2. Greater understanding of the local economy and dynamics of market via
 - a. Exposure to local markets particularly hats/feeder markets to understand the market mechanism
 - b. Orientation on business and marketing
3. Interaction with bulk buyers operating in distant markets
4. Interaction with institutional buyers to forge appropriate linkages
5. Capacity building on issues related to
 - a. Networking with producers of the cluster and sub-clusters
 - b. Finalizing terms and conditions for the dealing with sub-clusters and cluster institutions
 - c. Market identification
 - d. Negotiation with right buyers and business terms and condition
 - e. Market linkage
 - f. Accessing market information
 - g. Logistic management related to procurement and marketing
 - h. Profit and loss, breakeven analysis, economy of scale etc.
6. Continuous interaction with ITDA staff, Cluster Promotion Agency and cluster leaders.

Under the OTELP project, MART has already taken up this idea wherein marketing cadre concept shared here has been in operation. Project may look into the model and develop greater understanding.

**Annexure 1: Product Cluster
Specific Value chain Analysis and
cluster promotion plans**

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1. Maize

Profile of the Cluster

General Profile

Predominantly an agricultural district, more than 80% of Nabarangpur's inhabitants depend on farming for their livelihood. They have been traditionally cultivating paddy, but in the absence of sufficient irrigation facilities, had to largely depend on rainfall. Taking up maize cultivation, as it requires less irrigation, has helped them in more ways than one. So people of 10 Blocks of Nabarangpur District have taken to profitable maize cultivation in place of traditional paddy cultivation since the last decade. Papadahandi is the 3rd highest maize cultivating block of the district. The block population was 1, 11,179 with



26,111 households as per 2001 census. The ST population in the block is 63,907 (57.5%), while SC population is 11,374 (10.2%). The net cultivable area of this block is 1, 95,991 hectares out of which high land is 128514 hectares, medium land 38342 hectares and low land is 29,135 hectares. Most of the high lands are used for maize cultivation.

In Papadahandi block, nearly 20,500 (80%) farmers belonging to 22 Gram Panchayats (GPs) are involved in maize cultivation and producing around 33,500 MT from 6,700 hectares in Kharif season with an average productivity of 5 MT per hectare. Similarly, in Rabi season, production of 3,500 MT is achieved from 650 hectares with an average productivity of 5.5 MT per hectare. Although the productivity is higher in Rabi, lack of irrigation facilities forces most farmers to cultivate maize in Kharif season only. The total production of maize in the block in both seasons is 51,925 MT from 7,350 hectares (sourced from Department of Agriculture). Uplands are used for maize cultivation in Kharif and medium land in Rabi.

It is proposed to promote a block-level maize cluster at Papadahandi. Focusing on the geographical location and large production of the area it is planned to promote two sub-clusters at Mokiya and Semala. The Mokiya sub-cluster covers 13 villages of 3 GPs, where around 1,720 households are cultivating over 620 hectares and producing 3,220 MT. Semala sub-cluster covers 15 villages of 2 GPs, where 1,960 households are cultivating over 590 hectares and producing 2,950 MT.

Market for maize is available in local, town, terminal and national levels. The local and town level traders directly procure maize from farmers. Town level traders, supply them to regional markets, processors and higher level market players of Odisha. The higher level market players process the produce for different kinds of products like cattle feed, poultry feed, corn flakes and popcorn.



The product of the concerned cluster is dealt by Nabarangpur, Umarkot, Papadahandi, Bhubaneswar, Cuttack, Jeypore, Raipur, West Bengal, and Andhra Pradesh based market players.

| Name of villages/ location | Total No. of HHs | No. of Communi ty instituti ons present (SHGs / farmer clubs etc.) | No of house holds engag ed in activi ty | Area (acres) / trees under cultiva tion | Yield / acre or househ olds (quinta ls) | Mark etabl e surpl us (qui ntals) | Road conn ectiv ity (yes / No) | Cluste r suppo rting infrast ructur e (yes / No) | Name of NGOs / agencies working in the area on the activity | Name of private players (companies, Traders servicing / procuring from the area) |
|---|------------------------|---|---|--|--|---|---|---|--|--|
| Sub Cluster- Mokiya 13 Villages from 3 G.P.- Mokiya, Dengaguda and Sirisi (Villages- Mokiya, Gundarguda, Ekari, Dengaguda, Sitakaguda, Katiaguda, Tentiliguda, Khodki, Banarguda, Dangariguda, Mahulapadar, | 2150 | SHGs-55 | 1720 | 3580 | 20- 30 Qtl/ Acr. | 8950 0 | Yes | No | - | Monsanto, Pioneer, DEKALB, Bio- seeds, Rajkumar, Prayas and Vida seeds company Supplying Seeds, Balya Bhatt, K.Shyamabab u Patra, Mukes Agrawal, Patra |

| | | | | | | | | | | | |
|--|------|----------|------|------|---------------------|------------|-----|----|---|--|--|
| Talapur and Sirisi) | | | | | | | | | | | Traders and Gupta Sahu providing Inputs and Procuring the Products |
| Sub Cluster- Semala (15 Villages from 2G.P.- Semala and Maidapur (Villages- Semala, Dumuripadar, Bhatiguda, Kandaraguda, Dabediguda, Chandrapur, Paidapunjiguda, Pakhanaguda, Gurupadara, Paikatara, Bargathiaguda, Hirli, Usenigaon, Desuriguda and Maidapur) | 2450 | SHGs- 64 | 1960 | 5250 | 20- 30 Qtl/ Acr. | 1312 50 | Yes | No | - | | Monsanto, Pioneer, DEKALB, Bio-seeds, Rajkumar, Prayas and Vida seeds company Supplying Seeds, Balya Bhatt, K.Shyamababu Patra, Mukes Agrawal, Patra Traders and Gupta Sahu providing Inputs and Procuring the Products |

Enterprise Profile

Local/ town level traders, private seed companies, banks, Central and State Government schemes and projects are the main service providers for maize promotion. As it is a backward district/ block, about 80% of maize farmers depend on credit for inputs.

Local/ town level traders provide fertilizer, pesticides, seeds and other cash expenses to the farmers at their doorstep on credit basis at an interest of 5-7% per month. After production, the concerned trader purchases the produce from the doorstep of the farmers. The payments made by trader to the farmer are done after deduction of input cost and interest of the advances made. Farmers use thresher/ Sheller machine for deseeding the maize cobs. The machines are available in all villages on rental basis at Rs.450-500 per hour.

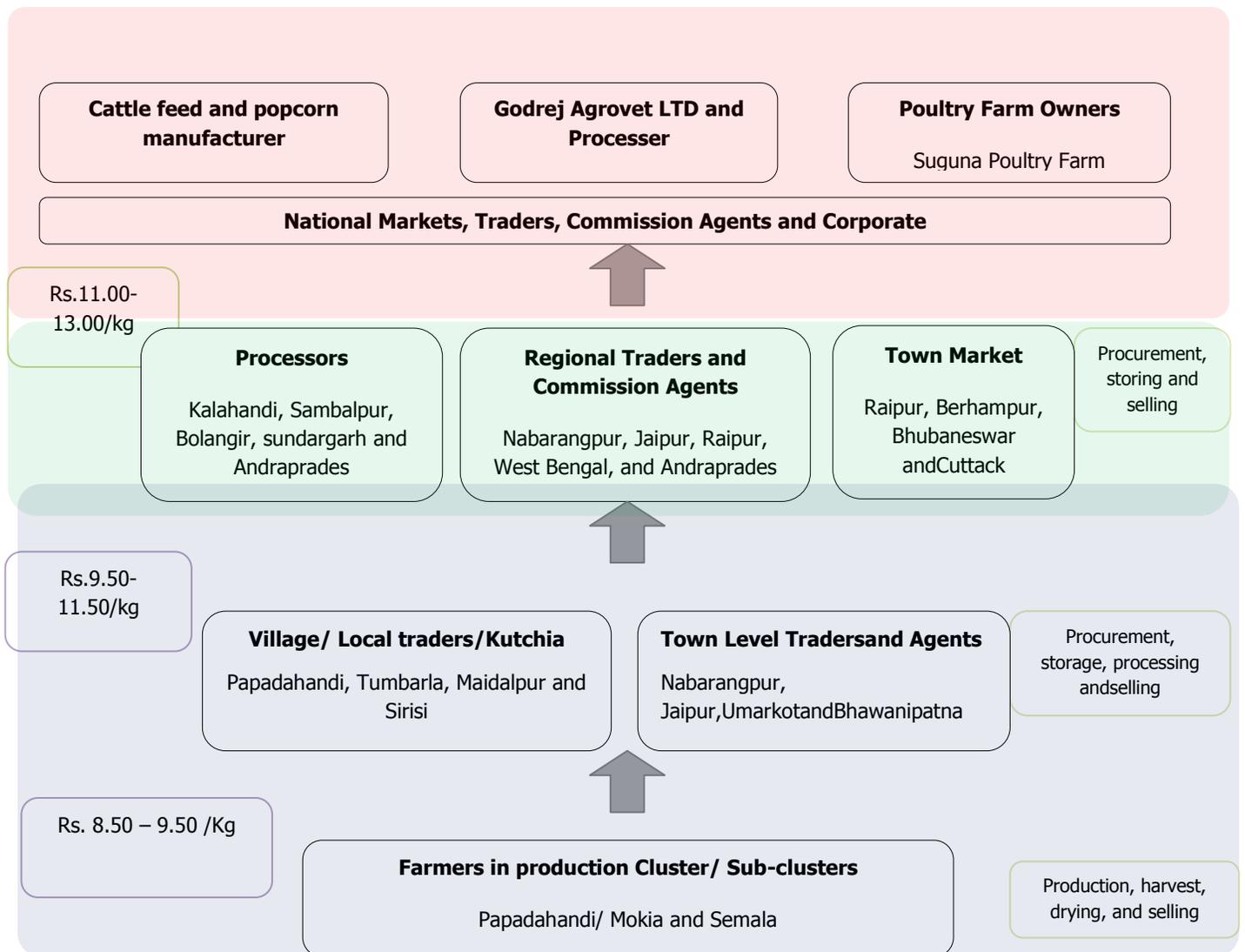
The last 5 years trend shows that, coverage of land under maize cultivation is increasing in the block. Farmers are using their upland for cultivation and adopting the use of hybrid seeds and chemical fertilizers. However, due to repetition of the same crop in the same land, the productivity is on the decline. The farmers are not testing the soil and ignorance about the use of fertilizer is leading to its application in heavy doses. The input costs of the product have thus been increasing every year due to increase in price of fertilizers and labour wage rates. However, the increment is not translating into an equivalent return.

A list of various players and enterprises present in the value chain of maize is as follows:

- Private seed companies often conduct marketing events, exposure visits and awareness programmes for farmers about their quality and productivity.
- Banks like SBI/UGB/KCCB- 1 SBI, 3 UGBs and 1 KCCB are operating and providing loans to farmers for maize cultivation. This support is however not readily accessed by small and marginal farmers and is also insufficient for large farmers.
- RKVY being implemented by the Agriculture Department: - Subsidy for input cost to the small and marginal farmers.
- IMAGE: - Providing technology support to farmers and field school programmes for farmers.
- ISOPOM being implemented by the Agriculture Department: - providing certified and hybrid seeds kits to the farmers.
- NFSM being implemented by the Agriculture Department: - Providing subsidy on purchase of different agricultural equipment, pump sets, dug wells, bore wells, tractors and power tillers.
- JALANIDHI/BJY: - Providing 80% of total electrification budget cost for irrigation.
- OSSC LTD: - Providing various certified hybrid seeds for promotion of maize.
- SGSY/ Mission Shakti: - Providing loans to SHGs for IGA promotion.

- RMC/NAFED: - Providing support for promotion of mandi and market yard for maize marketing.
- GBY (GoI) being implemented by NABARD:- Grameen Bhandaran Yojana provides subsidy for construction and renovation of rural godowns.
- Max New York Private Limited is providing crop insurance facility to farmers.

Value Chain Diagram



Analysis

Farmers

A common producer has to plough the land 4-5 times by tractor and prepare it for sowing. For this purpose he has to incur around Rs 1,000-1,200 per acre. As many as 5 man-days are invested for line sowing 9-10 Kg of hybrid seeds per acre and maintaining line to line 2ft and seed to seed 1.5 ft after application of 5-7 Kg thimets / florets and 25 Kg MOP. After 21 days, 15-17 man-days of labour are required for first weeding and manuring. As much as 55 kg Urea, 50 Kg DAP and 10 Kg MOP fertilizers are applied in the first application for fast growth of the plant. When the maize plant starts flowering, an additional 15 man-days of labour are required for second time weeding and manuring with 10 Kg MOP, 30 Kg Urea and 7-10 Kg Zinc fertilizers per acre for better growth of maize cobs. Farmers are also applying pesticides for protection of the crops from pest attacks.



The produce is harvested during October-November, which requires 10 man-days per acre. The harvested maize cobs are dried at the field side and de-shelled by machine which requires around 5 man-days per acre and machine rent of Rs 450-500/ hour for threshing 25-30 quintals in one hour. The overall cost of production of maize per acre comes to Rs 11,200. Then, the produce is sold to traders (money lenders) at around Rs 8.50 – 9.50/kg. The price of the produce depends on its moisture content, which is tested by moisture testing machines owned by the trader. The higher the moisture, the lower the price obtained. Maize is generally procured only after the moisture content is below 14%.



Issues and constraints at the farmer level

- Farmers are depending on the traders for supply of inputs on loan at the rate of 5-7% interest per month. The cost of fertilizers and other inputs are also ambiguously and

exploitatively fixed at the time of procuring the produce. Farmers also complain of unfair methods of moisture testing and weighing by the traders.

- Farmers are applying fertilizers without proper knowledge of actual dosage with respect to their soil quality. Also, repetitive maize farming on the same tract of land reduces productivity.
- Termite attacks often reduce production.
- The produce is often dried in the fields without appropriate drying infrastructure, resulting in irregular produce quality and as a result, irregular returns.
- Individual marketing and pre-production credit linkage restrict farmers from getting better returns.

Market

Local level trader/ Town level trader /Money lender:

The local level traders/ town level trader/ agents are the key persons associated with the producer since long. They lend money to the farmers for labour costs, inputs like seeds, fertilizers and pesticides for maize cultivation and also for household consumption. Interest on inputs is calculated at 5-7% interest per month, charged to the farmer for a period of 5-6 months. The payback by the producer happens when the same credit provider procures the produce of the farmers and sells in the regional hub/ processing units. A local/town level trader benefits at Rs 20-30/bag for every bag of 60 Kg maize. In a truck, around 300 bags are transported so that the local trader earns direct profit to the tune of Rs. 6000-7000/ truck load to Nabarangpur, Umarkot, Jeypore, Cuttack, Bhubaneswar and processors at other places. Basically, the village/ local traders, town level traders and their agents are procuring the product from the village point at Rs. 850-950 per quintal. If the moisture content is more than 14%, then the rate of procurement decreases and the trader again dries the product. The price margin at which maize is sold onwards is around Rs 950 -110 per quintal. The traders are also paying 5% VAT and 1% RMC Tax for selling the product. Beyond this, they enjoy an additional income from interest charged over the credit and trading of inputs such as seeds, fertilizer and pesticides.

Some local/town level traders playing a vital role in the cluster block are as follows:

| Name of the traders | Address | Infrastructure |
|--------------------------|--|---|
| K. Syambabu Patra | Singhiguda, Moidalpur Papadahandi Cell no-9178319022 | Moisture testing Machine, Thresher, Truck and Godown |
| Mahesh Agrawal | Main Rood, Papadahandi Cell No- 9437500176 | Moisture testing Machine, Truck and Godown |
| Abdur Satar Khan | Main Road, Papadahandi | Moisture testing Machine |

| | | |
|----------------------|--|--|
| Patra Traders | Cell No- 9437230903 Main Road, Papadahandi Cell No- 9437012102 | Truck and Godown Moisture testing Machine and Godown |
| Gupta Sahu | Tumbarla, Papadahandi Cell No- 9937281454 | Moisture testing Machine, Thresher and Godown |

Regional Trader

Regional hub traders operate from Nabarangpur, Umakot and Jeypore. The produce from the fields of Papadahandi goes mostly to these three places. The traders are just procuring the produce to sell to the next level players such as food manufacturers, cattle feed/poultry feed manufacturers and consumers of raw maize in the state. The produce is often transported to Bhubaneswar, Khurda, Cuttack, Raipur and parts of Andhra Pradesh and West Bengal. The profit margins at this level are lower than that of the town level trader as these players operate more on volumes. The margin of profit depends upon the product stored in terminal markets, quality of the produce and time period of procurement.

Very often, the traders at regional hubs dry and clean the produce as it goes for feed industries. The standard packaging size is 60 Kg. The regional traders, commission agents and town market are supplying to the national markets, cattle feed and poultry feed manufacturers and other food processing units at the rate of Rs.1,100- 1,300 per quintal. The traders are paying 5% VAT and 1% RMC Tax for inter-state trading and additional CST 2% for trading outside Odisha. Some regional/terminal market players are as follows:

| Name of the Traders | Address | Infrastructure |
|---|--|---|
| Ballya Banta Bhatta | Padalguda, Nabarangpur Cell No- 9437000469 | Truck, Godown, Drying ward and moisture testing Machine |
| Dakua Trades Prop. Niranjan Dakua | DNK Chowk, Umakot Cell No- 9437525102 | Truck, Godown, Drying ward and moisture testing Machine |
| Premchand Gopichand | Main Road, Umatkot, Near Bus stand Cell No- 9437351007 | Truck, Godown, Drying ward and moisture testing Machine |
| Babulal Sitaram | Main Road, Umakot, Near Bus stand Cell No- 06866-270441 | Truck, Godown, Drying ward and moisture testing Machine |
| Rita Traders | Main Road, Umakot, Near Bus stand Cell No- 9437338810 | Truck, Godown and moisture testing Machine |

| | | |
|--|--|---|
| Sri Bidyanath Trading Pro-Rajesh Agrawal | Main Road, Umarkot, Near ICICI Bank Cell No- 06866-270422 | Truck, Godown, Drying ward and moisture testing Machine |
|--|--|---|

National level market players

The presence of large companies procuring maize from these pockets of the state has been the primary reason for development of maize in the region. With large quantities of maize being procured from the region by private players, input suppliers and service providers are conglomerating to form a natural maize cluster in the entire Nabarangpur District.

National level market players procuring chiefly from the regional hubs are companies like Godrej Agrovet, Suguna Poultry Farms etc. While their requirements of maize vary from 5,000 MT to 20,000 MT per month, there are stringent norms for procurement. Vendor registrations of these companies are compulsory for any supplier to these companies. List of a few companies and their terms and conditions for procurement of maize:

| Name of the company | Quality parameters of procurement | Payment terms and conditions | Contact and address |
|------------------------------------|--|--|--|
| Pasupati feeds | <ul style="list-style-type: none"> • Damage not allowed • Black spot-1% allowed • Fungus-not allowed • Broken-2% to 3% allowed • Moisture-14% | <ul style="list-style-type: none"> • “21 days credit” or 2% cash discount for immediate payment • Indicative Rate offered: Rs 1230/quintal | Mr. Prakash Kumar Rout (MD) Cell:9437076613 Phone:0671-2490714 Fax:2491545 95 C,N.I. Estate, Jagatpur, Cuttack. Email: pasupatifeds@dataone.in |
| Suguna Poultry farm limited | <ul style="list-style-type: none"> • Basic 14%-15% single cutting • 15%-16% double cutting • Fungus-1% • Dunkeys-1% | <ul style="list-style-type: none"> • 3 days by RTGS only through supplier code which is formed by the company by considering KYC of the supplier. • Indicative Rate: Rs 1200/quintal | Mr. Deepak Behera Asst. Manager-SCM Mob:09338586103 Ph:0671-3205790 Fax:0671-2441294 Plot no:1137/1138, Mahanadi Vihar, near Moon Hospital, Cuttack-753004 Email:deepakbehera@suguna poultry.com www.sugunapoultry.com |

| | | | |
|---------------------------------|---|--|---|
| Godrej Agrovvet limited | <ul style="list-style-type: none"> • Moisture 12%-14% single rebate • Fungus not allowed • Dunkeys not allowed | <ul style="list-style-type: none"> • “30 days credit” period for full payment or • “7days” for cash payment with 2.5% cash discount • Indicative Rate: Maximum 1240/quintal | Utpal Sinha Purchase Manager Mob:09674737226 Kolkata Deepon Mohanty Mob:09674737221 Ashok Mohanty Mob:09674737222 |
| Amrit Feeds Private. Ltd | <ul style="list-style-type: none"> • Moisture 14% • Fungus 3% | <ul style="list-style-type: none"> • “45 days credit” period for full payment or “7-10 days” for cash payment with 3% cash discount • Indicative Rate: Rs 1240-1250 per quintal | Mr. Prakash Mishra Purchase manager Mob:7381038100 Mr. Durga Prasad Panda Mob:7381038122 207-A, Nirmal Plaza, Forest Park, Bhubaneswar |

Value addition possibilities and challenges

Drying and de-shelling maize from maize cobs are the most common value addition functions at the farmer level. Further on, little value addition takes place till it reaches the terminal market. While the maize is used to manufacture corn flakes, poultry feed and cattle feed, the challenges for manufacturing of poultry feed lies with the fact that there are very stringent quality norms which need to be followed failing which the feed might get contaminated and result in mortality of poultry birds. A very strong institution with efficient production, quality control and marketing capability is thus required for appropriately managing cattle and poultry feed units. This is thus, not recommended to be set up in immediate future keeping in view the existing skill levels of the primary producers. Following is a profile of a corn flakes manufacturer based out of Kantabanji.

GOYAL POUCHES

Prop. – Anil Kumar Agrawal

At/ Po- Chatuanka, Kantabanji

Dist.- Bolangir

Phone- 06657-224093

Cell No- +919437032493

Goyal Pouches of Kantabanji is one of the leading processing units of Maize in Odisha. It processes the maize into corn flakes. The unit is financed by State Bank of India, Kantabanji. The unit cost was estimated to Rs. 10 lakh. The capacity of the unit is 1.6 MT per day. It produces yellow colour corn flakes, which is supplied to the mixture manufacturing units of local area. The production of this unit is decreasing by days due to fluctuation of electricity and labour cost. Due to irregularity in electricity supply, the unit is bearing the labour cost without work. Nowadays, it is difficult to run the unit, says the proprietor.

| | |
|---|---------------|
| Description | Yellow colour |
| Calories | 382 Kcal |
| Fat | 0.70gm/100gm |
| Saturated Fatty Acid | 0.56gm/100gm |
| Cholesterol | 0.0mg/100gm |
| Trans Fatty Acid | 0.0gm/100gm |
| Carbohydrate | 87gm/100gm |
| Protein | 6.97gm/100gm |
| Dietary Fibber | 17.16gm/100gm |
| Sugar | <0.5gm/100gm |
| Vitamin-A | 0.0IU/100gm |
| Vitamin-C | 582mg/100gm |
| Sodium | 0.58mg/100gm |
| Calcium | 2.5mg/100gm |
| Potassium | 212.4mg/100gm |
| Iron | 2.6mg/100gm |
| Certified by Intertek India Private. Ltd, Thane | |

Raw materials

The unit is procuring maize grains from the local areas as well as from other states. It prefers the hybrid grain yellow in colour. The unit is basically procuring in large amount from Umarmkot, Nabarangpur and Papadahandi areas. The unit is directly procuring from the town level trader with a price range of Rs. 1,100- 1,350 per quintal. The moisture content is 10-12%, fungus less and hybrid grain is suitable for corn flakes unit. The supply party bears the transportation cost at the time of trading. The standard packaging is 60 Kg gunny bags. The payment mode is 50% in advance and the rest at the time of delivery. The average annual requirement of the unit is approximated to 450 MT.

Production

The daily requirement of the unit is 16 quintal of maize grain. It processes and produces corn flakes and cattle feed in the ratio of 65:35. The daily production of the unit is 10 quintal corn flakes and 5 quintal of cattle feed. The unit produces both dry raw corn flakes and fried corn flakes in the ratio of 50:50. After production, corn flakes are packaged in 20

Kg standard bag and supplied to the local area mixture factory. The annual corn flakes production of the current year is expected to be 300 MT.

Returns

The demand for the produce is average in the local area. It is supplied to customers as per order/advance. The cost of fried corn flakes is Rs 25 per kg and raw dry flakes is Rs 22 per kg. Similarly, the cost of cattle feed is Rs 10-12 per kg. The returns from the produce are good, but due to operational issues highlighted earlier, the benefit is minimised.

Intervention Plans

Constraints and opportunities of Maize in Papadahandi Cluster

The major constraints and opportunities of the cluster are highlighted below:

| Supporting factors | Constraints | Opportunities |
|--|--|--|
| <ul style="list-style-type: none"> • Availability of hybrid seeds, fertilizer, pesticides and credit at the door step before the season. • Line showing practice | <ul style="list-style-type: none"> • Rate of interest is high • No soil testing to understand appropriate dosage of fertilizers, • Lack of irrigation facility. • Low productivity in up lands. | <ul style="list-style-type: none"> • Formal credit linkage with MFIs and banks will reduce interest rates • Soil testing facilities will reduce cost of cultivation, • Capacity building on maize cultivation on uplands |
| <ul style="list-style-type: none"> • Harvesting after full maturity of crop, • De-shelling machines available on rent basis at the village level | <ul style="list-style-type: none"> • Rent of de-shelling machine is high, • White ant, termites and fungus attacks during drying reduce quality • Errant rainfall during drying affects moisture content and quality. | <ul style="list-style-type: none"> • Infrastructure development (drying ward, store house, de-shelling machine, Moisture testing facility) at the village level. • Capacity building on post harvesting management to reduce pest attacks. |
| <ul style="list-style-type: none"> • Traders are lifting the product from village point, • All transportation and marketing costs borne by Traders. | <ul style="list-style-type: none"> • Since the marketing of product is tied with credit, the prices offered are low | <ul style="list-style-type: none"> • Marketing of Products collectively and linkage with terminal markets for better prices. |

Recommended intervention points

| Points of Intervention | Convergence possibilities |
|---|--|
| <ul style="list-style-type: none"> • Introduce testing of soil at farmer level • Introduce better cultivation practices • Promotion of JLG/farmer clubs for enhanced credit facilities to farmers • Provide access to quality inputs • Infrastructure development like drying platforms, store houses, moisture testing machines etc. • Introduce collective marketing of produce | <ul style="list-style-type: none"> • Linkages with fertilizers, pesticides, and seed companies for backward linkages • Agriculture Dept (Input supply) • NAFED (Marketing) • OUAT (Technology) • NABARD (JLG formation) • Banks / MFIs (Credit) |

Budget

Assumed operational / intervention cost for 3 years is as follows:

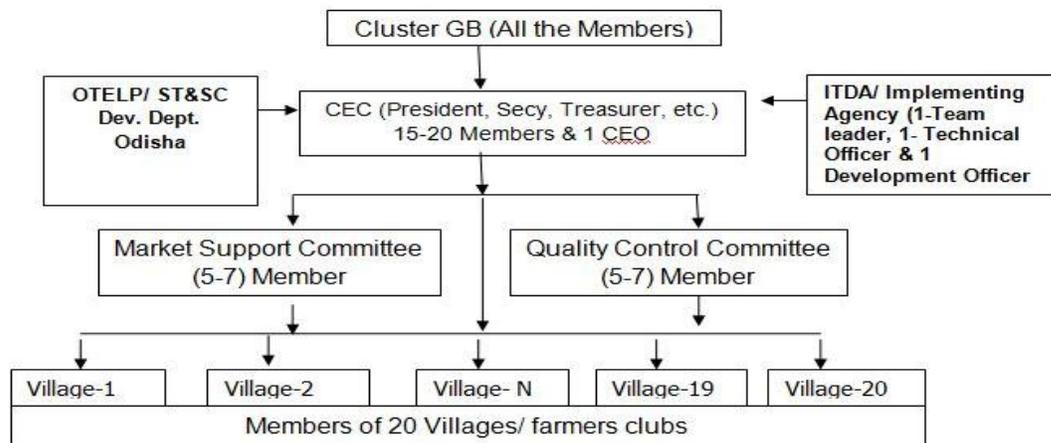
| Area of | Year-1 | Year-2 | Year-3 | Total |
|--|----------|-----------|----------|------------------|
| Operational (Implementing Agency) | | | | |
| Team Leader@Rs.30000/PM | 3,60,000 | 3,60,000 | 3,60,000 | 10,80,000 |
| Technical @Rs.25000PM | 3,00,000 | 3,00,000 | 3,00,000 | 09,00,000 |
| Development @ Rs.25000PM | 3,00,000 | 3,00,000 | 3,00,000 | 09,00,000 |
| Admin Cost 7% of total budget | | | | 03,94,436 |
| <i>Sub Total</i> | | | | 32,74,436 |
| Interventions | | | | |
| Capacity Building | 3,97,200 | 1,04,000 | 73,600 | 5,74,800 |
| Infrastructure | 8,05,000 | 13,05,000 | | 21,10,000 |
| Mobilization Camp@ 2500 for 20 villages | 50,000 | | | 50,000 |
| Cluster Strengthening | 5000 | 5000 | 10000 | 20,000 |
| <i>Sub Total</i> | | | | 27,54,800 |
| Grand Total | | | | 60.29,236 |

Following is the detailed proposed step by step strategy to implement the suggested interventions over a period of three years. An institution would be created for absorbing the interventions.

Institutional Development

- Every operational village would be treated as a farmers' club and 20 clubs would carry forward to a cluster.
- Farmers' club may be promoted through NABARD schemes which will help it for financial linkage with banks.
- One leading member from the club would represent it and act as an executive member of the cluster.
- The cluster would be operated by the President, Secretary and Treasurer with one office bearer named Chief Executive Officer (CEO).
- Two separate bodies would be selected from the executive committee namely Marketing Committee and Quality Control Committee (5-7 members).
- One project staff would act as a member of the executive committee and provide necessary technical support to the cluster.
- One central place would be selected for cluster point/ office from which all the work of cluster would operate.
- All the financial transaction of the cluster would be through the joint account of President, Secretary and Treasurer.
- All the operational guideline would be finalized through the General Body (GB) meeting. The GB will act as a supreme body and all the approvals would be passed through it.
- Producers are to aggregate the produce as per the guidelines given by the cluster.
- Cluster members are guided by implementing agency to plan, aggregate, decentralize responsibility, weighing etc.
- Implementing agency shall provide the inputs (seed, fertilizer, pesticide) to farmers as per the resolutions taken by Producer Group. Consultancy and support shall be taken from experts and line departments.
- Capacity building of farmers/Producer Group members is ensured by the implementing agency.

Proposed Functional Structure



Year-1: Institutionalization and technology intervention.

- Selection of villages producing maize.
- Selection of villages for interventions on maize.
- Assessment of ratio of maize in connection to the past.
- Community understanding on dynamics of production and productivity of maize.
- Village level awareness meeting.
- Identification/ promotion of

Expected outcome of Year 1

- **Soil testing would reduce the cost of production by 10-15% in fertilizer.**
- **Moisture testing will save 1-2% in weight and 5-7% in labour cost.**
- **Quality of the product would be maintained through post harvest management.**
- **Soil health to grow.**
- **Productivity of land to increase.**
- **Input supply facility would reduce extra cost.**
- **Institutional credit would reduce interest rates.**
- **Sheller machines would reduce the user fee/ rent.**
- **Enhance the skill of farmers on cultivation practices.**

- potential/interested groups (Farmers Club/FIG/JLG) for cluster promotion.
- Selection of leaders from selected groups for strategy development.
- Exposure/training on technical aspects and sustainable maize promotion (soil treatment, inter-cropping, de-cubing, drying, storage etc).
- Exposure/ training on institution promotion and management.
- Coordination with line department and other role players for convergence and support.
- Introduce of soil testing kits, moisture testing machine, sprayer and sheller machine in the cluster villages.
- Finalization of input supply modality at cluster level.
- Ensuring soil treatment practice by the farmers through soil tests and fertilizer application.
- Sharing and orientation of the fund-flow and input assessment.
- Ensuring post-production management practice of farmers/ producers.

Year-2: Infrastructure development and introduction of collective marketing.

- Finalizing procurement modalities.
- Sharing the concept of maize promotion and collective marketing.
- Fixation of minimum rate for buying within groups and from outside.
- Ensuring procurement of committed quantity by the participating groups.
- Exposure/training on technical aspects like quality control, value addition and storage)
- Exposure/ training on successful collective marketing interventions and record keeping.
- Arrangement of fund flow through convergence and coordination with line department.
- Simultaneously making plans for construction of drying yard, storehouse and other Infrastructure.
- Liaison and bargaining with traders, finalizing selling modalities (selling price and mode of payment), making arrangements for gunny bags, packaging and transportation.
- Disbursement of payment to cluster members/ producer.

Expected outcome of Year 2

- **Collective marketing would give extra 10-12% income to the community.**
- **Infrastructure development would make the community self-dependent.**
- **Drying yard facility would reduce 20-30% labour cost and restrict fungus attack.**
- **Storehouse would protect the produce during rain.**
- **Capacity building would enhance skills of farmers on quality control, market linkage and business acumen.**

Expected Outcome of Year 3

- **Collective marketing would give extra 10-12% income to the community.**
- **Higher market linkage would increase price of the product by 5-7%.**
- **Value addition to the product would create additional income**

Year-3: Strengthening of collective marketing

- Strengthening the concept of collective marketing and market accessibility of community.
- Formalization of institutions and completion of all legal aspects.
- Increase in quantity and maintain quality parameter.
- Exposure/training on cluster management, collective marketing and market access.
- Skill development of members on value addition.
- Exposure to processing units for value addition.
- Market exploring and dealing with traders.
- Finalization of selling modalities including quality, price fixation, transportation, payment and date of lifting.
- Account keeping and maintaining transparency.
- Profit sharing and sharing the experience with the community.
- Planning for possible avenue addition practices and related modalities.

and employment.

- Record keeping and transparency would strengthen the cluster.

Capacity Building themes

Year-1:

- Exposure/training on technical aspects and sustainable maize promotion (soil treatment, inter-cropping, de-cubing, drying storage etc).
- Exposure/ Training on institution promotion and management.

Year-2:

- Exposure/training on technical aspects like quality control, value addition, and storage.
- Exposure/ training on successful collective marketing interventions and cluster management.
- Exposure for market explores and market understanding.

Year-3:

- Exposure/training on cluster management, collective marketing and market access.
- Skill development of members on value addition.
- Exposure to processing units for value addition.

Assumed Cost of Capacity Building

1 day training cost for 30 participants (Producers/Farmers) - Village Level

| Particulars | Unit cost | Total (Rs) |
|------------------------------|-----------|--------------|
| Fooding (lunch+ refreshment) | 70 | 2100 |
| Material Cost | 30 | 900 |
| Resource person 2 no | 1000 | 2000 |
| Misc cost. | LS | 1000 |
| Total | | 6,000 |

1 day Training cost for 30 participants (Producers/Farmers) - Block Level

| Particulars | Unit cost | Total (Rs) |
|------------------------------|-----------|--------------|
| Fooding (lunch+ refreshment) | 100 | 3000 |
| Material Cost | 30 | 900 |
| Travelling Allowances | 50 | 1500 |
| Resource person 2 no | 1000 | 2000 |
| Misc cost. | LS | 1000 |
| Total | | 8,400 |

1 day Exposure cost for 30 participants (Producers/Farmers) - District Level

| Particulars | Unit cost | Total (Rs) |
|-------------------------------------|-----------|---------------|
| Fooding (lunch+ refreshment) | 100 | 3000 |
| Material Cost | 30 | 900 |
| Travelling Allowances/ vehicle cost | 250 | 7500 |
| Resource person/ guide | 1000 | 1000 |
| Misc cost. | LS | 1000 |
| Total | | 13,400 |

| Year | Type of CB | Target group | Themes | Duration | No of units | Cost of programme (Rs) |
|----------------------|------------------------------|---------------------|--|----------|-------------|------------------------|
| 1 st year | Training / Village and Block | Farmers/ cluster EC | Sustainable cultivation practice including soil testing, line showing, | 2 days | 6 | 78,800 |

| | | | | | | |
|----------------------------|------------------------------------|---------------------|---|--------|---|-----------------|
| | level | | intercropping and fertilizer application etc. | | | |
| | Training / Village and Block level | Farmers/ cluster EC | Sustainable Harvesting and post harvesting Management including de cubing, drying, de shelling, moisture contains and Market linkage etc. | 2 days | 6 | 78,800 |
| | Training / Village and Block level | Farmers/ cluster EC | Concept of Group/ club/ cluster and its management | 2 days | 6 | 78,800 |
| | Exposure / District level | Farmers/ cluster EC | Sustainable cultivation practice including soil testing, line showing, intercropping and fertilizer application etc. | 1 Day | 6 | 80,400 |
| | Exposure / District level | Farmers/ cluster EC | Sustainable Harvesting and post harvesting Management including de cubing, drying, de shelling, moisture contains and Market linkage etc. | 1 Day | 6 | 80,400 |
| | | | Total | | | 3,97,200 |
| 2nd year | Training / Block Level | Cluster EC/ leaders | Primary processing, value addition, quality control and storage | 1 Day | 2 | 16,800 |
| | Training / Block Level | Cluster EC/ leaders | Collective Marketing intervention and Cluster Management | 2 days | 2 | 33,600 |
| | Exposure / District level | Cluster EC/ leaders | Primary processing, value addition, quality control and storage | 1 Day | 2 | 26,800 |
| | Exposure | Cluster EC | Market explore and market understanding | 2 days | 1 | 26,800 |
| | | | Total | | | 1,04,000 |

| | | | | | | |
|-------------------------|------------------------|---------------------|--|--------|---|---------------|
| 3 rd year | Training / Block Level | Farmers/ cluster EC | Cluster management, Collective Marketing and market access. | 2 days | 2 | 16,800 |
| | Training | Farmers/ cluster EC | Skill Development on maize processing and value addition. | 5 days | 1 | 30,000 |
| | Exposure | Cluster EC/ leaders | Visit the processing unit to gain the knowledge on Value addition. | 2 days | 1 | 26,800 |
| | | | Total | | | 73,600 |

Technology intervention and arrangement

- Soil treatment practice should be followed through soil testing, application of compost and proper dose of fertilizer, IPM and inter-cropping.
- Sustainable cultivation practice would be followed through scientific cultivation method and capacity building.
- Post harvesting practice through proper drying and de-shelling by use of drying ward, sheller machine and moisture testing machine.
- Storage and market linkage through proper packaging, storing in dry place, collective marketing and market explore.

Infrastructure Development

Year-1

- Soil testing kits provided by the department would be available at cluster level.
- Moisture testing machines for each farmers club/ village would be provided by the department.
- De-shelling machine for each farmers club/ village would be provided by the department.
- At least 5 spear machines for each farmers club/ village would be provided by the department.

Year-2

- Drying ward for each farmers club/ village would be provided through convergence with the line department.
- Store house/ godown for cluster/ sub cluster point level would be provided through convergence with the line department.

Assumed Cost of Infrastructure:

| Infrastructure | Unit | Rate | Cost |
|-------------------------------------|-----------|-------|------------------|
| Soil Testing Kit | 1no | 25000 | 25,000 |
| Moisture Testing | 20 no | 6500 | 1,30,000 |
| Sprayer | 100 no | 1500 | 1,50,000 |
| De Shelling Machine | 20 no | 25000 | 5,00,000 |
| Year-1 Total cost | | | 8,05,000 |
| Drying Yard 3 no (30x30) | 2700 sqft | 150 | 4,05,000 |
| Store house (20x30=600 sqft) | 600 sqft | 1500 | 9,00,000 |
| Year-2 Total Cost | | | 13,05,000 |

Risk factors mitigating measures:

| Major Risk Factors | Risk Mitigating Mechanism |
|---|--|
| Fluctuation in market price | Systematic market information and access to multiple Traders might reduce the risk |
| Rain increases the moisture content of the product thereby reducing the price of the produce | Produce should be properly dried and stored |
| System should run for at least 2 production cycles to learn from the experience and set up a realistic system of intervention | Strategic support and follow up mechanism needs to be ensured for at least 2 cycles |
| Internal conflict have the potential to derail the project | Regular conduction of CB programme through a CB calendar may reduce the risk |
| Lack of economies of scale and untimely release of funds may result in less than desired results | Community mobilization and fulfilling timely credit needs would be important. |
| Group conflict has the potential to render the interventions ineffective | Strong social mobilization needs to be prioritized for undertaking intervention. Simultaneously continuous efforts to bring clarity on interventions need to be carried out. |

Regulatory measures and other compliance

- RMC Tax 1% is to be paid, if the cluster intends to take the product to town level traders.
- VAT 4% for value added turmeric product.
- ISI mark weights and measures are to be used.

2. Arhar

Background

Arhar is a commonly promoted pulses variety in south and western parts of Odisha. This is also promoted in a small-scale in coastal districts of the state. While its coverage area is intact in south and western parts, it is declining in coastal parts of the state. Arhar is the second most important pulse in terms of area and production. India is the prime producer of arhar and contributes about 96% to the total arhar production in the world. This is mostly consumed in form of dal. In Odisha, arhar is grown in an area of 132.55 thousand hectare with production of 106.48 thousand tonnes and productivity of 803 kg/ha. Sundergarh district occupies 4th position in area (4.22thousand ha), production (6.33 thousand tonnes) and productivity (1-1.5 qtl/ha) followed by other districts like Rayagada and Kalahandi.



Product cluster:

Kutra, Telighana, Daejiri, Panchara, Gangajal and Katangare are the main areas for arhar cultivation in Kutra block. All the above GPs of the block are dominated by tribals which includes 3,000 households with production capacity of 1,300 quintal per annum. Broadcasting is made in June and harvest happens in Jan- Feb. This is one 8-9 months long activity cycle for the farmers. For the farmers who have marketable surplus, small size arhar is kept for household consumption or for selling in the local market, while the big size arhar is kept for marketing in a better market for better price realization. It mostly consists of good quality polished variety.

Household Coverage: 3000

Production Volume: 1300 quintal

| Name of villages/locations | Total No. of households | No. of Community institutions present (SHGs/ farmer clubs etc.) | No of households engaged in activity | Area (acres) / trees under cultivation | Yield / acre or households (quintals) | Marketable surplus (quintals) |
|----------------------------|-------------------------|---|--------------------------------------|--|---------------------------------------|-------------------------------|
| Kutra | 350 | 7 | 160 | 225 | 255 | 100 |
| Telighana | 400 | 5 | 130 | 150 | 150 | 145 |
| Daejjira | 350 | 4 | 60 | 112.5 | 140 | 110 |
| Panchara | 760 | 10 | 240 | 230 | 230 | 130 |
| Gangajal | 600 | 8 | 250 | 275 | 275 | 150 |
| Katang | 540 | 10 | 200 | 250 | 250 | 120 |
| | 3000 | | 895 | 1242 | 1300 | 755 |

Mixed Cropping

Mixed cropping in arhar field with other crops gives insurance against failure of the main crop. Arhar crop is mostly grown in lines. It is a deep-rooted crop and the growth of the land is very slow during first six to nine weeks after sowing. Therefore, inter-cropping with short duration and shallow rooted crops like cowpeas, moong and maize is most economical. Some of the mixed cropping patterns are as under.

1. Pigeon pea + maize
2. Pigeon pea + gram
3. Pigeon pea + soybean
4. Pigeon pea + sorghum

Seasonality of the product:

| Name of the produce | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Arhar | | | | | | C | C | | | | | |
| | H | H | H | | | | | | | | | |

C: Cultivation; H: Harvesting

Production process:

Field Preparation

Arhar responds well to properly tilled and well drained seed bed. Being sensitive to excess moisture in soil, it is advisable to level the land after ploughing and prepare a good seed bed after destroying all the weeds. Since the young seedlings grow very slowly for the first month or two, it is necessary to keep the field weed-free during this growth period. One deep ploughing followed by two to three hoeings by a blade harrow is sufficient as preparatory tillage. Well tilled and well drained soil is necessary for proper root development. The field may be properly banded after preparatory tillage to prevent erosion and clods should be broken properly.

Fertilizers and Manures

One of the important reasons for poor yield of arhar is its nutrient requirement which is generally neglected. This crop is a heavy feeder of soil nutrients and usually responds to phosphate fertilizers especially in uplands. Reserved phosphate containing considerable amount of free lime is preferable for acid and moist soils. Superphosphate gives better results on dried soils. Arhar being leguminous crop uses the atmospheric nitrogen through symbiotic nitrogen fixing bacteria. However, it is recommended to add 30 kg of nitrogen, 100 kg phosphorus and 60 kg potash per hectare as a basal dose. Arhar is very susceptible to zinc deficiency and therefore, show stunted growth, reduced leaf size, and yellow brown spots on the leaves. Apply about 20 kg of zinc sulphate per hectare. Zinc deficiency in the standing crop can be rectified by spraying 5 kg zinc sulphate and 2-5 kg lime dissolved in 800 to 1000 litres of water per hectare. To improve the physical conditions of the soil, farmyard manure (FYM) 8-10 cartloads per hectare is recommended.

Water Management

Arhar is a deep rooted crop. It is reputed for its drought resistance and is popular under dry land conditions. However, it does respond to irrigation, particularly under long periods of moisture stress. When the crop is sown in June, it needs one to two irrigations before monsoon. If the monsoon is not satisfactory, then two to three irrigations may be given depending upon the need of the crop. During rainy season, water should not be allowed to stand in the field as the success of the crop depends on the drainage. The furrows in between the ridges help the excess water to drain out. So, it is clear that the crop should be sown in ridges with proper spacing.

Seed and Sowing

1. Seed treatment

The arhar seed should be treated with Thiram or Captan at the rate of 3gm per kg of seed before sowing, to avoid the attack of seed-borne diseases.

2. Seed rate

A seed rate of 15 kg/hectare is sufficient. In mixed cropping, seed rate is adjusted to the proportion of arhar and companion crop to be grown. Mostly, the companion crops like maize, jowar and moong etc. occupy larger place than arhar.



3. Method of sowing

The sowing is done by broadcasting method. The seed should be sown in lines at a distance of 60 to 75 cm from row to row and 15 to 20 cm from plant to plant. The seed should be placed at the depth of two centimeters with the help of a seed drill. Where subsurface drainage is poor, the seed should be sown in ridges. This provides enough aeration for the roots during the period of excess rainfall or irrigation.

Time of sowing

The best time of sowing arhar is the first fortnight of June. Before sowing the seed, the field should be irrigated. In rainfed areas, the sowing is done after first showers of monsoons.

Weed Control

Arhar is a slow growing crop and is sown during the rainy season. Therefore, weeds pose a serious problem for growing seedlings. They give shelter to insect pests and disease causing organisms. Frequent rains do not sometimes allow hoeing or spraying of weedicides. The possible way to control weeds is spraying pre-planting weedicides such as Basalin 1 kg a.i./ha in 800 litres of water and stirring soil with bar-harrow, so that the weedicide is properly incorporated in the soil. This will not allow the weeds to develop and overpower the main crop. Another way of weed control is to grow short duration crops like moong and cowpea as an intercrop between the rows of arhar crop.

Technology

There is no such technology used at village level for production and harvesting of arhar. Even, the processing is done manually by the villagers. For marketing or transportation there is no technology introduced till date.

Market

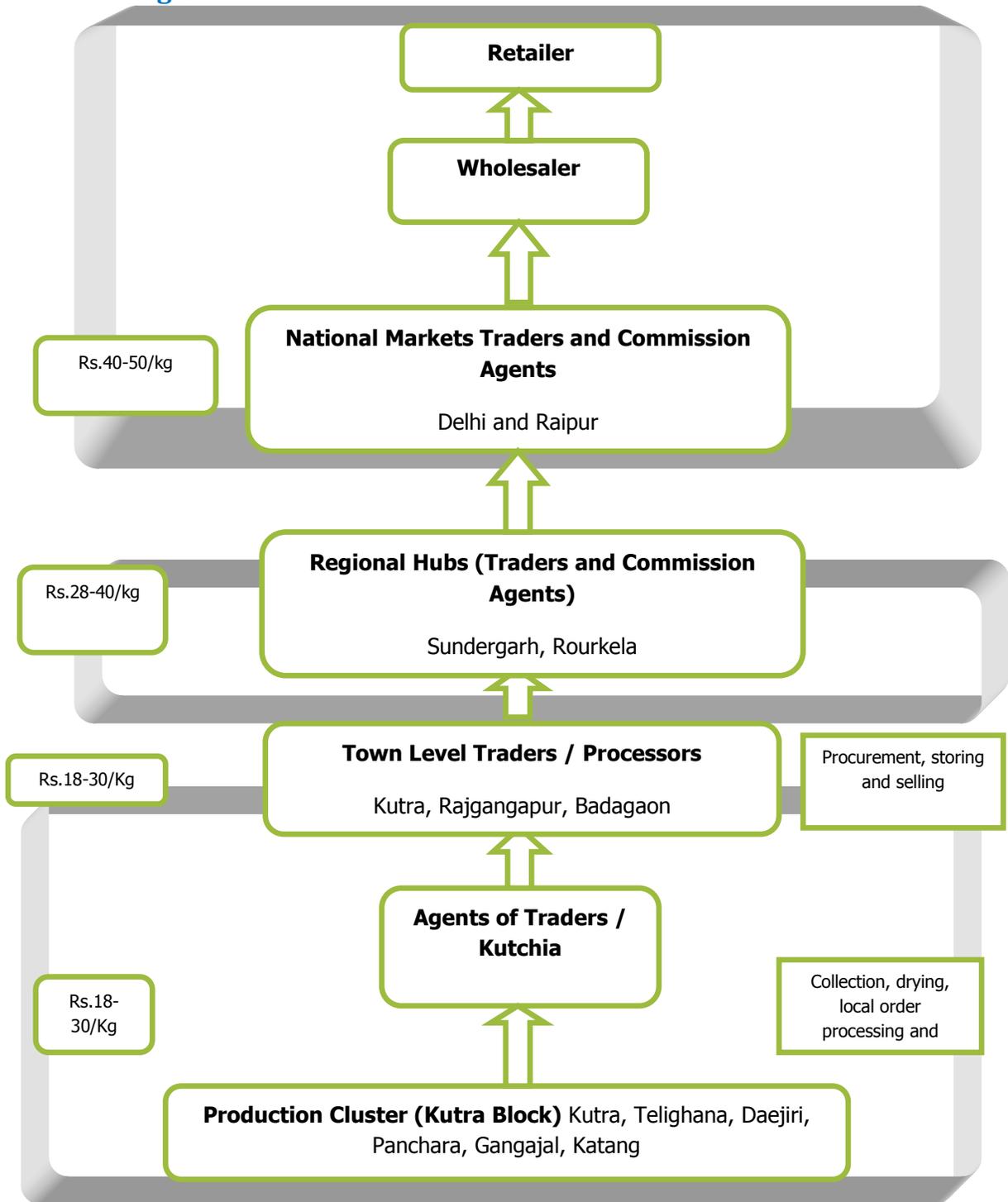
Arhar is one of the basic consumables at household level in Odisha. This is mostly common to people in south and western Odisha. Here, it is mostly used after getting manually processed at household level. At the same time, it is one of the high valued produce for farmers in Sundergarh district. There is huge demand in local as well as district level market there. Per day consumption in Rajgangpur market is 9-10 qtl, where as in Rourkela, it is 150 qtl. To meet the demand of these markets, traders procure dal from Raipur and Bilashpur of Chhattisgarh. Arhar produced in the said cluster is harvested with no use of fertilizer and pesticides. The flavour and taste of this variety is different from other species available in the market. This has a preferred terminal market in Delhi and Raipur. The fine polished arhar is not comparable with this in terms of taste. As the market demand is showing an increasing trend, this provides an opportunity for all of us to keep our attention on production aspects of the variety in larger landscape and with more household level coverage.

Entrepreneur Profile

No of Enterprises (Individual, Traders, Co-operatives)

| Sl.No | Trader/Entrepreneur Name | Address |
|-------|--------------------------|---|
| 1 | Prabhu Dayal Agarwal | At/Po- Kutra, Dist- Sundergarh, Cell- 99375-15527 |
| 2 | Ashok Agarwal | At/Po- Rajgangpur, Dist- Sundergarh , Cell- 94370-46211 |
| 3 | Bikash Agarwal | Rourkela, Sundergarh Cell-99374- 21045 |
| 4 | Ajay Agarwal | Rajgangpur, Sundergarh ,Cell- 97785-60289 |
| 5 | Babulal Agarwal | Rajgangpur, Sundergarh,9937515527 |

Value Chain Diagram:



Analysis

| Stakeholder | Role and responsibilities |
|--|--|
| Assistant Director of Horticulture | The Assistant Director of Horticulture is the block level body to provide assistance to farmers in enhancing production of Chilly and income to the individual farm household. |
| District Agriculture Office(DAO) | The District Agriculture Office (DAO) is the apex level body to provide assistance to farmers in enhancing production of Chilly and supply of input services. |
| Agriculture Technology Management Agency(ATMA) | Imparts training on technical know-how and cultivation practices |
| Integrated Tribal Development Agency(ITDA) | Economic empowerment of tribal by implementing different income generation activities and other infrastructure development programme. |
| Nationalized Banks and Regional Rural Banks(RRB) | Nationalized and Rural Banks are providing loans/credit to the farmer at the time of cultivation |
| Large Sized Adivasi Multipurpose Cooperative Society(LAMPS) | LAMPS also assist in terms of credit to the farmers |
| National Bank for Agriculture and Rural Development(NABARD) | NABARD is the facilitating Agency for credit flow to the farmers for promotion and development of agriculture. |
| Krishi Vigyan Kendra(KVK) | Impart training to farmers, conduct frontline demonstration, farm based testing of need based and location specific and newly generated research information on the major production systems of the area. |
| District Supply and Marketing Society(DSMS) | Provides marketing support facilities to the farmer |
| District Rural Development Agency(DRDA) | Principal Agency at the district level to manage and oversee the implementation different poverty alleviation programme. It provides support in terms of storage houses, drying yards, training assistance and marketing facilities. |

| Gaps / Issues/Constraints | |
|---|--|
| Pre Production Practices (inputs) | |
| <ul style="list-style-type: none"> ➤ Problems in supportive procurement of input (seed). ➤ Quality seed is not ensured. | |
| Production Practices : | |
| <ul style="list-style-type: none"> ➤ Mostly dependent on monsoon. ➤ Land is not irrigated at the time of the need for the crop. Mainly in December at the time of flowering. ➤ Animal attack. ➤ Pest attack. ➤ Less watch and ward at the farm point. ➤ Immature harvesting fetch low price as it affects the quality of the produce. | |
| Post Production Practices : | |
| <ul style="list-style-type: none"> ➤ Threshed on the ground and as a result, foreign materials get mixed with it. ➤ After threshing, the produce is not properly winnowed ➤ Farmers level processing is low in volume and sold in around community or at village level. | |

Intervention Strategy:

- Enhancing productivity of arhar by demonstrating use of improved variety seeds and package of practices through Farmers Field School (FFS) mode and support for additional coverage similar to support under National Food Security Mission (NFSM).
- Facilitating value addition through processing by promoting individual entrepreneur-owned mini dal mills at cluster level; mini dal mills to offer hiring services and also sell processed dal to higher level traders and retailers.
- Facilitating linkage of mini dal mills to supply processed dal under Mid Day Meal Scheme.

Budget:

| Sr No | Interventions /Activities | Unit cost in Rs | Y-I | Y-II | Y-III |
|-------|--|-----------------|--------|--------|--------|
| 1 | Enhancing productivity through extension of National Food Security Mission(NFSM) | | | | |
| | Scheme extension | 15000 | 750000 | 750000 | 750000 |
| 2 | Mini Dal Mill Set up | 51000 | 510000 | 510000 | 510000 |
| | Capacity Building | | | | |

| | | | | | |
|----------|--|-------|---------|---------|----------------|
| | Infrastructure for setting up Dal Mill | 10000 | 100000 | 100000 | 100000 |
| | Training to the individual Farmers | 5000 | 45000 | 45000 | 45000 |
| | Exposure to the individual farmers | 5000 | 30000 | 30000 | 30000 |
| 3 | Agency cost | | 700000 | 700000 | 700000 |
| | Total | | 2135000 | 2135000 | 2135000 |
| | | | | | 6405000 |

3. Cotton

Profile of the Cluster

General Profile

Predominantly an agricultural district, in Rayagada more than 80 per cent of its inhabitants depends on farming for their livelihood. Majority of them depend on cotton as the main crop. Mr. Aluri Murty Raju introduced cotton in the area of Gunupur ITDA blocks years back. However, the entire pattern of agricultural production has changed in the recent past. In Ramanaguda block, people were used to depend on paddy, but after intervention on cotton cultivation in the areas by few farmers, gradually most of the agriculture fields have turned to cotton cultivation. Taking up cotton cultivation, as it requires less irrigation, has helped them in more ways than one. So, farmers of 7 blocks of Rayagada District have taken to cotton cultivation in a huge scale, replacing the traditional paddy cultivation.



Household Coverage

Ramanaguda block is the highest cotton cultivating block of Rayagada district and nearly 3,085 farmers of 12 GPs are involved in this activity. About 80% of the households in the GPs produce 2,005 MT from 15,425 acres in Kharif season. As a vast area is covered in this cultivation producing large quantities of cotton, it is focused to promote a block level cluster at Ramanaguda with two sub-clusters at Ramanaguda and Gumuda.

| Name of villages/locations | Total No. of HHs | No. of Community institutions present (SHGs / farmer clubs etc.) | No of households engaged in activity | Area (acres) / trees under cultivation | Yield / acre or households (quintals) | Marketable surpluses (quintals) | Road connectivity (yes / No) | Cluster supporting infrastructure (yes / No) | Name of private players (companies, Traders servicing / procuring from the area) |
|----------------------------|------------------|---|--------------------------------------|---|---------------------------------------|---------------------------------|------------------------------|--|--|
| Nilamguda | 189 | 6 | 150 | 300 | 3000 | 3000 | yes | No | Cotton Corporation of India, Gunupur(Rayagada), Chandana Ginning Mill, Eduluwalsa(Rayagada), Mr.Raja Reddy, Gunupur, Malikarjuna Reddy,Derigam |
| Nalapanda | 80 | 3 | 55 | 110 | 1100 | 1100 | yes | VSS Hall | |
| Gugurupanga | 100 | 4 | 80 | 160 | 1600 | 1600 | yes | No | |
| Ukkamba | 350 | 11 | 210 | 420 | 4200 | 4200 | yes | No | |
| Gumudalaxmiipur | 200 | 5 | 150 | 300 | 3000 | 3000 | yes | Common Facility Hall | |
| Gopalpur | 100 | 3 | 60 | 120 | 1200 | 1200 | yes | No | |

Production Volume

The Ramanaguda sub-cluster is focusing to cover 29 villages of 6 GPs, where 1,425 households are cultivating over 7,205 acres and producing 900 MT. Similarly, the Gumuda sub-cluster is focusing to cover 30 villages of 6 GPs, where 1,660 households are cultivating over 8,225 acres and producing 1,105 MT.



Seasonality of the product

| Name of the produce | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Cotton | | | | | C | C | C | C | C | | | |
| | H | H | | | | | | | | H | H | H |
| | T | T | | | | | | | | | T | T |

- C: Cultivation Season (Land cleaning, ploughing, weeding, crop treatment)
- H: Collection/Harvesting Season
- T: Trading Season

Quality/type product

After collection, the cotton farmers already in contact with local traders (Bairi-local language) finalize the selling of the produce. The traders come to the village and distribute gunny bags among farmers. During that time, the traders test the (31"-32") moisture content and suggest drying it further if required. In most cases, it is observed that the traders always insist on drying the cotton.

Production process

The farmers harvest cotton from December to February. After removing the outer cover, they dry it putting it on a polythene mat on the roadside, so that drying of cotton is done under direct sunlight for 4-5 hrs. Many a times, harvesting of the product is affected by rain that also creates problem in its quality. Rain also affects drying of cotton as the farmers do not have any facility other than open fields for drying. After drying the cotton for 3-5 days,

generally the produce is stored at home. As they do not find adequate space to store, the farmers keep the entire stock in a small place which also deteriorates its quality. Each household generally harvests 12 to 14 quintals of raw cotton from one acre. Lack of storage facilities along with climatic fluctuations result in fungus development in the produce and leads to a lot of waste.

Market demand/Physical market (major markets)

Major markets for cotton are Edulwalasa, Kujendri, Rayagada, Guntur and Coimbatore

Entrepreneur Profile

Flow of the product

Cotton is sold in two ways after drying during October- November. Within one month, the local / town traders or the Andhra Pradesh (AP) traders purchase the produce on sample basis. In some other cases, producers stock their produce for one or two months to get higher prices in the market. The produce are mostly supplied to the nearest ginning factories at Edulwalasa, Kujendri and Rayagada. Some AP traders take the produce to ginning factories at Guntur and Coimbatore.

In some cases, the primary producers store the second and third collections for a minimum of 50-70 days to watch market trends of cotton prices and then release their produce at a better price. Generally, after the CCI declares the rate, the producers start negotiating with the local traders and other state traders and sell their produce.

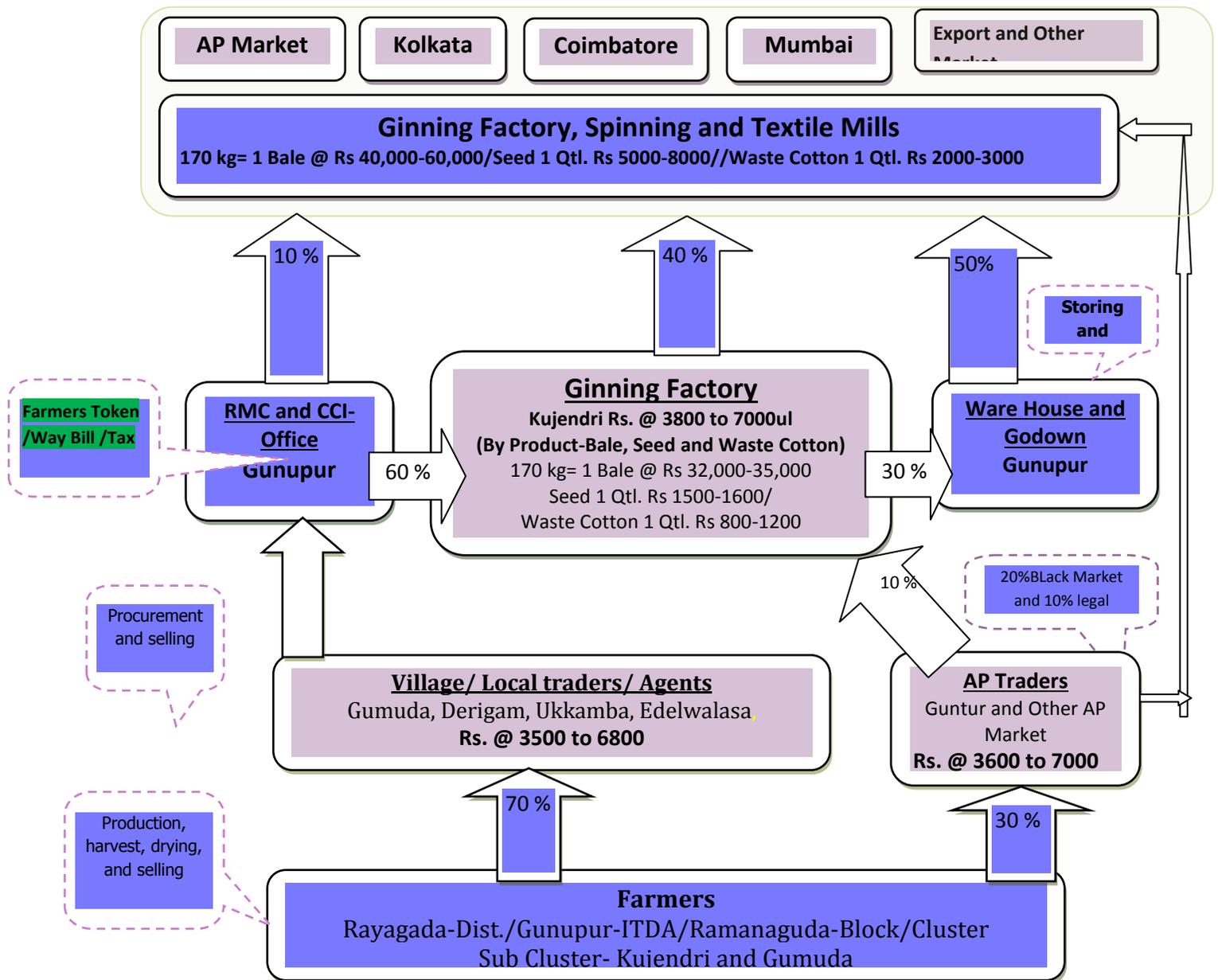
The local traders after collecting cotton from farmers supply it to the town traders/ other state traders and ginning factories. After ginning, the by-product comes out in shape of bale, seed and waste cotton. The bale goes to Guntur/Coimbatore/Kolkata/Maharashtra, the seed goes to Hyderabad, while the waste cotton goes to Maharashtra market.

No of Enterprises (Individual, Traders)

| S.N. | Name of Traders | Potential Address |
|------|-------------------|--|
| 1 | Malikarjuna Reddy | Derigam, Rayagada Cell no-+91-9437324699 |
| 2 | Ch. N.Ananda Rao | Gumudalaxmipur Cell No-+91- 9437433707 |
| 3 | S. Santosh | Gumudalaxmipur Cell No- +91-948376357 |
| 4 | T. Ravi | Nilamguda Cell No-+91- 9437325155 |
| 5 | Raju Reddy | Ukkamba |

Value Chain Diagram

National Markets, Traders, Commission Agents and Corporate



Analysis

Role and Responsibility of stakeholders

| SL No | Stakeholder | Role and Responsibility |
|-------|--|--|
| 1 | Producer/Primary Collector | Collection of cotton, Drying of the raw is done under direct sunlight for 1 day to 2 day n basis of required moisture contain and stored to their home. Packing in the gunny bags, |
| 2 | Local traders | Providing, seed, fertilizer, pesticides and cash to farmers whenever they needs and collect the product on market rate or money with interest from door step. Supplying the gunny bags to primary collector/producer to packing the product after finalizing price. Acts as an accumulator of cotton from different villages and sells it to the town trader |
| 3 | Town level Traders/ Bairi (other state Traders) | Support finance to local traders. Acts as a commission agent for the processing unit at the same time he acts as an independent whole seller as hoarding of the produce and selling it when the market price is high |
| 4 | Commission Agents | Make the linkage between the primary collector/producer to town trader and other state traders as well as the processing units |
| 5 | Regulated Market Committee (RMC) | Selling permissions to farmers (farmers token) and way bill to traders/ tax / control to market. |
| 6 | Cotton Corporation of India(CCI) | Purchasing the product from producer/ rate declared / |
| 7 | Subject Matter Specialist(SMS) Cotton (Agriculture Department) | Demonstration, technical skill of pre production, production, post production, training and exposures |
| 8 | Processors/Ginning Factories | They purchased cotton directly from farmers, The value addition ginning to the raw to by produce bale, seed and waste cotton. |

Present Production Process and gap

| Stages | Gap/Constraint |
|---------------------------------|--|
| Pre-production | <ul style="list-style-type: none"> • Selection of land, • No use technical skill to land preparation, • No idea of selection of seed, and • No quantity and quality of use of fertilizer and pesticides. • No use of mechanism skill to grass weeding |
| production Collection (Harvest) | <ul style="list-style-type: none"> • Harvesting at immature stage due to uncertainty rain • No idea of quality of product like flower strength, Gage, and Moisture. |
| Post- production | <ul style="list-style-type: none"> • Inadequate and improper drying • Improper storage practice • No grading |

Availability of credit and gap

| Present Process | Gap |
|---|---|
| Local traders providing Cash or Seed, Fertilizers, and Pesticides to farmers whenever they need during pre production till harvesting of the product. | <ul style="list-style-type: none"> • Farmers depend upon the Traders for supply of inputs on loan basis with high interest as 36-60% per year • Financial needs during Lean period of land preparation, seed purchasing-seedling, and use of fertilizer-pesticides for high yield. • 1st time Harvested product (not instantly which leads more time for collection of price) |

Availability of Infrastructure and Gap

| Present Process | Gap |
|--|--|
| <ul style="list-style-type: none"> • Manually weighing mechanism • Traders are trading on the street roads so that dust are mixing with product • Use of 10 tonnes truck – provided by the town Trader or on hired basis at Block level | <ul style="list-style-type: none"> • Financial needs during Lean period as a result, Local trader to sold their product as per price fixed by Trader adequate and improper drying • No idea of CCI rate due to awareness problem • Type of provision provide by RMC and type of services or role in product sell • No go down facilities |

Presence of BDS Providers

| SL No | BDS Providers | Provisions |
|-------|-------------------------------------|---|
| 1 | SMS Cotton (Agriculture Department) | <ul style="list-style-type: none"> • Support for guidance of technical idea on Land preparation, seedling, use of fertilizer-pesticides and harvest, etc • Facilitating, mobilization and Exposure. |
| 2 | Seed Company | <ul style="list-style-type: none"> • Advertisement, announcement and Video clip • Demonstration seed selection for high yielding and line seedling as well as pre-fungicide treatment /disease resistance seed • Promoting exposures and awareness meeting |
| 3 | Fertilizer and Pesticide Company | <ul style="list-style-type: none"> • Promoting exposures and awareness meeting • Advertisement, announcement and Video clip • Demonstration use of fertilizes-pesticides for high yielding and line seedling as well as anti-pest attack- high yield |
| 5 | CCI | Cotton rate fixing and up to date |

Market

| Stages | Gap/Constraint |
|---|---|
| <ul style="list-style-type: none"> • Individual selling at village level to local and town Traders • Selling 2% at Processing /ginning unit | <ul style="list-style-type: none"> • Proper weighing • Market information(Rate of product) • Price Fluctuation |

Intervention Plan

- Support for sale of quality raw cotton by incentivizing individual farmers for construction of drying platform
- Incentive to individual farmers for construction of storage godown.
- Facilitating collective purchase of quality seeds through promotion of village level Farmer Producer Groups (FPGs)

Budget

| 3 Year Budget | | | | | | | |
|---|------------------------|------------|------------------------|-----|------|-------|---------------|
| Intervention | Activities | Total unit | Unit | Y-I | Y-II | Y-III | cost per unit |
| Farmer level Demonstration on Integrated crop Management | Demonstration | 18 | 6 no. (1 acre) | 6 | 6 | 6 | 30000 |
| Seed supply in subsidy scheme | | 300 | 100 no. (2 Pkt. /acre) | 100 | 100 | 100 | 950 |
| Fertilizer- Pesticide supply in subsidy scheme | | 300 | 100 no. (2 Pkt. /acre) | 100 | 100 | 100 | 1500 |
| Farmer level construction of drying plat form | Individual | 300 | 100 no. (size 20 x 15) | 100 | 100 | 100 | 25000 |
| Incentive to individual farmers for construction of storage godown. | Individual | 300 | size 15 x 15 | 100 | 100 | 100 | 30000 |
| Farmer level construction of drying plat form | Exposure | 6 | 2 | 2 | 2 | 2 | 80000 |
| Farmer level construction of drying plat form | Village level Training | 18 | 6 | 6 | 6 | 6 | 6000 |
| supervising cost | | 36 | 12 month | | | | 20000 |
| | | | | | | | |

| Intervention | Activities | Total unit | Unit | cost per unit | Y-I | Y-II | Y-III | Amount |
|--|---------------|------------|-----------------|---------------|--------|--------|--------|--------|
| Farmer level Demonstration on Integrated | Demonstration | 18 | 6 no. (1 acre) | 30000 | 180000 | 180000 | 180000 | 540000 |

| | | | | | | | | |
|---|------------------------|-----|------------------------|--------|---------|---------|---------|----------|
| crop Management | | | | | | | | |
| Seed supply in subsidy scheme | | 300 | 100 no. (2 Pkt./acre) | 950 | 95000 | 95000 | 95000 | 285000 |
| Fertilizer-Pesticide supply in subsidy scheme | | 300 | 100 no. (2 Pkt./acre) | 1500 | 150000 | 150000 | 150000 | 450000 |
| Farmer level construction of drying platform | Individuals | 300 | 100 no. (size 20 x 15) | 25000 | 2500000 | 2500000 | 2500000 | 7500000 |
| Incentive to individual farmers for construction of storage godown. | Individuals | 300 | size 15 x 15 | 30000 | 3000000 | 3000000 | 3000000 | 9000000 |
| Farmer level construction of drying platform | Exposure | 6 | 2 | 80000 | 160000 | 160000 | 160000 | 480000 |
| Farmer level construction of drying platform | Village level Training | 18 | 6 | 6000 | 36000 | 36000 | 36000 | 108000 |
| supervising cost | | 36 | 12 month | 20000 | 240000 | 240000 | 240000 | 720000 |
| Total | | | | 193450 | 6361000 | 6361000 | 6361000 | 19083000 |

Skill development needs (skill and business knowledge):

Skill development of the target community, by the facilitating agencies (SMS-Cotton/CCI/ITDA and NGO) is important to run a business around cotton at community level. Building technical skills particularly better land preparation, seed selection, use of fertilizer-pesticide, collection (harvesting), drying, storage practices and market dynamics would be critical in enabling them to start and manage their business. It is also critical to build capacity of CCI/ITDA and NGOs as major facilitating and implementation support agencies on mobilizing target community towards creation of an enabling environment.



Capacity Building Area

- Orientation of CBO (FIG/cluster members) and leaders on collective marketing.
- Exposure of lead farmers, CBOs and community leaders to successful collective marketing initiatives.
- Training to FIG and cluster members on orientation on business modalities and its management (loan, collection, payment).
- Exposure of CBOs and community leaders to traders located in remunerative markets.
- Technical skill development (proper harvesting, drying, grading, packing etc.).
- Group management and dynamics of initiating group based enterprise.

Business Plan

Economics: Collective marketing of cotton

Assumptions:

- The group would procure cotton from their own and neighbouring villages and the average price is calculated at Rs.4, 000 per quintal.
- Tradable volume is 100 quintal(due to the high value product)
- 5 labourers would be involved and the cost towards weighing, packing and loading is Rs.120/- per day per labour.
- Local transportation from one village to a common point is calculated at Rs.1,000(lump sum)
- Average selling price is Rs. 6,000 per quintal.
- Weight loss is assumed at 2%.
- Interest is calculated at Rs.12% per annum.

- Transportation cost will be borne by trader while lifting the cashew from the village point.
- No storage charge required, community will store it at their own level.
- Cotton will be packed in 80 to 110 kg bags and the cost of gunny bag is calculated Rs.30 per unit.

Variable Cost Analysis

| S.N. | Items | Units | Cost/Unit | Total cost(Rs.) |
|------|--|---------|-----------|-----------------|
| 1 | Procurement of Cotton | 100 q | 4000 /q | 400000 |
| 2 | Labour charge(weighing Loading and un loading) | 7 | 400 | 2800 |
| 2 | Local Transportation (Lump sum) | | | 5000 |
| 5 | Gunny bag-100kg | 100 no. | 30 | 3000 |
| 6 | Interest @ 12% for 2 months (Rs. 377110) | | | 32864 |
| 7 | RMC tax's | | | 16000 |
| 8 | Misalliances expenditure | | | 2000 |
| | Total expenditure | | | 461664 |

Sales, Profit and RoI Analysis

| S.N. | Items | Units(q) | Cost/ (Rs.) | Total cost(Rs.) |
|------|-----------------------------|----------|-------------|-----------------|
| 1 | Sale of Cotton (2% wt loss) | 98 | 5000 | 490000 |
| 2 | Expenditure | | | 461664 |
| 3 | Profit | | | 28336 |

Operational Arrangement

- Institution building of farmers and carry forwards to a farmers' cluster.
- Producers are to aggregate the produce as guided by the cluster.
- Cluster members are guided by the implementing agency to plan, aggregate, decentralize responsibility, weighing etc.
- Implementing agency shall provide the input (seed, fertilizer, pesticide, and hormone) to farmers as per the resolution taken by producer group. Consultancy and support shall be taken from experts, line Departments.
- NGO/TDCC/ITDA shall provide handholding support and necessary technical inputs for local value addition like harvesting at right stage, drying, grading, storage etc.
- Capacity building of the farmers/producer group members is ensured by the implementing agency.

Risk factors

- Small cotton producers are mostly trapped by money lenders as the former depend on the latter for input supply for paddy cultivation.
- Collectivization will remain a challenge until producers have repaid their existing loans.

4. Niger

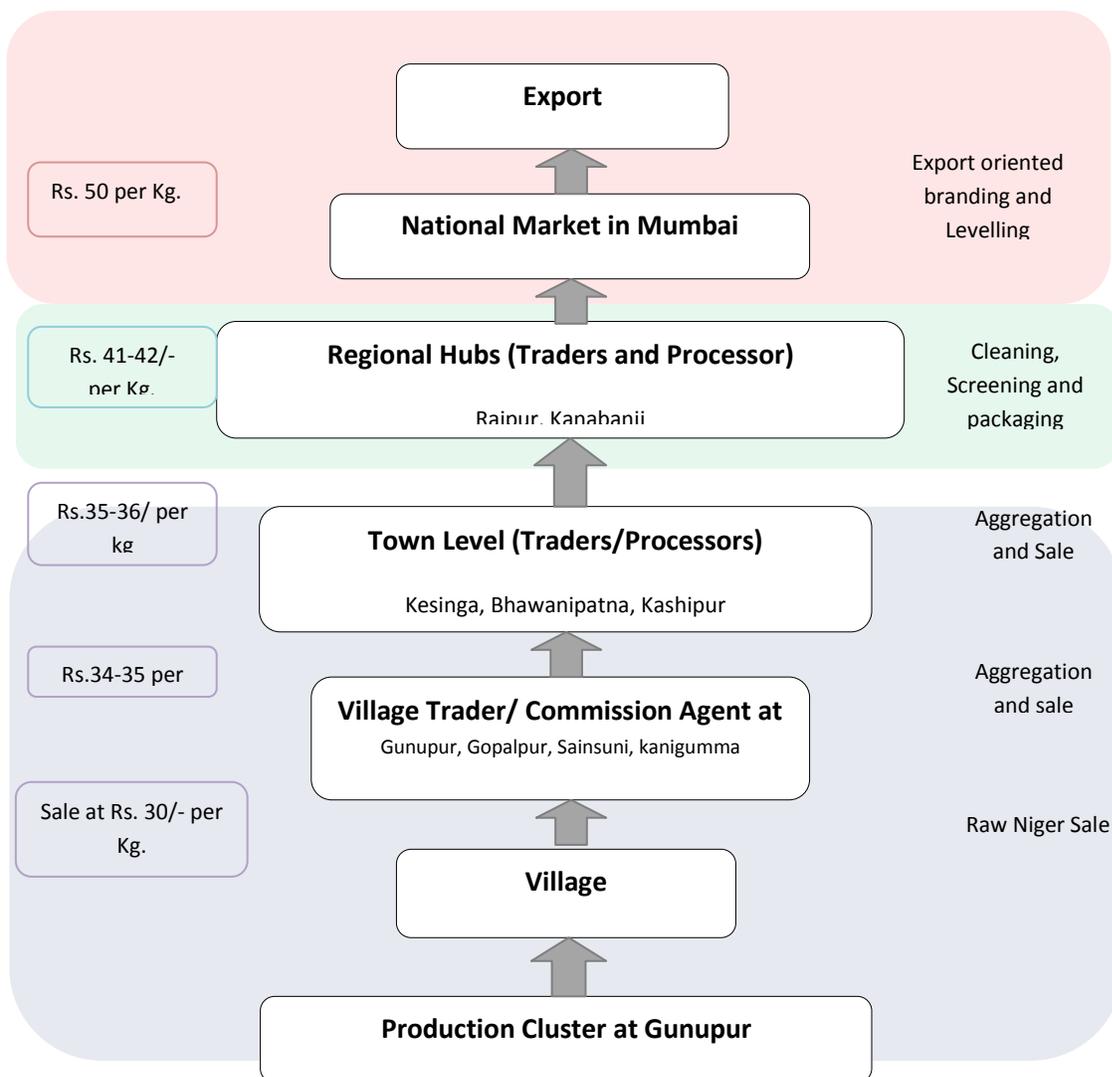
Profile of the cluster

Niger is grown either as a pure cash crop or grown mixed with minor millets. More than 2,754 households are engaged in this activity with a production volume of over 600 MT. The local market decides the price of niger based on its colour.

Two to three ploughings are enough to prepare the cultivation for sowing. The land is made weed-free and levelled by planking before sowing. The crop is sown between June to August, either with a country-plough or with a four-counter drill. A seed-rate of 7-8 kg per hectare is adequate to maintain a good crop-stand and a pure crop. About a fortnight after sowing, thinning is done to regulate spacing between plants. One or two sowings are required for controlling weeds. The crop matures in November and December and should be harvested when the leaves dry up and the head turns blackish. The mature plants are cut with sickles at the base and heaped in the threshing-yard for a week. They are then spread for Sun drying for two to three days and later threshed by beating with sticks and winnowed. Niger is a fully export oriented crop. The market price depends on the export demand of niger oil. The cluster under study will focus on 370 households in a span of two years. Being an agricultural commodity, there's no other tax associated with the sale of niger other than 15 regulated marketing committee (RMC) taxes.



Value Chain Diagram



Analysis

The existing value chain diagram shows the most usual channel of the product movement. The product is collected from the village by local traders of Gunupur and Saisuni. The product also moves directly from villages through commission agents to go to the next level at Raipur where cleaning and packaging is done. The product is cleaned and sieved in a 23 mm screen to remove the dust, husks and smaller straws from it and finally on an 18 mm screen. After that, the product is packed in 40 kg vacuum-packed sacks and sold to the

traders at Mumbai from where it is exported to the US and other Western countries. The end product is a feed for birds. To some extent, it is also used as edible oil.

Few gaps that need to be addressed can be classified in the following categories:

A. Pre-production and production: - The seed used for niger cultivation is of traditional variety that has lost the productivity up to 90%, revealed from interactions with trader and farmers. Though it's the largest prevailing crop in the area, it lacks focus and support from the Department of Agriculture.



B. Post-harvest management: - The traditional way of removing the grains from the straws after harvest and drying needs attention. When they beat the straws to remove the grain generally on a hard stone/ground, lot of foreign particles like dust, small stones, soil and other objects are mixed with niger grains, making the quality poor.

C. Marketing mechanisms: - Earlier, institutions like TDCC, NAFED and ORMAS have tried to procure the products directly from villages to save the farmers from being exploited by local traders. However, the price negotiation from the local traders destroyed the presence of these institutional buyers. Individual selling mechanism with small quantities restricted the producers from fetching a fair price. One to two SHGs with support from OTELP few years back were capacitated for collective marketing of niger. However, beyond the project period, they're unable to fetch good price due to poor market information.

Intervention Plan:

There's need to focus to intervene into the following aspects broadly.

A. Seed replacement: - One of the major and immediate requirements to address the poor productivity issues in the region is seed replacement in niger. Being a low investment and drought resistant cash crop, it should be promoted in the tribal area of Thuamulrampur as a major livelihood option. Few varieties that have been

recommended for Odisha are GA-10 (Shiva and Deomali), Bhabani GA-5, Shahayadri and KRN-1. Few improved varieties of some private companies are also available in the local market of Bhawanipatna but are not accessible at the block or village level.

- B. Quality management at household level: - As the export market controls the price of niger, the product features are to be kept in mind for a better remunerative price. A fair average quality (FAQ) of niger in terminal markets intended for export is as follows:

| Sl. No. | Item Specifications/Characteristic | Maximum tolerance limit for Terminal markets |
|---------|------------------------------------|--|
| 1. | Foreign materials | 3 % by weight per Quintal |
| 2. | Shrivelled and immature pods | 4 % by weight per Quintal |
| 3. | Damaged and discoloured | 5 % by weight per Quintal |
| 4. | Moisture content | 8 % by weight per Quintal |

(Subject to vary on trade negotiation and mutual agreement)

Foreign matters mean dust, dirt, stones and lumps of earth, chaff, stem, straw or any other impurity. Shrivelled, immature and dead are the seeds, which are imperfectly developed and or shrunken. Dead seeds are those, which can easily be crashed by fingers. Damaged, discoloured and slightly damaged are the seeds that are materially or internally damaged or discoloured so as to affect the quality. Slightly damaged means the seeds are superficially damaged or discoloured, not significantly affecting the quality.

- C. Collective Marketing: - Collective marketing initiative should be the next approach at cluster level consisting of 20 contiguous villages where the first two interventions will be taken up. The cluster level negotiation with large traders will yield a better remunerative price to the consumer.
- D. Market information cadre promotion: - Market information cadres would be promoted for individual villages, though there're SHGs that can take up the charge. Few members could be promoted and groomed for accessing and disseminating market information.

Till date, no producer organisations have been promoted to undertake the activity. However, few SHGs promoted under OTELP have made significant risk taking initiatives in collective marketing. The SHGs need to be promoted and upgraded with some capacity building on market negotiation and accessing market information so that they can take up the activity with a keen interest. A two year activity plan has been given below:-

| Sr. No. | Year | Activity |
|---------|--------|---|
| 1 | Year 1 | High Yielding Variety Seeds will be distributed among the farmers for 150 farmers |
| 2 | | Training will be given to farmers on producing quality product through primary cleaning and grading |
| 3 | | Market informant cadre will be developed in 10 villages in the first year |
| 4 | | Relevant training and exposure will be given to the farmers on productivity enhancement through HYV seeds and market led quality management |
| 5 | Year 2 | Relevant training and exposure will be given to the farmers on productivity enhancement through HYV seeds and market led quality management |
| 6 | | Relevant training and exposure will be given to the farmers on productivity enhancement through HYV seeds and market led quality management |
| 7 | | Relevant training and exposure will be given to the farmers on productivity enhancement through HYV seeds and market led quality management |
| 8 | | Relevant training and exposure will be given to the farmers on productivity enhancement through HYV seeds and market led quality management |

Budget

- 150 households would be covered in 1st year and 220 households in 2nd year for seed distribution.
- All the seed supplied would be on 80-20 basis, in which 80% of the cost would be borne by the project and the rest by the community.

- Market information cadre would be selected from the villages and promoted as commission based agents at village level for market information dissemination.
- A full time Community Mobiliser and an experienced professional would support the agency for organising the activity and timely reporting.
- Agency cost and cost of one Community Mobiliser, one professional and the agency's overhead costs have been included here

| Sl. No. | Intervention | Activity | Unit cost | Year 1 | Year 2 | Total cost |
|---------|--|-----------------------|-----------|--------|--------|------------|
| 1 | Seed replacement | Seed distribution | 720 | 86400 | 126720 | 213120 |
| | | Techniques /training | 5000 | 50000 | 50000 | 100000 |
| | | Exposure | 1000 | 150000 | 220000 | 370000 |
| 2 | Cleaning of Niger | Exposure | 1000 | 150000 | 220000 | 370000 |
| | | Sieve distribution | 4000 | 600000 | 880000 | 1480000 |
| | | Training | 5000 | 50000 | 50000 | 100000 |
| 3 | Collective marketing | Exposure | 5000 | 500000 | 500000 | 1000000 |
| | | Sensitization meeting | 1000 | 50000 | 50000 | 100000 |
| 4 | Market informant cadre development | | | 50000 | 50000 | 100000 |
| 5 | Agency cost for monitoring and reporting | | 48000 | 576000 | 691200 | 1267200 |
| | | | | | Total | 5100320 |

5. Cashew

Profile of the Cluster

Household Coverage

Gumma is the highest cashew cultivating block of Gajapati district, where nearly 5,271 families of 19 GPs are involved in cashew plantation and collection. About 80% households of the GPs are producing 9,800 qtl of cashew from 1,400 hectares.

As a vast (60% of total land) area is covered under this cultivation, it is focused to promote a block level cluster at Gumma. Taking into account the geographical location and large productivity, it is planned to promote three sub-clusters namely at Serango, Bada Kalakot and Tala Tahajong.



| Name of villages/locations | Total No. of hhs | No. of Community institutions present (SHGs / farmer clubs etc.) | No of households engaged in activity | Area (acres) / trees under cultivation | Yield / acre or households (quintals) | Marketable surplus (quintals) | Road connectivity (yes / No) | Cluster supporting infrastructure (yes / No) | Name of NGOs / agencies working in the area on the activity | Name of private players (companies, Traders servicing / procuring from the area) |
|----------------------------|------------------|---|--------------------------------------|--|---------------------------------------|-------------------------------|------------------------------|--|---|---|
| Tla Tahajanga | 27 | | 27 | 121.1 | 356 | 356 | Yes | Community go down | CCD/ADS | Hari Sahu Janaki Rao, Artina Bhuyan |
| Uper Tahajanga | 29 | | 29 | 135.5 | 389 | 389 | Yes | | CCD/ADS | |
| Bhubani | 78 | 5/ | 78 | 234 | 688 | 688 | Yes | VSS Hall | CCD/ADS | Sunil Sing/Suendra Pal |
| B.Kolakota | 215 | 12/1 no. FC | 140 | 450 | 1323 | 1323 | Yes | Community go down | CCD/ADS | Sunil Sing/Suendra Pal |
| Lung | 17 | | 17 | 51 | 150 | 150 | Yes | No | CCD/ADS | Sunil Sing/Suendra Pal |
| Kingdang | 29 | | 29 | 101 | 297 | 297 | Yes | VSS Hall | CCD/ADS | Sunil Sing/Suendra Pal |
| Tidasing | 42 | 2/7 no. CIG | 42 | 127 | 373 | 373 | Yes | No | CCD/ADS | Sunil Sing/Suendra Pal |

Production Volume

The Bada Kalakot sub-cluster is focusing on covering 43 villages of 6 GPs, where 489 households are cultivating over 427 hectares and producing 2989.6 quintals. Serango sub-cluster is focusing on covering 39 villages of 5 GPs, where 260 households are cultivating over 355 hectares and producing 2485 quintals. Likewise, Tala Tahajang cluster is focusing to cover 59 villages of 8 GPs where 584 households cultivating over 618 hectares and producing 4326 quintals.

Seasonality of the product

| Name of the produce | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Cashew nut | | | | H | H | | | | | | | |
| | | | | T | T | T | | | T | T | T | |

C/H: Collection/Harvesting Season

T: Trading Season

Quality/type product

The primary product of **cashew nuts** is the kernel, which is the edible portion and is consumed in three ways: directly by the consumer, as roasted, boiled and salted nuts and in confectionery and bakery products.

The cashew nut shell contains a viscous and dark liquid, known as **cashew nut shell liquid** (CNSL), which is extremely caustic and a versatile industrial raw material.

The **cashew "apple"** or false fruit is an edible food rich in vitamin C. It can be dried, canned as a preserve or eaten fresh from the tree.

In this block, primary collectors basically deal with raw Cashew nuts for selling purpose only and cashew apple is consumed in little quantity by the community. The rest is thrown as unused product.



Production process

Producers collect raw cashew nut from their plantation located in the nearby forest, located 4-5 km from the village. A cashew tree starts fruiting after 3-4 years and yields 3-4 kg crop in a year. After maturation, a tree yields 6 to 8 kg of nuts. Women are mainly involved in the collection activity. During the months of March – May, collectors gather cashew nut from the forest. They generally spent 6-8 hours a day to collect one quintal of cashew nut per person. In the studied area of Gumma block, each household collects cashew from 150 to 200 trees, that produces 6 to 8 quintals of raw nuts. Ideal practice of collection of cashew is to pick the dried cashew that fell down after ripening. But, to collect it in a shorter span of time, people beat the branches to pluck the nuts, which are immature. Such practice deteriorates the quality of cashew. After collection from tress, drying of the nuts is done under direct Sunlight for 2-4 hrs.

Market demand/Physical market (major markets)

Gumma, Paralakhemundi and Palasa in Andhra Pradesh are major markets for cashew nuts from Gumma block.

Flow of the product

Cashew nut is sold in two ways after drying. Firstly, people sell few quantities of it directly to the village trader or village shop to meet immediate needs. Sometimes, village trader (Kuchia) or block level trader directly purchases the product from the doorsteps of primary collectors. From them, product moves to nearby processing units or to Paralakhemundi trader (town level trader). In this case, people have to bring their cashew in bags to the town trader. But, the town trader, after grading, offers lesser price as the producer is compelled to sell it for he has already incurred some cost in the form of transportation and tax at the RMC check-gate. Moreover, the town trader also cheats them in weighing. Secondly, producers store the cashew nuts for a period of 1 to 6 months to get a better price. About 80% of the crop is sold in this manner. Generally, drying reduces the weight of cashew by 6.25 kg per 100 Kg within 15 days of storage. Villagers prefer to sell green cashew as it contains more moisture and therefore increases the weight. But, for this, they get lesser price. If the cashew is stored for 6 to 8 months, another 4 kg loss in moisture takes place which is generally borne by the town trader as storage for such a longer period is performed by the town trader only.

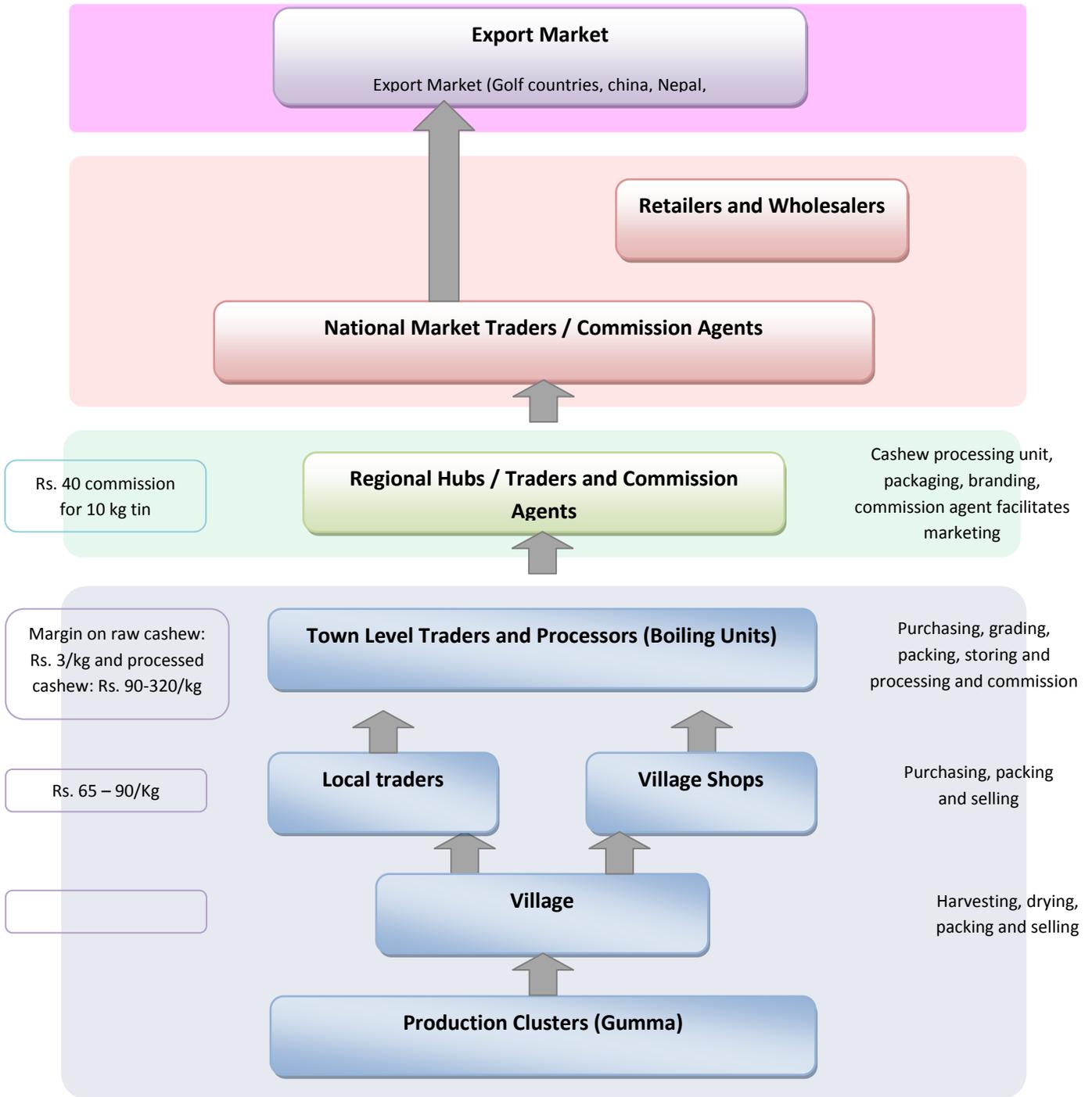
There are 60 processing units established under Paralakhemundi DIC out of which, 14 are established near Gumma. One CNSL unit is going to start at Hadubhangi. The local traders, after collecting from farmers, supply to town traders as well as factories. The local and town traders supply the product to the nearest cashew factories at Palasa. Thereafter, the processors supply the kernels to Raipur, Nagpur, Kolkata and Maharashtra.

No of Enterprises (Individual, Traders, Co-operatives)

| S.N. | Name of Potential Traders | Address |
|------|---------------------------|--|
| 1 | Surendra Pal | Gumma, Gajapati, Phone: 06815-28263, 09437455220 |
| 2 | Hari Sahu | Tarangada, Via-Gumma, Gajapati |
| 3 | Sunil Singh | Serango, Phone-9439158866 |
| 4 | Anil Kumar | Meenakshi cashew industries, Padampur, Gajapati, Ph-09337339804 |
| 5 | D. Appa Rao | Near bus Stand Paralakhemundi, Gajapati. Phone No: 09437262522 |
| 6 | K. Surya Naryana | Old petrol pump, Paralakhemundi Ph : 9437135112 |
| 7 | P. Harinath | Near Indian bank, Paralakhemundi Ph: 06815-2224057 |
| 8 | Rajesh | Venkatsai Cashew industries, Dhamidigam Ph: 08946254426(R), 08946254659(O) |
| 9 | Kamaya Traders | Near PaLace street, Paralakhemundi, Gajapati, 9437262337(M) |
| 10 | Shashi Bhaskar Rao | Gopal Krishna cashew industry Mogilipadu, Industrial area Palasa. PP:08942-241079, Mobile: 9346841079. |
| 11 | Gopinath Pillai | Swami Appa cashew industries near bhaskar theatre Kashibuga, Palasa, Andhra Pradesh. |
| 12 | T. Ramesh kumar | Uday shankar cashew industries Near kapu street, Palasa. |
| 13 | P. Ravi Kishore | Surya cashew industries, Palasa. Phone: 9346800132 |
| 14 | Ram Krishna Ram | Venkata joyti cashews, Industrial area, Mogilipodu, Palasa. |

Value Chain Diagram:

Current Practices Movement of Cashew nut



Analysis

Role and Responsibility of Stakeholders

| SL No | Stakeholder | Role and Responsibility |
|-------|----------------------------|---|
| 1 | Producer/Primary Collector | Collection of Cashew , Drying of the nuts is done under direct sunlight for 1 day and they sale it to Village shop or Kuchia for instant cash, who retains it for some days for better price and sell it to Town Trader |
| 2 | Village shop/Kuchia | Providing credit to farmers as per their need and purchase kernel as per local rate |
| 3 | Local traders | Providing cash to farmers whenever they need and collect the product from door step. Acts as an accumulator of Cashew nuts from different villages and sells it to the Town Trader |
| 4 | Town level Traders | Support finance to Local traders. Acts as a commission agent for the processing unit and at the same time he acts as an independent whole-seller hoards the produce and sell it when the market price is high |
| 5 | Commission Agents | Make the linkage between the Town Trader and the Processing units |
| 6 | Processors | They purchase Cashew nuts directly from Farmers, from Traders and Commission Agents. The value addition to the raw nuts to produce consumable cashew kernels |

Present Production Process and gap

| Stages | Gap/Constraint |
|----------------------|---|
| Pre-collection | <ul style="list-style-type: none">• Wild plantation,• No commercial plantation,• No pruning, and• No Hormone spraying. |
| Collection (Harvest) | <ul style="list-style-type: none">• Any cultural practice to increase production is not |

| | |
|------------------------|---|
| | <p>followed</p> <ul style="list-style-type: none"> • Harvesting at immature stage |
| Post-collection | <ul style="list-style-type: none"> • Inadequate and improper drying • Improper storage practice • No grading |

Availability of credit and gap

| Present Process | Gap |
|--|---|
| <p>Local traders Providing cash to farmers whenever they need</p> | <ul style="list-style-type: none"> • Financial needs during lean period as a result plant leasing or bound by verbal agreement to sell their product as per price fixed by the Trader • LSDA's financial support is not in time and adequate. |

Availability of Infrastructure and Gap

| Present Process | Gap |
|---|--|
| <p>Poor accessibility, product carried by overhead or by cycle to the village selling point or by vehicle when sold to processing unit</p> <p>Use of Pick up van, 407 or 10 tonnes truck – provided by the town Trader or on hired basis at Block level</p> | <ul style="list-style-type: none"> • Financial needs during lean period as a result plant leasing or bound to sell their product as per price fixed by Local trader after inadequate and improper drying • LSDA's financial support is inadequate. |

Presence of BDS Providers

| SL No | | |
|-------|---------------------------------------|---|
| 1 | Lanjia Soura Development Agency(LSDA) | Support for plantation, mobilisation, finance etc |
| 2 | ITDA | Training and Infrastructure development |
| 3 | OTELP | Financial support to SHG Members in |

| | | |
|---|---|---|
| | | implementation area |
| 4 | District Supply and Marketing Society under Panchayati Raj Department(DSMS) | Financial support to SHGs for procurement of raw materials and establishment of processing units(Boiling Units) |
| 5 | Horticulture Department | Training to farmers, Plant supply |

Market

| Stages | Gap/Constraint |
|---|--|
| <ul style="list-style-type: none"> Individual selling at village shop or to Village Trader Selling during weekly Hat Selling to Town Trader at Trader's outlet or Godown | <ul style="list-style-type: none"> Proper weighing Market information(Rate of product) |

Intervention Plan

- Enhancing productivity of existing plants by individual farmer-level demonstration of inter-cultural practices including application of fertilizer, pruning and use of hormone.
- Strengthening existing Cashew Processor Association at regional level with emphasis on collective import of cashew, selling in consumer pack and linkage with metropolitan market.
- Financial assistance to farmers to cut age-old plantation practice (compensating loss in income) and take up new plantation.

Budget

| SL No | Intervention Point | Year 1 | Year 2 | Year 3 | Total |
|-------|---|---------|---------|--------|---------|
| 1 | Farmer level Demonstration on intercultural practice <ul style="list-style-type: none"> Demonstration(Pruning, Manuring, use of Harmon) Exposure Training at Village level | 1360000 | 1020000 | 680000 | 3060000 |

| | | | | | |
|---|--|---------|---------|---------|---------|
| 2 | Strengthening Cashew Processors Association <ul style="list-style-type: none"> • Training • Exposure | 460000 | 345000 | 230000 | 1035000 |
| 3 | Compensating loss in income cut age old plantation <ul style="list-style-type: none"> • One time grant | 852000 | 639000 | 426000 | 1917000 |
| | | 2672000 | 2004000 | 1336000 | 6012000 |

Skill Development needs (skill and business knowledge):

The skill development of target community by facilitating agencies (TDCC/ITDA/OTELP) is essential to run cashew business at community level. It is envisaged that building technical skills particularly in better collection, drying and inter-cultural practices like application of fertilizer, pruning and use of hormone, strengthening of Cashew Processors Association on different aspects will bring in positive changes. It is also critical to build capacity of TDCC/ITDA and NGOs as major support agencies.

Capacity Building Area

- Exposure of lead farmers, CBOs and community leaders for successful implementation of inter-cultural practices.
- Technical skill development (proper harvesting, drying, grading, packing etc.).

6. Ginger

Profile of the Cluster

General Profile

Ginger is cultivated as a traditional commercial crop in Pottangi block of Koraput district for a long time and is well known in the state as well as in the country. More than 90% of farmer households are involved in ginger cultivation and it has been the main focus of many Government agencies, NGOs, State Agricultural University and other research bodies.



The area is highly undulated with few rivers in between and most of the agricultural lands are sloppy and can't retain rainfall. The climate is warm and humid and soil is predominantly red and laterite. Hence, in spite of some minor irrigation efforts, the cultivable lands remain mainly rainfed and the agricultural production is below the state average.

Following are the highlighting features of ginger cultivation at Pottangi block:

- a) More than 90% of the farmers are involved in ginger cultivation.
- b) Predominance of tribal among those farmers' engaged in ginger cultivation.
- c) Homogeneity in cultivation methods.
- d) Ginger cultivation contributes a significantly to the household income of these tribal farmers.

Household Coverage: 310 Households

Production Volume: 202.50 MT

| Name of villages/locations | Total No. of households | No. of Community institutions present (SHGs / farmer clubs etc.) | No of HHs engaged in activity | Area (acres) / trees under cultivation | Yield / acre or household (quintals) | Marketable surplus (quintals) | Road connectivity (yes / No) | Cluster supporting infrastructure (yes / No) | Name of NGOs / agencies working in the area on the activity | Name of private players (companies, Traders servicing / procuring from the area) |
|----------------------------|-------------------------|--|-------------------------------|--|--------------------------------------|-------------------------------|------------------------------|--|---|--|
| 1.GANGRAJPUR | 90 | 12 SHGs | 65 | 20 | 300 | 300 | yes | none | | Trader:Nirmal Dhal |
| 2.BADALPADU | 45 | 5 SHGs | 40 | 30 | 450 | 450 | yes | none | none | Trader:Nirmal Dhal |
| 3.NENJIGUDA | 86 | 10 SHGs | 55 | 50 | 650 | 650 | yes | none | none | Trader:Goutam Pandey |
| 4.NUAGAON | 40 | 6 SHGs | 25 | 25 | 500 | 500 | yes | none | none | Trader:Nirmal Dhal |
| 5.MALIPUT | 65 | 10 SHGs | 55 | 50 | 600 | 600 | yes | none | none | Trader:Nirmal Dhal |
| 6.POTTANGI | 80 | 15 SHGs | 70 | 55 | 650 | 650 | yes | none | none | Trader:Nirmal Dhal |

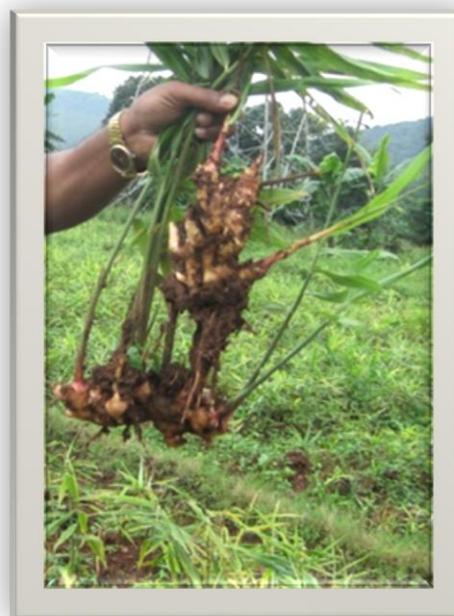
Seasonality of the product:

| Name of the produce | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Ginger | | | | C | C | C | C | C | C | | | |
| | H | H | H | | | | | | | | | H |

C: Cultivation; H: Harvesting

Quality/type of product:

Ginger cultivated in the cluster is of native variety (Suprava) developed by High Altitude Research Station (HARS) located at Pottangi and a few High Yielding Variety (Kalimpong) with high level of pungency and demand in the market. Farmers of the cluster do not convert their produce into any other form and sell them as it is in markets. No entrepreneur at the cluster level is processing ginger into any other form.



Production process:

Technology:

Cultivation practices and input application including land preparation, soil treatment, seed treatment, transplantation, use of fertilizer and harvesting practices are traditional and existing in the cluster for a considerable period of time. Soil treatment, seed preservation and application of nutrient in efficient and right manner are absent, that have a direct impact on productivity.

Market demand/Physical market (major markets):

The variety of ginger produced in Pottangi has high demand in local as well as outside the state markets due its quality. Major markets for the product are located at Berhampur, Bhubaneswar, Cuttack, and some parts of Andhra Pradesh.

Entrepreneur Profile

There are various enterprises associated with ginger from cultivation to final marketing for end consumption;

a) Ginger as a farming enterprise: Ginger has been a traditional crop in this area since long. Initially the farmers were cultivating desi (local) variety of ginger, whose production and quality was low. However, after the introduction of new High Yielding Varieties by the State Agricultural University, the cultivators have shifted to these varieties as well as some exotic varieties in due course of time. Ginger, though regarded as a cash crop here contributes to more than 50% of the entire farming income. Yet, ginger cultivation as a commercial farming enterprise is not seen in this block. The reason being, almost all the farmers are small and marginal, possessing less than 3 acres of land and hardly use/employ modern scientific methods of cultivation.

b) Small Local traders: Procuring ginger from village farmers and sending it to big traders and Commission and Forward agents at Bhubaneswar (Aiginia), Cuttack (Chatra Bazaar) and Berhampur is the primary activity of these enterprises. Some of their stock also goes to distant markets like Raipur, Vijaynagaram and Dharamsala.

c) Commission and Forward agents: Although, these players can't be strictly said to be involved in ginger related enterprising activities, still they play a significant role in the distribution chain and price discovery. Their main role lies in procuring the produce from primary traders from distant areas and they have got huge storage structures for stocking of the produce for a considerable period of time. Generally these players specialize in a similar category of produce (e.g. ginger, turmeric, coriander and other vegetables). They take a commission of 8-10% of the total value of the produce bought by them from primary traders for carrying out this function.

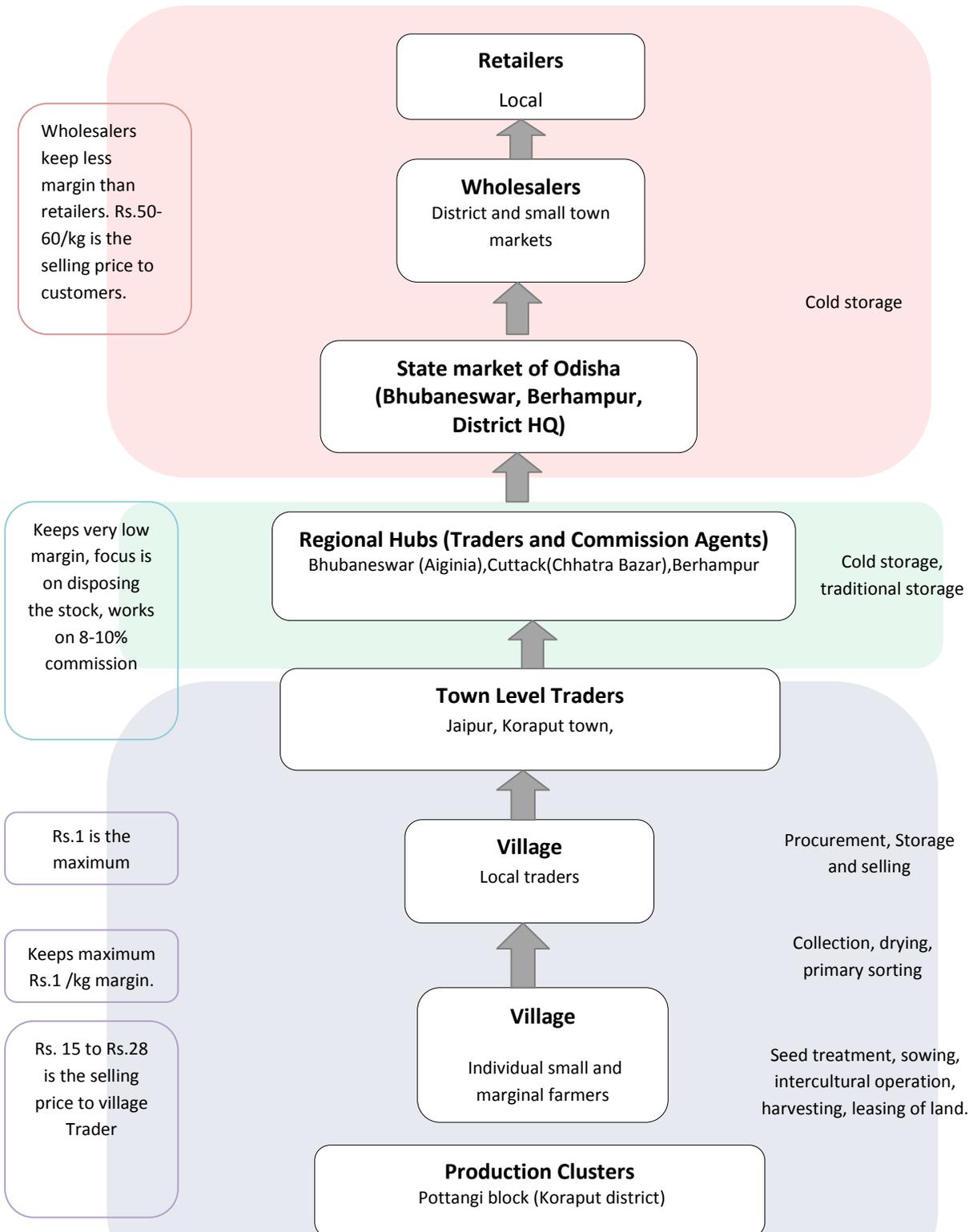
d) Big wholesalers: These players have their presence in weekly market yards and they procure ginger from other wholesalers or C and F agents and keep small margin on unit of goods sold to retailers. This is because, their main income comes from the many small lots sold to small retailers in weekly hats of Bhubaneswar, Cuttack, Berhampur and other towns.

e) Retailers: Retailers bring their produce from big and small wholesalers and sell to household customers at their doorstep or at small hats. They keep a relatively large margin on each unit of produce sold.

F) Input Dealers: Input dealers supply the planting material as well as other inputs like pesticides, fertilizers and items related to inter-cultural activities of the crop. Farmers at Pottangi procure the seed rhizome of ginger from both institutional sources as well as private individual suppliers.

| Sl. No | Trader/ Entrepreneur Name | Address |
|---------------|----------------------------------|--|
| 1 | Bhanjani Barik and Sons | Commission and Forwarding Agent Chatra Bazar, Cuttack Ph.- 094370-30990 |
| 2 | N.C Firm | C and F, Chhratra BazarCuttackPh.- 0671-2310522 |
| 3 | Adi Sakti Bhandar | C and F Chhratra Bazar, Cuttack |
| 4 | P.C Farm | C and F Aiginia Bhubaneswar |
| 5 | SKS Farm | C and F Aiginia Bhubaneswar |
| 2 | Gautam Panday | Trader-cum Farmer Pottangi Koraput Mo: 094377-46496 |
| 3 | Nirmal Chandra Swain | Trader Pottangi Koraput |

Value Chain Diagram:



Analysis

Various Stakeholders, their Role and Responsibility:

| Stakeholder | Role and responsibilities |
|---|---|
| Assistant Director of Horticulture | The Assistant Director of horticulture is the block level body to provide assistance to farmers in enhancing production of Ginger and income to the individual farm household. |
| Agriculture Technology Management Agency(ATMA) | Imparts training on technical know-how and cultivation practices |
| Integrated Tribal Development Agency(ITDA) | Economic empowerment of tribal by implementing different income generation activities and other infrastructure development programme. |
| Nationalized Banks and Regional Rural Banks(RRB) | Nationalized and Rural Banks are providing loans/credit to the farmer at the time of cultivation |
| Large Sized Adivasi Multipurpose Cooperative Society(LAMPS) | Lamps also assist in terms credit to the farmers |
| National Bank for Agriculture and Rural Development(NABARD) | NABARD is the facilitating Agency for credit flow to the farmers for promotion and development of agriculture |
| Krishi Vigyan Kendra(KVK) | Impart training to farmers, conduct frontline demonstration, farm based testing of need based and location specific and newly generated research information on the major production systems of the area. |
| District Supply and Marketing Society(DSMS) | Provides marketing support facilities to the farmer |
| District Rural Development Agency(DRDA) | Principal Agency at the district level to manage and oversee the implementation different poverty |

| | |
|---------------------|---|
| | alleviation programme. It provides support in terms of storage houses, drying yards, training assistance and marketing facilities. |
| Private Traders | Private Traders located at Pottangi are procuring Ginger from the farmers and also lending credit to the farmers at the time of cultivation |
| Institutional Buyer | Private Company like Sea shore is procuring product from the farmer of the cluster at a higher price than the Local traders. |

Present Production Process and gap

Land Preparation

Preparation of land starts in the month of March/April or with the receipt of early summer showers. The land is ploughed 4 to 5 times and dug thoroughly to bring the soil to fine tilth. Weeds, stubbles and roots are removed. Beds of about one meter width, 15-cm height and of any convenient length are prepared at interspaces of 40-50 cm in between beds. In case of irrigated crops, ridges are formed at 40 cm apart.



Planting Material

Most of the farmers of the clusters use seed rhizomes collected from local traders or preserved from their own field at the time of harvesting. Moreover, the Department of Horticulture is also supplying HYV of rhizome. A few farmers are practicing seed treatment before sowing.

Varieties

A few varieties of ginger are grown in the cluster. The common and widely practiced ones are Suprava (developed by High Altitude Research Station, Pottangi) and Kalimpong, a HYV originated from Kalimpong, West Bengal.

Planting

Ginger is propagated by portions of rhizomes, known as seed rhizomes. Carefully preserved seed rhizomes are cut into small pieces of 2.5 – 5.0 cm length weighing 20-25 gm and each having one or two good buds. The seed rate varies from 700 to 1,000 kg per acre from field to field. Rhizomes are planted at a spacing of 20-25 cm along the rows and 20-25 cm between the rows and sowing is done in the month of April/May.

The crop is watered immediately after sowing. The beds of the crop are covered with straw mulch to protect them from sun and heavy rains and for consequent enrichment of organic matter in the soil. In some fields, farmyard manure is used as mulch. The shoots emerge in 10-20 days.

Irrigation

Proper drainage channels are provided in the inter-rows to drain out stagnant water. Irrigation is given at varying intervals of 4 - 10 days as and when required.

Cultural Practices

Mulching the beds with green leaves/straw is an important operation for farmers. Besides a source of organic manure, mulching prevents washing of soil, conserves soil moisture, smothers weed growth, improves physical properties of the soil and enhances germination. The first mulching is done at the time of planting and the second is given after 40th day and 90th day immediately after weeding and application of fertilizers.

Two weeding are generally done to the crop. The first weeding is done just before the second mulching and successive weeding depend on the intensity of weed growth. The weeded material is also used for mulching.

Manuring, Fertilizer

At the time of planting, a few farmers apply organic manure like well decomposed cattle manure, compost or neem cake etc. Most of the farmers use fertilizers like P₂O₅, K₂O in optimum proportion. Application of chemical fertilizer happens by broadcast over the beds prior to planting or applying in pits at the time of planting

Plant Protection and Pest Management

Shoot borer is the major pest infesting ginger. Regular field surveillance and adoption of phytosanitary measures are done for effective pest management. It appears during July-October period. Soft rot or rhizome rot is a major disease of ginger. While selecting the area for ginger cultivation, emphasis is given to see that the area is well drained, as water stagnation pre-disposes the plants to infection. Infected clumps are removed if the disease is noticed.

Harvesting and Curing

Harvesting is done from 8th to 10th month onwards for marketing the produce as green ginger. When the leaves turn yellow and start gradually drying up, the clumps are lifted carefully with a spade or digging fork and the adhering soil removed. The average yield per hectare varies from 15 to 25 tonnes. Cleaning of the ginger by putting it into water and subsequent drying up, which may fetch higher market prices is not happening at farmer level.

Preservation of Seed

The rhizomes to be used as seed material are preserved carefully adopting indigenous practices. In order to get good germination, the seed rhizomes are stored properly in pits under shade. For seed material, big and healthy rhizomes from disease-free plants are selected immediately after harvest. For this purpose, healthy and disease-free clumps are marked in the field when the crop is 6 - 8 months old and still green. Seed rhizomes are stored in pits of convenient size made in the shed to protect it from sun and rain. Walls of the pits are coated with cow dung paste. Seed rhizomes are stored in these pits in layers along with well-dried sand/saw dust (i.e. put one layer of seed rhizomes, then put 2 cm thick layer of sand/saw dust). Sufficient gap is left at the top of the pits for adequate aeration.

Yield

The average yield of green ginger is estimated at about 4.5 to 6 tonnes per acre.

Market Linkage and Value addition:

Local level traders operating at Pottangi, Kunduli and Koraput are procuring produces from primary cultivators at existing market prices. No form of value addition is done at cluster level, selling it to the traders in raw form.

Gap in Production Process

| Production Stages | Gaps |
|--|--|
| Land Preparation | <ul style="list-style-type: none"> • Soil amendment/treatment practice is absent. • Land preparation and effective nutrient management is not done. Due to lack of awareness and non-availability of inputs in time. • Solarization techniques practice is absent in preparing bed. |
| Planting Material | <ul style="list-style-type: none"> • Quality rhizomes are also not available to small farmers. • Absent quality and High Yielding Variety. • Farmers depending upon the Department are not getting planting material at right time. |
| Irrigation | <ul style="list-style-type: none"> • Irrigation facility is not there and farmers are depending upon seasonal rainfall. • Effective management of available water resources is not happening and conservation of water resources is absent. |
| Manuring and Fertilizer | <ul style="list-style-type: none"> • Application of organic manure is very negligible and also availability of the same is scarce. • Application of chemical fertilizer to the crop is prevalent among all farmers and also use of it is at optimum level to get a certain amount of yield. |
| Harvesting and Post Harvesting Management | <ul style="list-style-type: none"> • Harvesting is done after 8 months only as green ginger • Severe shortage of both traditional and modern warehousing at local level is witnessed and consequent post harvest losses due to rotting are there. • Lack of awareness about specialized Ginger processed product and their market. • No specialized grading is in practice at the local level. |
| Yield | <ul style="list-style-type: none"> • Average yield per acre is 4.5-6 tonnes that are well below the expected yield of 6-10 tones. |
| Cleaning and Value Addition | <ul style="list-style-type: none"> • Cleaning of ginger after harvesting is also not done. • No other form of value addition is in practice. • Absent of primary and secondary processing is well marked. |

Use of technology and gap

Cultivation practices and input application including land preparation, soil treatment, seed treatment, transplantation, use of fertilizer, harvesting practices etc are traditional and existing in the cluster for a considerable period of time. Soil treatment, seed preservation

and application of nutrient in efficient and right manner are absent that have a direct impact on the productivity.

Availability of credit and gap

About 70-80% farmers are small having average ginger cultivating area of 1 acre or less. Cost of production for cultivating one acre of land is Rs. 80,000/- to Rs.90, 000/-. The farmers are availing loan form State Bank of India (SBI) located at Pottangi, Utkal Gramya Bank and from LAMPS. But, it is calculated that only 30% farmers could link successfully with banks for availing in time loan. Most of the farmers are availing credit from traders operating in the locality. Some of the farmers are also getting loan from local moneylenders at exorbitant rate of interest. Farmers, who are linked with traders for availing loan are bound to sell their produce to that particular trader.

Availability of Infrastructure and Gap

Infrastructure facilities like storage houses, irrigation channels etc are absent at cluster level. Therefore, individual farmers are using their own yard for storing in earthen pits that impacts the quality of the product and loss on rotting.

Presence of BDS providers and provisions

| BDS Provider | Provision |
|---|---|
| Assistant Director of Horticulture, Koraput | <ul style="list-style-type: none"> • Technical support/guidance to the farmers on cultivation • Supply of drip irrigation, sprinkler in subsidized rate • Vermicompost unit at subsidized rate to individual farmers • Mandi support to Individual/groups |
| District Agriculture Office, Koraput | <ul style="list-style-type: none"> • Technical support/guidance to the farmers on cultivation • Training on cultivation and input application |
| High Altitude Research Station | <ul style="list-style-type: none"> • Technical and extension service regarding farming practices |
| ATMA | <ul style="list-style-type: none"> • Training to farmers |
| SBI, LAMPS,UGB | <ul style="list-style-type: none"> • Small Loans to farmers • Issue of Kisan Credit Cards(KCC) |
| Traders at Pottangi | <ul style="list-style-type: none"> • Credit assistance to small farmers • Procurement from door steps |

Intervention Plan

1. Enhancing availability of quality seeds through promotion of labeled seed growers.
2. Reduction of loss due to rotting of produce by incentivizing farmers to take up treatment of seeds.
3. Facilitating higher price to produce by demonstrating cleaning up of ginger at individual farmer level.

The above series of interventions would be simultaneously conducted in selected farmers' fields covering the entire block with the appointment of Krishi Mitras for 3 consecutive years.

Krishi Mitra and their roles:

- a) A Krishi Mitra will be a localized resource person trained thoroughly on all aspects of ginger cultivation and primary post-harvesting activities.
- b) He will map 25 or more farmers covering a number of villages and act as a single point of contact for training and queries related to ginger farming and processing and will be easily accessible to farmers.
- c) He will not be a substitute to the Government Village Agricultural Worker (VAW) at the village level, but would rather complement their function and coordinate with Government Agricultural Officials, Agriculture scientists and the implementing agency for any new developments on ginger cultivation or schemes.
- d) He will be appointed temporarily during the project implementation period and hence given honorarium for carrying out such functions.

Broad features for the implementation of the above said intervention efforts:

A) Capacity Building:

1. Training of selected farmers on the package of practices.
 - 100, 200 and 400 farmers are to be trained in each successive year by Krishi Mitras
 - 12 such meetings are to be conducted in the entire crop cycle each year (Preferably 1 meeting/month)
 - A cost of Rs.3,500/farmer/year is to be allotted to meet his training needs.

2. Exposure visit of the farmers to ginger markets like Bhubaneswar and Cuttack for firsthand knowledge regarding market information as well as visits to other commercial scale ginger growers in other districts.

- One such visit per farmer in each year.
- Rs.1500/farmer /visit to be allotted.
- Rs.3,000 honorarium is to be allotted per each Krishi Mitra/month(Rs.500 increment would be done each year to keep to retain the same Krishi Mitra for the next year)
- As many as 4, 8 and 16 Krishi Mitras would be appointed in each successive year respectively.

Total cost on Capacity Building:

| Items | 1 st year | 2 nd year | 3 rd year | Total cost |
|--------------------------------|----------------------|----------------------|----------------------|--------------|
| Training | Rs.3,50,000 | Rs.7,00,000 | Rs.14,00,000 | Rs.24,50,000 |
| Exposure visit | Rs.1,50,000 | Rs.3,00,000 | Rs.6,00,000 | Rs.10,50,000 |
| Krishi Mitra honorarium | Rs.1,44,000 | Rs.3,36,000 | Rs.7,68,000 | Rs.12,48,000 |
| Total Cost | Rs.6,44,000 | Rs.13,36,000 | Rs.27,68,000 | Rs.47,48,000 |

B) Hand holding on providing quality seed rhizome in sufficient quantity and seed treatment chemicals before sowing season.

- 100%, 50% and 25% cost of the required seed rhizome (of Suprava variety) would be borne by the implementing agency in each successive year respectively.
- 100% cost of the seed treatment chemicals are to be borne by the implementing agency each year.
- The rhizomes and seed treatment chemicals are to be procured by the agency from OUAT, District Department of Horticulture and HARS and distributed among farmers by Krishi Mitras.
- Each farmer would be given the seed/seed treatment chemicals required for one acre of land.
- Suprava rhizome seed rate= 7 qtl/acre
- Average market cost of Suprava seed rhizome= Rs.60/kg

- Cost of seed treatment chemicals(Bavistin,Dethane M-45,Z-78, Quinalphos) including labour cost= Rs.100/qtl of seed

| Items | 1 st year | 2 nd year | 3 rd year | Total cost |
|-------------------------------|----------------------|----------------------|----------------------|-----------------------|
| Seed cost | Rs.42,00,000 | Rs.42,00,000 | Rs.42,00,000 | Rs.1,26,00,000 |
| Seed treatment chemicals cost | Rs.70,000 | Rs.1,40,000 | Rs.2,80,000 | Rs.4,90,000 |
| Total cost | Rs.42,70,000 | Rs.43,40,000 | Rs.44,80,000 | Rs.1,30,90,000 |

C) Administrative Cost: This would include costs of supervision, liaisoning with ginger experts and research institutions, visit of administrative bodies, printing of banners, leaflets, transportation of inputs from various agencies, meeting arrangement cost and the staff salary of the agency meant for this project.

| Items | 1 st year(@ Rs.1,00,000/ month) | 2 nd year(@Rs.1,20,0 00/month) | 3 rd year(@Rs.1,50,0 00/month) | Total cost |
|---------------------|--|--|--|---------------------|
| Administrative cost | Rs.12,00,000 | Rs.14,40,000 | Rs.18,00,000 | Rs.44,40,000 |
| Total cost | Rs.12,00,000 | Rs.14,40,000 | Rs.18,00,000 | Rs.44,40,000 |

Consolidated Cost heads for the entire project period of 3 years: (Amount in Rs.)

| Activity | Y-I | Y-II | Y-II | Total |
|--|-----------------|------------------|------------------|------------------|
| Training | 3,50,000 | 7,00,000 | 14,00,000 | 24,50,000 |
| Exposure Visit | 1,50,000 | 3,00,000 | 6,00,000 | 10,50,000 |
| Krishi Mitra | 1,44,000 | 3,36,000 | 7,68,000 | 12,48,000 |
| A)Total cost on capacity building | 6,44,000 | 13,36,000 | 27,68,000 | 47,48,000 |
| Seed cost | 42,00,000 | 42,00,000 | 42,00,000 | 1,26,00,000 |

| | | | | |
|---|------------------|------------------|------------------|--------------------|
| Seed treatment cost | 70,000 | 1,40,000 | 2,80,000 | 4,90,000 |
| B)Total cost on hand holding | 42,70,000 | 43,40,000 | 44,80,000 | 1,30,90,000 |
| C)Supervision(Administrative cost) | 12,00,000 | 14,40,000 | 18,00,000 | 44,40,000 |
| Total Budget | 61,14,000 | 71,16,000 | 90,48,000 | 2,22,78,000 |

7. Chilly

Profile of the Cluster

General Profile

Chilly (*Capsicum annuum*) belongs to the genus capsicum under Solanaceae family. The chilly plant is a white flowered, dark green or purple leaved plant that grows up to 1.5 m in height. It is also called as hot pepper, cayenne pepper and sweet pepper etc. As many as five species of capsicum are under cultivation, though a number of wild species have been identified recently. In India, only two species viz. *Capsicum annuum* and *Capsicum frutescens* are known and most of the cultivated varieties belong to the former species. The native home of chilly is considered to be Mexico with secondary origin in Guatemala. Chilly was introduced in India by the Portuguese in Goa during mid-17th century.



Household Coverage: 12496

Production Volume: 2177 mt

Seasonality of the product:

| Name of the produce | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | | | | | | | | | | | | |

| | | | | | | | | | | | | |
|--------|---|---|---|---|---|---|---|---|---|---|---|---|
| Chilly | C | C | C | | | | | C | C | C | C | C |
| | | | | T | T | T | T | T | | | | |

C: Cultivation; T: Trading

Quality/type of product:

Chilly cultivated in the cluster is of native variety with high level of pungency and high demand in the market. Farmers of the cluster are converting their produce into dry form and selling them in market. However, neither the farmers nor any entrepreneur at the cluster level is processing dry chilly into powder form.

Production process:

Drying occurs through sunlight - drying of fruits, immediately after harvesting without any special form of treatment. Soon after harvest, the produce is to be kept in clean gunnies for one day for uniform colour development of the pods. In this period, direct sunlight is avoided since this can result in the development of white patches. Then, the fruits are spread out in thin layers under the sun on hard dry ground and frequent stirrings are given during daytime in order to get uniform drying and thereby avoid discolouration or mould growth. From the fifth day onwards, the produce is inverted on alternate days so that the pods in the lower layers are brought up to ensure quick and uniform drying. While drying, the produce is covered with polythene sheets during night to avoid dew deposition and resultant colour fading.

Market demand/Physical market (major markets):

The variety of chilly produced in Bamara has high demand in local market as well as outside the state due its pungency. Major markets for the product are Kuchinda, Jharsuguda, Rourkela, Sambalpur, Raipur, Bilaspur, Ranchi and Tata Nagar.

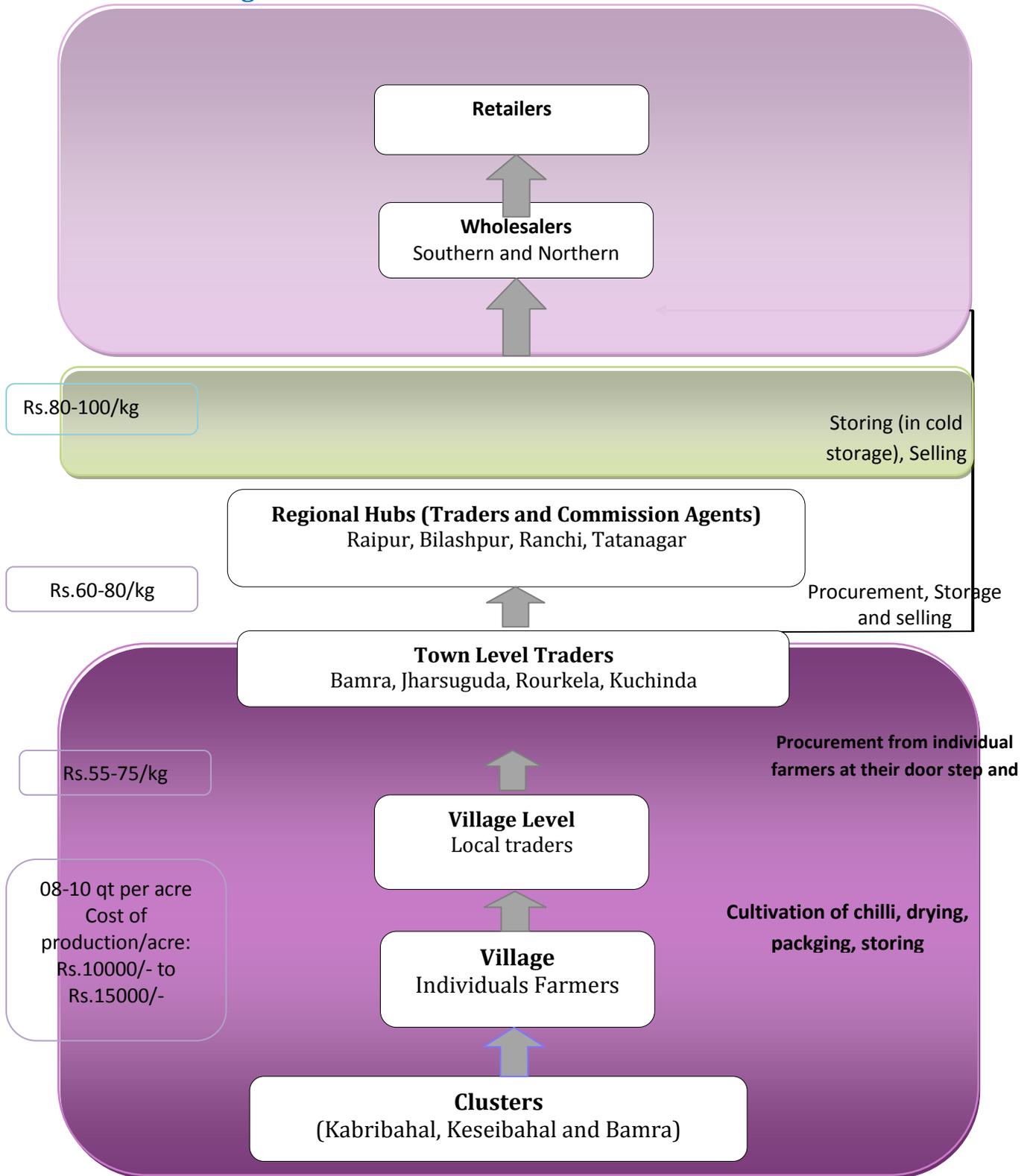
Entrepreneur Profile

No of Enterprises (Individual, Traders, Co-operatives)

| Sl.No | Trader/Entrepreneur Name | Address |
|-------|--|---|
| 1 | Prasant Kr. Nath Manager Seashore Company | Kuchinda Ph.No. +91-9437089048 |
| 2 | Ashok Kr. Panigrahi | Market Supervisor RMC Kuchinda. Ph.No. +91-9437417535 |
| 3 | Rajesh Khandelwal | Fertilizer Supplier, Main Road |

| | | |
|----|---------------------------------|--|
| | | Bamra, Sambalpur Ph.No. +91-9438678465 |
| 4 | Mr. Arun Kumar Sahu | Main Road Bamra, Sambalpur Ph. No. +91- |
| 5 | Jagannath Choudhary | Main Road Bamra, Sambalpur Ph.No. +91- |
| 6 | Subas Choudhary | Station Road Bamara |
| 7 | Sibu Agrawal | Main Market Jharsuguda |
| 8` | Moti Agrawal | Kusumi Road Kuchinda |
| 9 | Mahesh Kukreja | Danumal Traders Kirana Merchant and Commsison Agent Gudhiyari, Raipur Ph.No +91-9827178919, +91- 93005-11834, 9826118434 maheshkukreja@yahoo.com |
| 10 | Sandeep Agrawal and M P Agrawal | Kirana Merchant and Commission Agent Gudhiyari, Raipur-09(CG) Phone: 0771-4017776 Mobile: 98261-16616 |

Value Chain Diagram



Analysis

| Stakeholder | Role and responsibilities |
|---|--|
| Assistant Director of Horticulture | The Assistant Director of horticulture is the block level body to provide assistance to farmers in enhancing production of Chilly and income to the individual farm household. |
| District Agriculture Office(DAO) | The District Agriculture Office(DAO) is the apex block level body to provide assistance to farmers in enhancing production of Chilly and supply of input services |
| Agriculture Technology Management Agency(ATMA) | Imparts training on technical know-how and cultivation practices |
| Integrated Tribal Development Agency(ITDA) | Economic empowerment of tribal by implementing different income generation activities and other infrastructure development programme. |
| Nationalized Banks and Regional Rural Banks(RRB) | Nationalized and Rural Banks are providing loans/credit to the farmer at the time of cultivation |
| Large Sized Adivasi Multipurpose Cooperative Society(LAMPS) | Lamps also assist in terms credit to the farmers |
| National Bank for Agriculture and Rural Development(NABARD) | NABARD is the facilitating Agency for credit flow to the farmers for promotion and development of agriculture |
| Krishi Vigyan Kendra(KVK) | Impart training to farmers, conduct frontline demonstration, farm based testing of need based and location specific and newly generated research information on the major production systems of the area. |
| District Supply and Marketing Society(DSMS) | Provides marketing support facilities to the farmer |
| District Rural Development Agency(DRDA) | Principal Agency at the district level to manage and oversee the implementation different poverty alleviation programme. It provides support in terms of storage houses, drying yards, training assistance and marketing facilities. |

| | |
|---------------------|---|
| Private Traders | Private Traders located at Bamara are procuring Chilly from the farmers and also lending credit to the farmers at the time of cultivation |
| Institutional Buyer | Private Company like Sea Shore is procuring product from the farmer of the cluster at a higher price than the Local traders. |

Present Production Process and gap

Land Preparation

For cultivation of chilly, land is prepared to a fine tilth through ploughing / digging. Usually, two to three ploughings are done to bring the soil to fine tilth. However, stones and gravel are to be removed during the process. In case of direct sowing, three to four ploughings are undertaken and sowing is done along with the last ploughing.

Nursery Development

For raising nurseries, farmers use local traditional seeds (from their own field) and some farmers (very negligible) use HYVs viz. Angar, Shyam Hot etc. Many of the farmers are also growing varieties procured from Bamra. A very few (1-2%) farmers are doing seed treatment by using fungicides (Carbendazim) to prevent rotting of seeds at the nursery stage.

Transplantation

The ideal time of nursery raising is during August-September and transplantation is done in October. About 350-400 gm of seed is sufficient for raising nursery for transplantation in an area of one acre.

Fresh seeds are sown in well prepared nursery beds as transplanting method is preferred for better quality and survival. The nursery bed is usually raised from ground level and is prepared by thorough mixing with compost and sand. Seeds, treated with *Carbendazim* are sown and covered thinly, using sand and it takes 5 to 7 days for them to germinate. About 30 - 35 days old seedlings are transplanted in the main field.

Irrigation

Seedlings are transplanted in shallow trenches / pits or on ridges / level lands. 60 cm x 60 cm or 45 cm x 30 cm or 30 cm x 30 cm spacing is also followed. Irrigation to the plant is generally done only when necessary, as chilly cannot withstand heavy moisture. Number of

irrigation and its interval depends on soil and climatic conditions. Flowering and fruit development in chilly are the most critical stages of water requirement. Normally, irrigation is done 10-12 times with an interval of 15-20 days during a cycle of production.

Weeding

Generally two weedings/hoeings are required to keep the field free from weeds, the first within 20-25 days of sowing and the other after 20-25 days of the first weeding/hoeing. Wherever needed, depending on the weed growth one or two more weedings may be taken up. Fertilizer (DAP and Urea) are applied to the field twice/thrice in a production cycle; once at the time of transplantation and other at the time of weeding/hoeing. About 4 kg of DAP and Urea is required for one acre of land.

Harvesting

Chilly is highly perishable in nature. Therefore, it requires more attention during harvest, storage and transportation. Harvesting is done at the right stage of maturity. Dark green fruit should be plucked for preparing chilly pickle. For dry chilly and making powder, picking should be done when the fruit is dark red. Ripe fruits are to be harvested at frequent intervals. Retaining fruits for a long period on the plants causes wrinkles and colour fading. Crop is ready for harvesting in about 90 days after transplantation. About 4-5 pickings are made for dry chilly and 8-10 pickings for green chilly.

The crop duration of chilly is about 150-180 days depending on the variety, season, climate, fertility and water management. The growth of chilly comprises of vegetative and reproductive phases. In general, the vegetative phase extends to 75-85 days followed by 75-95 days of reproductive phase. Flowering starts from 80-85 days of the crop or 45-60 days after transplanting.

Yield

The yield of fresh chilly varies from 30-40 qntl/acre depending on variety and growing conditions. Out of 100 kg of fresh fruits, 25-35 kg of dried fruits may be obtained. The yield of dry chilly is expected to be in the range of 7.5 to 10 qntl/acre.

Drying

Chilly on harvesting has moisture content of 65-80%. Soon after harvest, the produce is to be heaped in clean gunnies for one day for uniform colour development of the pods. The best temperature for ripening is 22-25°C and direct sunlight is to be avoided since this can result in development of white patches. Then, the heaped fruits are spread out in thin layers under the sun on hard dry ground. Since the produce is exposed to sun for 10-15

days in the open yards, it is likely to get contaminated with foreign matters like dust and dirt, damaged by rainfall, animals, birds and insects. Traditional method of harvesting and sun drying involves poor handling of fruits resulting in bruising and splitting. Bruises create discoloured spots on pods and splitting leads to an excessive amount of loose seeds in a consignment and there is a considerable loss in weight and hence in price. If the harvested fruits are not properly dried and protected from rain and pests, it will lose the colour, glossiness and pungency. The losses due to this method may range from 30-40 % of the total quantity.

Gap in Production Process

| Production Stages | Gaps |
|----------------------------|---|
| Land Preparation | <ul style="list-style-type: none"> • Soil amendment practice is absent • Lack of knowledge on land preparation and nutrient management |
| Nursery Development | <ul style="list-style-type: none"> • Practice of seed treatment is absent • Absent quality and High Yielding Variety |
| Transplantation | - |
| Irrigation | <ul style="list-style-type: none"> • Adequate irrigation facility |
| Weeding | - |
| Harvesting | - |
| Yield | <ul style="list-style-type: none"> • Yield per acre is declining over the years • 10-12 qtls. yield per acre |
| Drying | <ul style="list-style-type: none"> • Drying on earthen ground floors • No proper drying facility that reduces drying hour and ensures quality |

Use of technology and gap

Traditional cultivation practices and input application including land preparation, soil treatment, seed treatment, transplantation, use of fertilizer, harvesting practices, drying etc are being adopted in the cluster. Soil treatment and application of nutrient in efficient and right manner is absent which has a direct impact on productivity.

Availability of credit and gap

About 70-80% farmers are small, having average chilly cultivating area of 1 acre or less. Cost of production for cultivating one acre of land is Rs. 10,000/- to Rs.12, 000. The farmers are availing loan from State Bank of India (SBI) located at Bamra, Keseibahal and Rangiatikira and from LAMPS. However, only 30% of the farmers have successful linkage with banks for availing loan. Thus, most of the farmers avail credit from traders at Bamra. Some of farmers also depend on local moneylenders for availing loans. But, the moneylenders charge exorbitant rate of interest from the farmers. Farmers, who take loan from traders, sell their produce to that particular trader. In such cases, the trader gives a price for dry chilly which is Rs.4-5/- less than the market price at Bamra.

Availability of Infrastructure and Gap

Infrastructure facilities like common drying platforms, storage houses and irrigation channels are absent at cluster level. Individual farmers have to depend on their own yards for drying the produce.

Presence BDS providers and provisions

| BDS Provider | Provision |
|---|--|
| Assistant Director of Horticulture, Kuchinda | <ul style="list-style-type: none">• Technical support/guidance to the farmers on cultivation• Supply of drip irrigation, sprinkler in subsidized rate• Vermicompost unit at subsidized rate to individual farmers• Mandi support to Individual/groups |
| District Agriculture Office, Kuchinda | <ul style="list-style-type: none">• Technical support/guidance to the farmers on cultivation• Training on cultivation and input application |
| ATMA | <ul style="list-style-type: none">• Training to farmers |
| SBI, LAMPS | <ul style="list-style-type: none">• Small Loans to farmers• Issue of Kisan Credit Cards(KCC) |
| Traders at BAMARA | <ul style="list-style-type: none">• Credit assistance to small farmers(Rs. 10,000/- to Rs. 15,000/-)• Procurement from door steps |

Intervention Plan

1. **Incentive to farmer to take up soil treatment (soil amendment) on the basis of soil testing:**

Intervention on cultivation process would include efficient application of fertilizer, pesticide and soil and seed treatment. Soil testing would be conducted at individual farmer level to know the pH level, sulphur and potash content, and micronutrient level. Accordingly, soil treatment would be done by applying proportionate doses of lime powder, neem cake, organic manure and paper slus.

| Input | Quantity/hac. | Increase in Yeild |
|----------------|---------------|--|
| Lime powder | 2000 kg | Productivity per acre would be increased by 50%. Present average yield per acre: 10-12 qtl. |
| Neem Cake | 2000 kg | |
| Organic Manure | 12 ton | |
| Paper Slus | 400 | |

1. Promotion of entrepreneur for offering soil testing services

Soil testing services to the farmers would be provided through private individuals/entrepreneurs who would be trained on testing and efficient application of fertilizer and pesticides.

2. Construction of drying yard at individual level

Common practice of drying on earthen floor would be replaced by concrete floor. Also, drying platforms would be constructed at village level for common use. As many as 100 drying yards are required to cater to the needs of 114 cluster villages.

Budget

| Intervention/Activity | Specification | Rate | Y-I | Y-II | Y-III |
|---|---------------------|------------|---------|---------|---------|
| Drying Yard (300 no.) 100 yard/year | 20'x 15' | 15000 | 1500000 | 1500000 | 1500000 |
| Soil Testing service Provider | | | 50000 | 50000 | 50000 |
| Soil Amendment (1800hect) | 600 hec/per year | 25000/hect | 1500000 | 1500000 | 1500000 |
| Hiring of Specialized Cluster promotion Agency | | | 100000 | 100000 | 100000 |

8. Mango

Profile of the Cluster

General Profile

Nuagaon, Bagdega, Khairtola, Gorda, Tanagerpally, Jojoda, Sorda and Limbda are the main areas for mango cultivation in Nuagaon block. All the above GPs of the block are dominated by tribals who constitute 450 households with production capacity of 90 MT per annual. Mango is being eaten as a fresh fruit and is also used for making products like is pickle and jelly which have very good demand in markets across India and abroad.



| Name of villages/locations (GP) | Total No. of households | No. of Community institutions present (SHGs/ farmer clubs etc.) | No of households engaged in activity | Area (acres) / trees under cultivation | Yield / acre or households (quintals) | Marketable surplus (quintals) |
|---------------------------------|-------------------------|---|--------------------------------------|--|---------------------------------------|-------------------------------|
| Kutra | 350 | 7 | 160 | 225 | 255 | 100 |
| Telighana | 400 | 5 | 130 | 150 | 150 | 145 |
| Daeijira | 350 | 4 | 60 | 112.5 | 140 | 110 |
| Panchara | 760 | 10 | 240 | 230 | 230 | 130 |
| Gangajal | 600 | 8 | 250 | 275 | 275 | 150 |
| Katang | 540 | 10 | 200 | 250 | 250 | 120 |
| | 3000 | | 895 | 1242 | 1300 | 755 |

Household Coverage: 450

Production Volume: 90 MT

Seasonality of the product:

| Name of the produce | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Mango | | | | | | P | P | P | P | P | P | P |
| | | | H | H | H | H | H | | | | | |

P: Plantation, H: Harvesting

Production process:

Mango is the main horticulture product of farmers in northern Sundargarh district, where most of the areas are rainfed. For development of mango orchards, uplands are more suitable. Mango orchards cover about 50 percent of the cultivated land in this area and 75 percent of total mango production of the district comes from this belt alone.

Plant spacing commonly in practice in the area is about 33' x 33', against recommended spacing of 40' x 40'. At the time of planting saplings, 1.5' x 1.5' x 1.5' pit is dug (recommended size is 3' x 3' x 3') and sapling is planted immediately (without allowing the soil to weather). Usually no compost and other chemicals are used at the time of planting. The main planting season is during the rainy season so that time and expenses in watering the sapling is minimized. The only input applied to the mango orchards is application of insecticides, when the tree starts bearing fruits.

Quality/type product:

The varieties available in the cluster are: Amrapali, Mallika, Banganapalli, Dusseri, Sundri, Neelum, Langra, Heemsagar and other local varieties.

Technology:

Cultivation and input application practices adopted by the farmer are traditional.

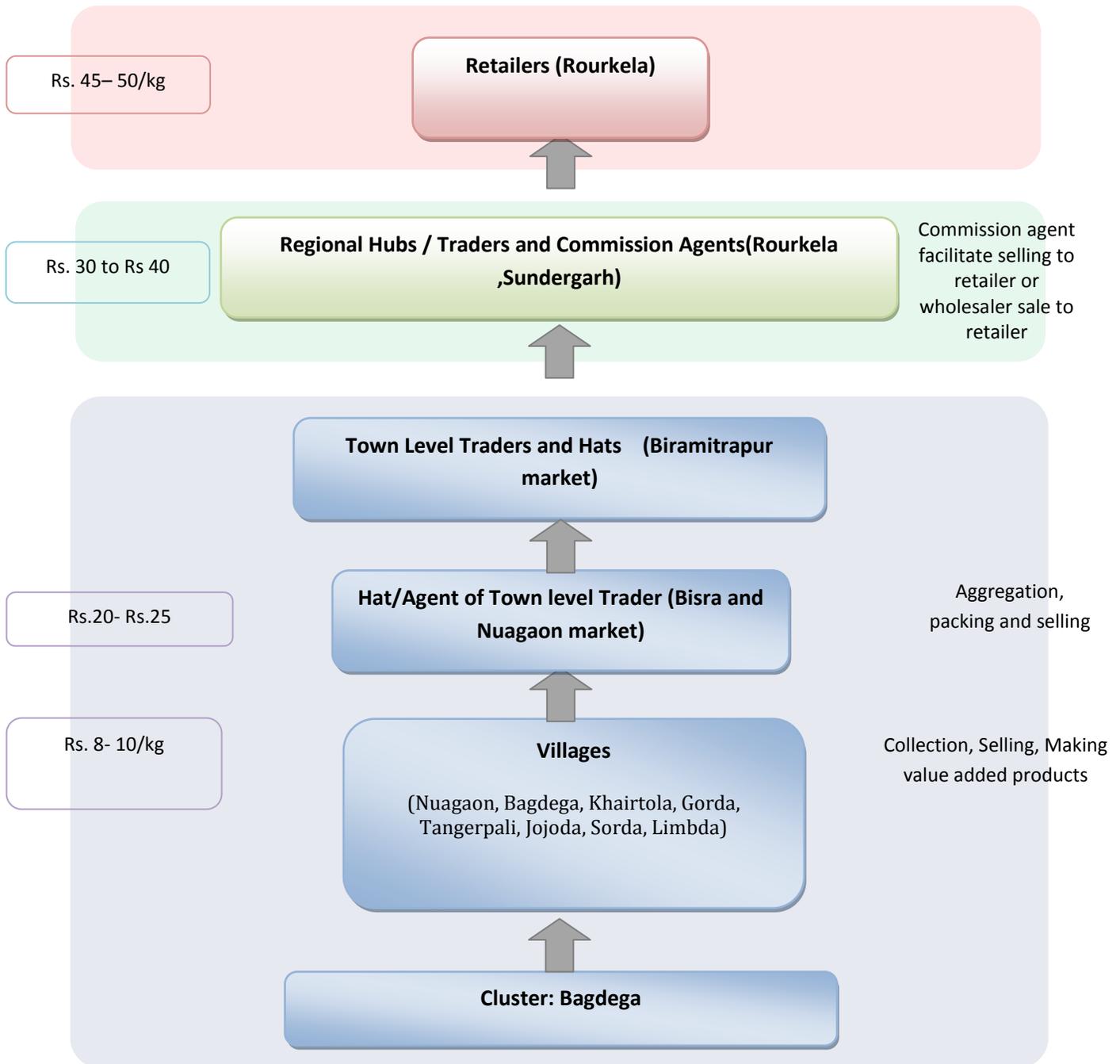
Market demand/Physical market (major markets):

Entrepreneur Profile

No of Enterprises (Individual, Traders, Co-operatives)

| Sl.No | Trader/Entrepreneur Name | Address |
|-------|--------------------------|--|
| 1 | Foster Brothers | 1688,Chintamaniswar, BJB Nagar BhubaneswarPhone-0674-2314219 |
| 2 | Khanda Giri Pulp | Patra Pada,Bhubaneswar0674-3292606 |
| 3 | Ratnalal Kundanlal | Imali Amchoor and BBlack Salt Trder Raipur, CG Ph. No: 0987842341 |
| 4 | Nirmal Mor | MR Trading Jagdalpur, Chhattisgarh Ph. No: 09826573909 |
| 5 | Bisra Mahanto | Gorda Nuagaon Sundergarh Ph.- 9438161749 |
| 6 | Surender Kandulna | Sorda Nuagaon Sundergarh |
| 7 | Dilip Mahato | Jamberna Nuagaon Sundergarh Ph:-8895853784 |
| 8` | Kishore Chandra Mahato | Jamberna Nuagaon Sundergarh Ph.- 8895719415 |
| 9 | Banamali Oram | Jamberna NuagaonSundergarhPh.-9437657615 |

Value Chain Diagram



Stakeholders Profile:

| Stakeholder | Role and responsibilities |
|--|--|
| Assistant Director of Horticulture | The Assistant Director of horticulture is the block level body to provide assistance to farmers in enhancing production of chilly and income to the individual farm household. |
| District Agriculture Office(DAO) | The District Agriculture Office(DAO) is the apex block level body to provide assistance to farmers in enhancing production of chilly and supply of input services |
| Agriculture Technology Management Agency(ATMA) | Imparts training on technical know-how and cultivation practices |
| Integrated Tribal Development Agency(ITDA) | Economic empowerment of tribal by implementing different income generation activities and other infrastructure development programme. |
| Nationalized Banks and Regional Rural Banks(RRB) | Nationalized and Rural Banks are providing loans/credit to the farmer at the time of cultivation |
| Large Sized Adivasi Multipurpose Cooperative Society(LAMPS) | Lamps also assist in terms credit to the farmers |
| National Bank for Agriculture and Rural Development(NABARD) | NABARD is the facilitating Agency for credit flow to the farmers for promotion and development of agriculture |
| Krishi Vigyan Kendra(KVK) | Impart training to farmers, conduct frontline demonstration, farm based testing of need based and location specific and newly generated research information on the major production systems of the area. |
| District Supply and Marketing Society(DSMS) | Provides marketing support facilities to the farmer |
| District Rural Development Agency(DRDA) | Principal Agency at the district level to manage and oversee the implementation different poverty alleviation programme. It provides support in terms of storage houses, drying yards, training assistance and marketing facilities. |

| | |
|----------------------------|--|
| Private Traders | Private Traders located at Bamra are procuring chilly from the farmers and also lending credit to the farmers at the time of cultivation |
| Institutional Buyer | Private Company like Sea Shore is procuring product from the farmer of the cluster at a higher price than the Local traders. |

Analysis

Present Production Process and Gap:

Land preparation, Planting Material, Water management and Manuring:

The land is prepared by usual ploughing, harrowing and levelling. A gentle slope is provided to facilitate proper irrigation and prompt drainage to avoid harmful effects of water stagnation. After marking of the points for the plants, pits of 90X90X90 cm are dug during summer. This operation is done by utilizing a planting board so that precise location of the plants in the middle of the pit remains undisturbed. While digging of pits, the topsoil and subsoil are kept separately in two heaps near each pit for two to four weeks. This helps in exposing the harmful soil organisms to weathering agencies, providing better aeration to the root zone and making provision for nutritional requirements for healthy development of the soil. The pit is filled with 20 kg of Firm Yard Manure (FYM), 5 kg of vermicompost and bio-fertilizers. Green manuring is also done with the onset of south west monsoon in July/August. Planting material is procured from nurseries and plantation is done with the advent of monsoon and stretches till December, depending upon the rains and availability of irrigation.

The water requirement mainly depends on the age, soil type and climate. However, young plants up to 2 years are watered regularly. The newly planted grafts are watered every day. Irrigating the grown up trees after they start bearing fruits is done at an interval of 10-days.

Plant Protection and Disease Management:

Pests that usually attack mango plants are hopper, mealy bug, stem bores and fruit fly. However, proper pest management practices are absent in the cluster because the farmers are not aware of the above kind of pest attacks and their treatment.

Harvesting and Post Harvesting Management:

Mango fruits need 120 to 140 days to mature. The fruits are harvested at the correct stage to obtain the characteristic taste and flavour of the variety. Harvesting is traditionally done when a few semi-ripe fruits fall from trees and it is done before 10 AM or after 04 PM to keep the fruits fresh. Injury to the fruits during harvesting brings down their quality and makes them prone to fungal attack. Fruits requiring only short-term storage before retail sale are unlikely to suffer from fungal break down and post harvest fungicides may not be necessary in such case. For longer storage of mangoes, a fungicide treatment is usually required. However, effective organic treatment for post-harvest fungal breakdown is yet to be established in the cluster. The important pre and post-harvest practices are:

- Produce from a healthy tree in a well managed orchard with good hygiene
- Grow with adequate calcium and other elements
- Do not subject to excessive N during fruit development and ripening
- Pick at the correct stage of ripeness
- Do not subject to bruising or damage
- Maintain at ideal temperature
- Clean, pack and transport.

Yield

Average yield per hectare of the cluster is around 3.4 tonnes. The grafted plants, which are relatively short-lived and less vigorous, bear fruits of highly uniform size and good quality and the bearing starts in the fourth year of planting. Initial yield is reported to be 30 kg per tree and the peak yield of 100 kg/tree is attained in the 10th year after planting.



Use of technology and gap

Traditional cultivation practices and input application methods are prevalent in the cluster. Plucking practice and preparation of value added products like Amchoor are done in an inefficient manner, for which the farmers are not getting the right price.

Availability of Infrastructure and Gap

In the absence of infrastructure facilities like common ripening center at the cluster level, individual farmers use their own homes for storage.

| Production Cycle | Gaps |
|--|---|
| Land Preparation, Planting Material, Water management and Manu ring | <ul style="list-style-type: none"> • Land preparation is not scientific • Planting material is traditional • Watering and water management practice is not scientific. |
| Production | <ul style="list-style-type: none"> • Poor collection practices of Mangoes • Traditional processing practices for Ambula preparation. • Lack of hygienic practices • Small farmers are not getting the NHM scheme facility due to having small lands(less than 1 acre) |
| Post production and product management | <ul style="list-style-type: none"> • Lack of ripening and storing facility |
| Value addition | <ul style="list-style-type: none"> • Use for traditional skill and age old technology |

Price Structure

The pricing of mango in the consumption markets is high at the early arrival stage. However, with increase in supply, the price gets reduced and towards the end of the season when supply gets scarce, the price again picks up.

Intervention Plans

- Involving existing women Self Help Groups in processing of mango including production of *Amchur* and mango jelly:
- Support small farmers with less than 1 acre land and not covered under National Horticulture Mission (NHM) to take up plantation of mango.
- Fencing support to beneficiaries covered under NHM.

Budget

| Sl. No | Interventions / Activities | Unit cost(Rs) | Y-I | Y-II | Y-III | Total |
|--------|---|---------------|---------|---------|---------|---------|
| 1 | SHG promotion for preparing of Amchur and Mango Jelly | | | | | |
| | Capacity building | | | | | |
| | Training | 5000 | 120000 | 120000 | 120000 | 360000 |
| | Exposure | 5000 | 80000 | 80000 | 80000 | 240000 |
| | Total | | | | | |
| 2 | Plantation support to small farmers with less than one acre landholding | 1000 | 380000 | 300000 | 200000 | 880000 |
| | Training to Farmers(09 no) | 5000 | 20000 | 15000 | 10000 | 45000 |
| | Exposure of farmers for plucking | | 130000 | 100000 | 70000 | 300000 |
| | Sapling distribution (20 per farmer) | | 152000 | 120000 | 80000 | 352000 |
| | Pesticide distribution as per NHM scheme. | | 152000 | 120000 | 80000 | 352000 |
| | Fencing through NHM Scheme | | 152000 | 120000 | 80000 | 352000 |
| | One Mango Plucker per farmer. | | 140000 | 200000 | 200000 | 540000 |
| 3 | Providing ripening chamber | | | | 2000000 | 2000000 |
| 4 | Agency cost | | 1000000 | 1000000 | 1000000 | 3000000 |
| | Total | | | | | 8421000 |

9. Pineapple

Profile of the Cluster

General Profile

Pineapple regarded as *'The King of Fruits'* is one of the important commercial fruit crops in India. It has great demand because of its pleasant taste and flavour. However, commercial cultivation of pineapple in India started only about four decades



back. It is being cultivated in high rainfall and humid coastal regions of peninsular India and in the hilly areas of North-East. Of late, it has been observed that pineapple can also be grown commercially in the interior plains with medium rainfall and supplementary protective irrigation. It is grown in Assam, Meghalaya, Tripura, Mizoram, West Bengal, Kerala, Karnataka and Goa on a large scale, whereas it can also be cultivated in Gujarat, Maharashtra, Tamil Nadu, Andhra Pradesh, Odisha, Bihar and Uttar Pradesh on a small scale.

In Odisha, pineapple is largely grown in Rayagada and Gajapati districts. However, the tribal farmers engaged in pineapple cultivation are physically distanced from markets and therefore do not market the produce themselves. They rather sell the produce to traders, usually Scheduled Castes living in the hinterland, who in turn sell it to the middlemen for onward sale in larger markets. As a result, the primary cultivators find themselves at the most disadvantaged end of a long marketing chain.

Household Coverage

The hill range of Niyamgiri does not have land suitable for agriculture. Hence, the Dongria Kondhs, the Primitive Tribal Group (PTG) mainly rely on shifting cultivation and horticulture, to earn their livelihood. In shifting cultivation they raise turmeric, ginger, ragi, jawar, etc., whereas in horticulture they raise pineapple, jackfruit, banana, mango and edible roots.

Out of the Seven TSP blocks in Gunupur ITDA, Bissamcuttack is the highest pineapple cultivating block, where nearly 1,240 families from 39 villages in three GPs are involved in its cultivation. About 95% of ST households of the above GPs produce 55, 80,000 pieces (85,846 quintals) an average 650 gm per piece of pineapples from 1,506 hectares.

As a vast (60% of total land) area is covered under pineapple cultivation, there is a need to promote a block level cluster at Chatikona with two sub-clusters at Parsali and Kurli covering 39 villages altogether.

| Name of villages/locations | Total No. of households | No. of Community institutions present (SHGs / farmer clubs etc.) | No of households engaged in activity | Area (acres) / trees under cultivation | Yield / acre or household (quintals) | Marketable surplus (quintals) | Road connectivity (yes / No) | Cluster supporting infrastructure (yes / No) | Name of NGOs / agencies working in the area on the activity | Name of private players (companies, Traders servicing / procuring from the area) |
|----------------------------|-------------------------|---|--------------------------------------|--|--------------------------------------|-------------------------------|------------------------------|--|---|---|
| Khambshi | 237 | 4 | 127 | 381 | 8792 | 8792 | yes | No | DKDA- Niyamagiri Fruit Grower Co. Society | Judhistir Hiala, Chatikona - 8895898112 |
| Kurli | 58 | 2 | 58 | 174 | 4015 | 4015 | yes | No | | Amit, Raipur- |
| Gartali | 32 | 2 | 32 | 96 | 2215 | 2215 | yes | No | | Niku Babu , Cuttack- 9439101238 |
| Mundabali | 28 | 1 | 28 | 84 | 1938 | 1938 | yes | No | | |
| Hataishi | 16 | 1 | 16 | 48 | 1107 | 1107 | yes | No | | |
| Thuaguda | 27 | 1 | 27 | 81 | 1869 | 1869 | yes | No | | |
| Arsikani | 19 | 1 | 19 | 57 | 1315 | 1315 | No | No | | |
| Radenga | 23 | 1 | 23 | 69 | 1592 | 1592 | yes | No | | |
| Bondali | 31 | 1 | 31 | 93 | 2146 | 2146 | yes | No | | |

Production Volume

In Kurli sub-cluster it is focused to cover 21 villages in 2 GPs, where 936 households are cultivating over approximately 1,200 hectares and producing 78,538 quintals of pineapple. Likewise, in Parsali sub-cluster it is focused to cover 18 villages under 1 GP, where 304 households are cultivating over 306 hectares and producing 7,308 quintals of the fruit.

Seasonality of the product

| Name of the produce | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Pineapple | | | | | | | | | C | C | | |
| | | | | | | H | H | H | | | | |
| | | | | | | T | T | T | | | | |

C: cleaning Season, H: Harvesting Season, T: Trading Season

Quality/type of product

Pineapple is a good source of vitamin A and B and is fairly rich in vitamin C and minerals like calcium, magnesium, potassium and iron. It is also a source of bromelain, a digestive enzyme. Pineapple is eaten fresh, and served sliced, chunked or juiced. The fruit can also be canned and processed into different forms. It is in great demand when processed into marmalades, jam, jellies, or candies. Pineapple oil or essence is also used for flavoring confectionaries. Moreover, meat dishes and curries become tastier with pineapple added. Another form of preserving the fruit is chutney.



In addition to its nourishing usage, pineapple also has medicinal value. It arouses appetite; the unripe fruit is effective as diuretic and contraceptive. It is also effective in the expulsion of intestinal worms. Some scientists have found in its leaves possible cure for venereal

diseases. The crown or leaves of the plant are served as raw material for wallpaper and furnishings. The waste from canning can be further processed into animal feed.

The most popular commercial pineapple varieties are Giant, Kew and Queen. While the Queen variety is used mostly for preparing juices, squashes and pulps, Kew, belonging to the Cayenne group is the leading commercial variety. Its properties are considered suitable for canning purposes.

In Bissamcuttack area, generally the Kew Queen varieties of pineapple are cultivated. Though, the former variety is local, it has less demand in market as compared to the latter.

Production process

Pineapple is a humid tropical plant that grows both in the plains and at elevations not exceeding 900 metres. It tolerates neither very high temperature nor frost. Pineapple usually flowers from February to April and the fruits are ready between July and September. Sometimes, off-season flowers appear and they produce fruits in September-December.

Harvesting and Handling of Pineapple:

The period between planting and harvesting of pineapple is usually two to two and half years. Fruits are mainly harvested during July-August. However, a small crop is harvested during December to March also. By regulating the crop, harvesting it is possible almost 8 months a year. The stage of maturity at harvest is dependent on the required storage or shelf-life and the method of transportation to the export markets.

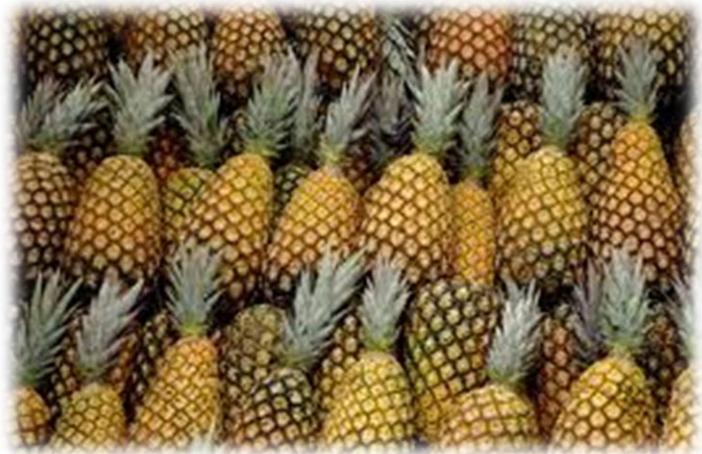
Pineapples harvested by hand are snapped from the stalk using a downward motion. The fruit should be placed in field crates and while in the field, left in shaded condition. Collection in the field and field to pack house transport using sacks or bags will cause mechanical damage and increase the level of rejection. On arrival at the packing facility, the stems and crowns are trimmed to 2 cm (0.5") and 10 cm (4") respectively. Out grading should be made of all fruits which are undersized, oversized, over-ripen, under-ripen (depending on the market requirements), damaged, bruised or show fungal or insect damage.

Market demand/Physical market (major markets)

The major markets are available at Chatikona, Rayagada, Baragharh, Bolangir, Bhubaneswar, Cuttack and Raipur.

Flow of the product

- Pineapple is commonly propagated from suckers. Suckers arising from the underground parts of the plant are commonly used. Once the sucker is planted, it is left on its own to survive.
- Harvesting period for pineapple is during May-Aug and fruits are harvested by cutting them with knife. However, due to improper handling, fruits get damaged and rejected by traders.
- The produce is sold either in hat or to the traders coming to villages.
- Women play a major role in selling the produce in local hats, while the male members sell it to traders.
- Usually pineapple is sold in terms of pieces. The selling price is Rs. 15-20 per piece (700gm to 1Kg) during May-June and it is reduce to Rs. 10-15 per piece in July-Aug. Smaller size fruits are sold at Rs.5-8 during May and Rs. 8-10 during July-Aug. Fruits harvested during rainy season are not sweet so its price gets reduced. Direct cash is paid for the product during the transaction.
- Queen variety is presently being introduced in Kurli area of Gunupur ITDA and is being sold at Rs. 20/piece. But, there is an absence of value addition initiative in any form in the village under study.
- Village level trader is the link between primary producer and town trader in the marketing channel of pineapple.
- Town level traders deploy village traders to contact producers to harvest the produce on a particular date, so that fruits could be aggregated at a common point. Grading of fruit is done on the basis of size of the product and packed in bamboo baskets with straws. Each bamboo basket contains 50 to 60 fruits. They get commission of Rs.0.20 per piece of fruits. These traders are at Chatikona of Rayagada district. They procure the produce through agents and from hats. They either sell in regional markets like Cuttack, Bhubaneswar and Raipur through commission agents or sell to traders coming from these regional markets. When they sell at regional market through commission agent, they bear transport cost i.e.



Rs.5,000 to Bhubaneswar, RMC tax Rs.90/ pickup trip, unloading and loading cost of Rs. 1,000 per trip and commission charge of 8%. One trip of a pickup vehicle can transport 4,000 pieces of pineapples. Transport loss is around 5% i.e. 200 fruits out of 4000 get damaged. The damaged ones are sold at Rs. 0.50 to Rs. 1 per piece. In the second process, when the town traders sell the produce to traders coming from regional markets, they earn profit margin of Rs. 1000/ trip. In this case, all costs are borne by the regional traders.

- Once the produce reaches the regional market, commission agents facilitate its marketing to retailers and fruit juice shop owners. They try to sell the produce at maximum price and charge commission at about 8% of total selling price.

No of Enterprises (Individual, Traders, Co-operatives)

| S.N. | Name of Potential Traders | Address |
|------|--------------------------------|---|
| 1 | Judhistir Hihal | Chatikona, Governor Para, Dist- Rayagada-Ph No.-8895898112 |
| 2 | Braja Suna | Chatikona, Governor Para, Dist- Rayagada-Ph No.-9668172895 (RK Pan Shop) |
| 3 | Subas Chhatoi | Chhatra Bazar, Cuttack Cell- 0671-2322917 |
| 4 | Jay | Ashok Nagar, Bhubaneswar Cell- 94373-08698 |
| 5 | Bijay | Ashok Nagar Bhubaneswar Cell- 94375- 13840 |
| 6 | Kamal, GFC Group | Ashok Nagar, Bhubaneswar Cell- 93382-12051 |
| 7 | Narayan sahu | Fruit commission agent Near K K complex, Berhampur9861147201, 9337331081 |
| 9 | Fruit processing centre, OMFED | Mr. Mishra Samantarapur, Bhubaneswar |
| 10 | K.C. Sahu | Chhatra Bazar, Cuttack Cell: 9938309956 |
| 11 | Bhabani Sankar Barik | Chhatra Bazar, Cuttack Cell- 94373- 14713 |
| 12 | Gouranga Rana | Chhatra Bazar, Cuttack Unit-1 Market Bhubaneswar Cell- 0674-2531938 |
| 13 | Pavana senapati | Secretary, Niyamgiri Fruit Growers Cooperative Society Chatikona, Rayagada Ph No-8895187211 |

| | | |
|----|----------------------|---|
| 12 | Sanjaya kumar sahu | Accountant, Fruit Growers Cooperative Society Chatikona, Rayagada Ph No-9439476584 |
| 13 | Mr S. Trinath rao | Special officer DKDA, Chatikona, Rayagada Ph No.- 9437234954 |
| 14 | Mr. Bhagirathin sasu | WEO DKDA, DKDA, Chatikona, Rayagada Ph No.-8895187194 |
| 15 | Galok Wadaka | Khambesi, Chatikona Rayagada Ph No-8018038818 |
| 16 | Sobhardhini Wadaka | Ex Sarpancha, Khambesi, Chatikona Rayagada Ph No-9778334563 |

Analysis

Roles and Responsibilities of Stakeholders

| SL No | Stakeholder | Role and Responsibility |
|-------|---------------------------------|---|
| 1 | Producer/Primary Collector | <ul style="list-style-type: none"> The harvesting period for pineapple is during May-Aug and fruits are harvested by cutting with knife. Due to improper handling, fruits get damaged and rejected by Traders during selling. The produce is sold either in hat or to Traders coming to villages. Women play a role in selling it in local hats and male plays a role in selling it to outside Traders. |
| 2 | Commission Agent /Local traders | <ul style="list-style-type: none"> Make the linkage between the Town Trader and the Producer Providing credit to farmers as per their need and purchased Product as per local rate |
| 3 | Town level Traders | <ul style="list-style-type: none"> They procure the produce through agents and from hat Grading of fruit is done based on size of product and packed in bamboo basket with straw supplied They either sell at regional market Agents or Traders |
| 4 | Regional Traders | <ul style="list-style-type: none"> These Traders (Bhubaneswar, Cuttack, Berhampur, and Raipur) procure products directly from town Trader and all cost |

| | | |
|--|--|---|
| | | <p>towards loading/unloading, transport, and RMC tax is borne by them</p> <ul style="list-style-type: none"> • Commission agents facilitate marketing of produce to retailers and fruit juice shop owners. |
|--|--|---|

Present Production Process and gap

| Stages | Gap/Constraint |
|-----------------------------|--|
| Pre-collection | <ul style="list-style-type: none"> • Wild plantation, • No commercial plantation, • No Hormone spraying • No use of fertilizer and manure • Only local variety is available and hence fetches less price |
| Collection (Harvest) | <ul style="list-style-type: none"> • Harvesting period for pineapple is during May-Aug and fruits are harvested by cutting with knife. Due to improper handling, fruits get damaged and rejected by Traders during selling. • Harvesting at immature stage • Lack of proper care to increase production of pineapple. |
| Post-collection | <ul style="list-style-type: none"> • No grading • Lack of handling fruit that results in accrual of less price |

Availability of credit and gap

| Present Process | Gap |
|--|---|
| Local Kuchia and Lease holders are taken lease at low price for a period of 3 to 5 year | <ul style="list-style-type: none"> • Farmers taking credit from the Kuchia and Lease holders on basis of need or family requirements. • Farmers no idea of lease conditions and estimate costs. |

Availability of Infrastructure and Gap

| Present Process | Gap |
|---|--|
| • Transporting by Cycle, Kaudi. Commander without proper packing | <ul style="list-style-type: none"> • Financial needs during Lean period as a result, Local trader to sold their product as per price fixed by Trader adequate and improper drying |

| | |
|--|--|
| <ul style="list-style-type: none"> • Existing Niyamgiri Fruit Grower Cooperative Society purchase only Sucker. • Poor transporting condition and unconditional road. | <ul style="list-style-type: none"> • No godown facilities • Existing Niyamgiri Fruit Grower Cooperative Society is not procuring fruits. |
|--|--|

Presence of BDS Providers

| SL No | BDS Provider | Role and responsibilities |
|-------|---|---|
| 1 | Niyamgiri Fruit Growers Cooperative Society | Support for mobilisation, finance and purchase suckers from producers etc |
| 2 | Dongria Kondh Development Agency (DKDA) | Support for mobilisation, finance, suckers supply to producer Technical supports |
| 3 | ITDA | Financial support to DKDA for extension other area |
| 4 | OTELP | Financial support of SHG Members in implementation area |
| 5 | Horticulture Department | Training to farmers, Plant supply |

Market

| Stages | Gap/Constraint |
|--|---|
| <ul style="list-style-type: none"> • Individual selling at village shop or to Village Trader • Selling during weekly Hat • Selling to Town Trader through Commission Agent. | <ul style="list-style-type: none"> • Individual selling to Local traders. • Traders monopoly (due to low quantity of Traders) • Market information(Rate of product) • Making arrangements for lifting of produce from the village • Identification of suitable and multiple markets • Bargaining, Marketing of produce and better price • Simple post production value additions ensuring better price • System building, collaborations and employment |

Intervention Plan

- Promoting village level youth Traders including support for market linkage
- Subsidized supply of sucker of queen variety to farmers through DKDA/Society by procuring from nearby blocks
- Enhancing access to credit and market linkage by promoting Pineapple Farmer Producer Group including linkage with Bank and existing Cooperative Society

| Intervention | Activities | Total unit | unit | Cost per Unit | Year-1 | Year-2 | Year-3 | Total Amount |
|---|------------------------|-------------------|-------------------|----------------------|---------------|---------------|---------------|---------------------|
| Promoting village level youth Trader including support for market linkage | Training village level | 12 | 30 member | 7000 | 28000 | 28000 | 28000 | 84000 |
| Promoting village level youth Trader including support for market linkage | Exposure | 6 | 30 member | 60000 | 120000 | 120000 | 120000 | 360000 |
| Promoting village level youth Trader including support for market linkage | Revolving | 1 | | 100000 | 100000 | - | - | 1000000 |
| Subsidized supply of sucker of queen variety to farmers through DKDA/Society by procuring from nearby blocks | Training | 12 | 30 member | 7000 | 28000 | 28000 | 28000 | 84000 |
| Subsidized supply of sucker of queen variety to farmers through DKDA/Society by procuring from nearby blocks | Exposure | 6 | 30 member | 60000 | 120000 | 120000 | 120000 | 360000 |
| Subsidized supply of sucker of queen variety to farmers through DKDA/Society by procuring from nearby blocks | Susker supply | 9,00,000 | 90000 beneficiary | 900000 | 300000 | 300000 | 300000 | 900000 |
| Subsidized supply of sucker of queen variety to farmers through DKDA/Society by procuring from | Demonstration | 30 | 1 acre | 20000 | 200000 | 200000 | 200000 | 600000 |

| | | | | | | | | |
|--|------------------------|-----|-----------|---------|---------|---------|---------|-----------|
| nearby blocks | | | | | | | | |
| Enhancing access to credit and market linkage by promoting Pineapple Farmer Producer Group including linkage with Bank and existing Cooperative Society | Group Pormation | 120 | 30 member | 6000 | 240000 | 240000 | 240000 | 720000 |
| Enhancing access to credit and market linkage by promoting Pineapple Farmer Producer Group including linkage with Bank and existing Cooperative Society | Training village level | 12 | 30 member | 7000 | 28000 | 28000 | 28000 | 84000 |
| Enhancing access to credit and market linkage by promoting Pineapple Farmer Producer Group including linkage with Bank and existing Cooperative Society | Exposure | 6 | 30 member | 60000 | 120000 | 120000 | 120000 | 360000 |
| Enhancing access to credit and market linkage by promoting Pineapple Farmer Producer Group including linkage with Bank and existing Cooperative Society | Revolving | 1 | | 1000000 | | 1000000 | - | 1000000 |
| Facilatation cost | | | | | 600000 | 660000 | 726000 | |
| Total | | | | | 1884000 | 2844000 | 1910000 | 66,38,000 |

Skill Development needs (Skill and business knowledge):

Skill development particularly pertaining to harvesting, packing and inter-cultural practices like application of fertilizer, cleaning and use of hormone would strengthen pineapple farmers and the Niyamgiri Fruit Grower Co-operative Society on various aspects. Also, capacity building of facilitating agencies like TDCC/ITDA and NGOs in mobilizing target community is essential.

Capacity Building Area

- Exposure of lead farmers, CBOs and community leaders for successful implementation of inter-cultural practices.
- Technical skill development (proper harvesting, grading, packing etc.)

Operational Arrangement for marketing:

- Considering the fact that pineapple has to be delivered to traders as soon as possible after harvesting, SHGs would have to select the trader, negotiate, finalize terms and condition and a fix date of sale prior to deciding the procurement modality.
- Collective marketing of pineapple at village level with growers group as vehicles.
- To attain the volume, all concerned (villagers, SHG members) have to harvest the produce on the same day. In this context, the implementing agency has to play a role in mobilizing villagers and bring consensus among them in this regard.
- NGO/DKDA would provide hand holding supports like organizing capacity building programme, giving technical input in local value addition like grading, fruit handling and packaging and facilitate marketing linkage to build confidence of the community in the business.

Risk factors:

| Major Risk Factors | Risk Mitigating Mechanism |
|---|---|
| The product is perishable. Product has to be sold as soon as possible after harvesting. | Perishability aspect needs to be countered by ensured market linkages. SHG has to convince all household to harvest the product on same day and bring their produce to a common place. Negotiation with Traders and date of lifting of produce has to be ensured from before. |
| Market failure | Systematic market information and access to multiple Traders might reduce the mechanism |

| | |
|---|--|
| System should run for at least 2 production cycles to learn from the experience and set up a realistic system of intervention | Strategic support and follow up mechanism needs to be ensured for at least 2 cycles |
| Lack of capacity at the Grower group level and internal conflict have the potential to derail the project | Regularly conduct of the CB program through a CB calendar may reduce the risk |
| Lack of economies of scale and untimely release of funds may result in less than desired results | Community mobilization and fulfilling timely credit needs would be important. |
| Group conflict has the potential to render the interventions ineffective | Mature SHGs demonstrating strong social mobilization needs to be prioritized for undertaking intervention. Simultaneously continuous efforts to bring clarity on interventions need to be carried out. |

10. Turmeric

Profile of the Cluster

General Profile

Kandhamal located in the heart of Odisha stretching between 19'.34 and 20'.36 north latitude and 83'.34 and 84'.34 east longitude with an area of 7,649 sq. Km is the largest turmeric producing district of the state. It comes under the North-Eastern Ghats Agro-Climatic Zone (Zone No. 5) and the altitude ranges from 300 meters to 1100 meters from the Mean Sea level (MSL). The terrain is hilly and highly inaccessible. It has sub-tropical climate characterized by hot and dry summer, medium to high rainfall and prolonged cold and dry winter.



The soil is mostly red-laterite and sandy loamy, which is porous and low water holding capacity. The PH value of the soil varies between 5.3 and 6.5, which is acidic in nature. The cultivated land of the district is 127790 hectare (33.16 %), of which highland is 96298 hectare (82.2%), medium land is 20624 hectare (11.6%) and low land is 10868 hectare (06.2%). The main crop of the district is paddy which is grown in more than 57000 hectares. The high land is generally used for cultivation of cash crops like turmeric, groundnut, pulses and vegetables. The main cash crop of the district is turmeric which covers over 25520 hectares in all the 12 blocks.

According to 2001 census, the total population of the district is 6,48,201, out of which STs constitute 3,36,809 (51.96%) and SCs constitute 1,09,506 (16.89%).

Daringbadi block/cluster is the highest turmeric cultivating/producing block in the district, where nearly 9760 farmers of 24 GPs are involved in this activity. About 50% households in these GPs produce 3598 MT from 3700 hectares.

A block level turmeric cluster is being proposed to be promoted at Daringbadi, with two sub-clusters at Bamunigaon and Simanbadi. The Bamunigaon sub-cluster covers 15 villages of 3GPs, where 1120 households cultivate over 420 hectares and produce 315 MT of turmeric. Likewise, Simanbadi covers 19 villages of 4GPs, where 1450 households are cultivating over 550 hectares and producing 413 MT.

| Name of villages/locations | Total No. of HHs | No. of Community institutions present (SHGs / farmer clubs etc.) | No of hhs engaged in activity | Area (acres) / trees under cultivation | Yield / acre or house holds (quint als) | Marke table surplus (quint als) | Road conn ectivity (yes / No) | Cluste r suppo rting infrast ructur e (yes / No) | Name of NGOs / agencie s workin g in the area on the activity | Name of private players (compan ies, Traders servicin g /procur ing from the area) |
|---|------------------|---|-------------------------------|---|---|---------------------------------|-------------------------------|--|---|---|
| Sub Cluster - Bamunigaon 15 villages from 3GPs (Tamangi, Mandipanga, Meramaha, Dhusarigaon, Gumandi, Bengimaha, Kadamba, Tudibiju, Kunmharigan, Gadamaha, Hatimunda, Kasabasa, Landagudi, Gudikia, Poiguda, Mundigaon, Mahagudi, Mundanaju, Sramgudi) | 1410 | SHGs-42 | 1120 | 1050 | 4-5 | 31500 | Yes | No | KASAM | |
| Sub Cluster - Simnabadi 19 villages from 4 GPs (Badipadara, Sianbali, | 1820 | SHGs- 48 | 1450 | 1375 | 4-5 | 41300 | Yes | No | - | |

| | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|
| Makapata, Kutubadi, Sripanka, Padanketa, Sraniketa, Suganketa, Chakramala, Pangaraha, Itrisarua, Saleju, Kutubadi, Mundulabali, Pisamala, Dasiketa, DakebadiPangali, Pagapanga, Pole, Gahadadi, Parampanga) | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|

Enterprise Profile

About 50% of the total households of the block are involved in turmeric, which is traditionally cultivated by them. The produce is often referred to as ATM for the tribal people as they can sell small amounts of their produce whenever they need money. Farmers do not use hybrid seeds or apply any fertilizer. After harvesting and processing, they sell their produce to the pre-decided traders.

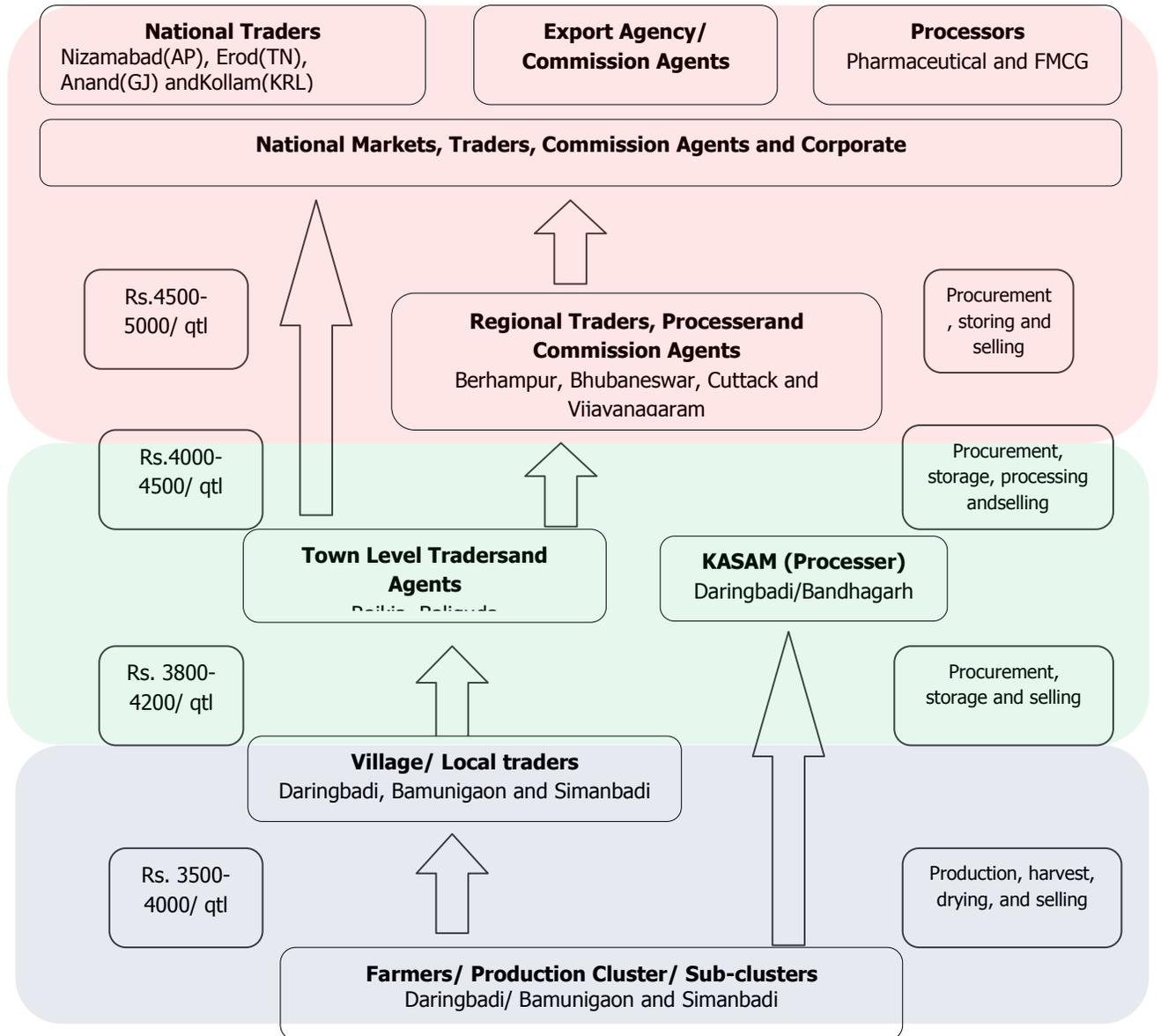
The farmers are using their upland for cultivation with use of their traditional/own seed which contains low levels of curcumin. Due to repetition of the same crop in the same land with their traditional seeds, the productivity has been on the decline. Moreover, the farmers are not testing the soil and do not use of fertilizer and hybrid seeds to enhance productivity. Due to poor marketing initiatives on the part the primary producers, the price of the produce is always in controlled by the local/town level traders.

The local level traders deal with the produce from Daringbadi, Bamunigaon and Simanbadi. The town level Traders are operating from Raikia, Baliguda and Phulbani. KASAM, a farmer's cooperative is also procuring the produce from local level traders and its member farmers. The town level traders are supplying to regional hubs like, Berhampur, Bhubaneswar, Cuttack and Vijayanagaram. They also deal with the national level traders and exporters of Nizamabad (AP), Erode (TN), Anand (Gujarat) and Kollam (Kerala).

A list of various other players and enterprises present in the value chain of turmeric is as follows:

- Banks like SBI/UGB/KCCB are providing loans to farmers for turmeric cultivation. This support is however, not readily accessed by small and marginal farmers and is also insufficient for large farmers.
- NHM being implemented by the Horticulture Department provides hybrid seeds to the farmers free of cost for inter-cropping in mango fields.
- FADP being implemented by the Horticulture Department to provide input cost support to small and marginal farmers.
- IMAGE provides technology support and farmers field school programmes.
- SGSY/ Mission Shakti are providing loans to SHGs for IGA promotion.

Value Chain Flow Chart



Analysis

Producers

Turmeric is the most dominant crop in the block, in which about 50% of the total households are involved.

As the duration of the crop is 8-9 month, the farmer start collecting sal branches for mulching the crop from March by investing 5-7 man-days per acre. Then, about 4-5 times deep ploughing the land by bullocks is done and sowing is done in May/June, investing around Rs.1000 per acre and 5 man-days.



The popular varieties of turmeric used are, **Lakadong**- matures in 180 days, yields 30 tonnes per hectare, **Armoor** - matures in 210 days, yields about 20 tonnes, **PTS-I0(Roma)** - matures in 150 days, yielding 21 tonnes per hectare, **PTS-24** - matures in 150 days, yielding about 20 tonnes per hectare, **Phulbani Local**- matures in 180 days, yielding about 18 tonnes per hectare and **PTS-9**- matures in 210 days yielding 15 tonnes per hectare. Farmers also use 20-25 qtl seed rhizomes per hectare.

Farmers sow the seed in line but do not maintain proper distance. After sowing, the farmer invests another 5 man-days per acre for mulching the field. About 21 days to 1 month after germination, the farmer invests 8-10 man-days for cleaning the grass and mulching sticks. However, there is no practice of application of fertilizer, pesticides, compost and irrigation to the crop. The farmers shared their experience that, if they have used hybrid seeds for cultivation, it loses the quality and behaves like the local variety after repetition of the seeds for 2nd year onwards. Seed replacement is negligible in the area.

Harvesting starts from January end to March after the plant turns yellow or dry. Another 25-30 man-days are invested for digging the produce with spade and hand picking the rhizomes. The rhizomes are then, cleaned by removing the roots and sticking soil. The yield per acre is around 10-12 quintals of green turmeric. Fingers are separated from the mother rhizomes, which are usually kept as



seed material. The farmer again puts in 20- 25 man-days for boiling, hand polishing and drying the produce.

The freshly harvested rhizomes are stored under shade for 2-3 days. They boil the produce by dipping them in water in a tin / aluminium container for 1 hour. When the green turmeric is properly boiled, the rhizomes would be soft. Then they are taken out for drying under the sun for 10-15 days till they make a metallic sound when hit against a metallic surface. During drying, rhizomes are polished by rubbing them against a hard floor. Hand polishing continues for 5 days for removing the shell from the turmeric and turning the rhizomes into proper shape and size. The yield of polished turmeric from raw/ green rhizomes varies by 10 per cent. The processed 10-12 quintal dried turmeric per hectare is stored in gunny bags in a dry place. The produce with maximum moisture of 10-12% is taken as dry turmeric. In this way, the final output is around 4-5 quintals of dry turmeric per acre.

Issues and constraints at the farmers' level

Pre-production/ Input collection practice

- Farmers are using traditional rhizomes as seeds, which over the years have degraded drastically, yielding turmeric with low curcumin content.
- Repetitive turmeric farming on the same tract of land also leads to decline in productivity.
- Farmers neither use hybrid seed rhizomes nor apply appropriate compost, fertilizer and pesticides. Surprisingly, there are no additional returns for the product being organic.
- Gaps between the line and plant are not maintained properly affecting growth and resulting in low productivity as non maintenance of line damages the rhizomes while digging.
- Small and marginal farmers do not weed their crops regularly.
- Harvesting of crop before completely drying of the plant affects the quality of produce.
- Errant rain fall affects the crop productivity and quality of harvested produce since the produce is often subjected to moisture.
- Boiling of the produce is not done properly as the farmers are ignorant about use of appropriate utensils for the purpose. Use of tin containers results in half

boiling of the upper level and excess boiling of the lower level. This affects the quality.

- Drying in earthen fields affects the colour of the produce and also takes more time to dry.
- Individual marketing and pre-production credit linkages with local traders restrict better price realization.

Market

Local level trader/moneylender:

Local level trader/ moneylenders usually have good contact and rapport with the farmers. As such, they extend credit support to the farmers on the mutual understanding that repayment of the money would be in terms of turmeric. Accordingly, the produce is collected by the traders, who in turn sell them to town level traders with a margin of Rs 4-5 per Kg.

Town level trader

The town level traders, who operate from the nearest town/block/sub-division, aggregate the produce from local level traders using their own vehicle. While some town level traders have their own yard to dry and clean the produce, others just directly sell the produce to the next level after minimum period of storage as per agreed condition and market situation. They target to sell the produce to regional hubs and manufacturing units where the end use product is prepared.

Regional Hubs/ Terminal Market

Traders/commission agents of regional hubs/ terminal markets operate from main trading regions of the state or outside the state like Nizamabad, Vizianagaram and Visakhapatnam. They target to sell the produce to the national level Traders, commission agents, FNCGs and Pharmaceutical companies.

National Market

The players at the national level (Nizamabad, Erode, Anand and Kollam) procure the produce from regional hubs and meet the national requirement as well as the export demand. Besides, the other market players are also operating from Dugirala in AP, Sangli in Maharashtra and Salem, Dharmapuri and Coimbatore in Tamil Nadu.

Market dynamics and trade practices

The local/ town level traders lift the produce (5-10tonnes) from the village point. The regional/ terminal traders lift truck loads of 10-18 tonnes. The standard packaging is 51 Kg gunny bags with 10-12% moisture content. Cost of transportation and gunny bags is borne by the local/town level traders. The town level traders bear the cost of tax both in inter-state trading and outside the state trading. The inter-state transaction tax is RMC-1% and VAT-5%. In case of outside the state trading, traders pay additional 2% CST. The payment is made at the time of lifting the produce.

1. Binayak Sabat and Co, Berhampur Cell- 94372-11995
2. Satya patra. Raikia, Dist: Kandhamal Ph: 06847-26422
3. Dandapani Panda, Raikia, Dist: Kandhamal, Ph: 06847-264629
4. Madhaba Patra, Raikia, Dist: Kandhamal, Ph: 06847-264669
5. K. Srinivas Rao, At/Po- Baliguda, Dist- Kandhmal
6. Sandeep, Main Road, Raikia, Kandhmal Cell-06847- 26430
7. Kartika Kumar Kabi, Main Road, Banumigaon- 94386-53844

Intervention Plans

Constraints and opportunities of Turmeric in Daringbadi Cluster

| Supporting factors | Constraints | Opportunities |
|---|---|---|
| <ul style="list-style-type: none"> • Suitable soil and climate • Availability of mulching materials. • Need credit based from Trader. | <ul style="list-style-type: none"> • Irregular rainfall affects sowing, • Labour is expensive, • Repetitive cultivation of same land causes low productivity. • Pest attacks on crop lowers production • Low curcumin content in the traditional seeds yielding low returns. | <ul style="list-style-type: none"> • Formal credit linkage with MFIs and Banks, • Capacity building on sustainable cultivation and post harvest management • Application of hybrid seeds, Mannering, weeding and pest management, • Maintaining line sowing and adequate space • Soil testing for adequate fertilizer dosage |

| | | |
|--|--|--|
| <ul style="list-style-type: none"> • Sandy soil for easy digging while harvesting | <ul style="list-style-type: none"> • Damage of rhizomes during digging due to non-line sowing, • Early harvest before maturity renders low yield | <ul style="list-style-type: none"> • Sustainable harvesting practice, |
| <ul style="list-style-type: none"> • Availability of firewood, • Traders are lifting the product from village point and bearing all transportation costs | <ul style="list-style-type: none"> • Decreasing quality and colour of produce. • Pest attacks on stored produce • Fluctuating markets | <ul style="list-style-type: none"> • Post harvest management (boiling and drying), • Store house facility, • Manual Turmeric polishing machine, • Collective Marketing of Product with linkage with terminal markets |

Recommended Intervention Points

| Points of Intervention | Convergence possibilities |
|---|---|
| <ul style="list-style-type: none"> • Introduce testing of soil at farmer level • Introduce better cultivation practices • Promotion of JLG/farmer clubs for enhanced credit facilities to farmers • Provide access to quality inputs • Infrastructure Development like drying platforms, store houses, moisture testing machines etc. • Introduce collective marketing of produce | <ul style="list-style-type: none"> • Linkages with Fertilizers, Pesticides, and Seed companies for backward linkages • Horticulture Dept and NHM (Input supply) • NAFED (Marketing) • KASAM / OUAT (Technology) • NABARD (JLG formation) • Banks / MFIs (Credit) |

Budget

Operational / intervention Cost for 3 Years

| Particulars | Year-1 | Year-2 | Year-3 | Total (Rs) |
|--|----------|-----------|----------|------------------|
| Operational | | | | |
| Team Leader at Rs.25000/PM | 3,00,000 | 3,00,000 | 3,00,000 | 09,00,000 |
| Technical officer at Rs.20000PM | 2,40,000 | 2,40,000 | 2,40,000 | 07,20,000 |
| Development officer at Rs.20000PM | 2,40,000 | 2,40,000 | 2,40,000 | 07,20,000 |
| Admin Cost 7% of total budget | | | | 3,28,000 |
| Sub Total | | | | 26,68,000 |
| Intervention | | | | |
| Capacity Building | 3,97,200 | 1,04,000 | 85,600 | 5,86,800 |
| Infrastructure | 3,85,000 | 13,05,000 | | 16,90,000 |
| Mobilisation Camp@ 2500 for 20 villages | 50,000 | | | 50,000 |
| Cluster Strengthening | 5000 | 5000 | 10000 | 20,000 |
| Sub Total | | | | 23,46,800 |
| Grand Total | | | | 50,14,800 |

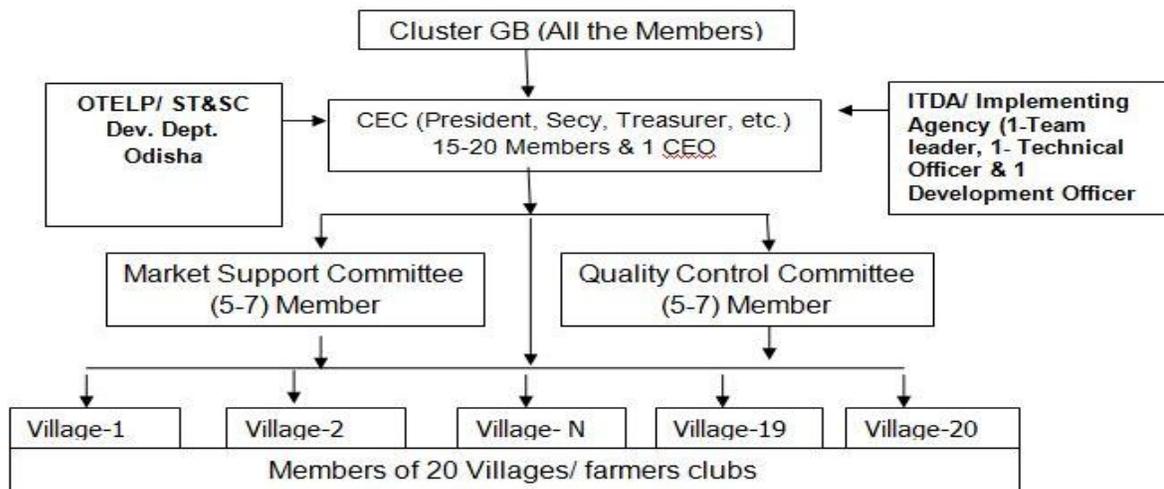
Following is the detailed proposed step by step strategy to implement the suggested interventions over a period of three years. An institution will be created for absorbing the interventions.

Institutional Development

- Every operational village would be treated as a farmers club and 20 clubs would form a cluster.
- Farmers club may be promoted through NABARD scheme, facilitating banking linkage with the club.

- One member from the club would represent it in the cluster and act as an executive member of the cluster.
- The cluster would be operated by President, Secretary and Treasurer with one office bearer named Chief Executive Officer (CEO)
- Two separate bodies would be selected from the executive committee namely, Marketing Committee and Quality Control Committee (5-7 Members).
- One central place would be selected as cluster point/ office from which all the work of cluster would function.
- All financial transactions of the cluster would be carried out through the joint account of President, Secretary and Treasurer.
- All the operational guideline will be finalised through the General body meeting. The GB will act as a supreme body by which all the approval will go throne.
- Producers are to aggregate the produce as per norms and guidelines set in the cluster.
- Cluster members are guided by implementing agency to plan, aggregate, decentralize responsibility, weighing etc.
- Implementing agency shall provide the input (seed, fertilizer, pesticide) to farmers as per the resolutions taken by Producer Group.
- Capacity building of the farmers/Producer Group members would be ensured by the implementing agency.

Proposed Functional Structure



Year-1: Institutionalization and technology intervention.

- Selection of villages for interventions on turmeric.
- Assessment of ratio of turmeric production in connection to the past.
- Community level understanding on dynamics of production and productivity of turmeric
- Village level awareness meetings.
- Identification and promotion of potential/interested groups (Farmers Club/FIG/JLG) for cluster promotion.
- Selection of leaders from selected groups for strategy development.
- Exposure/training on technical aspects and sustainable turmeric promotion (soil treatment, inter-cropping, de-cubing, drying storage etc).
- Exposure/ training on institution promotion and management.
- Coordination with the line department and other role players for convergence and support.
- Introduction of soil testing kits, moisture testing machine, sprayer and Sheller machine to the cluster.
- Finalization of input supply modality at cluster level.
- Ensuring soil treatment practices by farmers through soil testing and fertilizer application.
- Sharing and orientation of the fund flow and input assessment.
- Ensuring post-production management practices of farmers/ producers.

Expected outcome of Year 1

- **Soil testing, use of hybrid seed, weeding and manuring will increase the productivity upto 20-30 %.**
- **Productivity of land will increase.**
- **Moisture content will be maintained and save 1-2% in weight and 5-7% in labour cost.**
- **Quality of the product will maintained through post harvest management which will give additional 2-3% returns.**
- **Institutional credit may provide more options to farmers at cheaper cost of capital.**
- **Introduce manual polishing machine will reduce labour cost and ensure better quality.**
- **Enhanced skill of farmers on cultivation practice.**

Year-2: Infrastructure development and introduction of Collective Marketing.

- Finalizing procurement modalities.
- Sharing the concept of turmeric promotion and collective marketing.
- Fixation of minimum rate for buying within groups and from outside.
- Ensuring procurement of committed quantity by the participating groups.
- Exposure/training on technical aspects like quality control, value addition and storage.
- Exposure/ training on successful collective marketing interventions and record keeping.
- Arrangement of fund flow through convergence and coordination with the line department.
- Plans for construction of drying yard, store house and other infrastructure.
- Liaison and bargaining with traders, finalizing selling modalities (selling price and mode of payment), making arrangements for gunny bags, packaging and transportation.
- Disbursement of payment among cluster members/ producer.

Expected outcome of Year 2

- Collective Marketing will give extra 10-12% income to the community.
- Boiling utensils will help the farmers better boiling which will save water, time and firewood use which will in turn reduce extra 5-10% of production cost.
- Drying yard facilities will reduce 20-30% of drying cost and maintain quality.
- Store house will protect the produce during rain and moisture.
- Enhanced skill of farmers on quality control, market linkage and business mind.

Year-3.Strengthening Collective Marketing

- Strengthening the concept of collective marketing and market access of community.
- Formalization of institutions and completion of all legal aspects.
- Ensuring and maintaining quality parameter.
- Skill development of members on value addition.
- Account keeping and maintaining transparency.

Expected Outcome of Year 3

- **Collective Marketing will give extra 10-12% income to the community.**
- **Higher market linkage will increase 5-7% price of the product.**
- **Value addition of the product will create an additional income and employment.**
- **Record keeping and transparency will strengthen cluster.**

Capacity Building themes

Year-1.

- Exposure/training on technical aspects like soil treatment, use of hybrid seed, weeding, plant spacing, boiling, drying and polishing and sustainable crop promotion.
- Exposure/ training on institutional promotion and management.

Year-2.

- Exposure/training on aspects like quality control and value addition.
- Exposure/ training on successful collective marketing interventions and cluster management.

Year-3.

- Exposure/training on market accessibility.
- Skill development of members on value addition.
- Exposure to processing units for value addition.

| Year | Type of CB | Target group | Themes | Duration | No of unit | Cost of programme (Rs) |
|-----------------|------------|--------------|-------------------------|----------|------------|------------------------|
| 1 st | Traini | Farmer | Sustainable cultivation | 2 days | 6 no | 78,800 |

| | | | | | | |
|----------------------|------------------------------------|----------------------|--|--------------|------|--------|
| year | ng / Village and Block level | s/ cluster EC | practice including soil testing, line showing, use of hybrid seed, weeding, Mannering, and compost application etc. | | | |
| | Training / Village and Block level | Farmer s/ cluster EC | Sustainable Harvesting and post harvesting Management including harvesting, boiling, drying, polishing, moisture contains and storage etc. | 2 days | 6 no | 78,800 |
| | Training / Village and Block level | Farmer s/ cluster EC | Concept of Group/ club/ cluster and its management | 2 days | 6 no | 78,800 |
| | Exposure/ District level | Farmer s/ cluster EC | Sustainable cultivation practice in scientific manure for better production. | 1 Day | 6 no | 80,400 |
| | Exposure / District level | Farmer s/ cluster EC | Sustainable Harvesting and post harvesting Management for quality maintain. | 1 Day | 6 no | 80,400 |
| | | | | Total | | |
| 2 nd year | Training / Block Level | Cluster EC/ leaders | Primary processing, value addition, quality control and storage | 1 Day | 2 no | 16,800 |
| | Training / Block Level | Cluster EC/ leaders | Collective Marketing intervention and Cluster Management | 2 days | 2 no | 33,600 |
| | Exposure / District level | Cluster EC/ leaders | Primary processing, value addition, quality control and storage | 1 Day | 2 no | 26,800 |
| | Exposure | Cluster EC | Market explore and market understanding | 2 days | 1 no | 26,800 |

| | | | | | | |
|----------------------------|------------------------|----------------------|--|--------|------|-----------------|
| | | | | | | |
| | | | Total | | | 1,04,000 |
| 3rd year | Training / Block Level | Farmer s/ cluster EC | Cluster management, Collective Marketing and market access. | 2 days | 2 no | 16,800 |
| | Training / Block Level | Farmer s/ cluster EC | Skill Development on processing and value addition. | 5 days | 1 no | 42,000 |
| | Exposure | Cluster EC/ leaders | Visit the processing unit to gain the knowledge on Value addition. | 2 days | 1 no | 26,800 |
| Total | | | | | | 85,600 |

Cost of Capacity Building

1 day Training cost for 30 participants (Producers/Farmers)- Village Level

| Particulars | Unit cost | Total (Rs) |
|-------------------------------------|-----------|--------------|
| Fooding (Lunch+ refreshment) | 70 | 2100 |
| Material Cost | 30 | 900 |
| Resource person 2 no | 1000 | 2000 |
| Misc cost. | LS | 1000 |
| Total | | 6,000 |

1 day Training cost for 30 participants (Producers/Farmers)- Block Level

| Particulars | Unit cost | Total (Rs) |
|-------------------------------------|-----------|------------|
| Fooding (Lunch+ refreshment) | 100 | 3000 |
| Material Cost | 30 | 900 |
| Travelling Allowances | 50 | 1500 |

| | | |
|-----------------------------|-------|--------------|
| Resource person 2 no | 1000 | 2000 |
| Misc cost. | LS | 1000 |
| | Total | 8,400 |

1 day Exposure cost for 30 participants (Producers/Farmers)- District Level

| Particulars | Unit cost | Total (Rs) |
|--|-----------|---------------|
| Fooding (Lunch+ refreshment) | 100 | 3000 |
| Material Cost | 30 | 900 |
| Travelling Allowances/ vehicle cost | 250 | 7500 |
| Resource person/ guide | 1000 | 1000 |
| Misc cost. | LS | 1000 |
| | Total | 13,400 |

Technology intervention and Arrangement

- Soil treatment practice should be followed through soil testing, application of compost, fertilizer and pesticides for increasing productivity.
- Use of hybrid seeds for cultivation and change of seeds every year for enhancing productivity.
- Sustainable cultivation practice would be followed through scientific cultivation method, weeding, Mannering and Capacity Building.
- Sustainable harvesting practice would be followed through scientific harvesting practice.
- Improve post-harvesting practice through proper boiling, drying and polishing by use of boiling utensils, drying ward, and manual polishing machine.
- Storage and market linkage through proper packaging, storing in dry place and collective marketing.

Infrastructure Development

Year-1

- Soil testing kits provided by the department would be made available at cluster level.
- Three manual polishing machines for each farmers club/ village would be provided by the department.
- Three boiling utensils for each farmers club/ village would be provided by the department.

Year-2

- Drying yard at cluster and sub-cluster point on priority basis would be provided by the department.
- Store house/ godown at cluster point would be provided by the department. It may cover the sub cluster points as well through convergence with line department.

Cost of Infrastructure

| Infrastructure | Unit | Rate | Cost (Rs) |
|-------------------------------------|-----------|-------|-----------------|
| Soil Testing Kit | 1no | 25000 | 25,000 |
| Boiling Utensils | 60 no | 3500 | 2,10,000 |
| Manual Polishing Machine | 60 no | 2500 | 1,50,000 |
| Year-1 Total cost | | | 3,85,000 |
| Drying ward 3 no (30x30) | 2700 sqft | 150 | 4,05,000 |
| store house (20x30=600 sqft) | 600 sqft | 1500 | 9,00,000 |
| Year-3 Total Cost | | | 9,05,000 |

Risk factors and mitigating measures:

| Major Risk Factors | Risk Mitigating Mechanism |
|--|---|
| Fluctuation in market price | Systematic market information and access to multiple Traders might reduce the risk |
| Rain increases the moisture content of the product thereby reducing the price of the produce | Produce should be properly dried and stored |
| Interventions planned should run for at least 2 production cycles to learn from | Strategic support and follow up mechanism needs to be ensured for at least 2 cycles |

| | |
|--|--|
| the experience and set up a realistic system of intervention | |
| Internal conflict have the potential to derail the project | Regular conduction of CB programme through a CB calendar may reduce the risk |
| Lack of economies of scale and untimely release of funds may result in less than desired results | Community mobilization and fulfilling timely credit needs would be important. |
| Group conflict has the potential to render the interventions ineffective | Strong social mobilization needs to be prioritized for undertaking intervention. Simultaneously continuous efforts to bring clarity on interventions need to be carried out. |

Regulatory measures and other compliance

- RMC tax of 1% to be paid, if cluster intends to take the product to town level traders.
- VAT at 4% for value added turmeric product.
- ISI mark weights and measure are to be used.

11. Tasar

Profile of the Cluster:

Tasar culture is an age-old practice in the State and is found in 14 hilly districts namely, Mayurbhanj, Balasore, Keonjhar, Sundergarh, Deogarh, Sambalpur, Dhenkanal, Angul, Jajpur, Boudh, Sonapur, Kalahandi, Nuapada and Nawarangpur. Years ago, tribal farmers used the natural forest grown tasar food plants *Asana* and *Arjuna* for tasar silkworm rearing. Subsequently, in 1842, Directorate of Tasar was established and in 1974, Central Tasar Institute was



established with the objective of undertaking research on modal (indigenous wild variety) variety. In order to commercialize tasar cultivation, the institute came out with two varieties in 1991-92 namely, Bivoltine and Trivoltine. Farmers practice tasar cultivation because it is a traditional crop, is highly labour intensive and grown with very low capital investment with very high return in a very short time (45-60 days). It is mostly grown in roughed and upland areas with *Asana*/ *Arjuna* plantation

General Profile of the Cluster:

Tasar Rearer Cooperative Society (TRCS) was formed in Bisoi block with 534 members in a bid to expand its cultivation, ensure input supply (seed, fertilizers, Instruments, developing private graineur for seed production, reeling and spinning, plantation of *Asana* and *Arjuna* trees, training and channelizing schemes of CSB) and marketing of the cocoons through SERIFED. There are 763 households in 7 villages and out of them about 95 % belong to ST category, 3 % belong to SC and the rest belong to OBC category. There are 92 such households who primarily practiced tasar cultivation in the last season. They produced almost 2-3 Kahanas of Cocoons from 100 gm of eggs and sold it to TRCS. All the farmers used Bivoltine variety (can be done twice in a year). Besides the above 7 villages, there are 12 other villages comprising 111 households had grown tasar in the previous season.

| Name of villages/locations | Total No. of households | No. of Community institutions present (SHGs / farmer clubs etc.) | No of households engaged in activity | Collection per household | weight loss if any | Marketable surplus | Road connectivity (yes / No) | Cluster supporting infrastructure (yes / No) | Name of NGOs / agencies working in the area on the activity | Name of private players (companies, Traders servicing / procuring from the area) |
|----------------------------|-------------------------|--|--------------------------------------|----------------------------------|--------------------|------------------------------|------------------------------|--|---|---|
| Kitabeda | 150 | SHG- 4 | 20 | Average 2-3 kahan/per farmer | Disease and Faki | Marketable surplus available | Yes | No | No | Sabaran Sing,Durjadhan Majhi (Kitabeda) Gouttam Ghose-Bahadagoda, Rama Mandal-Godabandh,Pahadi Naik-East Singbhum, Mitu Naik, Karmu Mohanta-Baggoda(Mayurbhanj boarder) |
| Khadambeda | 158 | SHG-8 | 20 | 2-3 kahan/per farmer | Disease and Faki | Marketable surplus available | Yes | No | No | |
| San Balichuan | 70 | SHG-3 | 15 | 2-3 kahan/per farmer | Disease and Faki | Marketable surplus available | Yes | No | No | |
| Arjun billa | 120 | SHG-5 | 15 | 2-3 kahan/per farmer | Disease and Faki | Marketable Surplus available | Yes | No | No | |
| Khadiasula | 80 | SHG-4 | 7 | 2-3 kahan/per farmer | Disease and Faki | Marketable surplus available | Yes | No | No | |
| Rajabasa | 95 | SHG-4 | 10 | 2-3 kahan/per farmer | Disease and Faki | Marketable surplus available | Yes | No | No | |
| Chatuani | 90 | SHG-3 | 5 | 2-3 kahan/100gram egg/per farmer | Disease and Faki | Marketable surplus available | Yes | No | No | |

Production Process and Seasonality:

Tasar farmers access Disease Free Laying (DFL) eggs from the TRCS on credit as per their requirement at the rate of Rs. 350/- per 100 gm and feed them on *Asana* plants. It is estimated that taking proper care, a good farmer can earn a profit of Rs. 20,000/ from two crops and an average farmer can get a profit of Rs.4000-Rs.5000 per year from tasar cultivation. However, there are factors like extreme seasonality, quality of DFL and ward concerns (silk worm dropping from trees, inadequate



feeding on leaves and menace of predators) that that are considered as the most critical for a good cultivation.

Tasar cultivation has two seasons, July- Aug (Seed crop-35 days) and Sept-Oct (Commercial crop-60 days) for Bivoltine breed and three seasons for Trivoltine type. However, all farmers in the cluster do the commercial season crop once in a year. The chart below shows the process of tasar production and calendar of production for Bivoltine and Trivoltine types.

| Sl. No | Name of the Month | TASAR |
|--------|-------------------|---|
| 1. | January | Identification of Land for Plantation and Nursery, Selection of beneficiary, Collection of TV and Bogei commercial crop cocoons |
| 2. | February | Placement of plantation programme in village committee, Submission of action plan (Physical and Financial) to funding agencies/ Dist. Administration /Controlling officers |
| 3. | March | Collection of seed (Planting material) for nursery programme and acquisition of fund for programme. B) Cocoon preservation care. |
| 4. | April | Raising of Nursery through identified beneficiaries, Adequate care for basic seed preservation. |
| 5. | May | Maintenance of temperature and humidity for basic seed preservation, Maintenance of nursery, Demarcation of plantation area and trenching, Collection of FYM for plantation |
| 6. | June | Maintenance of nursery, Basic DFLs preparation in trivoltine and |

| | | |
|-----|-----------|---|
| | | adequate care for BV basic seed preservation, Trench-fencing at plantation area, Land development for plantation, Basic seed rearing with trivoltine through selected seed rearers, Maintenance of 2nd/3rd year plantation, training to Private. Grainures |
| 7. | July | Operation of Bivoltine grainage, Transplantation of seedlings after pit digging, application of Cow dung and insecticides, Basic seed rearing of BV through selected seed rearers, Collection of TV seed cocoons, Maintenance of 2nd/3rd year plantation, Training to private grainures. |
| 8. | August | Collection of BV seed cocoons, 2nd grainage operation of TV, 2nd seed crop TV rearing, Requisition of funds from SERIFED for BV cocoon collection |
| 9. | September | Maintenance of economic plantation (cultural operation), Grainage of BV seed cocoons and commencement of BV commercial crop, Basic seed rearing for seed cocoon preservation of BV for next year. |
| 10. | October | Management of BV basic seed rearing, Graineuring with TV seed cocoons and commercial seed supply of TV, Basic seed rearing through selected farmers under PPC programme, Requisition of funds from SERIFED |
| 11. | November | Mulching, Harvest of BV basic seed cocoons, selection and preservation on suitable grainages with minimum facility for protection of live stock, Collection of BV commercial cocoons and nalia cocoons, Management of 3rd commercial crop of TV /bogei commercial cocoon crop, Requisition of funds from SERIFED. |
| 12. | December | Collection of commercial TV cocoons, preservation of TV basic seed cocoons in PPCs after proper sorting, Collection of Bogei crop |

Quality/type product:

The quality and type of Cocoon is determined at the time of procurement or at the time of buy back of Cocoons from the farmers by the TRCS. The quality considerations are based on colour, size, compactness, age, and shell weight. The TRCS takes the Cocoons from the farmers at a rate fixed by SERIFED based on the above quality parameters. Mostly, the segregation is made for two types of Cocoons, the poorer quality is called *Gicha* (Non-reeling Cocoon) and the superior quality called *Daba* (Reeling Cocoon) with further grading within. SERIFED is providing additional incentive of Rs 400/- per *Kahana* for the best

variety to encourage quality practices in rearing of tasar. Further segregation is made at the processing level at the reeling society before yarn making. At the yarn making level, approximately in a *Mahana* (1600 Cocoons), 250-300 gm of Cocoons are of grade-III, pricing a maximum rate of Rs. 500/- per kg and 800- 900 gm of grade-II, that costs approximately Rs. 1000/ per kg. The rest belong to grade-I category having reelable and quality yarn value with a price range of Rs. 2000/- per kg.



Processing and Yarn making process:

The cluster does not have any reeling and spinning society and hence there is no production of silk at the cluster level. But, the process is being practiced in societies established in the blocks of Bangiriposi and Kuliana. However, there are TRCSs in the district along with SHGs that are involved in making yarn from Cocoons. The production process broadly involves:

- To produce silk yarn, the cocoon first has to be boiled to dissolve the sericin. After this, the yarn can be extracted. This extraction of strong and flexible tasar yarn can be done in two ways, spinning or reeling. Tasar filaments show the greatest length, averagely 700 m.
- Reeling and Spinning: For reeling, one continuous filament is needed and to obtain this continuous filament, the pupa inside the cocoon has to be killed before the moth emerges. Spinning involves drawing out discontinuous filaments and therefore mostly pierced, but also flimsy cocoons (whole cocoons with a shell weight below 1 to 2 gm) are used for this process. There are two machines with which the reeling is done. One is manual and most preferred due to ease (*Twill Charkha*) in use and the other is motorized electric driven. Tasar silk reeling process comprises purchasing cocoons, drying and storage, sorting and grading, boiling of cocoons, reeling, re-reeling, hank making, storage, yarn grading and waste processing.
- For spinning, the cocoons are boiled and then fed by hand to the spinning wheel. The thickness of the yarn is directly controlled by the amount of filaments that are

fed by the spinner. It varies highly due to waste and slugs. The speed of feeding determines the amount of twist.

Design Trend

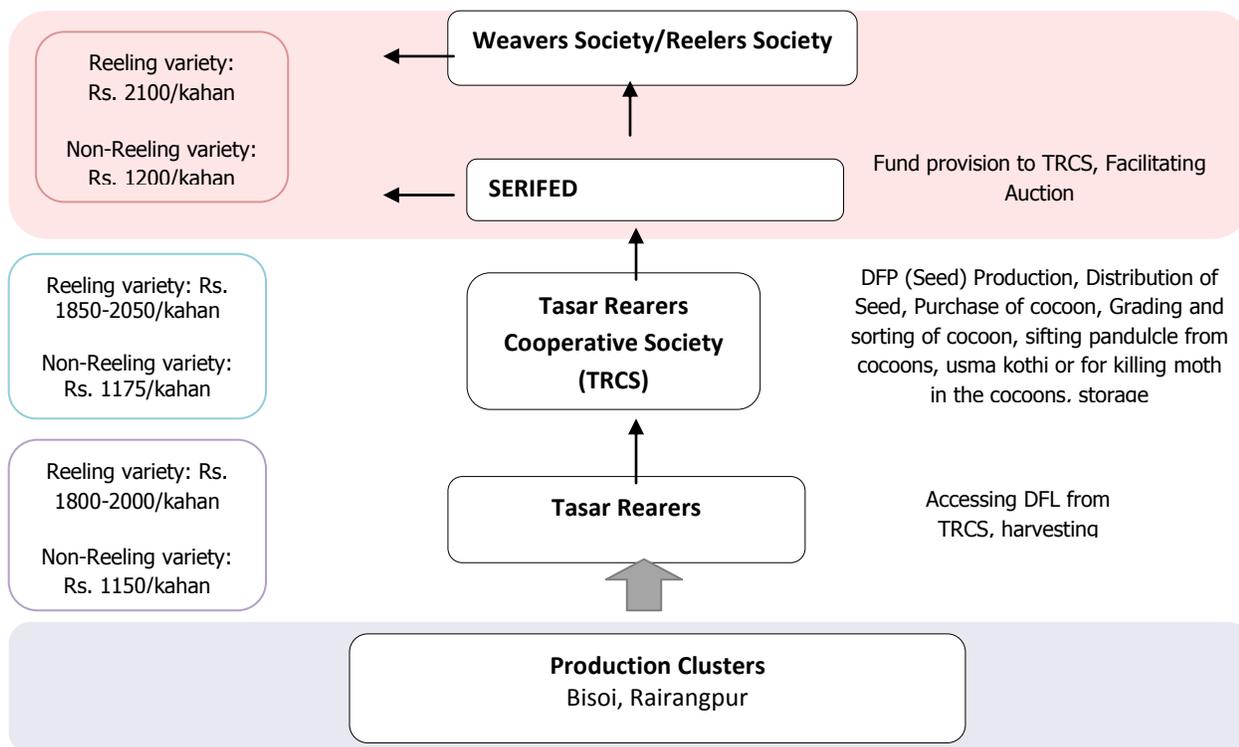
The raw material should meet the specifications of the fabric manufacturer as well as the consumer. The main purpose of grading yarn is to improve and maintain standard specifications and to respond to changing trends in the market. For reeled tasar yarn, there are two grades: A-grade and B-grade, of which the latter gives a lower return. There is also a C-grade, which means that the yarn is so badly reeled that it is not accepted and the reeler gets no return at all.

Market demand/Major markets

Tasar cocoons are directly marketed by SERIFED to Reeling Societies and Weavers Society at Dhirakul, Mayurbhanj. Besides, it has high demand in neighbouring states of Jharkhand and Bihar. Tasar yarn also has high demand in national level markets. At the district level, the traditional weavers at Dhirakul depend upon the yarn to produce apparel of silk which has huge demand in all garment markets across the country for its quality of fabric and pattern. Apart from that, the yarn has huge demand and majority of it goes to Bhagalpur in Bihar and Gopalpur, Berhampur in Odisha from reeling societies established at Kuliana and Bangiriposi.

It may be emphasized here that, demand for tasar silk fabric goods and made-ups in export market is increasing day by day as consumers are becoming more conscious about the eco-friendly nature of tasar silk fabrics and made-ups. Efforts to develop eco-friendly dye and finished tasar silk fabrics are on along with qualitative improvement of both reeled and spun tasar silk yarn with an eye on further boosting the exports.

Value Chain Diagram



Analysis:

- Initially, the cluster had a production of 30000 Kahanas (one Kahana equals to 20 Pana equals to 1600) cocoons, but gradually there was a decline in recent years due to frequent crop failure owing to the use of DFL of Trivoltine variety, which is very sensitive to minor climatic fluctuations and disease. However, with use of Bivoltine seed, the yield has again shown increasing trend at 300 Kahanas in comparison to 100 Kahanas in earlier season. With fund support from District Rural Development Agency (DRDA), the TRCS is supporting 10 farmers for new plantation in the cluster.
- Generally tasar is not cultivated repeatedly twice in a year in the same patch of land, as it would not have healthy host trees on whose leaves the silk moth would feed. So, plantations are left for a season to be rejuvenated and made ready for the next crop. Thus, majority of the farmers in the cluster choose to cultivate one crop in the commercial season. As they get eggs on credit from TRCS, the farmers are obliged to sale cocoons to TRCS. However, there are instances of cocoons being sold out to block level agents offering a better price. Chakulia is the main trade centre for tasar eggs and cocoons in the eastern part of the country and traders can be seen operating clandestinely from there as there is restriction on open trade of cocoons by the State Government unlike other neighbouring states.

- There is demand for seed in and outside the district. The seed produced by one TRCS every year, are sold to other TRCSs and in turn it buys eggs from other TRCS for its farmers mainly for maintaining genetic balance. The TRCS in the cluster had initiated to create 2 private graineurs under Catalytic Development Scheme (CDS), who are basically tasar rearers and do not have any orientation or education to manage the job. So, the initiative of the TRCS did not work out.
- At TRCS level, cocoons are graded and sorted and host of other functions are carried out to make the cocoon fit for reeling. Then, the entire stuff is bought back by SERIFED and given to reeling and Weavers Cooperatives. TRCS, Bisoi has no such reeling in the block but, the one at Kuliana has reeling facility done by the adult married women. The reelers prefer Twill Charkha (costing around Rs. 8000/- at Bhagalpur) than motorized electric driven machines (much costlier than manual) though the cost of yarns made by the latter is costlier due to its fine quality and strength. The reason being, it requires continuous power supply, is not so user friendly and remunerative to the reeler which makes it unviable for them.
- The Central Silk Board is the nodal agency which runs the CDS and promotes tasar through credit support to TRCS on shed preparation, rearing equipment, microscope, fertilizer, Asana plantation in linkage with MNREGS and storage. There are also some research institutes in the district for continued research on tasar rearing and development. As such there is no State Government-run scheme available at Bisoi except plantation on small scale supported by DRDA linked with MNREGS.

Inbuilt constraints:

(Production process, quality, variety, climate, market etc)

- The farmers, traditionally practiced the indigenous variety of tasar and later on, adopted DFL hybrid seeds, which are very sensitive to climatic fluctuations and prone to diseases. This has resulted in crop failure many a times in the recent past that paved the way for loss of interest. Even, in case they reap a good harvest out of the seed, majority of the Cocoons are not reelable, hence are offered low price by SERIFED (approximately Rs. 1000/- per Kahana against Rs.1800-Rs2000/- for the best variety). The farmers are therefore, much interested in seeds of indigenous variety.
- The host tree plantation, a 3-year rearing activity, is not a regular activity by TRCS. Keeping in view of the nature of tasar where there should be plantations available for continued cultivation, the farmers find it difficult to regenerate the same host trees ready for consecutive tasar cultivation immediately after one harvest.
- Reeling has a potential to provide wage employment with a meager investment and remuneration to family members of rearers as in case of TRCSs in Kuliana and Bangiriposi. The silk yarn is having a huge demand not only in the state but outside as

well. In Bhagalpur there is a huge reeling society run mostly by women with the cocoons sourced from Mayurbhanj. There is no such initiative made by the TRCS in the block.

Intervention Plan:

Analyzing the gaps, constraints and opportunities, there are 3 interventions envisaged that would contribute to develop the tasar cluster in Bisoi block.

1. Promotion of 5 educated youth entrepreneur as Private Graineur with technical capacity building and input material support.
2. Promoting 10 adult women reelers with training and machinery support.
3. Increased plantation of host trees (Asana and Arjuna) by ITDA linking MGNREGS.

Budget

| Sl.No | Intervention | Activity | Unit cost (in Rs) | Year 1 | Year 2 | Year 3 | Total |
|-------|---|---|-------------------|--------|--------|--------|--------|
| 1 | Promotion of 5 educated youth Entrepreneur as Private Graineur with technical capacity building and input material support from ITDA. | • Identification and sensitization of unemployed interested youths | - | - | - | - | - |
| | | • Training of unemployed youths on rearing, Grainage and skill training on micro enterprise, marketing | 10000 | - | - | - | 10000 |
| | | • Equipment support for rearing, shed preparation, Microscope and chemicals and grainage materials, etc | 100000 | 500000 | - | - | 500000 |
| | | • Starting the grainage with working capital and seed production | 25000 | 125000 | - | - | 125000 |
| 2 | Promoting 10 adult women reelers with training and | • Identification and selection of 10 adult women for reeling | - | | | | - |

| | | | | | | | |
|---|--|---|--------|--------|-------|-------|---------|
| | machinery support from ITDA. | | | | | | |
| | | <ul style="list-style-type: none"> • Training on skill (enterprise and marketing) and exposure, reeling in Twill Charkha (Manual) and linkage with TRCSs in the district for accessing Tasar Cocoon and Weavers Cooperative | 35000 | 35000 | 35000 | - | 70000 |
| | | <ul style="list-style-type: none"> • Equipment support for procuring Twill Charkha, Installation, working capital for Cocoon procuring | 10000 | 100000 | - | - | 100000 |
| 3 | Increased plantation of host trees (Asana and Arjuna) by ITDA linking NREGA. | <ul style="list-style-type: none"> • Identification of sites for new plantation | - | - | - | - | - |
| | | <ul style="list-style-type: none"> • Identifying and selecting interested farmers for Tasar cultivation | - | - | - | - | - |
| | | <ul style="list-style-type: none"> • Initiating plantations linking MNREGA | 100000 | - | - | - | |
| | | <ul style="list-style-type: none"> • Supply of equipments, materials to farmers for developing the plantation | | 100000 | 0 | | 1000000 |
| | | <ul style="list-style-type: none"> • Maintenance and rearing | 10000 | 50000 | 25000 | 25000 | 100000 |
| | | Total | | | | | 1905000 |
| | | • Handholding and administrative cost of | 100000 | 100000 | 1100 | 121 | |

| | | | | | | |
|--|---------------------|-------------------------------------|--|----|-----|---------|
| | facilitating agency | (with 10% escalation on each year) | | 00 | 000 | 331000 |
| | | | | | | 2236000 |

Total rupees twenty two lakhs thirty six thousand only

12. Hill broom

Profile of the Cluster

General Profile

Hill broom is mostly found in Rayagada districts, where it grows in the hilly slopes of forests. It is one of the major sources of livelihood of the tribal people in these areas. The inflorescence of the plant is used to sweep floors as brooms. The tribals collect the grasses and immediately sell them to traders, as their economic condition is poor and are always on the brink of survival. But, the traders after getting the produce from the tribal people, process and sell them at a much higher price and margin. Unfortunately, the poor tribals are deprived of the same as they are not only unable to make any value addition to it but also selling the produce to the traders at a fair price.



Hill broom is mostly used for cleaning the floor at household level. With a bit of innovation and creativity, it is also used for decorating hotels and restaurants.

Household Coverage

Hill broom collection is done in Kashipur, K.Singhpur and Rayagada TSP Block in Rayagada ITDA. Kashipur has a major share -40% to the total production and 50% families of 8 GPs are involved in collecting 3000 quintals of hill broom.

It is focused to promote a block level cluster at Kashipur, with two sub-clusters at Mandibishi and Sikarpai (K.Singhpur).

| Name of villages/locations | Total No. of households | No. of Community institutions present (SHGs / farmer clubs etc.) | No of households engaged in activity | Collection per household | Weight loss if any | Marketable surplus | Road connectivity (yes / No) | Cluster supporting infrastructure (yes / No) | Name of NGOs / agencies working in the area on the activity | Name of private players (companies, Traders servicing / procuring from the area) |
|----------------------------|-------------------------|--|--------------------------------------|--------------------------|--------------------|--------------------|------------------------------|--|---|---|
| Haliasahi | 47 | 4 SHG | 27 | 90 KG | 5 KG | 2295 Kg | Yes | Yes, SHG Godown | AGRAGAM EE, Ama Sangathan | Mr. Gudla Janardan Rao K.Singhpur, Mr. Jogi Narayan, Sikarpai, Mr. iswar Ch. Bramha, Rayagada, Mr. M.Gouri Sankar Rao, Rayagada |
| Pipalpadar | 29 | 2 SHG | 19 | 75 Kg | 5 Kg | 1330 Kg | No | Yes, SHG Godown | AGRAGAM EE, Ama Sangathan | |
| Baharpada majhi | 118 | 5 SHG | 78 | 90 KG | 5 KG | 650 Kg | Yes | VSS Hall | AGRAGAM EE, Ama Sangathan | |
| Bitarpadam ajhi | 102 | 5/1 no. FC | 60 | 50 KG | 5 KG | 450 kg | Yes | VSS Hall | AGRAGAM EE, Ama Sangathan | |
| Ushabali | 32 | 2 SHG | 23 | 90 KG | 5 KG | 1200Kg | Yes | VSS Hall | AGRAGAM EE, Ama Sangathan | |
| Kutigaon | 29 | 2 SHG | 22 | 100kG | 5 KG | 200 Kg | No | VSS Hall | AGRAGAM EE, Ama Sangathan | |

Production Volume

The Mandibishi sub-cluster is focusing to cover 43 villages of 6 GPs, where nearly 300 households are collecting 1750 quintal, while Sikarpai sub-cluster is focusing to cover 30 villages of 5 GPs, where 400 households are producing 1250 quintals.

Seasonality of the product

| Name of the produce | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Hill broom | H | H | H | | | | | | | | | |
| | | T | T | T | T | | | T | T | T | T | T |

H: Harvesting Season, T: Trading Season

Production process

- The hill broom is collected from forests in January-February.
- The tribals travel into the forests early in the morning and it take 8-10 hrs to bring a full head load of hill broom.
- Hill grass is generally collected by women and cut with a traditional instrument- *Daa*(Sickle).
- Some also collect it by breaking by hand.
- Ideally the cut stalks length should be 3-3.5 feet but they are even cut up to 6-7 feet too. The reason being, when sold by weighing, it would fetch more value. However the trader who buys these extra long cut stalks gives less price. Collection of broom grass at the right stage with proper length is of utmost importance. If the collection is delayed by some days, then the flowers appear, which would lower the price of the broom. Usually one person harvests 5-10 kg of broom a day.
- The cut broom is dried over the roof tops or on roads for 5-7 days. Drying in the shade is recommended as direct sun drying makes the grass brittle. The broom has to be protected from moisture, white ants, rodents and fungus. Due to storage problem, the villagers want to dispose of the product as soon as possible.

Observations

1. Harvesting time of hill broom is January –February.
2. Post-drying, weight loss of grass is generally up to 20%.
3. Most of the produce are being sold in raw form rather than finished products.
4. Lack of proper storage facility leads to raw materials being destroyed by predators.
5. There is lack of adequate support system for its production and marketing.
6. Imperfect market information and distress sale condition with an exploitative price spell by middlemen at various stages of trading is observed.
7. Limitation in the variety of finished products results in difficulty to identify the buyers for marketing the same.

Technology

- The activity is a labour intensive one and therefore only manually/power operated cutting/sizing machine and a sealing machine are used.

Market demand/Physical market (major markets)

- Hill brooms have market almost everywhere. The wholesalers in various towns and cities have to be explored who could be potential buyers. The benefits which the tribal women would draw if broom making is done at the cooperative level would be double fold.
- First, the collectors will receive better prices per kg of broom which could be as high as double of what they get now.
- Secondly, the sale of finished broom will earn profits which could be used for further activities of SHGs such as credit lending to members or venturing into other income generating activities.
- Major markets are found in Rayagada, K.Singhpur, Vizianagaram, Visakhapatnam, Chennai, Jagadapur, Raipur, Nagpur and Delhi.

Flow of the product

- Villagers directly sell to the village trader and pricing depends on the selling pattern.
- Loose broom (mutha) is sold to village level traders or town level traders. (Approximately one mutha of broom weighs 1.5 kg).
- The rate of one mutha varies from Rs. 20-25 if properly dried or else it could be something between Rs. 10-15.
- There is also a practice of bulk buying in which the trader settles a bundle of broom at a price without measuring. The women also bind the brooms using Siali bark and sell in the local market at a price of Rs. 15-20 per piece.
- Only 20-30 pieces of broom are prepared and sold per household. The village level trader sells the broom to the town level trader and makes a margin of about Rs. 4-5 per kg.
- Bounded broom is made by the women of the house and is sold in the local hat.
- The town level trader collects broom from various village level traders as well as procures directly from the primary producers in some cases. The town level trader sells the broom to the processor in truck loads. A six-wheeler truck carries a load of 70-80 quintals. The tax component, transportation and labour cost are borne by the trader. Some town level traders are involved in plastic tape binding and plastic cap. They sell the product to wholesalers.

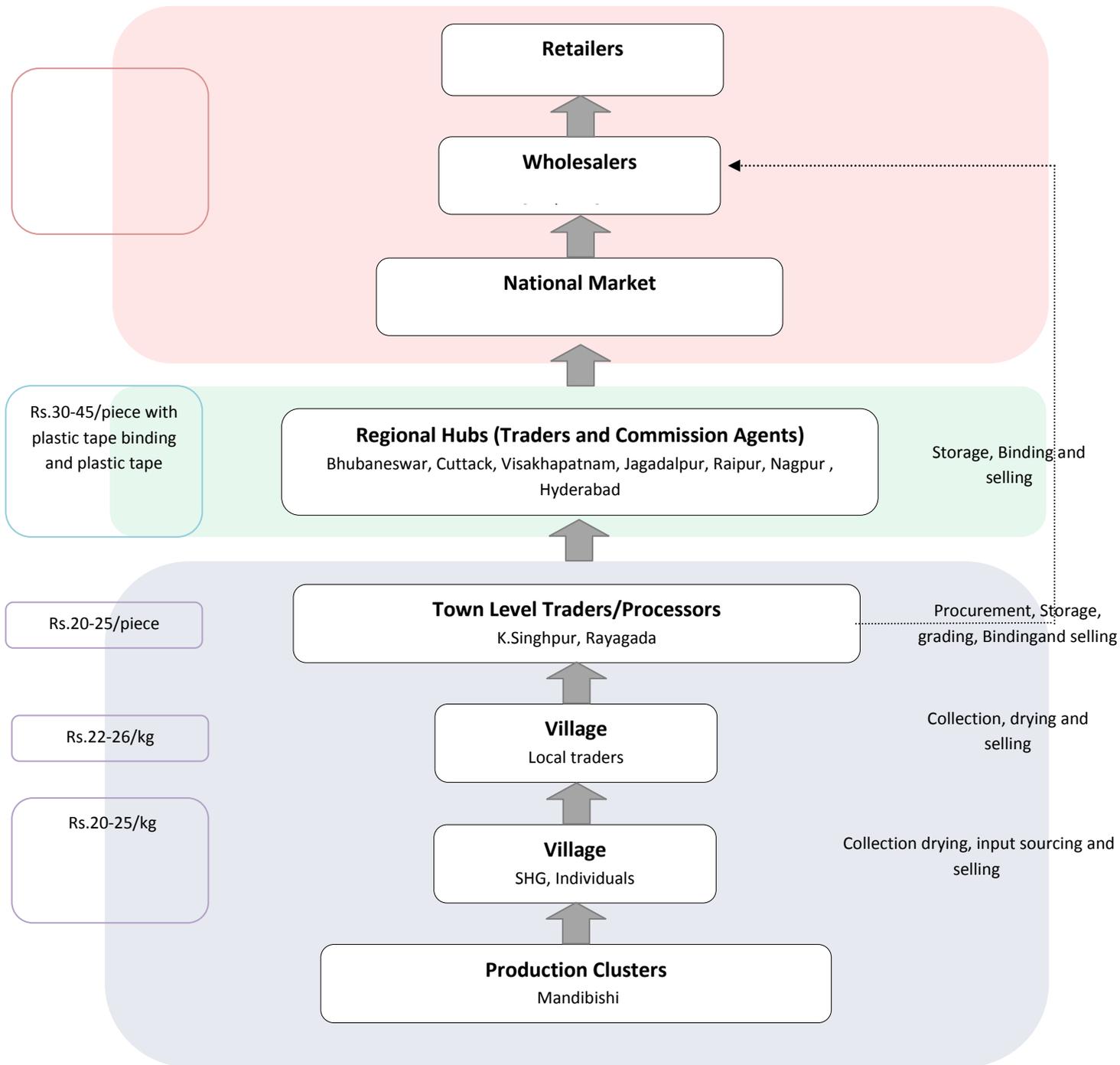


No of Enterprises (Individual, Traders, Co-operatives)

| Name of the Trader | Contact details |
|----------------------------------|---|
| Mr. Gudla Janardan Rao | Sikarpai, K.Singpur, Dist- Rayagada |
| Mr. Jogi Narayan | Sikarpai, K.Singpur, Dist- Rayagada |
| Mr. K.Srinivas Rao(Srinu) | Sikarpai, K.Singpur, Dist- Rayagada |
| Ama Sangathan | Mandibishi, Via- Kashipur, Rayagada |
| Mr. Jagadish Panigrahi | Near Kumdan Rice Mill, Rayagada, Ph.No.- 09437372971 |

| | |
|-------------------------------|---|
| Mr. iswar Ch. Bramha | Near Jaganath Temple, Rayagada |
| Mr. G. Anand Rao | Daily Market, Rayagada, Ph-06856224523 |
| Mr. M.Gouri Sankar Rao | Main Road, Near Fly over, Rayagada, Ph-09437122689 |
| Mr. B. Chinari | New Colony, Rayagada, Ph-08093903629 |

Value Chain Diagram



Analysis

Role and Responsibility of stakeholders

| Stakeholder | Role and Responsibility |
|-----------------------------------|--|
| Producer/Primary Collector | <ul style="list-style-type: none"> • Collect raw hill broom from forest • If hill broom is not dried at the time of collection the cut broom is dried over the roof tops or on roads in the villages for 5-7 days • Sell directly to the village market or to the village Trader or at nearby weekly hat as mutha or binding with Siali bark |
| Local traders | <ul style="list-style-type: none"> • Purchase raw hill broom from primary collectors • If not dried properly, dry for some days • Sale it to Town Trader with a small margin of higher quantity |
| Town level Traders | <ul style="list-style-type: none"> • The town level Trader collects broom from various village level Traders as well as procures directly from the producers in some cases. • The town level Trader sells the broom to the processor in truck loads • The town level Traders involved in plastic tape binding and plastic cap and sale it to wholesalers. |
| Processors | <ul style="list-style-type: none"> • A large processor deals in 80-90 tonnes of broom in a year which is equivalent to 9 to 10 truck loads. • The processor sells the manufactured broom at Rs. 21 per piece. The wholesalers from various parts of the state come to procure the brooms |

Present Production Process and gap

| Stages | Gap/Constraint |
|-----------------------------|---|
| Pre-collection | <ul style="list-style-type: none"> • Languishing, available resource landscape |
| Collection (Harvest) | <ul style="list-style-type: none"> • Poor plucking, cutting |

| | |
|------------------------|--|
| | <ul style="list-style-type: none"> • Harvest for quantity, no importance to quality |
| Post-collection | <ul style="list-style-type: none"> • Negligible value addition. • Poor market orientation in value addition. • Lack of infrastructure. • Lack of appropriate skill and knowledge on value addition |

Availability of credit and gap

| | |
|--|---|
| Present Process | Gap |
| Local traders providing cash to farmers whenever they needs | <ul style="list-style-type: none"> • Financial needs during lean period as a result Local trader purchase as per price fixed by Trader |

Presence of BDS Providers (BDSP)

| SL No | BDSP | Activities |
|----------|---|--|
| 1 | District Supply and Marketing Society under Panchayati Raj Department(DSMS) | Plan for marketing support |
| 2 | AMA SANGATHAN | Procuring raw broom, skill training on plastic binding, market linkage |

Inbuilt Constraints

| | |
|---------------------------|--|
| Stages | Gap/Constraint |
| Production Process | <ul style="list-style-type: none"> • The cut stalks length should be 3-3.5 feet but they are cut even up to 6-7 feet too. The product during the harvest has not graded, hence sorting do not takes place. The cut broom is dried over the roof-tops or on roads in the villages for 5-7 days, as a result direct sun drying makes the grass brittle. Storing at their houses which make moisture and white ants, rodents, fungus etc effect the quality of the grass |
| Market | <ul style="list-style-type: none"> • Loose broom as (mutha) is sold to the village level Traders or town level Traders who directly procure from the villages. (Approximately one mutha of |

broom weighs 1.5 kg). The rate of one mutha varies from Rs. 10-15 if properly dried or else it could be Rs. 7-8 also. There is also practice of bulk buying in which the Trader settles a bundle of broom in a price without measuring

Intervention Plan

- Popularizing sustainable harvesting practices – sensitizing on plucking technique and time of collection.
- Demonstrating proper drying and cutting as per market requirement leading to higher price for the produce.
- Quality enhancement in finished product including cleaning and product development by use of plastic tape.

Budget

| SL No | Intervention Point | Year 1 | Year 2 | Year 3 | Total |
|-------|--|----------------|----------------|----------------|----------------|
| 1 | Sensitizing on plucking technique and time of collection <ul style="list-style-type: none"> • Demonstration • Exposure | 1480000 | 1100000 | 350000 | 2930000 |
| 2 | Demonstrating proper drying and cutting as per market requirement <ul style="list-style-type: none"> • Skill Training • Exposure | 600000 | 450000 | 150000 | 1200000 |
| 3 | Quality enhancement in finished product <ul style="list-style-type: none"> • Skill Training • Market exposure | 860000 | 500000 | 300000 | 1660000 |
| 4 | Facilitating cost | 600000 | 600000 | 600000 | 1800000 |
| | Total | 3540000 | 2650000 | 1400000 | 7590000 |

Business Plan of Broom Making Business (Binding with plastic tape):

Broom Making: The grass can be weaved by siali fiber, plastic or iron wire to make broom. It can be taken by the community as a labour intensive venture. The main challenge however, lies in organizing the supply/availability of raw material, augmenting skill set of the community members and developing a time bound marketing system.



Raw Material:

| Type | Source | Cost (Rs) | Remark |
|----------------|------------------------|-----------|---------------------|
| Hill Grass | Local Forest/Community | 20/kg | Naturally available |
| Iron wire | Local market | 0.50/Pc. | In Kg, for binding |
| Plastic wire | Local market | 75/Kg | In Kg, for weaving |
| Plastic Handle | Hyderabad | 4/Pc. | Pc |

Skill Development needs:

As the proposed initiative is thought around community members and CBOs, skill development is a prerequisite. The traditional skill has to be augmented in the lines of developing marketable products. Apart from the technical skill, there should be capacity building programs on institution building, enterprise management, financial management and marketing.

Economics:-

Assumption:-

- One SHG can start the broom binding activity. Every day, 10 persons would be involved and each person will make 100 brooms per day.
- They will work for 25 days a month for 4 months.
- The ratio of hill grass to broom is calculated at 1:2.5(5 brooms could make from 2kg of grass).

- SHG will procure the hill grass (dry) from villagers at Rs.20 per kg (38 to 40 inches).
- They will hire a room for storing the grass, binding and storing the broom for a period of 4 months. The rent is calculated at Rs 1,000 per month.
- The cost of broom cutter is calculated at Rs 6,000.
- The plastic tape cost is calculated at Rs 75 and with every 1 kg of tape, 50 brooms can be bounded (Rs.1.50 per piece).
- The labour charge is calculated at Rs 1 per piece.
- Polythene charge per broom is calculated at Rs 0.50.
- The selling price of broom is calculated at Rs.20 per piece.
- Wire charge per broom is calculated at Rs 0.50.
- VAT is calculated at 12.5% of the broom value.
- Interest is calculated at 12% per annum for 4 months.
- Miscellaneous cost (weight loss, transit loss, etc) is calculated at 2% of the purchase value of grass.

Fixed cost analysis:-

| Particulars | Unit(In Kg) | Unit Cost/Kg | Total(Rs) |
|---------------------------|-------------|--------------|------------------|
| Procurement of Hill grass | 40000 | 20 | 8,00,000 |
| Broom cutter | 2 | 6000 | 12000 |
| Plastic tape | 100000 | 1.5 | 150000 |
| Making charge | 100000 | 1 | 100000 |
| Wire for binding | 100000 | 0.5 | 50000 |
| Polythene | 100000 | 0.5 | 50000 |
| VAT @12.5% | - | - | 245000 |
| Interest 12% (1412000) | - | - | 56480 |
| | | Total | 14,63,480 |

Selling, Profit and RoI analysis:-

| Particulars | Unit(In Kg) | Unit Cost/Kg | Total(Rs) |
|--------------------|-------------|--------------|-----------|
| Sale | 98000 | 25 | 2450000 |
| Expenditure | - | - | 1463480 |
| Profit | - | - | 986520 |
| RoI | - | - | 67.4% |

Operational arrangement:-

Broom making unit can be established, which would be a cluster having various SHGs as its members. The cluster shall procure loose broom from the SHGs and then process them into brooms. Help of NGOs like Ama Sangathan, which are already in this business, can be taken in establishing the cluster and its management.

- At the village level, SHGs will be involved in collection and post-collection value addition like drying, grading, bundling and packing.
- At cluster level, an SHG federation can be promoted to take charge of the Common Facilitating Centre (CFC), input sourcing, broom making and marketing. The federation will cover all the SHGs involved in broom collection and value addition within a cluster area.
- Individual marketing by entrepreneurs: A resource base, that will help the cluster in aggregation, provide hands in support for marketing, and survive on commission basis. It can also help towards managing the CFC.

Cluster level cost to be shared by SHG:-

- Each SHG of the cluster will deposit a membership contribution at the rate of Rs 100 per month towards operational expenditure of the cluster.

Risk factor and mitigation measure:-

The major risk to this kind of unit is bad weather, which affects the quality of raw material. Its effect can be minimized by having proper storing system. The other risk is the labour market dynamics, on which the production process is heavily dependent. Here, the factory has to have captive labour force for its unit.

Regulator measure and other application:-

- Procurement license from GP
- Transit permit

13. Lac

Profile of the Cluster

General Profile

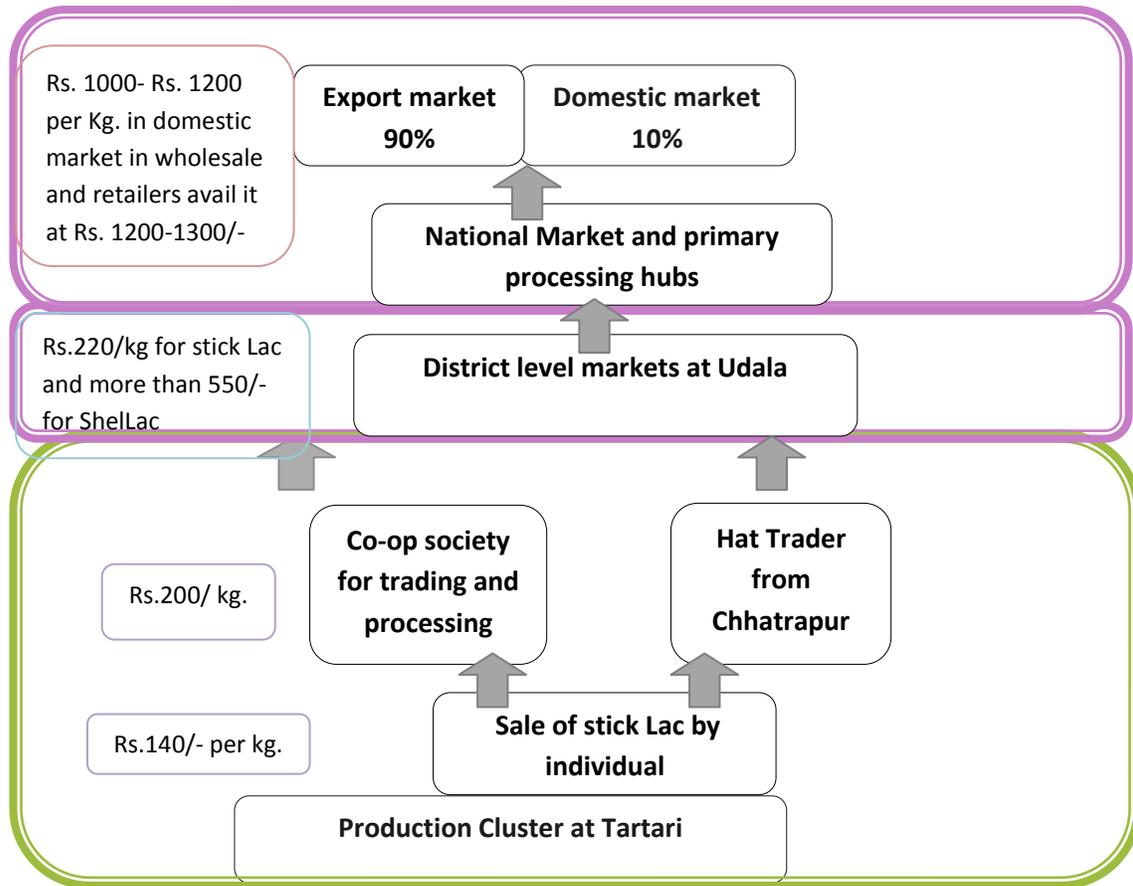
Lac is a natural polymer (resin) produced by a tiny insect, *Kerria Lacca (Kerr)*. The insect is purposefully cultured on the shoots of several tree species such as *palas, kusum and ber*. Lac cultivation is a subsidiary source of income for a large number of farmers mainly in Jharkhand, Chhattisgarh, West Bengal, Odisha and North-Eastern states of the country. India, which is the highest producer of lac, contributes around 55% of the world's requirement and exports around 80-90% of its production. In Odisha, it has a special importance in bangle making.

More than 500 households from Tartari cluster are engaged in this activity. Though seasonal



changes in the current fiscal have led to losses with poor productivity, lac cultivation is still regarded a profitable business. The brood seed usually comes from Ranchi and reaches to the farmer. The cooperative society based at Tartari with support from ITDA, Nilgiri facilitates the farmers in availing the seeds. On an average, the access to host plants ranges from 3-5, with each farmer requiring 30-35 kg of brood seed. Farmer has to apply pesticides at regular intervals, three times per season. The produce of stick lac per farmer is 20-25 kg on an average. The farmer either directly sells the produce at local hats as in Chhatrapur or moves to the cooperative societies for sale. The produce in small volumes also moves to traders based at Udala and other markets from where it directly goes to large markets in Balrampur and Jhalda. Places like Balrampur have big traders with own processing units to form Shellac and Button Lac. These products finally move for further processing for its various industrial usages.

Value Chain Diagram



Analysis

One of the biggest concerns in lac cultivation is fluctuation in production. Despite good unrealized demand for lac (both domestic as well as overseas), the production growth has not been very healthy. This can be attributed to fluctuation in yield due to lack of use of scientific cultivation techniques and prevailing marketing practices. The seed (broodlac) cannot be stored as it is very short lived. Therefore, whenever, there is a dip in lac production due to adverse climatic conditions in an area, resilience in production is constrained by broodlac supply. At present, more than 90% of broodlac comes from Ranchi.

The price varies with the conversion of stick lac to shellac. The cost of raw stick lac costs Rs 140 per kg, while that of shellac is Rs 550 per kg, increasing the price by more than 15%. However, due to demand of raw lac in the local area and poor access to primary processing unit (just one primary processing unit in Tartari), the producer sells it in raw form only. At present, the major problem lies in procurement. There is a cooperative based at Tartari by the name “Kishore Chandra Lac Industrial Cooperative Society”. It is supported by ITDA,

Nilgiri in terms of seed and training. It has also been seen that farmers do harvest the immature seeds from the tree and sell to meet their immediate cash requirements. This results in poor quality of stick lac. There's a gradual movement of stick lac from the village hats to markets in Udala and Sarat and then to large markets like Balrampur, Jhalda and Ranchi for processing. Less than 10% of stick lac processing is carried out at the cooperative.



Intervention Plan

Simply intervening in the market through procurement and other methods of prices administration are not sufficient. Rather, stabilization of production through intervention in technology coupled with backward (broodlac produces) and forward linkages (community based lac procurement agents) would be the key.

Firstly, entrepreneurial promotion for broodlac would be the key to sustain the surplus productivity from the region. For this, we need to cultivate broodlac in the vicinity of the cluster so that it can be easily transferred within the region. As many as 100 broodlac developers are being proposed to develop as entrepreneurs each with at least six Kusum / Palasa/Ber trees for generation of broodlac. They would be provided with all accessories like seeds, pesticide, sprayer, etc. to carry out the activity. A designated agency will carry out the activity with two field monitors and one supervisor specifically (full time) to be assigned for the activity.

Secondly, entrepreneur promotion for primary processing of stick lac would be a good idea to promote local level income generation and awareness. Initially, in forward linkage similar cooperatives will be promoted to take up village level aggregation of broodlac and its primary processing. Each enterprise will cost around Rs. 5, 00,000 as fixed cost towards the development of one centre. Then, they can be trained locally for the production of Chauri and shellac.

Thirdly, the cluster has over 30 SHG women who have knowledge of making bangles and small crafts from lac. A gradual handholding support for promotion of master craftsmen on lac craft for two years under Master Craftsmen (MCM) training can develop skill and a potential livelihood can be assured.

A five year plan has been devised to undertake the intervention in a phase-wise manner.

Year-wise intervention plan-

An agency will be designated to carry out the operational activities. To support the brooding operations of 100 farmers, two community coordinators well trained with broodlac development will be appointed preferably from the local area. A supervisor from the agency will look after the whole programme and will be responsible for the reporting and monitoring of the activity as desired by the ITDA. The three member team will be responsible for the whole programme and will be appointed for all through the project period.

| Year | Intervention |
|--------|---|
| Year 1 | <p>In the first year, 100 farmers will be identified with the objective to promote as broodlac grower and promoter. Each selected farmer should take up six plants for alternative spruning purpose with two plants each at a time. So in all, brooding programme will taken up with 100 interested farmers on 600 host trees.</p> <p>To support the activity, required brood seed will be supplied to all the selected producers. Also the required synthetic Lac, platic wire, spray machine will be supplied (one spray machine for 10 persons), medicines and sector will be supplied.</p> <p>First phase of exposure will be conducted in the first year to Ranchi to develop a vision among the Entrepreneur the scope in Lac brooding and its success.</p> <p>One more primary processing unit will be developed in the cluster for increasing the scope of primary processing of Lac at local level so as to get a better price from it. The unit will be supported with 3-4 rooms, one for grinding machine and washing machine of stick Lac and one for processing of stick to shellLac, one more room will be as store room and one for office purpose.</p> <p>A good training venue will be identified and the skilled craftsmen from the SHG will be trained for at least a period of two years on permanent basis to develop them as Mastercraftsmen.</p> |
| Year 2 | <p>One exposure of the 100 farmers will be held in this year as the second phase of training.</p> |

Budget

| Sl. No. | Intervention | Activity | Unit cost | Year 1 | Year 2 | Total cost |
|---------|---|---|-----------|---------|--------|------------|
| 1 | Promotion of Broodlac Entrepreneur with linkage support with 200 trees | Exposure of Entrepreneur (100) | 5000 | 250000 | 250000 | 500000 |
| | | Material Cost of Broodlac | | 3311000 | | 3311000 |
| | | Training | 60000 | 60000 | 60000 | 120000 |
| 2 | Promoting village/ cluster level Entrepreneur to take up primary procesing of stick Lac | Material support to Entrepreneur and pLace provision | 500000 | | 500000 | 500000 |
| | | Exposure | 5000 | 150000 | | 150000 |
| 3 | Handholding support for the promotion of MCM | Training | 60000 | 900000 | 900000 | 1800000 |
| 4 | Agency cost | Field monitoring (one for 50 persons) tin total 2 persons for 100 Entrepreneurs | 5000 | 120000 | 132000 | 252000 |
| 5 | | Supervisor cost | 7000 | 84000 | 92400 | 176400 |
| 6 | | Overheads | 3000 | 36000 | 39600 | 75600 |
| Total | | | | | | 6885000 |

Trader information

| Sl. No. | Name and Contact of Trader |
|---------|--|
| 1 | A K Overseas Corporation 161, Ravindra Sarani, 2 nd Floor, Room No.202, Kolkata, WB-700007 Phone: 22708270, 22708413 E-Mail: akovers@cal2.vsnl.net.in |
| 2 | Abdul Sattar Usman and Sons Gole Bazar, Dhamtari, Chhatisgarh, Phone: 07722-240221 Deals with : seed Lac, button Lac, Lac product |
| 3 | Ali Traders Shitala Para, Kanker (CG), 07868-222236 Deals with: Lac, Mahua, Tamarind |
| 4 | Alternative of India Development Albert Compaund, Pathalkudwa, Purulia Road, Ranchi, Jharkhand, Phone:- 2301963 E-mail:- rch_aidrnch@sancharnet.in Deals with: Cocoons, stick Lac, Tamarind |
| 5 | Arvind ShellLac Near dani Tola, Dhamtari, Chhatisgarh, Phone- 07722-241009 Processor Deals with: Lac and all Lac product |
| 6 | Ashirwad Bleach Lac Dani Tola, Dhamtari, Chhatisgarh Phone:-07722-230181 Processor of Lac and all Lac products |
| 7 | Bastar Lakh udhyog Sambalpur, Bhanupratappur, Dist- Kanker, Sambalpur, CG Phone: 07850-252387 Processor: Seed Lac, stick Lac |
| 8 | Bauria chemical industries (P) Limited 89, N.S. Road, 3 rd Floor, Room No-12, Kolkata-700001, WB Phone: 224433129, 22433129, 22431310 |

14. Sabai

General Profile

Sabai grass is practically considered to be "The Money Plant" in Mayurbhanj district, which ensures cash receipt throughout the year. The industry is associated with various activities of raising production of grass and processing of consumer goods such as ropes, mats, carpets,



sofa sets, wall hangings and other sophisticated fashionable articles. Sabai grass industry also has tremendous export potential. Artistically designed sabai products are very popular in foreign countries which earn precious foreign exchange for the country. The industry helps in the growth of entrepreneurship amongst villagers. This also ensures economic development through modernization and innovation of industrial culture in rural areas.

Cluster Profile

More than 3,500 households from the cluster panchayats of Khunta block are engaged in this activity. The average annual production of sabai from the cluster is estimated to be 1400 MT. Sabai is a perennial grass which yields up to 15-17 years in a row. Hardly any cost involved in the process of sabai grass production except sowing and harvest. The cultivation is purely organic with no prevalent use of pesticides or fertilizer. The sowing is done during June. The nursery is available from local sources, relatives and other farmers at nominal prices. There's no such organized seed supplier available for sabai. The harvesting starts from mid-September and goes up to December.

Price of sabai can be fetched either in the form of grass, rope or crafts. Generally the farmers and their family members have the skill of cultivating grass, bundling and are very

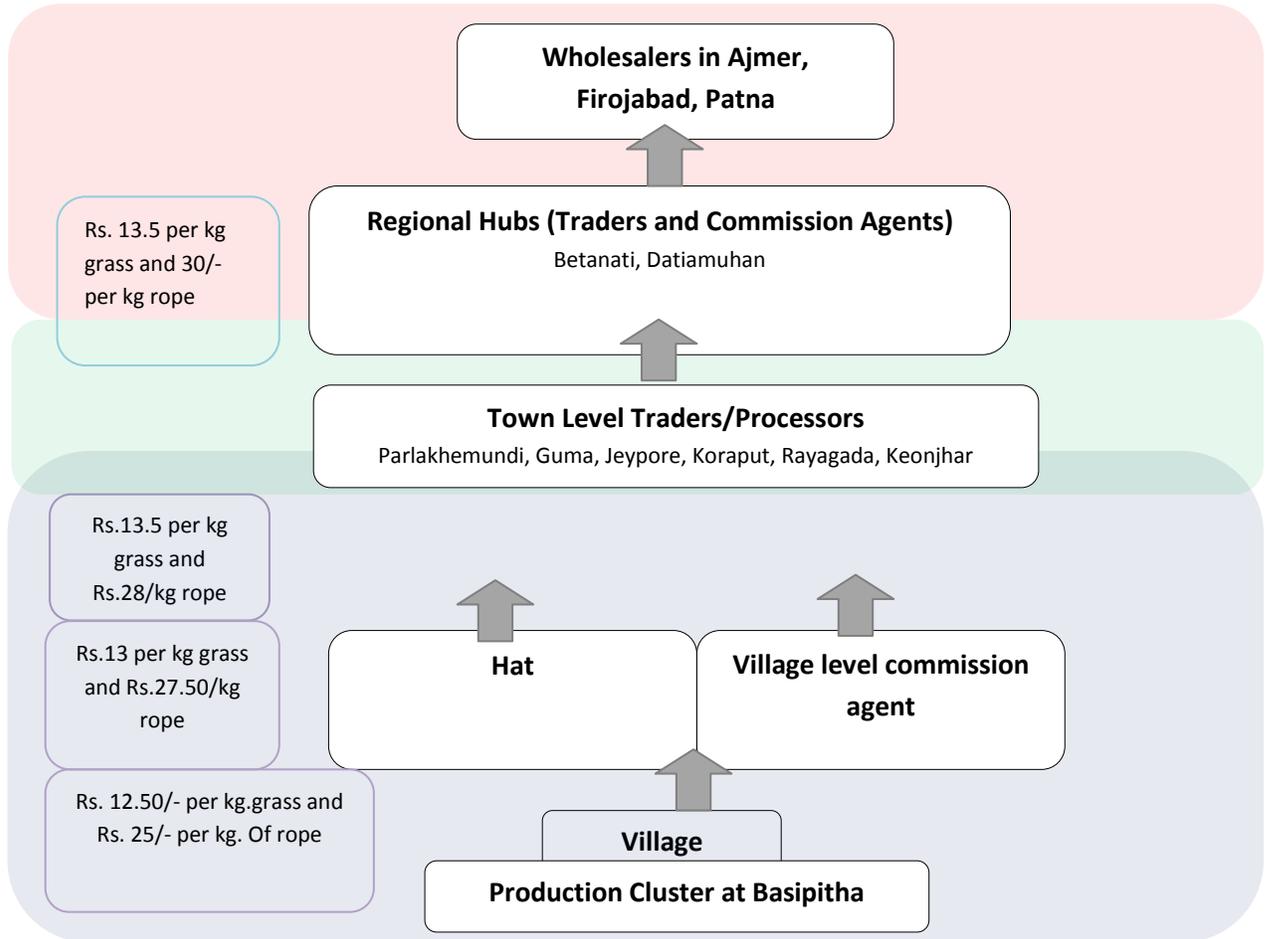


acquainted with the process of rope making. The quality of grass decides its price and it's determined by the colour of the grass, dryness and cleanliness. The price of rope depends on its thinness and the quality of grass. Handicrafts of sabai need specialized training and are limited to a small number of artisans. Paper industry has also a great demand for sabai grass in its raw form. From the local area, direct procurement of sabai grass has increased its demand. But, due to non uniform quality issues and disinterest among paper industry on consumption of soft wood viz. sabai, bamboo due to Government regulations, has restricted the usage of sabai. At present, no sabai moves out of Mayurbhanj in the form of grass. The product in the form of grass moves from farmers to traders at different levels and comes back to the producer/ landless people for whom rope making is an alternative livelihood. The rope are made either through complete manual methods or by using a machine that also takes much of human effort, not in much wide scale usage. Use of sabai in the form of rope is over 90%. A smaller section is involved in the making of sabai crafts.

Existing market usage of Sabai

| Sl. No. | Product | Major market | End use |
|---------|-------------|--|---|
| 1 | Sabai grass | <ol style="list-style-type: none"> 1. Datiamuhan, Mayurbhanj 2. Betanoti, Mayurbhanj 3. Baripada, Mayurbhanj | <ol style="list-style-type: none"> 1. Paper Mill for paper making 2. Sabai rope |
| 2 | Sabai rope | <ol style="list-style-type: none"> 1. Varansi, UP 2. Firojabad, UP 3. Patna, Bihar 4. Ajmer, Rajasthan | <ol style="list-style-type: none"> 1. Cot making 2. Glass binding 3. Roof making 4. Furniture |
| 3 | Sabai craft | <ol style="list-style-type: none"> 1. Kolkata | <ol style="list-style-type: none"> 1. Artistic handicrafts |

Value Chain Diagram



Gap analysis

The gradual decrease of the catchment of sabai was due to several reasons that led to poor productivity. One of the major concerns is the lack of active attention from Government Departments on intervention to promote sabai. Moreover, there's no specific department focusing on its cultivation and promotion. Gradual development of alternative low cost synthetic ropes has also become a threat to the sabai rope industry. There's a greater need to be addressed beyond the conventional method to revive the industry. More than the existing stakeholders, the enablers from Government need to promote the industry with specific interests and focus. Starting from research and development in sabai, the industry needs to address the major issues pertaining to it.

Intervention Plan

Broadly addressing, the interventions can be classified into the following categories:-

Firstly, we need to improve the efficiency in rope making through demonstration of best practices like use of rope making machines.

Secondly, a completely new development should be made to analyze the alternative use of sabai that would save the industry from the current competition it is facing.

Thirdly, once we come up with specific interventions at this level, we need to focus on the production level enhancement that has already been practiced in the recent past by the Soil Conservation Department.

Voluntary organizations such as DASI are making good efforts in promoting sabai crafts through training and exposure with support of District Rural Development Agency, Mayurbhanj. However, capacity building of these craftsmen to a greater extent is to take up innovative crafts in association with some professional design institutes and organizations that can increase the craft's value manifold.

Year-wise intervention plan

| Sr. No. | Year | Activity |
|---------|--------|---|
| 1 | Year 1 | Research activity will be carried out by designated agencies to address the issues associated with the functioning of the rope making machine and development of an efficient machinery for rope making |
| 2 | | Research and Development by a professional institution engagement for the development of alternative usage of Sabai and development of innovative designed crafts from Sabai to revive the Sabai craft and Sabai industry |
| | | Plantation provision with the Government. support to ensure productivity enhancement starting with 100 farmers in 100 Acres of land |
| 3 | Year 2 | Productivity enhancement of Sabai through new nursery availability of Sabai in larger area with 500 farmers taking to 500 Acres |
| 4 | Year 3 | Nursery availability to 500 more than taking the increased land to 1100 Acres with 1100 farmers in the productivity enhancement plan by the end of three years |

Budget

| Sl. No. | Intervention | Activity | Unit cost in Rs. | Year 1 in Rs. | Year 2 in Rs. | Year 3 in Rs. | Total cost in Rs. |
|---------|--|----------------------------------|------------------|---------------|---------------|---------------|-------------------|
| 1 | Improving efficiency of rope making machines | R and D to develop exact machine | | 500000 | 0 | 0 | 500000 |
| 2 | R andD support to use Sabai | Exposure | | 500000 | | 0 | 500000 |
| 3 | Provision of plantation with Government. Support | | 500 | 50000 | 250000 | 250000 | 300000 |
| 5 | Agency cost for monitoring and reporting | Supervision | 48000 | 576000 | | 691200 | 1267200 |
| 6 | | Overhead | | | | | 0 |
| | | | | | | Total | 2567200 |

15. Sal Leaf

General Profile

Mayurbhanj is a tribal dominated district and has 26 Tribal Sub Plan (TSP) Blocks in Odisha. About more than 80% of the total geographical area of the district is covered by forest. So, the economy of the district, to a large extent is forest based. A large cross section of the population depends on collection of Non-Timber Forest Produces (NTFPs) for livelihood. One of the main NTFPs abundantly



available in the district is sal leaf, available almost for 8-9 months a year. More than 70 % of the population derive their livelihood from sal leaf collecting, stitching and selling as observed from villagers of Kutchilaghathi and Ambadali sub-clusters in Samakhunta Block.

Samakhunta has 64.38% tribals out of the total population as per 2001 census. Women collect sal leaves by hand using sticks and dry them keeping on rooftop, village roads or beside railway lines. They bundle them into chhaki (100 Pali means, two leaves and three jointed leaves.) and sell them in the local hat. A family produces around 60 bundles per month getting about Rs, 1500/ month for 3-4 months a year. In lean season, this income is reduced to Rs. 500 per month. About 60 % of households are engaged in collection of sal leaf and making the *two patri* and *three patri* in villages. Town traders buy the Palis and Tini Patri from village level collectors. Some Bentanati traders have pressing machines and makes different types of cups, plates and supply them to institutional traders. As the villagers are unaware of the markets and demand of the product, the big traders often take advantage of this and procure at very lower price. Also, there is lack of adequate storage facilities in the village level.

| Name of villages/locations | Total No. of households | No. of Community institutions present (SHGs / farmer clubs etc.) | No of households engaged in activity | Collection per household | Weight loss if any | Marketable surplus | Road connectivity (yes / No) | Cluster supporting infrastructure (yes / No) | Name of NGOs / agencies working in the area on the activity | Name of private players (companies, Traders servicing / procuring from the area) |
|-------------------------------------|-------------------------|--|--------------------------------------|--------------------------|--------------------|--------------------|------------------------------|--|---|--|
| 1) Kutchulaghati, Samakhunta Block. | 100 | 10 SHGs. | 100 | 4200 Row Leaves per day. | No | 4000 | Yes | No | No | Ratnakara Nayak, Ranjit kumar Maihika(VT), Jagrwar Sahu(TT), Golok Sahu(IB) etc. |
| 2) Ambadali, Samakhunta Block. | 125 | 4 SHGs. | 125 | 4200 Row Leaves Per day. | No | 4000 | Yes | No | No | Ratnakara Nayak, Ranjit kumar Maihika(VT), Jagrwar Sahu(TT), Golok Sahu(IB) etc. |

Seasonality of the Product

The sal leaf is collected for near about 9 months by the primary collectors. But, only during April to June and October to December are the pick periods.

Seasonality of collection

| Product | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Leaf collection (Pick period) | | | | | | | | | | | | |
| Leaf collection | | | | | | | | | | | | |
| Stitching | | | | | | | | | | | | |

Quality/Type of Product

- There are two types of produces, soft leave and hard leave. The former is collected from bushes on canal side or water body side area and the latter from big plants and sal bush of hard soil area.
- Hard and soft leaves used for making Pali, Tini patri and plates.
- Soft leaves are pressed to make plates and cups, whereas the hard ones are stitched to make such items.



Technology

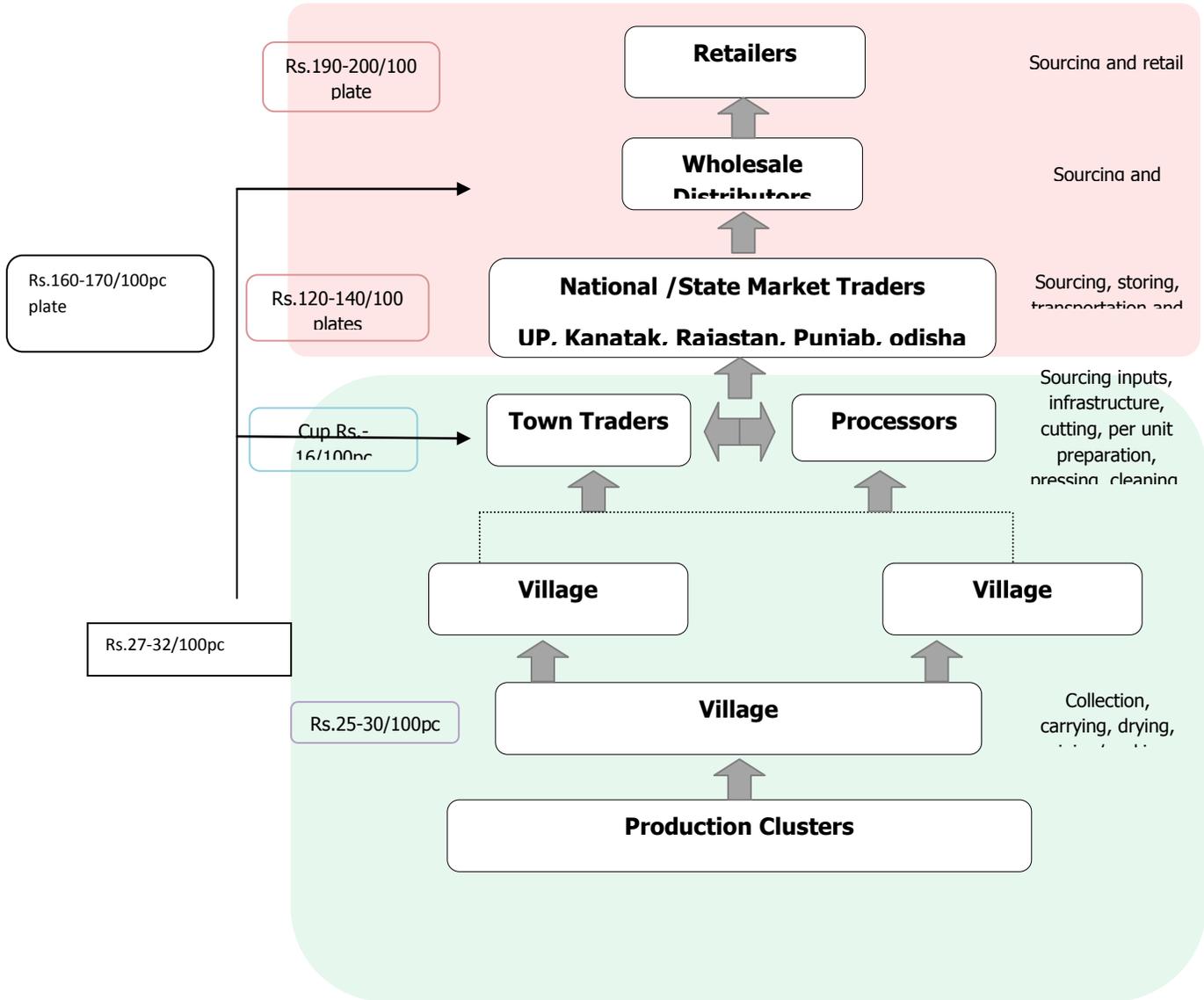
- The tribal community uses traditional (small knife) means for plucking the sal leaf from trees. In the block, no adequate infrastructure like storage house, pressing machines and sewing machine are available to the primary collectors.

Players and channels in Value chain of Sal Leaf

- Primary collector

- Village traders /Commission agent.
- Town trader/Block level trader.
- Processors. (District label trade/Institutional buyer/State label Trader.)

Value chain Diagram



Activities of different intermediaries

| | |
|---|---|
| <p>Primary Collector</p> | <ul style="list-style-type: none"> • Collect the leaves from forest by using a small sharp knife. • In a day one male/female used to collect approximately. 8 to 12 kg wet raw leaves. • After collection they used to put it in sunlight for a day or two for drying. Generally drying is made in the road near to their house or in their homestead land. • After the leaves get dried, they used to sort the leaves in order and put a heavy stone or wood on the top of the leaf bunch to make it even. • Once the dried raw leaves are properly pressed for a day they used to make it in bundle. • The bundle is then pressed and tied with the help of ropes made of thick Siali creepers. • Some household used to pin the dried leaves in pins, extracted from bamboo and <i>palo</i> stick to make it semi-stitched plates. • After the <i>Pali</i>, <i>Tini patri</i> and plates are made. They used to make customised pack of 100 no per <i>Chhaki</i>. • Finally the prepared dried stitching leaves <i>Pali</i>; <i>TiniPatri</i> and plate bundles are ready for sale by the primary collectors. The price ranges between Rs. 8/- per <i>Chakki</i>, <i>Pali</i> bundle Rs 25/-, <i>Tini Patri</i> Rs30/-. |
| <p>Village Traders commission Agents.</p> | <ul style="list-style-type: none"> • The village level Traders operate on weekly basis, where the date and time for lifting the same from the villages is fixed. • The primary collectors bring Leaf <i>Pali</i>, <i>Tin Patri</i> and plate to a village point for transaction. • Leaf products rate differ after assessing the quality (Small size, black coloured, leaves with holes etc are considered as of poorer quality.) of those leaf plates. • Storing the leaf bundles in temporary storage points in and out of the villages. • Primary collectors get the money at sale point and get advance from the Trader for leaves for the next week. • The Trader inform the regional Traders (Town Trader) about the quantity procured village wise to enable them make necessary planning for lifting from the storage point. • At village level Trader doesn't do any processing. |
| <p>Town Trader/Block label Trader</p> | <ul style="list-style-type: none"> • Open the collected bundles for quality checking of leaves. • Sorting/Grading of those leaves and some of the town Trader do pressing according to the demand of various terminal markets. • Re-bundle the graded leaves into 45-50 kg average pack with the help of a iron angle ring by experienced workers for easy transportation in trucks. |

| | |
|-----------------------------------|---|
| | <ul style="list-style-type: none"> • Preparation for forest gate passes for interstate transportation. • Identify the right Traders in the terminal markets for linkage of the produce. • Identify district level Trader, Institutional buyer and State level Trader and sell them for value addition. |
| Processor (Institutional Traders) | <ul style="list-style-type: none"> • The Institutional buyer do sewing and pressing with procured leaves to make plates, tray and cups. Adding 40% more price to the cost of production export that to outside. • Hording the product for off-season. • Sometimes fixation of base prizes for regional markets as per the demand and supply of the market. • Order/supply to the various stitching units. |

Interaction with Traders

| Sr. NO | Name | Address | Phone number |
|--------|----------------------|---------------------------------------|---------------------------|
| 01 | Parshuram Sajeada | Ambadali Village,Samakhunta | 9778917623, 8895998202 |
| 02 | Papu saha | Bentanati | 9437147979 |
| 03 | Pintu Das | Pest and Pollythen, Bus Stand,Betanti | 9937151200 |
| 04 | Surendra | Kendujhar | 9938347619 |
| 05 | B. B. Mishra | Kendujhar | 9437193801 |
| 06 | Damador Agrawal | Betonati | 9437161654 |
| 07 | Anil Gupta | Sri Om Brand,Basta | 9437010069 |
| 08 | Satya Naryan Karnani | Ganapati Brand,Basta | 9437010150 |
| 09 | Kati Babu | Lakshmi Brand,Basta | 9437062142 |
| 10 | Indrajit Ghosh | Amarda Road | |
| 11 | Phasuram Barik | Near Bus stand, Betanati | 9778917623 |
| 12 | Golaka Sahu | In front of medical.Betanati | 9437030365 |
| 13 | Akhaya Patr | Near forest office,Betanati | 7873634093 |

| | | | |
|----|----------------|--------------------------|------------|
| 14 | Junia Butra | Betanati | 9437238345 |
| 15 | Basanta Palai | Near Bus stand, Betanati | 8018129779 |
| 16 | Santhosh Palai | Main road, Betanati | 9583229999 |
| 17 | Jaganath sethi | Thakurmunda | 9437395050 |
| 18 | Parma sahuo | Thakurmunda | 9692624236 |
| 19 | Subrat Biswal | Karanjia | 9937870772 |

Gap in value chain

| Production Cycle | Gaps |
|-------------------------------|--|
| Pre-Production and Production | <ul style="list-style-type: none"> • Collection of immature and bad quality leaves i.e. of very small size, old and thick leaves, leaves with holes and pest attack leaves etc. make the whole procured lot average or below average by the Traders, hence the offer price is low. • Poor practice of plucking i.e. the collector pull the creeper out of its natural spread, which affects the subsequent yield of leaves and also creates injury to hands. • Lack of grading of leaves at the harvesting point put the collector in a lower hand in bargaining. |
| Production | <ul style="list-style-type: none"> • Town Trader gives little advance to the primary collector with the hope of procuring huge scale of products. • Village/nearer commission agent appointed by town Trader guides the primary collector about quality concerns. • Kutchia (village Trader) keeps continue faith and impress the primary collectors by giving bangles, vegetables and other materials in getting a good scale of Sal leaves. |

| | |
|--------------------------------------|---|
| Post Production - Product Management | <ul style="list-style-type: none"> • Improper drying practices lead to discolour, damage and wastage of leaves. • Semi dried leaves are stored, with moisture content, poorly developed veins of the leaf, which leads to blackening are also kept in one bundle. • Sorting/grading is not in practice, which leads to the devaluation of the whole bundle by the Traders. • Foreign particles like wood and stones, dusts in the leaf bundles lead to poor quality and fetch low price. • The collectors are not getting right price from Traders due to damage leaf plates. • The primary collector is unaware about its different prices of different sizes at other places. |
| Marketing | <ul style="list-style-type: none"> • Operate at individual level having very low volume. • Exploitation in form of quality and sizes due to inadequate market exposure and ignorance. • No idea about different sizes, packing and standard. • No quality consciousness among the collectors. • No idea about alternative markets and its dynamics. |
| Value Addition | <ul style="list-style-type: none"> • Not aware about the scope of value addition. • No exposure to the market of value added products. • No motivation from external agency towards value addition as yet. |
| Infrastructure and Technology | <ul style="list-style-type: none"> • Lack of Storage house leads to absorption of moisture leading to damage or poor bargain. • Right technology not known to the community. • No idea about Pressing. |

Issues or problems

- Sal plants naturally regenerate but still then primary collectors face problems for 3 months, when the Forest Department imposes restriction on plucking of the leaves.
- Though it has continuous demand in the country, the price of the products is fixed by the institutional buyers.

- Alternative products available in market like, paper and plastic cups and plates are a serious threat to sal leaf products.
- Banks and other agencies do not render adequate support to the tribal community for this business activity.

Price fixation

- There is no Government institution having a role in fixation of price of sal leave plates or pressed cups and plates.
- The prices are therefore fixed by the traders according to the demand.
- If the produces are scarce, then price of the products increase in the markets.

Intervention

| Activity | Suggestions |
|------------------------------|--|
| Individual Entrepreneurships | <ul style="list-style-type: none"> • Support agency will support leaf plate machine to Entrepreneur to generate business throughout the year. • Sensitize community on profitability of Sal leaf press plates, tray and cups. • Technical training needed for stakeholder to improve quality and efficiency. • Sensitize Entrepreneur on roles and responsibilities for conducting the activity and managing business. • Develop understanding on the market dynamics through organizing Trader interface and market exposure. • Support agency will provide the working capital to Individual Entrepreneur for running their business |
| Infrastructure development | <ul style="list-style-type: none"> • In village level one storage facility for Entrepreneur promotion to facilitate to control on quality parameters involved in the process. • Entrepreneur will safely store the raw leaf, press leaf plate and cup through the year and round year supply to market |
| Introduce plucked equipment | <p>the</p> <ul style="list-style-type: none"> • Safe and efficient procedures for collection of sal leaves in harmony with sal tree growth. |

Budget

| Particulars | 1 st year expenditure | 2 nd year expenditure | 3 rd year expenditure |
|---|----------------------------------|----------------------------------|----------------------------------|
| Infrastructure | 7,64,375 | Nil | Nil. |
| Capacity building | 2,22,000 | 4,89, 000 | 5,58,500 |
| Exposure | 1,06,000 | 1,40,000 | 1,78,000 |
| Maintenance charges | 12,500 | 12,500 | 12,500 |
| Consultancy charges to supporting agency | 12,00,000 | 13,20,000 | 14,52,000 |
| Revolving fund | 5.00.000 | Nil | Nil |
| Total Rs. | 27,92,375 | 19,61,500 | 2201000 |

After intervention engagement Entrepreneur seasonality map

| Product | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-----------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Leaf collection (desirable) | | | | | | | | | | | | |
| Leaf collection (practices) | | | | | | | | | | | | |
| Stitching | | | | | | | | | | | | |
| Pressing | | | | | | | | | | | | |
| Selling | | | | | | | | | | | | |

Business plan for Sal Leaf Plates and Cups

Background

This business plan is for manufacturing leaf plates, trays, *Gupchup* cups, curry cups and *chat* plates from stitched sal leaves from Pali (2 patri) or Tini patri, in Samakhunta block. It is assumed that the installed unit is having electricity connectivity.

Scale

This activity will promote 25 villages as entrepreneurs on sal pressing and support agency will provide 25 pressing machines to the individual entrepreneurs.

Reasons for selection of Activity

- Abundance of raw material in the area.
- Machines available Baripada, Betanati and Karanjia.
- Huge demand of leaf plates and cups throughout the year
- Eco-friendly and hygienic products with no problems in disposal.
- Good connectivity from Samakhunta cluster to Betanati.

Raw material and machinery

Leaf plate and tray making machines and all types and sizes of die are available in Betanati, Karanjia and Balasore.

Credit supports

Credit linkage needs for the individual entrepreneur for 2nd and 3rd year will be through the nearest bank and other sources like schemes.

Process

The leaf cup machine is a simple pedal operated one, manually operated with minimum power consumption. It requires 300 watts of electric power. It can also work without power by kerosene oil blow lamp. The leaves are washed and dried to retain their pliability and kept in a polythene bag to avoid drying before use. The leaves are placed on the lower die and drying is done in a single operation by pressing the pedal lever. The leaf cups subjected to heat up to 150 degree C for 10 seconds also gets sterilized.

Enablers

As infrastructure will be required in the cluster, Government enablers like DRDA, Forest Department and various projects have a role to play in providing storage facility and other equipment.

Gram Panchayat

The Gram Panchayat office would provide the license at the rate of Rs 100 to the entrepreneurs.

Forest Department

Forest Department issues royalty of Rs 60 per quintal to the institutional traders. The traders also get three months time to realise the royalty from the Forest Department. This facility can also be extended to the entrepreneurs.

Assumptions

- The primary stakeholder has the appropriate skill for stitching of leaves.
- The primary stakeholder works for at least five hours a day.
- The primary stakeholder shall stitch 400 to 500 pieces of plates, trays and cups in a day.
- There is availability of raw materials in these areas.
- The primary stakeholder shall stitch 2 leaves, 3 leaves and plates with 5 to 8 leaves.

The roles and responsibilities of different stakeholders are as follows:

Self Help Groups promoted Institution

Credit Linkage Institution:

- Support agency, ITDA, bank, and DRDA will facilitate the entrepreneur in credit linkages.

Raw materials

The raw material for fine stitched leaf cup and plates of sal leaves shall be collected by the individual beneficiaries on their own.

Transportation:

- The individual entrepreneur will collect the finished products from the village on weekly basis.
- The stitched leaf plates, trays and cups will be shifted by using the existing transportation system.

- After proper packaging, the finished product will be sent to the buyer's destination.

Marketing

The Cluster Committee shall make marketing tie-ups with the traders for better deals in the terminal markets.

Input analysis

Working Capital requirement for production of 50 leaf plates are as follows:

| Inputs/ 50 leaf plates, Tray, Cup. | Cost (Rs)plate | Cost (Rs)Tray | Cost(Rs) Cup |
|---|----------------|---------------|--------------|
| Sal leaf (stitched) - 100 pieces | 9.30 | 9.30 | 3.00 |
| Plastic sheets used for pasting two leaves by heating@ Rs. 80/- per kg | 1.0 | 1.0 | 0.25 |
| Packer plastics (Outside packing/ coverage) | 0.40 | 0.40 | 0.20 |
| Electricity and water charges | 1.00 | 1.00 | 0.25 |
| Service charge (operating cost/ 100 no.) | 1.50 | 1.50 | 0.75 |
| Admin and marketing costs | 0.50 | 0.50 | 0.20 |
| Misc. expenses | 0.30 | 0.30 | 0.10 |
| Total-Input production cost | 14.00 | 14.00 | 4.60 |

Output and profit analysis for 1 machine unit

The following table showcases the entire output and profit analysis of the unit.

| Particulars | Amount(Rs)Plate | Amount(Rs)Tray | Amount(Rs)Cup |
|--|-----------------|-----------------|---------------|
| Manufacturing Cost of 50 plates | 14 | 14 | 4.60 |
| Selling price of 50 plates in local hat | 30 | 30 | 8.00 |
| Gross profit per 50 plates | 16 | 16 | 3.30 |
| Gross profit per 50,000 plates (1 month's production) | 16,000 | 16,000 | 3,300 |
| Gross annual profit from the unit | 1,92,000 | 1,92,000 | 39,600 |
| Depreciation of machinery and fixed costs per annum | 1450 | 1450 | 1000 |
| Net profit per annum | 1,90,550 | 1,90,550 | 38,600 |

Analysis of the above details

- The total input cost of 50 plates, 50 trays and 50 cups is Rs 14, Rs14 and Rs 4.60 respectively.
- The total sale price of 50 plates, 50 trays and 50 cups is Rs 30, Rs30 and Rs 8 respectively.
- The primary producers would be able to avail such opportunities after their skill set and awareness level is developed.

Target Beneficiaries

The basic objective of this program is to upgrade the skills of poor rural women and to create self-employment opportunity for 2,500 beneficiaries. Initially, 500 individuals may be identified for the purpose and seeing the profitability trend of the unit, further additions may gradually be made.

Target year wise:

| Year | Beneficiaries |
|----------------------|---------------|
| 1 st year | 500 |
| 2 nd Year | 1000 |
| 3 rd year | 1000 |

Economics of the programme

1st year

| Sl. No | Particulars | Single Entrepreneur |
|--------|--|---------------------|
| 1. | Production of pressed Sal leaf plates @ 300 per day for 30 working day in a month. | 9000 plates. |
| | Sale of 9000 no. of pressed leaf plate's @Rs.0.60 per plate. | Rs. 5400 |
| 2 | Product of pressed Sal leaf Tray. @ 300 per day for 30 working day in a month. | 9000 Cups |
| | Sale of 9000 no. of pressed leaf plate's @Rs.0.60 per plate. | Rs. 5400 |

| | | |
|---|--|------------|
| 3 | Production of pressed Sal leaf Cups @ 1000 per day for 30 working day in a month. | 30000 Cups |
| | Sale of 30000 no. of pressed leaf Cups @Rs.0.16 per cup chhaki. | Rs. 4800 |

2nd year

| Sl. No | Particulars | Single Entrepreneur |
|--------|---|---------------------|
| 1. | Production of pressed Sal leaf plates @ 400 per day for 30 working day in a month. | 12000 plates. |
| | Sale of 12000 no. of pressed leaf plate's @Rs.0.60 per plate. | Rs. 7200.00 |
| 2 | Product of pressed Sal leaf Tray. @ 400 per day for 30 working day in a month. | 12000 Cups |
| | Sale of 12000 no. of pressed leaf plate's @Rs.0.30 per plate. | Rs. 7200.00 |
| 3 | Production of pressed Sal leaf Cups @ 1500 per day for 30 working day in a month. | 45000 Cups |
| | Sale of 45000 no. of pressed leaf Cups @Rs.0.16 per cup chhaki. | Rs. 7200.00 |

3rd year

| Sl. No | Particulars | Single Entrepreneur |
|--------|---|---------------------|
| 1 | Production of pressed Sal leaf plates @ 500 per day for 30 working day in a month. | 15000 Plates. |
| 2 | Sale of 15000 no. of pressed leaf plates @Rs.0.60 per plate. | Rs. 9000.00 |
| 3 | Product of pressed Sal leaf Tray. @ 500 per day for 30 working day in a month. | 15000 Cups |
| 4 | Sale of 15000 no. of pressed leaf plates @Rs.0.30 per plate. | Rs. 9000.00 |
| | Production of pressed Sal leaf Cups | 60000 Cups |

| | | |
|---|--|-------------|
| 5 | @ 2000 per day for 30 working day in a month. | |
| 6 | Sale of 60000 no. of pressed leaf Cups @Rs.0.16 per cup <i>Chhaki</i> . | Rs. 9600.00 |

Income per single individual per month:

| Year | Productions of plate | Total cost of production Rs. | Total sale price Rs. | Net income Rs. | Production cost Tray Rs. | Total Sale price of Tray Rs. | Net income Rs. |
|----------------------|----------------------|------------------------------|----------------------|----------------|--------------------------|------------------------------|----------------|
| 1 st year | 9,000 | 2520 | 5400 | 2880 | 2520 | 5400 | 2880 |
| 2 nd year | 12,200 | 3360 | 7200 | 3840 | 3360 | 7200 | 3840 |
| 3 rd year | 15,000 | 4200 | 9000 | 4800 | 4200 | 9000 | 4800 |

| Year | Productions of cups | Total cost of production Rs. | Total sale price Rs. | Net income Rs. |
|----------------------|---------------------|------------------------------|----------------------|----------------|
| 1 st year | 30000 | 2760 | 4800 | 2100.00 |
| 2 nd year | 45000 | 4140 | 7200 | 3060 |
| 3 rd year | 60000 | 5520 | 9600 | 4080 |

- Now a day, the primary collector gets Rs 720 per month.
- In the 1st year of intervention, the primary collector will be able to get Rs 2880, in 2nd year Rs 3840 and in 3rd year Rs 4800.
- The income of the individual will gradually increase after regular practice and good performance.

1st year Budget plan:

| Sl.no | Particulars | Unit | Price per unit (Rs) | Variable Cost | Fixed Cost |
|-----------|---|------|---------------------|---------------|------------|
| A) | Infrastructures: | | | | |
| 1. | Pressing machine @ 20000/- per machine. | 25 | 20,000 | -- | 500000 |
| 2. | Pest | 25 | 100 | -- | 2500 |

| | | | | | |
|----|--|-----------|-------------|--------------|------------------|
| 3. | Polythene | 25 | 75 | | 1875 |
| 4. | Maintenance or repairing. | 25 | 500 | 12500 | |
| 5. | Supply plucked equipment. | 525 | 300 | | 157500 |
| 6. | Credit linkages @ 25000/ per process Trader | 5 | 25000 | | 102500 |
| 7. | Credit linkages @ 20000/- per individual Entrepreneur. | 25 | 20000 | | 500000 |
| | Total | | | 12500 | 12,64,375 |
| B | Capacity Building on foundation level of 50 SHGs Non Residential.(6 member from SHGs) | | | | |
| | Business understanding training 1 day. | | | | |
| | a) Fooding expenses @ 70 /- per member. | 30 | 70 | 2100 | |
| | b) Stationary expenses @ 20 /- per member. | 30 | 20 | 600 | |
| | c) Banner expenses @ 500 /- per batch. | 1 | 500 | 500 | |
| | d) Travelling expenses @ 50 /- per member. | 30 | 50 | 1500 | |
| | e) Resource person fees @ 800 /- per person | 2 | 700 | 1600 | |
| | f) Others. @ 200 /- per training (miscellaneous) cost.) | 1 | 200 | 200 | |
| | Total expenses : | | | 6500 | |
| | For the 10 numbers of training requires | 10 | 6500 | 65500 | |
| C. | Business Understanding based training (6 member from a SHG): | | | | |
| | a) Fooding expenses @ 70 /- per member. | 30 | 70 | 2100 | |
| | b) Stationary expenses @ 20 /- per member. | 30 | 20 | 600 | |
| | c) Banner expenses @ 500 /- per batch. | 1 | 500 | 500 | |

| | | | | | |
|-----------|--|-----------|-------------|---------------|--|
| | d) Travelling expenses @ 50 /- per member. | 30 | 50 | 1500 | |
| | e) Resource person fees @ 800 /- per person | 2 | 700 | 1600 | |
| | f) Others. @ 200 /- per training (miscellaneous) cost.) | 1 | 200 | 200 | |
| | Total expenses : | | | 6500 | |
| | For the 10 numbers of training requires | 10 | 6500 | 65500 | |
| D. | Skill training on cluster basis (2no. of non residential) | | | | |
| | a) Fooding expenses @ 70 /- per member. | 30 | 70 | 2100 | |
| | b) Stationary expenses @ 20 /- per member. | 30 | 20 | 600 | |
| | c) Banner expenses @ 500 /- per batch. | 1 | 500 | 500 | |
| | d) Travelling expenses @ 50 /- per member. | 30 | 50 | 1500 | |
| | e) Resource person fees @ 800 /- per person | 2 | 700 | 1600 | |
| | f) Others. @ 200 /- per training (miscellaneous) cost.) | 1 | 200 | 200 | |
| | Total expenses : | | | 6500 | |
| | For the 10 numbers of training requires | 10 | 6500 | 65,500 | |
| E. | Exposure visit for SHGs members (6 members per SHG.): | | | | |
| | a) Fooding expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | b) Stationary expenses @ 20 /- per member. | 30 | 600 | 600 | |
| | c) Banner expenses @ 500 /- per batch. | 1 | 500 | 500 | |
| | d) Travelling expenses @ 200 /- per member. | 30 | 6000 | 6000 | |
| | e) Others. @ 500 /- per training (miscellaneous) | 1 | 500 | 500 | |

| | | | | | |
|-----------|---|-----------|--------------|------------------|--|
| | Total expenses : | | | 10600 | |
| | For the 10 numbers of exposure requires: | 10 | 10600 | 1,06,000 | |
| F. | Cluster level meeting 12no. (per 30 members per batch, cluster level): | | | | |
| | a) food expenses @ 70 /- per member. | 30 | 70 | 2100 | |
| | b) Other expenses. @ 200 / (miscellaneous) | | 200 | 200 | |
| | Total expenses : | | | 2300 | |
| | Cluster level 12 no training | 12 | 2300 | 27600 | |
| | For the 6 numbers of meeting requires; | 6 | 1700 | 10,200 | |
| I. | The total Expenses of Agency (HR, admin), Cost for a month @Rs.1, 00, 000/- for hand holding support (for 12 month) | | 100000 | 12,00,000 | |
| | Total Expenses for 1 st year. | | | 28,17,175 | |

2nd year Budget plan

| Sl.no | Particulars | Unit | Price per unit (Rs) | Variable Cost | Fixed Cost |
|-------|--|------|---------------------|---------------|------------|
| A) | Capacity building 100 SHGs (1000 member 6no. from a SHG) | | | | |
| 1. | Capacity Building training on foundation level: | | | | |
| | a) Fooding expenses @ 80 /- per member. | 30 | 80 | 2400 | |
| | b) Stationary expenses @ 25 /- per member. | 30 | 25 | 750 | |
| | c) Banner expenses @ 600 /- per batch. | 1 | 600 | 600 | |
| | d) Travelling expenses @ 70 /- per member. | 30 | 70 | 2100 | |
| | e) Resource person fees @ 1000 /- per person | 2 | 1000 | 2000 | |
| | f) Others. @ 300 /- per | | 300 | 300 | |

| | | | | | |
|----|--|-----------|-------------|-----------------|--|
| | training.(miscellaneous) | | | | |
| | Total expenses : | | | 8150 | |
| | For the 20 numbers of training requires | 20 | 8150 | 1,63,000 | |
| 2. | Business Understanding training: | | | | |
| | a) Fooding expenses @ 80 /- per member. | 30 | 80 | 2400 | |
| | b) Stationary expenses @ 25 /- per member. | 30 | 25 | 750 | |
| | c) Banner expenses @ 600 /- per batch. | 1 | 600 | 600 | |
| | d) Travelling expenses @ 70 /- per member. | 30 | 70 | 2100 | |
| | e) Resource person fees @ 1000 /- per person | 2 | 1000 | 2000 | |
| | f) Others. @ 300 /- per training.(miscellaneous) | | 300 | 300 | |
| | Total expenses : | | | 8150 | |
| | For the 20 numbers of training requires | 20 | 8150 | 1,63,000 | |
| 3. | Skill and implementation training (6no. SHG) | | | | |
| | a) Fooding expenses @ 80 /- per member. | 30 | 80 | 2400 | |
| | b) Stationary expenses @ 25 /- per member. | 30 | 25 | 750 | |
| | c) Banner expenses @ 600 /- per batch. | 1 | 600 | 600 | |
| | d) Travelling expenses @ 70 /- per member. | 30 | 70 | 2100 | |
| | e) Resource person fees @ 1000 /- per person | 2 | 1000 | 2000 | |
| | f) Others. @ 300 /- per training.(miscellaneous) | | 300 | 300 | |
| | Total expenses : | | | 8150 | |
| | For the 20 numbers of training requires | 20 | 8150 | 1,63,000 | |
| 4. | Exposure Visit: (3 members from SHG) | | | | |
| | a) Fooding expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | b) Stationary expenses @ 25 /- per | 30 | 30 | 900 | |

| | | | | | |
|----|--|----|--------|-----------|--|
| | member. | | | | |
| | c) Banner expenses @ 600 /- per batch. | 1 | 600 | 600 | |
| | d) Travelling expenses @ 300 /- per member. | 30 | 300 | 9000 | |
| | e) Others. @ 500 /- (miscellaneous) | 1 | 500 | 500 | |
| | Total expenses : | | | 14000 | |
| | For the 10 numbers of exposure requires: | 10 | 14000 | 1,40,000 | |
| 5. | Machine Maintenance and Repairing @ 500/- | 25 | 500 | 12500 | |
| 6. | The total Expenses of Agency, Cost for a month (10% more of 1 st year) @ 1,10,000/-. For hand holding support. (for 12 month) | 12 | 110000 | 13,20,000 | |
| | Total Expenses for 2nd year. | | | 19,61,500 | |

3rd year Budget plan

| Sl.no | Particulars | Unit | Price per unit (Rs) | Variable Cost | Fixed Cost |
|-----------|--|------|---------------------|---------------|------------|
| A) | Capacity building 100 SHGs (1000 member 6no. from a SHG) | | | | |
| 1. | Capacity Building training on foundation label: | | | | |
| | a) Fooding expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | b) Stationary expenses @ 30 /- per member. | 30 | 30 | 900 | |
| | c) Banner expenses @ 700 /- per batch. | 1 | 700 | 700 | |
| | d) Travelling expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | e) Resource person fees @ 1200 /- per person | 2 | 1000 | 1200 | |
| | f) Others. @ 500 / (miscellaneous) | 1 | 500 | 500 | |
| | Total expenses : | | | 9300 | |
| | For the 20 numbers of training requires | 20 | 9300 | 1,86,000 | |

| | | | | | |
|-----------|---|----|------|----------|--|
| 2. | Business Understanding training: | | | | |
| | a) Fooding expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | b) Stationary expenses @ 30 /- per member. | 30 | 30 | 900 | |
| | c) Banner expenses @ 700 /- per batch. | 1 | 700 | 700 | |
| | d) Travelling expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | e) Resource person fees @ 1200 /- per person | 2 | 1000 | 1200 | |
| | f) Others. @ 500 / (miscellaneous) | 1 | 500 | 500 | |
| | a) Fooding expenses @ 100 /- per member. | | | 9300 | |
| | b) Stationary expenses @ 30 /- per member. | 20 | 9300 | 1,86,000 | |
| 3. | Skill and implementation training (6no. SHG) | | | | |
| | a) Fooding expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | b) Stationary expenses @ 30 /- per member. | 30 | 30 | 900 | |
| | c) Banner expenses @ 700 /- per batch. | 1 | 700 | 700 | |
| | d) Travelling expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | e) Resource person fees @ 1200 /- per person | 2 | 1000 | 1200 | |
| | f) Others. @ 500 / (miscellaneous) | 1 | 500 | 500 | |
| | a) Fooding expenses @ 100 /- per member. | | | 9300 | |
| | b) Stationary expenses @ 30 /- per member. | 20 | 9300 | 1,86,000 | |
| 4. | Exposure Visit: (3 members from SHG) | | | | |
| | a) Fooding expenses @ 120 /- per member. | 30 | 120 | 3600 | |
| | b) Stationary expenses @ 30 /- per | 30 | 900 | 900 | |

| | | | | | |
|------------------------------|--|----|--------|-----------|--|
| | member. | | | | |
| | c) Banner expenses @ 700 /- per batch. | 1 | 700 | 700 | |
| | d) Travelling expenses @ 400 /- per member. | 30 | 400 | 12000 | |
| | e) Others. @ 600 /- (miscellaneous) | 1 | 500 | 600 | |
| | Total expenses : | | | 17800 | |
| | For the 10 numbers of exposure requires: | 10 | 17800 | 1,78,000 | |
| 5. | Machine maintenance and Repairing @ 500/- | 25 | 500 | 12,500 | |
| 6. | The total Expenses of Agency, Cost for a month (10% more of 2nd year) @ 1, 21,000/-. For hand holding support. | 12 | 121000 | 14,52,000 | |
| Total Expenses for 3rd year. | | | | 22,00,500 | |

16. Siali Leaf

General Profile

Siali is commonly called by other names such as *Siali patra*, *Madrasi patta*, *khali patra*, *patroli*, *Adda leaves*, etc. in various parts of the country. The leaf is used in huge quantities for various purposes like the marriage parties, religious parties, for wrapping and for packaging items. Due to its strength and flexibility, the stem of siali leaf is often used as rope. In general, the primary producers/collectors of siali leaves are women. Almost 60 to 70 % of women in Kandhamal district are engaged in this activity. There are 11,274 households in this TSP Block.



Siali leaf is one of the most common and important NTFPs, which provides income opportunities for about 9 months to the people of Khajuripada Block. Usually, the women collect leaves using sticks, and dry them on the rooftops. Rough stitches of 14", 16" and 18" by taking 7 to 9 leaves and bundling them into *Chhaki* (100) before selling in the local hat is done by them. A family is able to stitch up to 3 *Chhakis* per day and 90 *Chhakis* per month. They get about Rs 8 per *Chhaki*, which means, for monthly 90 *Chhakis* (4.5 bundles), they earn about Rs 720 per/month for 3-4 months in the peak season and Rs 480/month in the lean season.



| Name of villages/locations | Total No. of households | No. of Community institutions present (SHGs / farmer clubs etc.) | No of households engaged in activity | Collection per household | Weight loss if any | Marketable surplus | Road connectivity (yes / No) | Cluster supporting infrastructure (yes / No) | Name of NGOs / agencies working in the area on the activity | Name of private players (companies, Traders servicing / procuring from the area) |
|----------------------------|-------------------------|--|--------------------------------------|---------------------------|--------------------|--------------------|------------------------------|--|---|--|
| 1) Khajuripada | 776 | 11 SHGs. | 180 | 2880 Row Leaves per day. | No | 2700 | Yes | No | OFSDP | Pramad Panda, Kabula Mohanty, Antarami Sahu, Baidhara Sahu, |
| 2) Sudrukumpa. | 182 | 8 SHGs. | 120 | 2880 Row Leaves Per day . | No | 2700 | Yes | No | Pahada/ OFSDP | Kabula Mahanty, Antarami Sahu, Pramada Panda, Baidhar sahu. |

Seasonality of Production and Harvest

Siali, is mostly found in sal forests and grows well in places with good moisture content. Hence, the concentration is around perennial water sources like streams, seasonal falls and other water bodies. It is a creeper plant with high regeneration capacity. This creeper is found in abundance in Khajuripada and Sudrukumpa forest regions under Khajuripada TSP Block of Phulbani ITDA. The plant has a seasonality pattern of growth and has best growth during the rainy season (May-Nov). The product features during the period are tender, soft, good green colour, without holes and big in size. From December onwards, the quality starts deteriorating. During autumn the product moves through the lean period, when the

| Activity | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Harvesting | | | | | | | | | | | | |
| Rough stitching | | | | | | | | | | | | |

availability of the product decreases drastically.

Technology

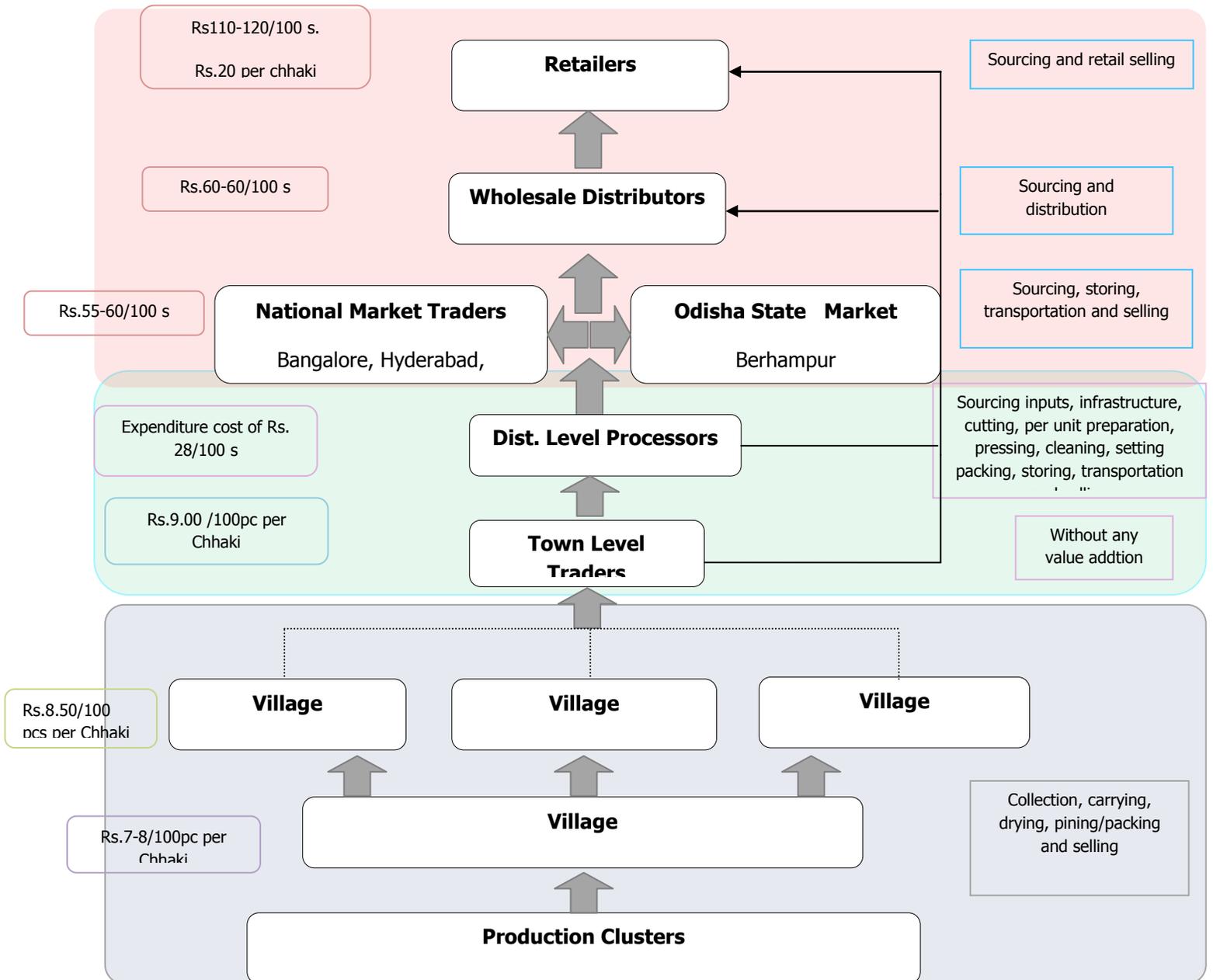
There is no infrastructure support in terms of godowns, pressing and sewing machines to the primary collectors. That is why, the collectors make only roughly stitched plates and sell them in the market.

Entrepreneur

Players and Channels in Value chain

- Primary collector
- Village traders /commission agent.
- Town trader/block level trader.
- Processors (district level trader/institutional buyer/state level trader.)

Value Chain Diagram:



Activities of different intermediaries

| | |
|---|--|
| <p>Primary Collector</p> | <ul style="list-style-type: none"> • Collect the leaves from forest by using a small sharp knife. • In a day one male/female used to collect approximately. 10 to 20 kg wet raw leaves. • After collection they used to put it in sunlight for a day or two for drying. Generally drying is made on the road near to their house or in their homestead land. • In bad weather they used to chain those leaves in a rope and hang it on roof of their living room. Some used to hang the leaf chains in the kitchen. • After the leaves get dried, they used to sort the leaves in order and press it with a heavy stone or wood on the top of the leaf bunch to get it flattened. • Once the dried raw leaves are properly pressed for a day they use to make bundles. • The bundle is then pressed and tied with the help of ropes made of thick Siali creepers inside the iron frame. • Some households used to pin the dried leaves in pins, extracted from palm leaf to make it semi-stitched. • Finally the prepared dried stitched leaf bundles are ready for sale by the primary collectors. The price ranges in between Rs. 8/- per Chakki. |
| <p>Village Traders commission Agents.</p> | <ul style="list-style-type: none"> • The village level Traders operate on weekly basis, where day and time for lifting from the villages are fixed. • The primary collectors bring all the bundles to the village point for transaction. • Leaf rate differs based on assessing the quality (size, color, leaves with holes etc.) • Storing the leaf bundles in temporary storage points • Payment to the primary collectors and advance given to them if necessary for the next week. • Inform the regional Traders (Town Trader) about the quantity procured village wise and making necessary planning for its lifting to the trading point. • At this level village Trader doesn't do any processing. • The village Trader sales @ Rs 8.40/- |
| <p>Town Trader/Block level Trader</p> | <ul style="list-style-type: none"> • Opening the collected bundles for quality checking of leaves. • Sorting/grading of those leaves according to the demand of various terminal markets. • Re-bundle the graded leaves into 45-50 kg average pack with the help of an iron angle ring by experienced workers, which can be easily transported in big trucks. • Preparation of forest gate passes for interstate transportation. • Arrangements of economic mode of transport. |

| | |
|-----------------------------------|--|
| | <ul style="list-style-type: none"> • The different temples are purchasing the Siali plate from the Odisha Traders. • Identify District level Traders, Institutional buyers and State level Trader and selling them after value addition. Cost ranges from Rs 9/- to Rs 9.50/- . |
| Processor (Institutional Traders) | <ul style="list-style-type: none"> • The Institutional buyers add value doing sewing and pressing and sell adding 40% more price to the cost of production outside the State. • Hoarding the product for off-season sale. • Sometimes fixation of base prices for regional markets is done based on the demand and supply of the market. • Order/supply to the various stitching units also. |

Traders name and address

| Sr. NO | Name | Address | Phone number |
|--------|-------------------|----------------------------|-----------------------------|
| 01 | G. Prasad | Vijayawada, Andhra Pradesh | + 91 9440111966 |
| 02 | Sudhakar | KAKINADA, Andhra Pradesh | + 91 9490877502 |
| 03 | Ramakrishna | Rajamendri, Andhra Pradesh | + 9193909909043 |
| 04 | Sri ram murty | Kotakota, Andhra Pradesh | + 91 9949849521 |
| 05 | Uddhav Traders | Nisik road, Andhra Pradesh | + 91 9423775105 |
| 06 | Ttd | Tirupati, Andhra Pradesh. | + 91 8772231777 |
| 07 | Lokanath | Hyderabad, Andhra Pradesh | + 91 9437064931 |
| 08 | Murti babu | Berhempur, Orissa. | + 91 94370 66732 |
| 09 | Harihar sahu | Berhempur, Orissa. | + 91 9437011720 |
| 10 | Pramod sahu | Baleswar, Orissa. | + 91 933858801 |
| 11 | Vimal udyog | Baliguda, Orissa. | + 91 9437579478 |
| 12 | Sai enterprises | Raipur, Chhattisgarh | + 91 9300284147 |
| 13 | Jen cup and plate | Madurai | + 91 4523200746 |
| 14 | Richworld export, | Coimbatore | + 91 422 6562364 |
| 15 | Natural plates | Erode, Tamilnadu | + 91424 4020404 |
| 16 | Global conexion | Dahisar, Mumbai | +91 22 28281592/28485008 |

Gap Analysis

| Production Cycle | Gaps |
|--------------------------------------|---|
| Pre-Production and Production | <ul style="list-style-type: none"> • Collection of immature and bad quality leaves i.e. of very small size, old and thick leaves, leaves with holes and pest attack etc. make the whole procured lot average or below average, hence the offer price are low. • Poor practice of plucking i.e. the Collector pull the creeper out of its natural spread, which affects the subsequent yield of leaves and sometimes in the process, gets injured with the tools used in plucking. • Lack of grading of leaves at the harvesting point put the Collector in a lower hand in bargaining. |
| Production | <ul style="list-style-type: none"> • Town Trader gives little advance to the Primary Collector for procuring more stocks. • Village level commission agent appointed by town Trader guides the Primary Collector about quality concerns. • Kuchia (village Trader) keeps continued contact with Primary Collectors by giving small presents i.e. bangles, vegetables and other materials with the hope of getting good scale of Siali leaves. |
| Post Production - Product Management | <ul style="list-style-type: none"> • Improper drying practices lead to discolor, damage and wastage of leaves. • Semi dried leaves are stored, with moisture contents in the vein of the leaf, which leads to blackening • Sorting/grading is not in practice, which leads to the devaluation of the whole bundle by the Traders. • Foreign particles like wood dust, soil, stones inside the leaf bundles lead to discourage the Traders for giving a higher price. • The Primary Collector is unaware about different prices for different sizes at different markets. |
| Marketing | <ul style="list-style-type: none"> • Choice of market is very limited. • Operation is at individual level, at low volume. • Exploitation in the form of quality and sizes due to inadequate market exposure and ignorance. • No idea about sorting and grading, packing standards. • No quality consciousness among the collectors. |

| | |
|-------------------------------|---|
| | <ul style="list-style-type: none"> • No idea about alternative markets and its dynamics. • Fear factors created by the Traders, which compels the community to sale their produce to a particular Trader. • Individual sale at door steps fetch low price |
| Value Addition | <ul style="list-style-type: none"> • Not aware about the scope of value addition. • No exposure to the market of value added products. • No motivation from external agency towards value addition. |
| Infrastructure and Technology | <ul style="list-style-type: none"> • Lack of storage godown leads to storage at household level which causes absorption of moisture and leads to damage leading to poor bargain and lower prices. • Lack of skills to close stitching and making different sizes lead to lesser income to the primary collector |

Price fixation

- There is no Government institution for fixation of price of siali products or pressed plates.
- The price is fixed by traders as per the products demand in the bigger markets.
- If case of scarce collection of leaves, the demand for the final product increases in the market, thereby fetching good prices.
- These days, with the introduction of paper and thermocol (though they may be harmful) plates, the demand for siali leaf plates are reducing.



Issues or problems

- Siali is a climber and the primary collector sometimes collects its leaves by uprooting the entire stem that reduces the growth of siali climber in the forest.

- There is a lack of market information and knowledge on market dynamics among the primary collectors.
- Reduction in market demand due to emergence of new alternative products like paper and thermocol plates available in the market.

Intervention Plan

| Suggestion | Activity |
|--|---|
| 1.Trader promotion (process Trader in village level) | <ul style="list-style-type: none"> • The Trader shall support the individual Entrepreneurs on marketing linkages of finished products. • Higher level market price and order obtainment and informing the individual Entrepreneurs. • Support agency shall enhance the knowledge of the Trader on market dynamics of local and higher market. • They will get about 10 to 15% incomes in this process. • They will support the individual Entrepreneurs on quality of raw materials and technical issues. • Support agency will provide working capital for stock and linking in higher prices. <p>Selection Criteria</p> <ul style="list-style-type: none"> • He or She should be at least a matriculate or above. • He or She should be a resident and acquainted with the villagers and their language. • He or She should have a mobile and a bi-cycle. • He or She should have some knowledge about marketing. • He or She should have to deposit financial securities. |
| Individual Entrepreneur | <ul style="list-style-type: none"> • Support agency will support in procuring leaf press machine for the Entrepreneur • Sensitize the community on profitability of Siali leaves • Technical training to improve quality and efficiency. • Introduction of Siali leaf making fetching higher prices. • Sensitize Entrepreneurs on roles and responsibilities for conducting the activities. • Explain the market dynamics through conducting Trader interface and market exposure. |

| | |
|------------------------------|--|
| | <ul style="list-style-type: none"> Contact the Trader and liaise on product , money transaction and technical support |
| Introduce plucking equipment | <ul style="list-style-type: none"> To enable the collector properly collect Siali leaves using the equipment without doing any damage to the creeper tree and immature leaves safely. Save time on collection. |

Activity season chart

| Activity | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Availability leaf | | | | | | | | | | | | |
| Rough stitching | | | | | | | | | | | | |
| Pressing | | | | | | | | | | | | |

Budget

Mention the 3 year budget for Sal leaf intervention:

| Particulars | 1 st year expenditure (Rs) | 2 nd year expenditure (Rs) | 3 rd year expenditure (Rs) |
|---------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Infrastructure | 4,81,875 | --- | ---- |
| Capacity building | 3,24,100 | 6,09,000 | 5,58,000 |
| Exposure | 1,06,000 | 1,40,000 | 1,78,000 |
| Repairing and maintenance | 12500 | 12500 | 12500 |
| Revolving fund | 6,25,000 | --- | -- |
| Consultancy charges | 12,00,000 | 13,20,000 | 14,52,000 |
| Total Amount Rs. | 27,49,475 | 20,81,500 | 16,43,058 |

Business plan

This business plan is for manufacturing plates from roughly stitched siali leaves in Khajuripada Block.

Scale

This activity will promote 25 village level entrepreneurs on siali pressing. The support agency will provide 25 siali pressing machines to the entrepreneurs.

Raw material and leaf plate making:

The main raw material for this activity is siali leaf (a permitted NTFP), abundantly available in the area.

The leaf plate pressing machine is a manually operated pedal machine. It requires 300 watts of electric power. It can also work without power by the kerosene oil blow lamp. The leaves are washed and dried to retain their pliability and kept in polythene bag to avoid drying before use. They are then placed on the lower die platter; the pedal is pressed down and released after a few seconds. Folding, trimming, pressing into shape and drying of the leaves are done in a single operation by pressing the pedal lever. The leaf plate, subjected to heat at 150 degree Centigrade for 10 seconds also gets sterilized.

Enablers

Though the infrastructure are needed for implementation of this livelihood program may be available in the cluster, Government enablers like DRDA, LAMPCS and TDCC may provide additional support for construction of storage godowns and other equipment to the beneficiary.

Gram Panchayat

The Gram Panchayat would provide license issued at the rate of Rs 100 to the traders for purchasing the NTFP. It can also fix the support price.

Assumptions

- The primary stakeholder has the appropriate skill for stitching the leaves.
- The primary stakeholder works for at least five hours a day and stitches 400 leaves (4 Bonduel).
- There is availability of raw materials in these areas.
- The primary stakeholder shall stitch only 20 and 18 inches size plates.

Roles and responsibilities of different stakeholders

The roles and responsibilities of different stakeholders are as follows:

DSMS

- To provide marketing and monitoring inputs.
- To provide the suitable training to individuals through the institution.
- To co-ordinate all aspects of production and financing.

Credit Linkage Institution

- Block, OFSDP, OTELP are the credit linkage institutions.

Raw materials

- The raw material for the fine stitched leaf plates is siali leaf, which shall be collected by the individual beneficiaries.

Transportation

- The field supervisor will collect the finished products from the village level individual beneficiaries on a weekly basis.
- The stitched leaves will be shifted using the existing transportation system to cluster level and then they would be pressed to make plates.
- After proper packaging of the finished products, they would be sent to the markets.

Marketing

The Cluster Committee shall make the marketing tie-ups with the traders with the help of stakeholders like TDCC and ORMAS.

Input analysis

The working capital requirement for production of 50 leaves is as follows:

| Inputs/ 50 leaf s, plate, . | Cost (Rs) | Cost (Rs) |
|---|-----------|-------------|
| Siali leaf (stitched) - 100 pieces | 9.30 | 9.30 |
| Plastic sheets used for pasting two leaves by heating@ Rs. 80/- per kg | 1.0 | 1.0 |
| Packer plastics (Outside packing/ coverage) | 0.40 | 0.40 |
| Electricity and water charges | 1.00 | 1.00 |
| Service charge (operating cost/ 100 no.) | 1.50 | 1.50 |

| | | |
|------------------------------------|--------------|--------------|
| Admin and marketing costs | 0.50 | 0.50 |
| Misc. Expenses | 0.30 | 0.30 |
| Total-Input production cost | 14.00 | 14.00 |

Output and profit analysis for 1 machine unit

The following table showcases the entire output and profit analysis of the unit.

| Particulars | Amount (Rs.) | Amount (Rs) |
|--|-----------------|-----------------|
| Manufacturing Cost of 50 s | 14 | 14 |
| Selling price of 50 s in local hat | 30 | 30 |
| Gross profit per 50 s | 16 | 16 |
| Gross profit per 50,000s (1 month's production) | 16,000 | 16,000 |
| Gross annual profit of the unit | 1,92,000 | 1,92,000 |
| Depreciation of machinery and fixed costs per annum | 1450 | 1450 |
| Net profit per annum | 1,90,550 | 1,90,550 |

Target Beneficiaries

The basic objective of this program is to upgrade the skills of rural women, who are the primary collectors, to promote entrepreneurship and to create opportunity for self-employment for 2500 beneficiaries. Initially 500 individual beneficiaries may be identified to initiate machine pressed stitching in the first year. Seeing the profitability trend of the unit further additions may gradually be made.

| Year Wise Proposed | Num. of Proposed Beneficiaries |
|----------------------|--------------------------------|
| 1 st year | 500 Beneficiaries. |
| 2 nd year | 1000 Beneficiaries. |
| 3 rd year | 1000 Beneficiaries. |

Economics of the programme

1stYEAR (Stitching):

| Sr. No | Particulars | No. /amount Rs. |
|----------|------------------------------------|-----------------|
| 1 | Production of pressed Siali leaves | 9000 s. |

| | | |
|---|--|------------|
| | @ 300 per day for 30 working days in a month. | |
| 2 | Sale of 9000 no. of pressed Siali leaves @Rs.0.60 | Rs. 5400 |
| 3 | Product of pressed Siali leaf Plate. @ 200 per day for 30 working days in a month. | 9000 Plate |
| 4 | Sale of 6000 no. pressed leaf plates @Rs. 0.30 | Rs. 5400 |

2ndYEAR (Pressing)

| Sr. No | Particulars | No. /amount Rs. |
|--------|--|--------------------|
| 1. | Production of pressed Siali leaves @ 400 per day for 30 working days in a month. | 1200 |
| | Sale of 7200 no. of pressed leaves @Rs. 0.60 | Rs. 7200 |
| 2 | Product of pressed Siali leaves @ 240 per day for 30 working days in a month. | 1200 Plates |
| 3 | Sale of 7200 no. of pressed leaves @Rs.0.30 | Rs. 7200 |

3rdYEAR (Pressing.)

| Sr. no | Particulars | No. /amount Rs. |
|--------|---|--------------------|
| 1. | Production of pressed Siali leaves @ 500 per day for 30 working days in a month. | 15000s. |
| 2 | Sale of 9000 no. of pressed leaves @Rs.0.60 | Rs. 9000 |
| 3 | Product of pressed Siali leaf plate @ 300 per day for 30 working days in a month. | 15000 Plates |
| 4 | Sale of 9000 no. of pressed leaves @Rs.0.30 | Rs. 9000 |

Income per single individual per month

| Year | Productions quantity of | Total cost of production Rs. | Total sale price Rs. | Net income Rs. | Production cost Plat Rs. | Total Sale price of Rs. | Net income Rs. |
|-----------------|-------------------------|------------------------------|----------------------|----------------|--------------------------|-------------------------|----------------|
| 1 st | 9,000 | 2520 | 5400 | 2880 | 2520 | 5400 | 2880 |
| 2 nd | 12,200 | 3360 | 7200 | 3840 | 3360 | 7200 | 3840 |
| 3 rd | 15,000 | 4200 | 9000 | 4800 | 4200 | 9000 | 4800 |

- Now a days the primary Collector gets @ Rs720/- per month.
- In the 1st year intervention, the primary Collector will able to get benefit income @ Rs.2880/- in 2nd year 3840 and in 3rd year 4800/-

Gradually the income of the Single Individual will increase subject to regular practice and depending upon her performance.

Detail Budget:

1st year Budget plan

| Sl.no | Particulars | Unit | Price per unit (Rs) | Variable Cost | Fixed Cost |
|-----------|--|------|---------------------|---------------|------------------|
| A) | Infrastructures: | | | | |
| 1. | Pressing machine @ Rs. 20000/- per machine. | 25 | 20,000 | -- | 500000 |
| 2. | Pest | 25 | 100 | -- | 2500 |
| 3. | Polythene | 25 | 75 | | 1875 |
| 4. | Maintenance or repairing. | 25 | 500 | 12500 | |
| 5. | Credit linkages @ Rs.25000/ per process Trader | 5 | 25000 | | 102500 |
| 6. | Credit linkages @ Rs. 20000/- per individual Entrepreneur. | 25 | 20000 | | 500000 |
| | Total | | | 12500 | 11,06,875 |
| B | Capacity Building on foundation label of 50 SHGs Non Residential.(6 member from SHGs) | | | | |
| | Business understanding training 1 day. | | | | |
| | a) Fooding expenses @ 70 /- per member. | 30 | 70 | 2100 | |
| | b) Stationary expenses @ 20 /- per member. | 30 | 20 | 600 | |

| | | | | | |
|-----------|---|-----------|-------------|---------------|--|
| | c) Banner expenses @ 500 /- per batch. | 1 | 500 | 500 | |
| | d) Travelling expenses @ 50 /- per member. | 30 | 50 | 1500 | |
| | e) Resource person fees @ 800 /- per person | 2 | 700 | 1600 | |
| | f) Others. @ 200 /- per training (miscellaneous) cost.) | 1 | 200 | 200 | |
| | Total expenses : | | | 6500 | |
| | For the 10 numbers of training requires | 10 | 6500 | 65500 | |
| C. | Business Understanding Based training (6 member from a SHG): | | | | |
| | a) Fooding expenses @ 70 /- per member. | 30 | 70 | 2100 | |
| | b) Stationary expenses @ 20 /- per member. | 30 | 20 | 600 | |
| | c) Banner expenses @ 500 /- per batch. | 1 | 500 | 500 | |
| | d) Travelling expenses @ 50 /- per member. | 30 | 50 | 1500 | |
| | e) Resource person fees @ 800 /- per person | 2 | 700 | 1600 | |
| | f) Others. @ 200 /- per training (miscellaneous) cost.) | 1 | 200 | 200 | |
| | Total expenses : | | | 6500 | |
| | For the 10 numbers of training requires | 10 | 6500 | 65500 | |
| D. | Skill training on cluster basis. 2no. Of non residential | | | | |
| | a) Fooding expenses @ 70 /- per member. | 30 | 70 | 2100 | |
| | b) Stationary expenses @ 20 /- per member. | 30 | 20 | 600 | |
| | c) Banner expenses @ 500 /- per batch. | 1 | 500 | 500 | |
| | d) Travelling expenses @ 50 /- per member. | 30 | 50 | 1500 | |
| | e) Resource person fees @ 800 /- per person | 2 | 700 | 1600 | |
| | f) Others. @ 200 /- per training (miscellaneous) cost.) | 1 | 200 | 200 | |
| | Total expenses : | | | 6500 | |
| | For the 10 numbers of training | 10 | 6500 | 65,500 | |

| | | | | | |
|----|--|-----------|--------------|------------------|--|
| | requires | | | | |
| E. | Exposure visit for SHGs members (6 members per SHG.): | | | | |
| | a) Food expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | b) Stationary expenses @ 20 /- per member. | 30 | 600 | 600 | |
| | c) Banner expenses @ 500 /- per batch. | 1 | 500 | 500 | |
| | d) Travelling expenses @ 200 /- per member. | 30 | 6000 | 6000 | |
| | e) Others. @ 500/- per training (miscellaneous) | 1 | 500 | 500 | |
| | Total expenses | | | 10600 | |
| | For the 10 numbers of exposure requires: | 10 | 10600 | 1,06,000 | |
| F. | Cluster label meeting 12no (per 30 members per batch, cluster label): | | | | |
| | a) Fooding expenses @ 70/- per member. | 30 | 70 | 2100 | |
| | b) Other expenses. @ 200/- (miscellaneous) | | 200 | 200 | |
| | Total expenses : | | | 2300 | |
| | Cluster label 12 no training | 12 | 2300 | 27600 | |
| G. | Trader promotion (4no.) Capacity Building training: | | | | |
| | a) Business understanding, Trader base understanding and Machine processing based training @ 10000/-per member. | 5 | 10000 | 50000 | |
| | b) Coordinator for documentation, marketing and marketing exposure @ 10000/- per member. | 5 | 10000 | 50000 | |
| | Total expenses : | | | 1,00,000 | |
| I. | The total Expenses of Agency, Cost for a month (HR, admin) @1, 00, 000/-. For hand holding support. (for 12 month) | | 100000 | 12,00,000 | |
| | Total Expenses for 1 st year. Rs. | | | 27,59,675 | |

2nd year Budget plan

| Sl.no | Particulars | Unit | Price per unit (Rs) | Variable Cost | Fixed Cost |
|-----------|---|-----------|---------------------|-----------------|------------|
| A) | Capacity building 100 SHGs (1000 member 6no. from a SHG) | | | | |
| 1. | Capacity Building training on foundation label: | | | | |
| | a) Fooding expenses @ 80/- per member. | 30 | 80 | 2400 | |
| | b) Stationary expenses @ 25/- per member. | 30 | 25 | 750 | |
| | c) Banner expenses @ 600/- per batch. | 1 | 600 | 600 | |
| | d) Travelling expenses @ 70/- per member. | 30 | 70 | 2100 | |
| | e) Resource person fees @ 1000/- per person | 2 | 1000 | 2000 | |
| | f) Others. @ 300 /- per training (miscellaneous) | | 300 | 300 | |
| | Total expenses : | | | 8150 | |
| | For the 20 numbers of training requires | 20 | 8150 | 1,63,000 | |
| 2. | Business Understanding training: | | | | |
| | a) Fooding expenses @ 80 /- per member. | 30 | 80 | 2400 | |
| | b) Stationary expenses @ 25 /- per member. | 30 | 25 | 750 | |
| | c) Banner expenses @ 600 /- per batch. | 1 | 600 | 600 | |
| | d) Travelling expenses @ 70 /- per member. | 30 | 70 | 2100 | |
| | e) Resource person fees @ 1000 /- per person | 2 | 1000 | 2000 | |
| | f) Others. @ 300 /- per training.(miscellaneous) | | 300 | 300 | |
| | Total expenses : | | | 8150 | |
| | For the 20 numbers of training requires | 20 | 8150 | 1,63,000 | |
| 3. | Skill and implementation training (6no. SHG) | | | | |
| | a) Fooding expenses @ 80 /- per member. | 30 | 80 | 2400 | |
| | b) Stationary expenses @ 25 /- per | 30 | 25 | 750 | |

| | | | | | |
|-----------|--|-----------|--------------|------------------|--|
| | member. | | | | |
| | c) Banner expenses @ 600 /- per batch. | 1 | 600 | 600 | |
| | d) Travelling expenses @ 70 /- per member. | 30 | 70 | 2100 | |
| | e) Resource person fees @ 1000 /- per person | 2 | 1000 | 2000 | |
| | f) Others. @ 300 /- per training.(miscellaneous) | | 300 | 300 | |
| | Total expenses : | | | 8150 | |
| | For the 20 numbers of training requires | 20 | 8150 | 1,63,000 | |
| 4. | Exposure Visit: (3 members from SHG) | | | | |
| | a) Fooding expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | b) Stationary expenses @ 25 /- per member. | 30 | 30 | 900 | |
| | c) Banner expenses @ 600 /- per batch. | 1 | 600 | 600 | |
| | d) Travelling expenses @ 300 /- per member. | 30 | 300 | 9000 | |
| | e) Others. @ 500 /- (miscellaneous) | 1 | 500 | 500 | |
| | Total expenses : | | | 14000 | |
| | For the 10 numbers of exposure requires: | 10 | 14000 | 1,40,000 | |
| 5. | Machine maintenance and Repairing @ 500/- | 25 | 500 | 12500 | |
| 7. | Trader promotion (4no.) Capacity Building training: | | | | |
| | a) Machine processing based training @ 12000/- per member. | 5 | 12000 | 60000 | |
| | b) Coordinator for documentation, marketing and marketing exposure @ 12000/- per member. | 5 | 12000 | 60000 | |
| | Total expenses : | | | 1,20,000 | |
| 8 | The total Expenses of Agency, Cost for a month (10% more of 1 st year) @ 1, 10, 000/-. For hand holding support. (for 12 month) | 12 | 110000 | 13,20,000 | |
| | Total Expenses for 2nd year. | | | 20,81,500 | |

3rd year Budget plan

| Sl.no | Particulars | Unit | Price per unit (Rs) | Variable Cost | Fixed Cost |
|-----------|---|-----------|---------------------|-----------------|------------|
| A) | Capacity building 100 SHGs (1000 member 6no. from a SHG) | | | | |
| 1. | Capacity Building training on foundation label: | | | | |
| | a) Fooding expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | b) Stationary expenses @ 30 /- per member. | 30 | 30 | 900 | |
| | c) Banner expenses @ 700 /- per batch. | 1 | 700 | 700 | |
| | d) Travelling expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | e) Resource person fees @ 1200 /- per person | 2 | 1000 | 1200 | |
| | f) Others. @ 500 / (miscellaneous) | 1 | 500 | 500 | |
| | Total expenses : | | | 9300 | |
| | For the 20 numbers of training requires | 20 | 9300 | 1,86,000 | |
| 2. | Business Understanding training: | | | | |
| | a) Fooding expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | b) Stationary expenses @ 30 /- per member. | 30 | 30 | 900 | |
| | c) Banner expenses @ 700 /- per batch. | 1 | 700 | 700 | |
| | d) Travelling expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | e) Resource person fees @ 1200 /- per person | 2 | 1000 | 1200 | |
| | f) Others. @ 500 / (miscellaneous) | 1 | 500 | 500 | |
| | a) Fooding expenses @ 100 /- per member. | | | 9300 | |
| | b) Stationary expenses @ 30 /- per member. | 20 | 9300 | 1,86,000 | |
| 3. | Skill and implementation training (6no. SHG) | | | | |
| | a) Fooding expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | b) Stationary expenses @ 30 /- per member. | 30 | 30 | 900 | |

| | | | | | |
|-----------|--|-----------|--------------|------------------|--|
| | c) Banner expenses @ 700 /- per batch. | 1 | 700 | 700 | |
| | d) Travelling expenses @ 100 /- per member. | 30 | 100 | 3000 | |
| | e) Resource person fees @ 1200 /- per person | 2 | 1000 | 1200 | |
| | f) Others. @ 500 / (miscellaneous) | 1 | 500 | 500 | |
| | a) Fooding expenses @ 100 /- per member. | | | 9300 | |
| | b) Stationary expenses @ 30 /- per member. | 20 | 9300 | 1,86,000 | |
| 4. | Exposure Visit: (3 members from SHG) | | | | |
| | a) Fooding expenses @ 120 /- per member. | 30 | 120 | 3600 | |
| | b) Stationary expenses @ 30 /- per member. | 30 | 900 | 900 | |
| | c) Banner expenses @ 700 /- per batch. | 1 | 700 | 700 | |
| | d) Travelling expenses @ 400 /- per member. | 30 | 400 | 12000 | |
| | e) Others. @ 600 /- (miscellaneous) | 1 | 500 | 600 | |
| | Total expenses : | | | 17800 | |
| | For the 10 numbers of exposure requires: | 10 | 17800 | 1,78,000 | |
| 5. | Machine maintenance and Repairing @ 500/- | 25 | 500 | 12,500 | |
| 6. | The total Expenses of Agency, Cost for a month (10% more of 2nd year) @ 1, 21,000/-. For hand holding support. | 12 | 121000 | 14,52,000 | |
| | Total Expenses for 3rd year. | | | 22,00,500 | |

17. Tamarind

Profile of the Cluster

General Profile

Tamarind is a slow growing, long lived marine tree, which reaches a height of 80-100ft (20-30 m) with a trunk of circumference 25 ft (7.5m). The leaves are normally flattish, irregularly curved and bulged. Pods vary from 2 to 7 inches in length. They may be brown externally and at first are tender-skinned with grey, highly acid flash and soft, whitish under developed seeds. As they are matured, the pods fill out somewhat and juicy and the pulp turns brown or reddish-brown. Thereafter, the skin becomes brittle, with easily cracked shell and the pulp dehydrates



naturally to a sticky paste. Tamarind seeds are hard, brown, square in form, 1/8 to 1/2 inch (1-2.5 cm) in diameter and each is enclosed in a parchment like membrane.

Household Coverage

Tamarind is produced in all Seven TSP Blocks in Malkangiri ITDA, with Mathili block having a share of 40% in the total production. Nearly 60% of families in 20 GPs are involved in tamarind collection and are producing 32,000 quintal.

It is focused to promote a block level cluster at Mathili, with two sub-clusters at Kiang and Nayakguda.

| Name of villages/locations | Total No. of households | No. of Community institutions present (SHGs / farmer clubs etc.) | No of households engaged in activity | Collection per household | weight loss if any | Marketable surplus | Road connectivity (yes / No) | Cluster supporting infrastructure (yes / No) | Name of NGOs / agencies working in the area on the activity | Name of private players (Companies, Traders servicing / procuring from the area) |
|----------------------------|-------------------------|--|--------------------------------------|--------------------------|--------------------|--------------------|------------------------------|--|---|--|
| Kopra | 36 | 4 SHG | 27 | 20 KG | | 600 Kg | Yes | | Organisation for Development Coordination (ODC) | Mr. K. Laxman Rao, Mr. A. Santosh Prasad, Mathili, Mr. Puniya Seth, Mr. Mahesh Thakur, Mr. Dinesh Dwiedi of Kusuma |
| Kartanpalli | 164 | 10 SHG | 130 | 15 Kg | | 1200 Kg | No | | | |
| Luller | 151 | 8 SHG | 126 | 30KG | | 1350 Kg | Yes | | | |
| Dangarrasi | 32 | 2 | 26 | 20 KG | | 450 kg | Yes | | | |
| Sindhiguda | 75 | 4 SHG | 44 | 20 KG | | 750Kg | Yes | | | |

Production Volume

Under Kiang sub-cluster it is focused to cover 83 villages in 6 GPs, where nearly 4300 households collect 17500 quintals of tamarind every year. Likewise, under Nayakguda sub-cluster it is focused to cover 60 villages in 7 GPs, where 3900 households produce 14500 quintals of tamarind.

Seasonality of the product

| Name of the produce | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Tamarind | | H | H | H | | | | | | | | |
| | | | T | T | T | | | | | | | |

C/H: Collection/Harvesting Season

T: Trading Season

Quality/type product

Tamarind is abundantly available in India and Africa. As it has very good commercial value, we can manufacture tartaric acid, invert sugars, food colour, crude pectin, and tamarind protein and tamarind seed oil out of it. Tamarind is also used in various pharmaceutical preparations, as cleaning chemicals in boilers and heat exchangers and for preparation of jellies, jam, marmalade and bubble gum. Tartaric acid has industrial usage, used in food items, for preparation



of different synthetic chemical products. There is good market demand of these products and a new entrepreneur can confidently venture into any of the following fields.

- Tamarind fresh and dried
- Seeded tamarind with pulp
- Deseeded tamarind flower
- Deseeded tamarind cake
- Tamarind kernel powder
- Tamarind pickle and candy
- Artwork and paints from tamarind seed

Production process

- Collection generally starts in February-March and continues till May. Tribal people collect raw tamarind from their own trees or from the forest. Male members of the collector family climb up the trees and either shake the branches or beat them using a long stick. The fruits thus falling on the ground are collected by women and children of the family.
- If tamarind fruits are dried on the tree, de-shelling (removing the shell from pulp) is done immediately on ground by beating with a small stick. If tamarind fruits are not dried, 1 day of sun-dry is given and then de-shelling is done.
- The product is packaged in plastic and gunny bags, but there is no standard packaging practice.
- Price is not fixed all the time as it which mostly depends on the crop production. In such cases, harvesting and de-shelling is done by the primary collector.
- The second process is leasing the entire tree to the village level trader, which also happens to be the most frequently practiced pattern of sale. After seeing the crop, the trader decides its price. A full grown tree produces around 2 quintals of crop. In Gajapati district, it was found that villagers prefer to sell the entire tree to the trader to get a lump sum amount.

Technology

No such technology is required for tamarind de-seeding, it can be done manually. Machine for de-seeding is available at Jeypore. For proper functioning of the machine, tamarind should be properly dried and should be of equal size. If quality is not maintained, the tamarind may be smashed in the machine. So, it is suggested that deseeding should be done

manually. Cake making machine can be procured from Ramakrishna Engineering, Narsipatnam, A.P. (Name and address of supplier: Sri Ramakrishna Engineering Works, Opposite to SBI, Main Road, near Collector Office, Narsipatnam. Ph.no.09866002865). Cost of the cake making machine ranges between Rs 34,000 and Rs 42,000.



Market demand/Physical market (major markets)

- Tamarind is one of the forest produces, which is largely used by households, as well as in hotels and restaurants in food preparation. After extraction of pulp from tamarind there is a by-product in its seed, largely used in manufacturing low cost tamarind seed flour.
- Major markets are found in Mathili, Temurupali Hat, Jeypore, Kusuma , Jagadalpur and Raipur in Chhattisgarh and Salur, Vizianagaram and Srikakulam in Andhra Pradesh.

Entrepreneur Profile

Flow of the product

- Mainly three types of functions are performed at the village level for selling tamarind to traders - harvesting, sun-drying and de-shelling of the collected tamarind. About 4 man-days (each at Rs 100/ man-day) are required to harvest the crop of 5 trees (2 quintal). For collecting and de-shelling 10 quintal of tamarind, about 10 man-days are required (Rs 70/ man-day), which is generally performed by the tribal women.
- Villagers sell directly to the village market or to the village trader. The selling price depends on the selling pattern. Generally three types of selling pattern have been observed.
- People sell tamarind on weight basis, generally in the village hat. In this process, they earn Rs 8-10/ per kg.
- The traders also come directly to the village and collect tamarind from each household at Rs 8-10/ per kg.
- The second process is leasing the entire tree to the village level trader, which happens to be the most frequently practiced pattern of sale. A full grown tree

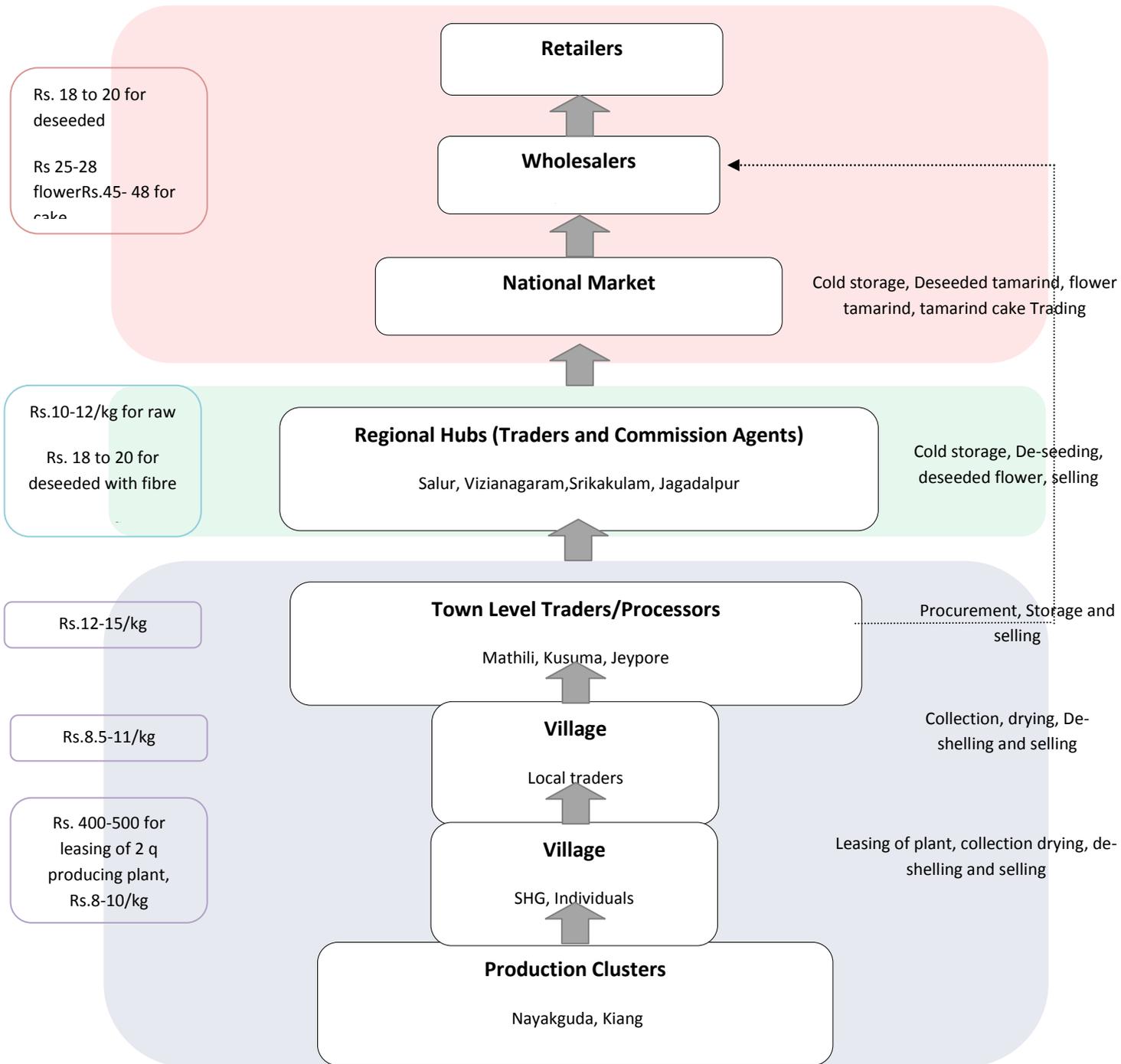
produces around 2 quintal of crop for Rs.400-500. For the following reasons, they sell the fruits while in the tree.

1. To meet the immediate requirement of money they auction plant.
 2. Harvesting of fruits is considered a physically strenuous activity.
 3. Lack of knowledge on market dynamics.
 4. Price fluctuation: At times price of tamarind drastically reduces to as low as Rs 3 to Rs 5 due to heavy production.
- Third process is to sell tamarind in a basket (locally called 'Dala'). One Dala contains approximately 20 Kg tamarind and is sold at Rs 80-100 in local hat.
 - Village level traders operate in two ways. Firstly, they invest their own capital to procure tamarind from the villages. In this process they buy the crop of a whole tree and get a better realization. Secondly, they operate on commission basis and get Rs 0.50 to Rs 1.0 per Kg of tamarind procured from the village. A village level trader operates in almost 10 to 15 villages and there is competition at this level too. The trader deals with 6 to 10 tonnes of tamarind in a season, which brings an income of Rs 3000 to 5000.
 - Town level trader purchases tamarinds from village traders and sometimes directly lifted from villages. A big town level trader deals with 200 to 1000 MT of tamarind in a season. The flow of goods takes a separate route from Temurupali hat and Bhandaripangam weekly hat. Traders from Kusuma sell the produce in Jagadapur, whereas those from Jeypore and Mathili sell their produce in Vizianagaram, Srikakulam, and Salur terminal markets or store them in cold storages at Salur and Jagdalpur and sell when price increases.
 - Traders at Salur and Jagadapur level are involved in value added products like deseeded flower tamarinds and market them to different locations.

No of Enterprises (Individual, Traders, Co-operatives)

| Name of the Trader | Contact details |
|--------------------------|---|
| Mr. K. Laxman Rao | Main Market, Mathili, Ph-09771236565 |
| Mr.A.Santosh Prasad | Main Market, Mathili, Ph-08832789451 |
| Mr. Puniya Seth | Main Market, Kusuma |
| Mr. Mahesh Thakur | Main Market, Kusuma |
| Mr. Dinesh Dwiedi | Main Market, Kusuma |
| Mr. Hariprasad | Main Market, Jeypore, Dist-Koraput |
| Mr. A. Dillip Kumar | Vasavi Kalyana, Nandapa, N.K.T. Road, Jeypore, Koraput Ph: 06854-241719 Mobile: 9437000354 |
| Mr. Bisweswar Rao | Salur, Vizianagaram, AP |
| Mr. Vikram Sudarshan Rao | Salur, Vizianagaram, AP |
| Mr. M Kamaswar Rao | Salur, Vizianagaram, A.P. |
| Mukesh Trader | Itwari Bazar, Jagdalpur, Dist: Bastar, Chhattisgarh Ph: 07782-222256 |
| Tara Trading Company | Jeypore Road, Jagadalpur, Dist: Bastar, Chhattisgarh Ph: 07782-222167 |
| Mr. Nirmal Mor | Near Mandi, Jagadalpur, Ph-09826573909 |
| Mr. Chetan Hemani | Jagadalpur Traders, opposite Swetambar Jain Temple, Jagadalpur, Ph-07782-222455,221155, Mobile-09425261024, 09329741455 Email.chetan@yahoo.com |
| Mr. Shyam Somani | CHANDAN Trading, BMS House, Motitalab Para, Jagadalpur, Ph- 07782-222387, 222831, Mobile-09425258831, 09755558831 Email.somani@chandantrading.com www.chandantrading.com |
| Summet Singhal | Singhal Traders, 2 nd lane, near Nahata Building, Hotel Satkar Gali, Near Railway station, Raipur Phone -09977168000,093291127900 |
| Anil Tanna | TANNA Enterprise, 2 nd lane, near Nahata Building, Hotel Satkar Gali, Near Railway station, Raipur Phone-09826139277 |

Value Chain Diagram:



Analysis

Role and Responsibility of stakeholders

| Stakeholder | Role and Responsibility |
|-----------------------------------|--|
| Producer/Primary Collector | <ul style="list-style-type: none"> Leasing plants before harvesting due to need of money for festival, marriage Collect raw Tamarind from their own trees or from the forest If Tamarind fruits are dried on the tree, de-shelling is done immediately on ground by beating with a small stick. If Tamarind fruit are not dried, 1 day sundry is given and then deshelling is done. Sell directly to the village market or to the village Trader or at nearby weekly hat |
| Village shop/Kuchia | <ul style="list-style-type: none"> Purchase raw Tamarind from primary collectors and sell it to Local traders |
| Local traders | <ul style="list-style-type: none"> Invest their own capital to procure Tamarind from the villages. In this process they buy the crop of a whole tree from the villages and get a better realization Purchase direct from primary collectors and sold it to Town Trader with a small margin of higher amount |
| Town level Traders | <ul style="list-style-type: none"> Town level Traders purchase Tamarind from the village Trader and sometimes directly lifted the products from Village level with support of Transportation Sale it to Regional Traders or store the product in Cold Storage at Salur and Jagadapur and sell their produce when price increases. Somewhere involved in value addition like deseeded Tamarind flower |
| Regional Traders | <ul style="list-style-type: none"> Cold storage, Deseeding, deseeded flower, and selling to Wholesalers |

Present Production Process and gap

| Stages | Gap/Constraint |
|-----------------------------|--|
| Pre-collection | <ul style="list-style-type: none"> Leasing plants before harvesting due to need of immediate money to meet expenses on household exigencies, festival, marriage readily agreed to less price Only wild variety is available. |
| Collection (Harvest) | <ul style="list-style-type: none"> Lack of collection techniques. |

| | |
|------------------------|---|
| Post-collection | <ul style="list-style-type: none"> • Improper drying and de-shelling. • The practice of adding water to increase weight • No storage facility results in immediate sale of the produce. • Finance for storage and common drying platform. • Lack of knowledge on quality aspect • Package of practices like, packing in Dala (Bamboo made). Gunny bag with standard packing |
|------------------------|---|

Availability of credit and gap

| Present Process | Gap |
|---|---|
| Local traders Providing cash to farmers whenever they need | <ul style="list-style-type: none"> • Financial needs during lean period results in plant leasing or bound by agreement with local trader to sell their product as per price fixed by Trader adequate and improper drying |

Availability of Infrastructure and Gap

| Present Process | Gap |
|---|---|
| Drying in open area for 2-3 days before de-shelling and after de-shelling, Poor accessibility, carries by foot or cycle to the village selling point or by vehicle when sold to weekly hat | <ul style="list-style-type: none"> • Unhygienic product (Proper drying at drying platform) |

Presence of BDS Providers (BDSP)

| | | |
|----------|---|--|
| 1 | O TELP | Financial support to SHG Members in implementation area |
| 2 | NGO | Mobilising for not nix water during selling, mobilisation on deseeding of Tamarind |
| 3 | District Supply and Marketing Society under Panchayati Raj Department(DSMS) | Plan for marketing support |

Inbuilt Constraints

| Stages | Gap/Constraint |
|---------------------------|---|
| Production Process | <ul style="list-style-type: none"> • There is no price differentiation for the better quality dry Tamarind offered by the town level Trader which encourages people to mix water (10 litres per quintal) with dry Tamarind to increase the weight. Such practice is mainly found in Koraput and Rayagada district, although the price offered at the terminal market is based on the quality of the produce. Traders at the terminal market like Salur, Vizianagaram and Jagdalpur are not ready to accept the crop from these areas as it contains more moisture which deteriorates the quality thereby ultimately decreasing the rate of the crop of these regions. • Unavailability of drying and storage space at the village level compels regular sale of the produce after harvesting. Storage of produce and sale in bulk can bring better realization. • In some villages proper harvesting practices are not followed which damages the quality of the produce. • Only seeded Tamarind is sold from the village level although better return can be earned by adding value to the produce such as making deseeded Tamarind and Tamarind flower. |
| Market | <ul style="list-style-type: none"> • Proper weighing • Standard Packing • Market information(Rate of product) |

Intervention Plan

- Popularization of best practices in product handling including de-shelling, drying and grading through training, demonstration and campaign.
- Demonstrating the processing of tamarind flower and requisite market linkage.
- Financial working capital and market linkage support to entrepreneurs for bulk trading of tamarind.

Budget

| SL No | Intervention Point | Year 1 | Year 2 | Year 3 | Total |
|-------|--|---------|---------|--------|---------|
| 1 | Best practices in product handling like de-shelling, drying and grading <ul style="list-style-type: none"> • Campaign | 1480000 | 1100000 | 350000 | 2930000 |

| | | | | | |
|---|--|----------------|----------------|----------------|----------------|
| | <ul style="list-style-type: none"> • Demonstration • Exposure • Training at Village level | | | | |
| 2 | Skill development on processing of Tamarind Flower and market linkage <ul style="list-style-type: none"> • Skill Training • Exposure | 600000 | 450000 | 150000 | 1200000 |
| 3 | Financial support for Entrepreneurs on dealing with bulk products and market linkage <ul style="list-style-type: none"> • Credit support • Market exposure | 860000 | 500000 | 300000 | 1660000 |
| 4 | Facilitating cost | 600000 | 600000 | 600000 | 1800000 |
| | Total | 3540000 | 2650000 | 1400000 | 7590000 |

Business Plan

a. Raw Material:

The main raw material needed for this business is raw tamarind, collected during the peak harvest time of March-April from the local area at Rs 8 to Rs10 per kg.

b. Technology

Deseeding of tamarind can be done manually. However, if machine is required, the one can avail them from Jeypore.

c. Skill Development needs (skill and business knowledge):

At community level, while building technical skill particularly better collection, drying, storage practices and market dynamics would be critical, equally important is building their skills on starting and managing their business. It is also essential to build capacity of NGO and facilitating agency on mobilizing target community.

d. Value addition possibilities and challenges

As it has been clearly reflected in the value chain analysis, there is market demand for deseeded tamarind flower. This value addition initiative can be taken at community level. Starting a new activity in village needs a lot of mobilization at the community level and also among the stakeholders.

Potential Traders and their dynamics

- Town level Traders lift the product from the village point if minimum volume of 50 quintals will be provided. In this case transportation cost would be borne by the trader.
- Term of payment is in cash.
- Standard packing is 50 kg.
- Sample checking for quality of product by town traders.

Scenario-I : Economics of Deseeded Tamarind with fibre

Assumptions:

- SHG will procure dry tamarind at Rs 800 per quintal.
- The weighing and drying charges is calculated at Rs 2 per bag.
- Cost of deseeding per kg is calculated at Rs 200 per quintal.
- The cost of local transportation is calculated at Rs 1000 (lump sum).
- Miscellaneous expenses (weight loss, transit loss etc) are calculated at 2%.
- The community hall would be available to use free of cost.
- The town level traders will procure tamarind from the village point at Rs 25 per kg.
- Seed will be sold at Rs 4 per kg.
- Tamarind gives 57% pulp, 5% fiber, 33% seed and 5% wastage.
- Panchayat registration cost is calculated at Rs.100 and VAT is 4%.

Variable Cost Analysis:

| S.N. | Particulars | Unit | Cost/Unit | Total Cost(Rs.) |
|------|--|-------------|-----------------|-----------------|
| 1 | Procurement of Tamarind | 100 quintal | 1400/quintal | 140000 |
| 2 | Gunny bag | 200 no. | 10 | 2000 |
| 3 | Packing charge | 200 no. | 2 | 400 |
| 4 | Transportation cost(lump sum) | | | 1000 |
| 5 | Loading and unloading cost | 100 quintal | Rs. 8/quintal | 800 |
| 6 | Labour charges for deseeding | 100 quintal | Rs. 200/quintal | 20000 |
| 7 | Registration in Panchayat | | | 100 |
| 8 | Interest@12% per annum (Rs. 84300) for 2 month | | | 3286 |
| 9 | Total expenditure | | | 167586 |

Sale, Profit and ROI Analysis

| S.N. | Particulars | Units(Q) | Cost/Unit | Total Cost(Rs.) |
|------|---------------------------|----------|-----------|-----------------|
| 1 | Sale of Deseeded Tamarind | 62 | 3000 | 186000 |
| 2 | Sale of seed | 33 | 400 | 13200 |
| 3 | Total Sales | | | 199200 |
| 4 | Expenditure | | | 167586 |
| 5 | Profit before tax (3-4) | | | 31614 |
| 6 | VAT 4% (Rs. 1,86,600) | | | 7464 |
| 7 | Profit after tax (5-6) | | | 24150 |
| 8 | ROI | | | 14.41% |

Risk factors and mitigating measures

| Major Risk Factors | Risk Mitigating Mechanism |
|--|--|
| Fluctuations in market price | Systematic market information and access to multiple Traders might reduce the risk |
| Rain increases the moisture content of the product thereby reducing the price of the produce | Tamarind should properly dried and stored |

| | |
|---|--|
| System should run for at least 2 production cycles to learn from the experience and set up a realistic system of intervention | Strategic support and follow up mechanism needs to be ensured for at least 2 cycles |
| Lack of capacity at SHG level and internal conflict have the potential to take out intervention | Regular conduct of CB programme through a CB calendar may reduce the risk |
| Lack of economies of scale and untimely release of funds may result in less than desired results | Community mobilization and fulfilling timely credit needs would be important. |
| Group conflict has the potential to render the interventions ineffective | Mature SHGs demonstrating strong Social mobilization needs to be prioritized for undertaking intervention. Simultaneously continuous efforts to bring clarity on interventions need to be carried out. |

Regulatory measures and other compliance

- Panchayat license for tamarind trading (Rs 100)
- RMC tax 1% is to be paid, if SHGs intend to take the product to town level traders.
- VAT for value added tamarind product is 4%.
- ISI mark weights and measure are to be used.

18. Goatery

Cluster profile

General profile

In livestock rearing, goatery is the most traditional and dominant activity pursued by majority of families in Keonjhar district. Goatery as a traditional activity is preferred by the forest dwelling communities as it is labour intensive and requires low investment. Goatery has a lot of scope in all blocks of Champua ITDA. The basic factors that influence majority of people opting for goat rearing are:

- Traditional occupation for poor, landless



and marginalized people having very minimum alternatives to livelihoods

- Not a gender specific activity where both the genders can play a role, goat being a docile animal can be tamed by women and children.
- Have traditional skills for taking up the activity.
- Adequate grazing land available in the area.
- Increasing value for goat and its readily encashable nature to meet unforeseen social, health related contingencies.
- Investment is low, but returns can be high.
- Goat can survive in most trying of environmental conditions.
- There is a huge market demand for goats in the state and outside.

Profile of Cluster

Goat rearing is a dominant livelihood activity practiced by 90% of the households in all 3 blocks of Champua, ITDA. But, Jhumpura block has the highest number of prevalence of goat rearing practices with approximately 90% of the households in 60 villages engaged in the activity. The approximate number of goat in the block is 28,430. All the villages have road communication to the block headquarters. Other than the Animal Husbandry Department, no other private agency or NGO is working for goatery promotion in the area.

Household Coverage

The major concentration of goat population is found in villages of Arsala and Khunatapada GPs. All the villages are situated within a radius of 6-10 km from Arsala GP and are contiguous to each other. More than 388 households are engaged in goat rearing, with approximately 2147 goats in the cluster (5-6 goats per household).



| Name of villages/locations | Total No. of households | No. of Community institutions present (SHGs / artisan clubs etc.) | No of households engaged in activity | Average number of goats per household | Monthly / Annual Turnover (Rs /HH) | Road connectivity (yes / No) | Cluster supporting infrastructure (yes / No) | Name of NGOs / agencies working in the area on the activity | Name of private players (companies, Traders servicing / procuring from the area) |
|----------------------------|-------------------------|---|--------------------------------------|---------------------------------------|------------------------------------|------------------------------|--|---|---|
| Arsala | 320 | 12 | 120 | 6 | 2000 | Yes | No | No | Chandramohan Giri |
| Asoki | 80 | 5 | 41 | 5 | 2000 | Yes | No | No | Ranian Giri |
| Andharikhaman | 120 | 5 | 80 | 4 | 2000 | Yes | No | No | MD S Salim |
| Durgapur | 100 | 6 | 45 | 4 | 2000 | Yes | No | No | MD Nazi Khan |
| Khuntapada | 185 | 8 | 102 | 5 | 2000 | Yes | No | No | Sukadev Dehuri |
| Total | | | 388 | 4 | 2000 | | | | |

Variety

The breed, Black-Bengal is widely prevalent in eastern parts of the country. The female gives birth to a single kid at first. Given that other conditions such as the buck and feed are good, it starts giving birth to two kids. There are also instances of goats giving birth to 3 or even up to 4 in some rare cases. The meat of this variety is the best in the region and priced the best.

Current rearing practices

- **Housing:**

Normally, the goats are kept in a very small enclosure inside the houses of its owner, with very less open space for movement. Even in case when a shed is prepared, it is never properly ventilated. The floor is also never kept dry. Perhaps, improper housing is the major cause for outbreak of several diseases among the goats.

- **Feeding pattern**

Presently people graze their own goats separately from 8 PM to 12 Noon and then again from 3PM to 5 PM. In case people have less number of goats, they engage the person who has more number of goats and pay a sum of Rs 20-30 per goat/month to that person. The herdsman takes the goats to the nearby grazing lands for feeding. The major reason for popularity of goat rearing is the easy availability of bushes and grass in the nearby forests. However, it is also observed that sometimes the Forest Department takes punitive action to dissuade goat grazing in the forest land in order to safeguard plant ecology.

- **Breeding pattern**

Presently, there are 1-2 bucks (male goats) in a herd that more or less take care of the mating needs of does (she-goats). Also, there is a lot of inbreeding, which deteriorates the quality of the stock.

- **Death and disease control**

People are unaware of the actual cause of diseases that affect goats. They give some local medicines in case of diseases and hardly ever take the help of local Livestock Inspector (LI) or Veterinary Doctor. Some good practitioners in the area are known to give certain vaccines and medicines during disease attack.

• **Support Services:**

People have almost very minimal access to any support services by the extension workers of Veterinary Department. Though the Veterinary office is established within 2-3 km, there is hardly any animal camp organized in the villages. People, who are aware about good rearing practices, sometimes ask support from the LI, who charges Rs 10 for vaccination and in case of a severe disease condition of the goat he provides medicines and charges accordingly.

Life Cycle of the Goat

A goat lives up to an age of 6-8 years. A female goat matures for reproduction after 12 months and gives birth for the first time after 18 months. The male castrated goat weighs up to 25-30 kg and the female weighs 18-20 km. The male kids are to be castrated preferably 2-3 months after birth for better growth and meat quality.

Common Diseases among the Goats

- PPR: This major killer disease is a viral one and spreads very fast in cold and damp conditions during the monsoon. The symptoms are running eyes and noe, fever and diarrhoea. There is no treatment for this disease and prior vaccination is the only way out.
- Foot and Mouth Disease (FMD). The infection happens first at the feet and later spreads to mouth. It is a viral disease. Though there is treatment available for this disease, it brings lots of hardship to the owner.
- Skin Disease: It can happen due to lice, ticks and also due to other worm infestation.
- HS (Hemorrhagic Septicemia). It is a bacterial disease. The medicine for this disease is Oxytetracycline and Dyclofenac.

NB: Vaccination and regular de-worming is a must for better health and survival of goats.

Market

The breed of goat reared in these areas has a distinct quality and demand among consumers all across the state. The meat quality of castrated goats is considered to be the best in the state.

Village Level:

At the village level, consumption of goat (castrated goat) meat is not generally very frequent by the economically backward people as its cost is not affordable. However, the craze for goat meat is very high and people generally afford to have goat meat in functions,

marriages, ceremonies organized in the village. So, majority of the rearers sell their goat to get a good income that meets their livelihood needs. Sometimes, the rearer himself sells the goats in hats within 5-10 km at Jhumpura market. At the village level, intermediaries/agents procure the goats (castrated goats) directly from the rearers and in turn sell them to the nearest butcher at the block level. Usually the price of the goat is fixed on the basis on two things, the product type (Khasi, Boda or female goat) and approximate kilograms of meat it will give. In normal practice, the demand for castrated (Khasi) is Rs 250/kg and sold out in an average price of Rs 4000-6000 depending on the body growth. The male goat having reproductive value is often not sold out but sometimes sold out at Rs 280/Kg. However, it carries exorbitant prices if sold out on festive occasions normally used as sacrifice before deities. Rearers often don't sell out the female goat and keep it for reproduction unless until they have serious economic compulsion or it becomes too old for reproduction. Its price varies from Rs 100-120 or as negotiable.

Block Level

At the block level, there are 10-15 goat meat centers that cater to consumers of the block. The butcher collects the goat directly from the rearers in two market days (Wednesday and Saturday) per week, earmarked for buying and selling of cattle. They also procure from the intermediaries as well. The transactions made involve 700-800 goats per market day in a week. The weighing of the goat is never done scientifically, but on an eye estimate basis. The butcher has an expertise to value a goat at one look and the secrets are always kept confidential with him. Few indicators of weighing are circumference of the neck of the goat and its head size. As the demand for goat meat is regular, the butcher always maintains a stock for continued business. There is no fixation of tax on butcher by the Government.

Town Level

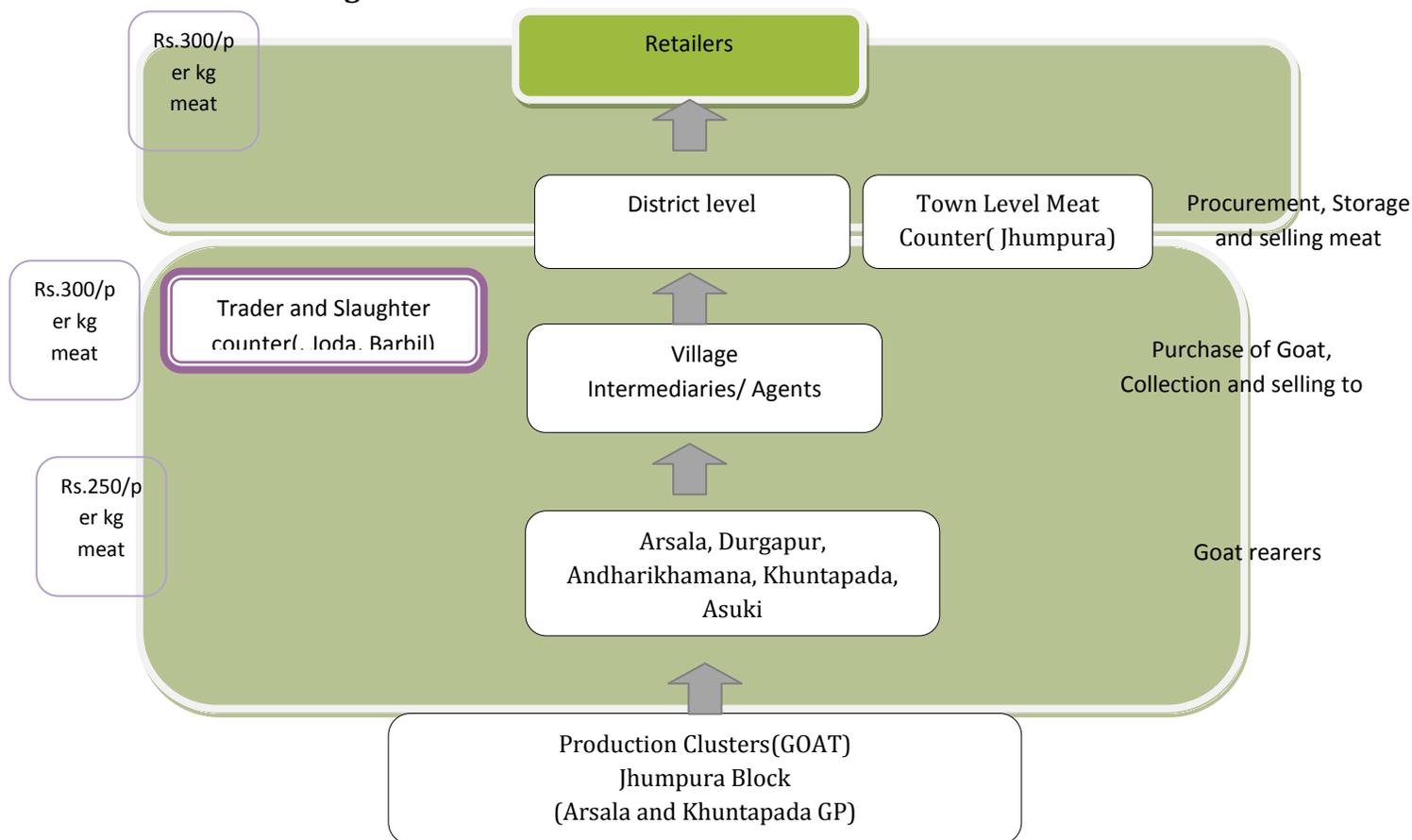
At the district level, with people having a better earning and paying capacity, the demand for goat meat is very high. There are more than 50 meat outlets/ counters in the district to cater to the demand of consumers. They directly get the goats form the block level intermediaries and from animal markets at Jhumpura. The transportation is taken care of by the district level butcher themselves. Beyond the district level markets, there are other markets at industrialized area of Barbil, Jora, from where butchers come to procure goats from Jhumpura.

Flow of the product

The rearers directly go to the weekly market to sell their goat. In some cases they sell the goats to middlemen and agents of traders from the district. There are 4-5 butchers in Jhumpura market, who sell meat from counters for consumers and supply to hotels. They also maintain a one week stock. Similarly, butchers from Keonjhar district also come down

to the hat to purchase goats. However, there is hardly any organized trade identified where the goats are taken outside the district or state from here. The variation of price of goat meat per kg is not so significant at different levels. The selling price at base level is Rs 250/ kg and goes to a maximum of Rs 300/ kg. The reason is, the weighing of goats is never done at any level. So, the butcher who knows the art very well, always cheats others in weighing. As a result, the seller doesn't get prices for actual weight of the goats. At block and district levels further adulteration is done without having any decrease in price thereby making the meat business more profitable.

Value Chain Diagram:



Analysis:

Rearing

- Improper housing for the goats.
- Lack of knowledge on ideal rearing practices.
- Proper care of pregnant goats is never taken. Sometimes, the goat gives birth to babies while grazing.
- No such care of the newborn goat is taken.

- People are unaware of the common diseases of goats and their remedies.
- People are unaware of the demerits of inbreeding.

Disease Control

- Routine vaccination viz. HSV, BQV, FMDV, PPR, GOAT POX, ENTRO TAXEMIA and administration of Anthel Memics medicine for de-worming is never done. Routine vaccination is very important before monsoon as maximum diseases outbreak in that period.
- People are unaware of the types of vaccines available for goats and the process of de-worming.
- Unavailability of medicines in the vicinity.
- Lack of regular outreach service activity by the Veterinary Department.
- There is no such Government scheme implemented in the cluster level.

Gaps in marketing

- Selling of goats is purely on the basis of eye estimate on the weight; the actual weight is never known to the seller.
- Jhumpura hat needs a shelter for animals and humans, where the traders can stay till they arrange transportation of their animals.
- Lack of drinking water and fodder facilities for animals.
- Facility for goats to be tied up.

Other gaps

- There is more than 20% mortality in goat rearing due to various diseases and the rearers are unaware of insurance facilities.
- Lack of any BDS provisions.
- In-breeding gives different genetic diseases.

Opportunities:

- The farmers have traditional knowledge and skills for goat rearing and it's in their culture to rear goat for economic well being. Most often than not there is a tradition, when a girl marries she is given one or two goats to take to her in law's house as economic asset.
- There is continued interest and enthusiasm for goat rearing and people directly purchase goat without any financial support from any agency.
- The area is best suited for goat rearing due to plentiful availability of grazing fields.
- It is a labour intensive, low investment activity and many people sustain their livelihood by rearing goats.
- Market demand for Black Bengal variety is very high.

Intervention plan:

- The veterinary outreach services in the cluster have to be established beyond the existing services which are found to be inadequate by goat rearers. So, there is a need for promotion of community service provider who would be selected basically from the village in consultation with goat rearers, having requisite qualification and interest to work as a self driven Government supported service provider. They would be trained on better goat rearing practices, supported with equipment, tool kit and provided with back-end support including promotion of market for their services in linkage with line department.
- To bridge the gap in accessing vaccine from the Veterinary Department, financial support for universal vaccination by linking to veterinary service providers to reduce incidents of disease and mortality of goats.
- The Black Bengal variety is one of the best varieties available with the people. Not only it has better economic value, but it has proved to be suited to the ecology well. However, inbreeding is a major cause of concern. It's often seen that people borrow and sought after a good variety of buck from outside for mating. So, there is an emergent need for facilitating availability of buck at village through provision of additional subsidy including developing institutional mechanism for rearing of buck and buck services. From the point of sustainability, the community service provider will be the custodian for rearing the buck and would collect charges from goat rearers for availing the service.

Budget

| Sl.No | Intervention | Activity | Unit cost (in Rs) | Year 1 | Year 2 | Year 3 | Total |
|-------|--|--|-------------------|--------|--------|--------|-------|
| | Promotion of a professionals for veterinary services | Selection of a professional from community with requisite qualification and interest | - | - | - | - | - |
| | | Training of the professional | 4000 | 16000 | 16000 | 16000 | 48000 |
| | | Equipment tool | 3000 | 30000 | | 15000 | 45000 |

| | | | | | | | |
|---|---|--|------|--------|--------|--------|---------|
| | | kit support to service provider(syringe, cotton, bandage, first aid, castration kit etc) | | | | | |
| | | Support for mobility and incidental expenses | 2000 | 240000 | 240000 | 240000 | 720000 |
| 2 | Universal vaccination by linking to veterinary service providers (promoted) to reduce incidence of disease and mortality of goats by maintaining cold chains. | Supply of vaccines, syringes | 3000 | 30000 | 30000 | 30000 | 90000 |
| | | Cold chain for vaccine and maintenance | 7000 | 70000 | 15000 | 15000 | 100000 |
| 3 | Supply of Buck and rearing through institutional arrangement | Procuring buck including transportation | 4000 | 20000 | - | - | 20000 |
| | Sub Total | 1023000 | | | | | |
| | Facilitation and Institutional charges | | | 150000 | 165000 | 182000 | 497000 |
| | G. Total | | | | | | 1520000 |

Total: Fifteen lakhs twenty thousand only.

19. Stone Carving:

General profile

The art of stone carving in Odisha stand out in the country for its grandeur and artistry. The origin of the majestic art dates back to the 13th century A. D. The world famous Sun Temple at Konark that epitomizes such artistic works is considered one of the finest examples of the artistry in the country. Since then, the family and traditional skills of stone carvings has continued from generation to generation. Now, stone craft is classified as a leading item in the handicrafts sector of Odisha. There are many families that are continuously engaged in this art and have been recognized and honored with national and state level awards for their excellence in the field. In Odisha, the stone carvers are mostly distributed in the districts of Puri, Khurda, Cuttack, Balasore, Keonjhar, Jajpur, Ganjam and Mayurbhanj.



Profile of the Cluster

The stone cluster is located at a distance of 24 km from Karanjia in Sukruli Block. The major concentration of stone carving is found at 4 km from block headquarters at Keshna near Khiching temple, which is famous for the architectural grandeur and majestic skills of stone carving. The cluster covers 5 villages and 914 households out of which, 236 are directly involved in stone carving. The trade does not involve women and it's mainly a male linked skill since it has been evolved in to practice. The cluster has the following figures:

| Name of villages | Total No. of households | No of households engaged |
|-----------------------|-------------------------|--------------------------|
| Keshana | 120 | 100 |
| Adipur | 230 | 83 |
| Sialigothani | 84 | 35 |
| Kumbhirda | 300 | 5 |
| Chaturisahi (keshana) | 100 | 10 |
| Parbatipur | 80 | 3 |
| Total | 914 | 236 |

The items produced by the stone carvers mainly consist of utility items for households include *belena pedi, chaki, ghorana, chandan pedi, table and bench*. The decorative items include *Konark chakra, dancing girl*, figurines of animals like *elephant, crocodile and pen stands, lamps, visiting card holders* etc. Besides, they produce life size figurines of Gods and Goddess, statues of eminent personalities carved out of large stones. There are more than 65 stone carving units in the cluster, out of which 60 are in Keshna itself. On an average the units have 5-7 member craftsmen who possess skills to prepare all types of stone work.

| Name of villages/locations | Total No. of households | No. of Community institutions present (SHGs / farmer clubs etc.) | No of households engaged in activity | Collection per household | weight loss if any | Market surplus | Road connectivity (yes / No) | Cluster supporting infrastructure (yes / No) | Name of NGOs / agencies working in the area on the activity | Name of private players (companies, Traders servicing / procuring from the area) |
|----------------------------|-------------------------|--|--------------------------------------|--------------------------|--------------------|----------------|------------------------------|--|---|---|
| Keshana | 120 | SHG- 4, Clubs-3 | 100 | 6 pcs/month | N/A | Yes | Yes | No | No | Haladhar Ghadei (Keshana) |
| Adipur | 230 | SHG-8,Club-1 | 83 | 5 pcs/month | N/A | Yes | Yes | No | No | Chhatish Ghadei (Keshana) |
| Kumbhirda | 300 | SHG-22,Club-1 | 5 | 3 pcs/month | N/A | Yes | Yes | No | No | Durjadhan Rout (Keshana) |
| Chaturisahi keshana | 100 | SHG-5,Club-1 | 10 | 4 pcs/month | N/A | Yes | Yes | No | No | Laladhar Mantri (Keshana) |
| Sialigothani | 84 | SHG-4, Club-1 | 35 | 5 pcs/month | N/A | Yes | Yes | No | No | Bhatta kishore Rout(Keshana) |
| Parvatipur | 80 | SHG-2, | 3 | | N/A | Yes | Yes | No | No | Budhadev Rout(Keshana) |
| Total | 914 | | 236 | | N/A | | | | | Jitu Saha(Keshana) |
| | | | | | | | | | | Umesh Ghadei |
| | | | | | | | | | | Sadhu Naik |
| | | | | | | | | | | Kirani Charan Naik(Keshana) |
| | | | | | | | | | | Chitamani Munda (Adipur) |

Raw materials and Quality

The basic raw material used is black stone, typically famous for its quality. It is available at Adipur, 2 km from Keshna. Since there is no leasing of the mines which was there 5 years ago, the locals from Adipur and other nearby villages dig out stones and sell it to local crafts units. There is also widespread smuggling of stones to Bhubaneswar, Puri and Cuttack where big traders have their carving units established.

Design and Trends

The design and trends of the stone carvings are traditionally based on temple motifs and statues of Hindu deities, dancing girl and Konark wheel. These statues are stand alone and later came statues with more background carved on stone. Also, there are examples of statues being prepared with addition of a tree to the standing danseuse, icons of Gods inside a Conch, on a leaf etc.

The polishing is one of the latest value additions that make the carving look bright and lively. More recently, there has been a range introduced with statue of human (Head and Shoulder part) – that is being used to place at house/ institutions named after a famous person. The new designs are borrowed or innovated from other items such as brass, appliqué works, and paintings to develop new carving designs. Such engraving are also identified in items such as pen stands, card holders etc. But, the production of this new range of products is low and has not captured the market.

Production Process

Stage 1–The size of the stone is always decided by the size of the statue to be made. So, preferably stones are purchased keeping in view the size of the statue. But most often, when they find a very big stone to handle, it is broken by heating and using rope. Then, the raw stone is cut to required size with the help of chisel and hammer. Later, the edges and roughness are smoothed with as instrument called Randa to make it even surfaced with parts of the figure roughly evolving out. Then, the artisans figure out the shape and design giving careful strokes on the stone by using chisels and hammer of different sizes with. After that, artisans carve diagram of desired design by pencil and shapes by using chisel.

Stage 2 – The initial shaped stone goes through finer carvings by different artisan which then goes to the third stage of artisans for better refinement.

Stage 3 - Further refinement with guna and tagi with miniature designs is done. Sand paper is used for polishing at this stage.

Stage 4–In the last stage, more value addition in finishing is done to make it attractive. Emery cloth and water paper are used to impact a better finish and shining on the

carvings. Sometimes, transparent liquid like lacquer and wax are used to wipe out coarseness of the surface to make the statue look prominent and beautiful.

Technology and use of tools

The productions of carvings are usually done manually, but they also use electricity driven cutters, grinders and polish machines. Few of the important tools used in carvings:

- Drilling Machine: Electric driven machine for drilling on stone
- Compass: To measure parts for carvings
- Hammer- Wooden and iron
- Guna Tagi- A sharp edged instrument of various sizes flattened in both sides.
- Desi Muna – A sharp edged instrument pointed at the front.
- Batali – Chisel
- File-For polishing
- Emery cloth and water paper – for polishing
- Pata: for cleaning
- Diamond(different sizes)- For cutting stone
- Sabala: Crowbar for digging
- Guntha: Used for scarping



However, the usage of such tools depends on the capacity of the craft production units. More of electric driven and improved variety of tools is used in Keshna where 60 such organized units are operating. The units operating from other villages are normally based at domestic sites where more manual tools are also used.

Enterprise Profile

There are 236 households who primarily depend upon stone carvings for earning their livelihoods. Majority of them belong to economically backward communities. Though they say it does not provide them good return, yet it provides them a dignified option which is available very nearer to their village. The skills and expertise are garnered hereditarily. Besides, there are people who have adopted the skills through imitation based on interest to make stone carving a livelihood option. The craftsmen in villages other than Keshna- which is primarily the most old and traditional cluster are such people who have adopted stone carvings in recent past.

Acquiring the skills for stone carving is a prolonged career. It takes a minimum of 5 years of intensive learning process to be able to produce high quality products. There are 60 units in Keshna where such people come and work with master craftsmen to learn the art. They work in the workshops and in a gradual process learn as paid labourers with free lodging and boarding. It takes a lot of determination and interest to evolve as a master craftsman.



There are different levels of craftsmanship in the stone carving cluster and could easily be segregated into two different typologies:

1. Skilled craftsmen are important to the industry in producing high value products of fine artistry. They have evolved through the process and possess special skill. They are also instrumental in making the modifications with finer carvings to be made at the final stage before the statue is complete. Most often they are also the owner-cum-craftsman for the enterprise. They earn something between Rs 7000-10000 per month depending upon the profits.
2. They are semi skilled and possess skill to produce small items with not so great finishing. They also contribute to the design and assist the master craftsman while doing the drawing and working on the finer carvings. So, in the process they learn to graduate with finer skills. Their average earning per month is Rs 2500 to 3000 at Rs 80 to 100/ day based on their contribution and profits generated.

Process

- The digging of stones from the mountain is done by adult men mostly from Adipur village. There are 20-30 such people who are skilled to cut and break stones using crowbar, hammer and iron nails and depend on it for their livelihood. They get an average income of Rs 100-200 per day for 20 days a month.
- There are children and adults who collect stones from Adipur or some time buy at a cost of Rs 10-15 to produce small utility articles of *Chhechaor Ghorana* and sell them in Keshna for Rs 30-45.
- At the crafts unit level, there are two types of enterprises; there are owner-cum-master craftsmen who own the craft unit at Keshna having a support of 4-5 craftsmen specialize in making rough statue,



finishing, design and polishing. The owner-cum-master craftsman is responsible for mobilizing orders and getting business deals. He pays wages (sometimes also equally divided as well) to the craftsmen working in the unit. In case of lean period or crisis, he supports the craftsmen with money based on an average daily wage of Rs 150-200. They have contact with big firms at Bhubaneswar and Puri who also place orders with them 3-4 times a year.

A list of various players and stakeholders present in the value chain is as follows:

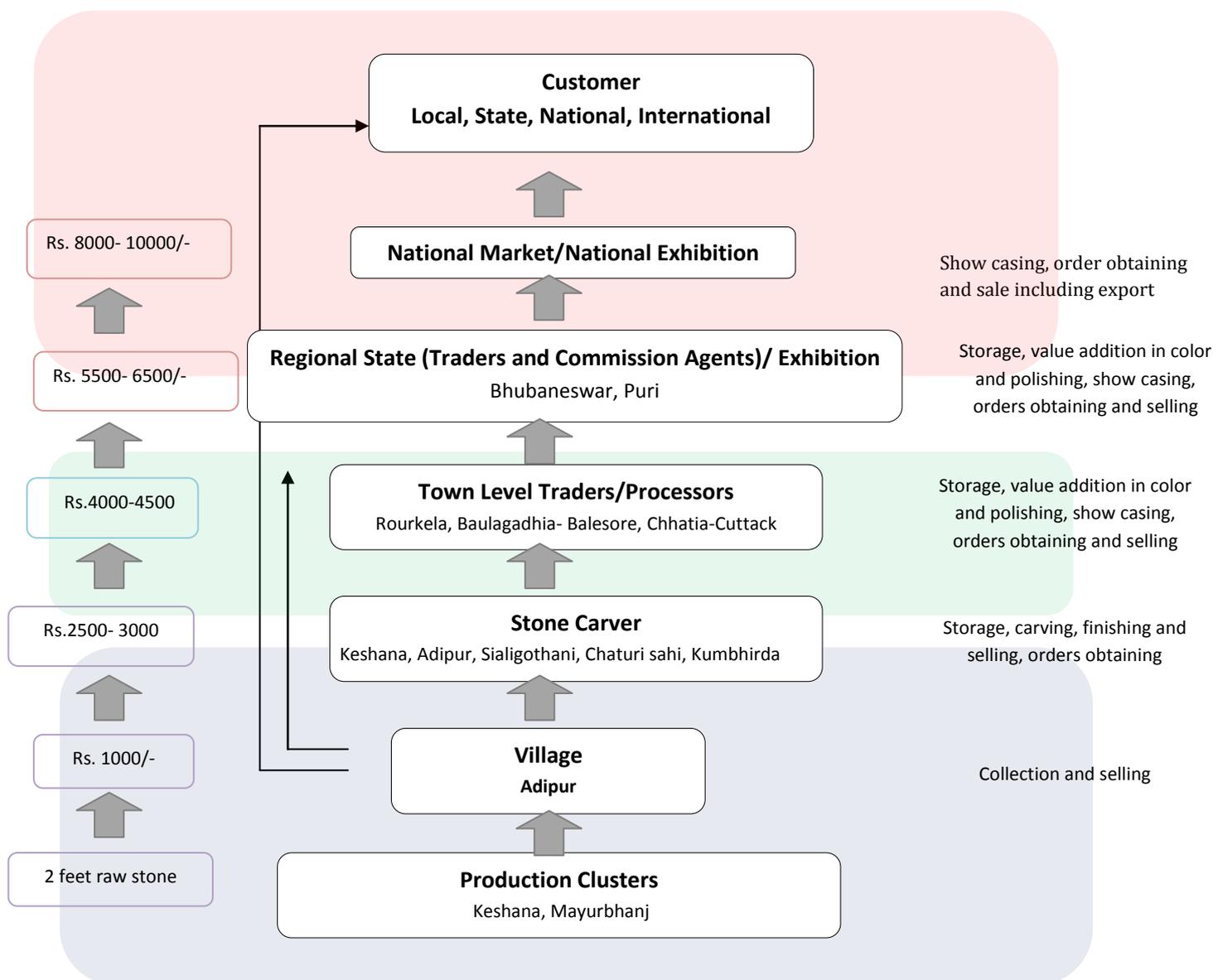
- DC Handicrafts is a support agency for implementation of various schemes. The main areas of focus of the agency are:
 - Organization of design and technology development workshops.
 - Selection of national awardees from handicraft sector.
 - Provide support for cluster development program under Ambedkar Hastashilpa Vikas Yojana (AHVY). The activities are skill up-gradation trainings, market linkage through exhibitions, formation and capacity building of artisan SHGs.
 - Setting up of Handicraft Museum and design center.
- Directorate of Handicrafts was established under Industries Department in 1992, with an aim to promote handicrafts in the state. The State Government places resources for the Directorate for both planned and unplanned expenditure. There is a provision for special program under Revised Long Term Action Plan. The major focus of the Directorate is to create better self-employment opportunities for the artisans. The schemes can be divided into two separate types: First, the individual schemes like Rehabilitation of Handicraft Artisans and Development of Handicraft Enterprise.

Second, the Cluster Development Approach, consisting of, Craft Village Scheme (Shilpi Gram Yojana) and Market Linkage for the product. The former is aimed at SHG formation and capacity building, financial linkage with banks and training on up-gradation of production and design. The latter is promoted through Utkalika, exporters and handicraft emporiums. It has an extension by the name SIDAC (State Institute for Development of Arts and Crafts) established in 2004, which is the implementing agency. The major activities are:

- ITI training of 2 years duration with 10 trainees per batch for 8 trades including stone carving.
- 21 field level training institutes spread over the state which provide craft based training (Two training centres on stone carvings are at Konark and Khiching respectively).
- Design development trainings and workshops are organized periodically

- Implementation of RHA (Rehabilitation of Handicraft) scheme which includes credit support up to Rs 25,000 per artisan. The artisan cooperative society was formed for the collective benefit of artisan groups at Keshna which is not functional and lost its importance among the artisans. There is a display-cum-selling unit established near Kichakeswari temple, but could not address the marketing issues making it non-useful for carvers in the area.
- There are no NGOs or micro finance institutions operating in the area to meet the credit needs of carvers. The carvers have availed credit in shape of cash credits up to Rs 4 lakhs from the State Bank of India which is operating from Khiching.

Value Chain Diagram



Description of the Value Chain: The stone carving is done on various sizes of stone to produce different sizes of items. The size varies from 1 foot to 5 feet and in some cases 6 feet to above depending upon the need of the item. The prices of stone do not proportionately vary according to its size. The rate of different sizes of stone available at Keshna is as follows:

- 1 feet- Rs 100
- 2 feet- Rs 800-1000
- 3 feet- Rs 3000- 5000
- 4 feet- Rs 8000-10000
- 5 feet- Rs 12000-15000

So with the varying prices of stones available, the statutes/ carved items made of it are also varying. One piece of item made of 1 foot of stone sometimes fetches Rs 400- 800 depending on its quality and design of work. So, in case of 5 feet stone the rate can be up to Rs 45000 depending upon the quality of work and design.

Analysis

Raw material

The raw material used for stone carving is basically sourced from Adipur and its cost approximately accounts for 20 to 25% of the total cost of production. The mines in Adipur are not regulated by leasing and hence it primarily depends upon the locals to dig stones manually and sell it to the carvers. The cost of the stone is very high as its mining is done manually. Stone carving is done on different sizes of stones and many a times the carvers struggle to find the ideal sizes of stone.

Technology

The process of carving is highly labour intensive and involves a major cost in the production process. The cost of production can be reduced significantly if mechanized hand tools such as grinders, cutting machines and polishing machines are used. The profit margin of the producers is always uncertain as it depends on the number of orders placed by the trader or customer. Sometimes, the products are sold on very less profit margins by approaching the trader in order to revolve the capital and generate employment.

Market

The carvers struggle to get proper and timely information with regards to the demand and market share for carved items. Though they directly market the products to some customers or traders operating from Rourkela and Bhubaneswar, they hardly understand the market trends and product range and above all the price of the product at the customer level. Linkage with high end markets outside Odisha is rare. Though the product has exquisite quality and design pattern, there is hardly any brand image

established in the market for this cluster. Often, this causes units to bear heavy losses and many of the craftsmen choose to go to Uttar Pradesh, Delhi and Rajasthan to work on daily wages of Rs 350-500.

Credit

The artisans come from poor economic background and thus are not able to manage business activities like raw material procurement in time, enough stocking of finished products which can attract the buyers and help in business growth. So, there is always a need for capital investment in such units. Currently many of the units access cash credit facilities which range from Rs 20000 to Rs 500000 from the nearest SBI and few have Rs 20000 from DIC in the block. Many of the units also access informal sources of credit with high interest rate as they find the institutional credit facility to be inadequate.

Design

Lack of market information on prices and every changing design is also a determinant for poor marketing of stone carved items in the cluster. The master craftsmen and artisans are not oriented on market driven approaches to create a base in the market. They struggle to produce designs and pattern that sells in the market.

Intervention Plans

Constraints and opportunities of stone carving in Sukruli Cluster

The major constraints and opportunities of the cluster are highlighted below:

| Supporting factors | Constraints | Opportunities |
|--|---|--|
| <ul style="list-style-type: none"> • Availability of raw materials at the nearest distance (Adipur Mines) • Cash credit facility available at SBI | <ul style="list-style-type: none"> • Availability of required sizes of stones on a regular basis • Credit facility from formal sources is increased. • Lack of proper storage space and availability of adequate space in the shed for display of items. | <ul style="list-style-type: none"> • Already skilled and pursuing the occupation for generation together • Interest among the stone carvers to pursue the occupation is high • Formal credit linkage with MFIs and Banks will reduce interest rates |
| <ul style="list-style-type: none"> • Production of various designs of stone carving items using manual tools | <ul style="list-style-type: none"> • Business generation is irregular • More use of manual tools in stone carving • Lack of skill on design and finishing of products • Dependant on local demand particularly coming from | <ul style="list-style-type: none"> • Local selling of utility materials • Generation of employment throughout the year • Production and sale of utility items in local areas. |

| | | |
|--|--|--|
| | temples of nearby districts | |
| <ul style="list-style-type: none"> Cluster is popular in the state for its artistry | <ul style="list-style-type: none"> Lack of market information on price, customer by the producer. Lack of Entrepreneurship skills with the producer. Lack of Government institution to provide support in marketing of products | <ul style="list-style-type: none"> Demand for stone carved items in the state and outside. Export of stone carved items to other countries in Europe and USA |

Recommended intervention points

| Points of Intervention | Convergence possibilities |
|---|---|
| <ul style="list-style-type: none"> Wide spread of publicity through internet on the cluster and internet based marketing. The popular craftsmanship of the cluster has to be placed through websites and training be given to unit heads on internet marketing of stone carved products. There are many quality products in the cluster which has not been found a place in the website of the government, once it is done that would popularize the products of the cluster and generate business among outside customers. | <ul style="list-style-type: none"> The DC, Handicraft could be the nodal agency with which the convergence is envisaged. |
| <ul style="list-style-type: none"> Placement linked training to identify youth craftsmen. There are youths who are in the job either operating from their houses or working in the carving units. But as the carving units have limited products they hardly develop as a good craftsman quickly under the circumstances. So, they need be supported by an arrangement whereby they are placed with craft centre operating at Bhubaneswar for few years to learn different skills in a short period of time. This can be done by collaboration of Government with Private Craft Centers based at Puri and Bhubaneswar. | <ul style="list-style-type: none"> DIC, DC Handicraft could be players to take up the activity where the identified youth craftsmen could be placed with craft units established at Bhubaneswar. ITDA could help in provisioning the budget for 10 youths identified in the cluster. |
| <ul style="list-style-type: none"> Capacity building and exposure of Master Craftsman cum Entrepreneur in the cluster. The craft unit leaders Lack Entrepreneurial orientation to tap existing opportunities in the market and attain growth in business, hence orientation through | <ul style="list-style-type: none"> Expert agencies could be hired by ITDA DC Handicraft, DIC can allocate funds and make arrangements for |

entrepreneurship development programme would contribute to exploit the opportunities of business in the long run. They would also be oriented on latest product designs and trends that are having high value and market demand.

Exposure to successful clusters and new potential markets:

Exposure visits to such clusters can provide them better insights and motivate them to take collective decisions for addressing issues. Exposure to market will also make them learn as to how to negotiate and crack business.

exposure visit of craftsmen to successful units/ clusters and market to impart training.

Budget

Assumed Operational / intervention Cost for 3 Years is as follows:

| Area of | Year-1 | Year-2 | Year-3 | Total |
|--|--------|--------|---------|---------|
| Act. 1. Website designing and updating | 200000 | 50000 | 50000 | 300000 |
| Act. 2. Skill training to identified youth (10 no)@ Rs. 5000/-(stipend, placement charges to the carving unit) | 50000 | 50000 | 50000 | 150000 |
| Act. 2.1. Financial support to start up business(10no)@ Rs. 100000/- | - | - | 1000000 | 1000000 |
| Act. 3. Capacity building of Master Craftsmen on Entrepreneurship | 200000 | 100000 | 100000 | 400000 |
| Act. 3.1. Exposure to successful units and Markets | 200000 | | | 200000 |
| Grand Total | | | | 2050000 |

Following is the proposed step by step strategy to implement the suggested interventions across a period of three years. An institution will be created for absorbing the interventions.

Institutional Development

Activity 1:

- Each of the items produced by the stone carvers to be listed with their cost of sale and distinctive features.
- Each and every such product would be documented by professional still photographers and video recorders.
- The web page should be indigenously made with attractive picture and colour.

- All such items be uploaded on web page with contact detail (mobile no, address for communication etc) of craft units dealing with such items.

Activity 2:

- 10 youths in the trade, continuing with design and production of carved items, with ambitions to excel is identified through a transparent process.
- DIC/ DC Handicraft should identify carving units at Bhubaneswar with which the formal agreement be made to execute the task for a period of 3 years.
- Financial support for the youths and carving units
- Financial support to youths during training at carving units
- Financial support to youth to start up carving units after 3 years of training completion.

Activity 3:

- Exposure visit of selected craftsmen to Puri and Bhubaneswar.
- Training on entrepreneurship by selecting agency having expertise on enterprise and rural marketing.

Market for Stone Carving Unit

| S. No. | Name | Address |
|--------|-------------------------|---|
| 1. | Sri Sudarshan Sahoo | Sudarshan Art and Craft Village,plot-C.B.-5, Jayadev Vihar, BBSR-751013 |
| 2. | Sri Raghunath Mahapatra | Sashan padia, Old Town,BBSR-751002,ph-0674-2592003 |
| 3. | Sri Pravakar Maharana | Shishupal Chhak,Shishupalgarh, BBSR-751002 |
| | Sri Harihara Maharana | Mahtab Road, Old Town, Bhubaneswar-751002 ph-0674-2592626 |
| 4. | Sri Satyabadi Maharana | Dakara Bibhisana Lane, Hatasahi, Old Town,BBSR-751002 |
| 5. | Sri Indramani Maharana | Plot-1378,Bhimgangi Housing Board Colony, Phase-II, BBSR-751002 |
| 6. | Sri Ratnakar Maharana | Shishupal Chhak,Shishupalgarh, BBSR-751002 |
| 7. | Sri Lingaraj Maharana | At-Subarnapur,Po-Ganeswarpur, Via-Gop, Puri |
| 8. | Sri Maheswar parida | At-Baulagadia,Po-Iswarpur, Via-Bahangan, Baleswar-756042 |
| 9. | Sri Kalinga Maharana | Plot-2132/5141 Prusty Colony, BJB Nagar, BBSR-751014 |
| 10. | Sri Somnath Mahapatra | Kalanagar, Handicrafts Complex, Gandamunda, Khandagiri, BBSR-751030 |

20. Handloom

Profile of the Cluster:

General Profile

After the agriculture sector, it is the handloom Sector which provides massive employment to rural people. Odisha has a rich tradition of producing handloom products. Even the skill and knowledge imbibed over the generation has given the State hand woven textiles with an unparalleled depth, range, strength and vigor. Handloom cloth is one of the richest and resilient medium of ethnic expressions. For the weaver, it is not just a commercial venture, but it represents the philosophy and way of life. Thus, Odisha still retains its place of pride for unique and exquisite handloom creations.



Handloom industry in Odisha is the largest cottage Industry, providing employment and sustenance to 4 % of the total population. Right from producing superior artistic fabrics of excellence, this industry also produces utility fabrics for the common masses at cheaper cost. However, in face of teething competition in open market, the strengthening of the industry and its diversification is needed for its survival. To achieve this end different Government schemes have been formulated under the Textile Directorate. The demographic picture of weaving sector is ST-1 % (6552), SC-30 % (123544) and others –69 % (288165). Of the 1.19 lakh looms in the state, 88186 have been brought under the cooperative fold and developmental activities are mostly being undertaken in this organized sector under the Directorate of Textiles.

Household Coverage

Out of five TSP Block in Jeypore ITDA, handloom sector is visible in Kotpad block where nearly 30% families of 3 villages: 25 household in Bhansoli village, 40 households in Dunguriguda village and 120 households in Kotpad area are engaged in handloom. Therefore it is proposed to promote a block level cluster at Bhansoli.

The cluster comprises a sizeable number of professional weavers from SC and few from OBC community, which in total accounts for 60% of the weavers. Generally, these weavers are less skilled and engaged in production of Lungi, coarse variety of Sarees and Dhotis.

Particularly the “Tanti” caste which falls under OBC, adopts this practice. The community perceives the handloom practice is traditionally their adopted occupation. While finding various reasons for adoption of this practice, 85 % of households believe they have adopted this handloom practice only because it has been running from their forefather’s time considered.

| Name of villages /locations | Total No. HHs | No. of Community institutions (SHGs / artisan clubs etc.) | No of HHs engaged | Monthly / Annual Turnover (Rs /HH) | Specific products manufactured | Road connectivity (yes / No) | Cluster supporting infrastructure (yes / No) | Name of NGOs / agencies working | Name of Private players (companies, Traders servicing / procuring from the area) |
|--------------------------------|---------------|---|-------------------|------------------------------------|--------------------------------|------------------------------|--|---------------------------------|---|
| Bhansoli | 80 | 2 | 25 | 3000p m/HH | Cotton Sari, Lungi, Mats | Yes | No | APITCO, Gram Vikas Sangathan | Weaver’s Cooperative Society, Dunguriguda, BOYANIKA, Mr. Kapileswar Mohant, |
| Dunguriguda | 110 | 2 | 40 | 3000p m/HH | Cotton Sari, Lungi, Mats | Yes | No | APITCO, Gram Vikas Sangathan | |
| Mirigan street (Kotpad) | 150 | 1 Cooperative | 120 | 5000p m/HH | Mirigan sari, Lungi, Mats | Yes | No | | |

Production Volume

In this cluster vegetable dye saree called (Mirigan Sari), scarf, coarse cotton saree, lungi, mats and other materials prepared as per demand in market and order placed.

Seasonality of the product

| Name of the produce | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Handlooms | P | P | P | P | P | | | | P | P | | |
| | T | T | T | T | T | | | | | T | T | T |

P: Preparation, T: Trading Season

Quality/type product

The cluster produces mostly white cotton sarees with 48" width by employing twisted cotton yarns ranging from 2/80's to 2/120's count. Cotton sarees are mainly of plain body with tie-dye anchal. Other products include small quantity of bed sheets, mats, lungi, napkins and handkerchiefs.



Basically three types of artisans are found in this cluster: first, those with lower income and poor skill doing white cloth preparation, secondly those having some skill working on orders obtained from urban areas on items like mats, door curtain (raw cloths supply by consumers) and thirdly, high skilled artisans doing Mirgan saree as well as other dyeing garments and sell it to higher markets.

Each family in the village is equipped with one handmade loom. The looms are manually operated and none is mechanized. The initial investment to deploy a loom costs around Rs 2500- 5000. In most of the cases, it is seen that weavers have not set up a new loom and are rather reusing their ancestral one by reshaping and modifying it.

| Particulars | Low skilled Artisan | Medium skilled Artisan | High skilled Artisan |
|------------------------------|---------------------------------------|---|--|
| Product | White cloth | Lungi, Mats | Mirgan sari |
| Type of Income | Wage from simple weaving | Wage as well selling materials from their end | Specially job work and selling saris and other materials |
| Income level | Vary from Rs.100-200 per day | Vary from Rs.200-300 per day | Vary from Rs.300-Rs.400 per day |
| Nature of Involvement | Weavers have very low exposures. They | Motivations level is not high because they get regular employment | Most of weavers' vast exposure to different Handlooms cluster, |

| | | | |
|--|--|--|--|
| | <p>are only weaving under master weavers or traders and whatever they get as wages they are satisfied with it. They also do not take interest exploring new markets.</p> | <p>through this crafts although their wages are low.</p> | <p>Exhibition, Mela which leads higher involvement in preparation of Mirgan Sari which gets them better price.</p> |
|--|--|--|--|

Production process

- Threads are purchased from nearby market in Kulcha (Jagadapur) and also from Kotpad.
- The process for preparation of yarn from hank form to make warp is called “Warping”. The hank yarns are first transferred to Natai (a traditional winding device), and then it is wound around the warping frame in relation to the length of the warp. The non-weaving members of the family mostly ladies, normally perform this activity.
- Sizing is done to strengthen the warp yarn and make little stiffer so as to withstand the beating of the reed during the weaving process. It also gives the fabric an even weaving and sound look. Sizing is done only for cotton yarn by using the residue after rice preparation called “Mud” in local language by the help of a sizing brush. The sizing is normally done in free space nearer to the weaver cottage in the village.
- Preparation of loom is broadly classified in to the following categories of work:
- The process of passing the warp yarn through the heald of the loom as per the design is known as drafting. This helps to keep the warp yarn in parallel form over the width of the loom and in locating a broken yarn during the process of weaving.
- In denting process, warp yarns are passed through the reeds and the healds. The warp threads are to be joined with the old warp threads with a local method of twisting by hands.
- Sometimes in order to put extra warps in the border to weave a design, an attachment called Dobby is fitted to the loom. This also helps in changing the border design easily and frequently, thereby also helps in increasing the productivity.
- After completion of all the above processes, the weaving process gets started. The skilled weaver of the family performs this process. The looms being used in the cluster area are mainly traditional pit looms with throw / fly shuttle technique. During weaving of a tie-dye fabric the weft yarns are usually set on the fall of the fabric after each beating.

Technology

Weaving with tie dye in the cluster prior to 40's is done with 40"/42" looms operated with hanging slay and engaged in producing Kapta, Lungi and napkins made of 12's/16's/20's cotton yarn. The yarns are dyed with vegetable colours. The main colours are maroon (From bark of Aal tree) and coffee (From bark of Aal tree and cow dung). Fabrics of vegetable colours are sometimes not fast and ranges of colours are also limited, forcing the tie-dye production into limited colours and so also the design.

Market demand/Physical market (major markets)

Plain sarees are basically in demand among the Durua tribe groups and they are purchased during weekly hat and directly from the weavers. Mats and Daris are highly demanded and its preparation is made as per demand by people.

Mainly 3 apex marketing organizations (BOYANIKA, SAMBALPURI BASTRALAYA and SERIFED) are functioning under Government patronage. These agencies are formed by the producer's cooperatives of the State. The products so produced are mainly marketed through different sales outlets existing both in and outside the State. In addition to this, different national and state level exhibitions are also conducted by these agencies to explore national, domestic as well as niche market. A number of substantive measures have also been taken by these agencies like exports, registration under Geographical Indication Act, Total Quality Management (TQM) of the product etc.

The State level apex organization of PWCS (Primary Weavers Cooperative Society) known as Orissa State Handloom Weaver's Cooperative Society (Boyanika) through which a sizable amount of cloth so produced by rural weavers are marketed. Its sales outlets are situated both in and outside the State. To facilitate new product launching and exposure, different state and national level events are organized by the Government from time to time particularly during festive occasions.

Other than that, weavers-cum-traders who have explored different markets also play a vital role in marketing of handloom products.

Entrepreneur Profile

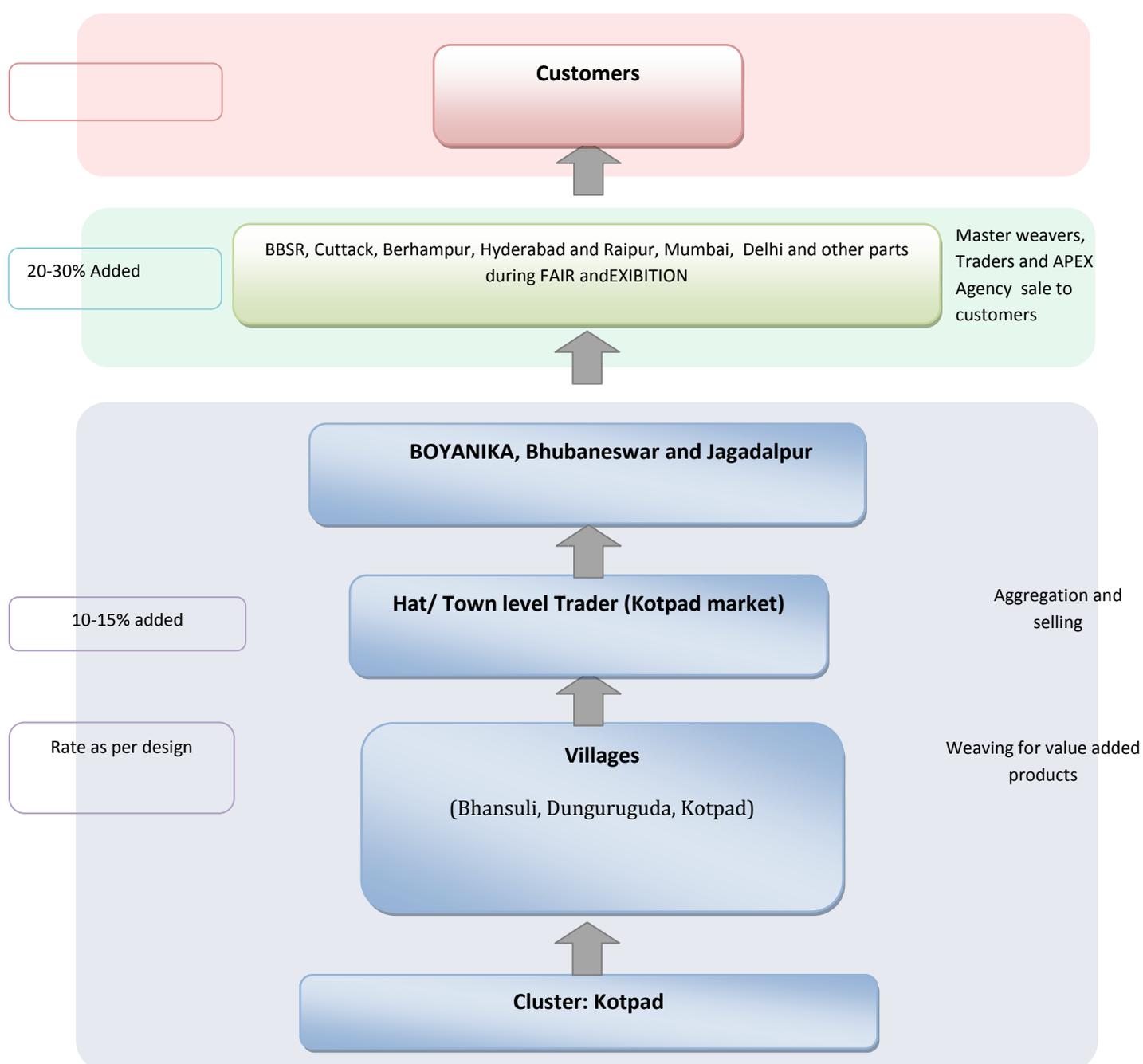
Flow of the product

- After making plain cotton saree, it is deposited to trader who had ordered or selling counters at Kotpad market.
- Plain sarees are sold during weekly hat or at the doorstep level to Durua tribes as it is considered a cultural practice.
- Mats, Daris are sold at nearby markets in Kotpad or to customers who placed orders.
- Mirgan sarees are being sold at Boyanika, fairs and exhibitions and outside the state like Delhi, Mumbai, Ahmadabad and Kolkata.

No of Enterprises (Individual, Traders, Co-operatives)

| Name of the Trader | Contact details |
|-----------------------|---|
| Mr. Kapileswar Mohant | Mirgan Street, At-Kotpad, Dist-Koraput, Ph-06860-283504, 09937654014 |
| Mr. Hari Tanti | Dunguriguda, Via-Kotpad, Dist- Koraput, Ph-0808733907 |
| Mr. Devraj Sahu | General Manager-cum-Secretary, BOYANIKA, OSHWCS Ltd., Boyan Bhawan, Bhubaneswar, Ph-0674-2390741, 09937924403 |

Value Chain Diagram



Analysis

Raw Material

Raw materials used in production are mainly the mercerized cotton yarns (2/80's to 2/120's) and dyestuffs. The weavers mainly use yarn purchased from traders / master weavers / local market.

Dyeing materials: Dyes and chemicals are usually purchased by the master weavers/ traders/co-operative societies from the local dye suppliers. Most of the dyestuffs/chemicals are purchased on small scales in open state and supplied through loose packs. The quality and price of the same are therefore always questionable. The dye users as well as the traders are still not fully aware of the banned dyestuffs by the developed countries and therefore the tie-dye fabrics are not free from such doubts.

Role and Responsibility of stakeholders

| Stakeholder | Role and Responsibility |
|---------------------------------|--|
| Weavers | <ul style="list-style-type: none">• A weaver is either a job worker-receiving yarn or design, handing over a woven product and receiving wages – or a businessman in his own right. There are also a class of weavers who purchase yarn by own and convert it according to their own design and sell the products by own risk. But they are few in numbers.• Their craftsmanship is excellent and unique in weaving traditional cotton tie-dye designed products |
| Master Weavers | <ul style="list-style-type: none">• Master weavers are those weavers who by virtue of their enterprise or available resources, not only weave but also support other weavers by providing them raw material and buying back the finished sarees.• Usually the master weavers are in joint family and shares the responsibilities involved in the production and sale cycle.• The master weavers also give the colour combination, technical guidance, and graph as per the design• Sometimes they also supply the required accessories. |
| Tie-dye makers | <ul style="list-style-type: none">• Normally the weavers do this for their consumption, still there are some weavers exclusively work to produce tie-dye and sell it to other weavers. |
| National Awardees /State | <ul style="list-style-type: none">• The clusters have a good number of high skilled weavers who by virtue of their excellence have received honour from the Central / State Government. Some of them are working as weavers where as others have turned them in to Master weavers. |

| | |
|---|--|
| Raw material suppliers | <ul style="list-style-type: none"> • Suppliers of raw material who procure cotton, silk, dye stuffs and chemicals directly from the manufacturers. |
| Accessories suppliers | <ul style="list-style-type: none"> • The weavers also arrange some accessories like doobby/Charkha/Natei etc at their village level through local carpenters and Sarees by reed manufacturers. |
| Department of Textiles and Handlooms, Government of Orissa | <ul style="list-style-type: none"> • Coordinates textile activities taken up by other institutions and look after the administration of the WCS. • Financial and Technical support also provided from time to time. • Mostly concentrated to the activities related to the WCS. |
| BOYANIKA | <ul style="list-style-type: none"> • This institution is the State level Apex organization of the primary societies meant to help in marketing of fabrics of the primary WCS through procurement, exhibitions and Expos, exploring new national and International markets, and providing other improved inputs. |

Present production process and gap

| Present Process | Gap |
|---|--|
| Yarns are purchased from nearby Kotpad market or from Baragarh | <ul style="list-style-type: none"> • Short warping consumes more time. • Time and duration in de-gumming process is not maintained resulting less colour stickiness during dyeing. • Inadequate process in dyeing resulting in colour fastness. • Availability of quality raw material especially dyestuffs (dyeing materials). • Use of traditional preparatory work is more time consuming. This can be reduced if they will go for long warping. • Adopting centralized dyeing could reduce dyeing expenses as well as colour fastness. |

Availability of credit and gap

| Present Process | Gap |
|--|--|
| <ul style="list-style-type: none"> • Raw materials purchased from Traders on credit basis at a high rate than the normal price. • Borrow loan from moneylenders. The rate of interests charged by Moneylenders usually ranges from 18-24 % per annum respectively. | <ul style="list-style-type: none"> • Credit Card and Artisan credit card is very poor. • Financial support during lean period. |

Availability of Infrastructure and Gap

| Present Process | Gap |
|---|--|
| <ul style="list-style-type: none"> • Use of traditional throw shuttle pit loom, short warping also consume more time in production process. The pre weaving process such as pirn winding, peg warping, loom setting are taken care with the engagement of all the family members. • The sizing is invariably carried out in the village streets in open spaces, which is thus become prone to weather and poses problem in summer as well as in rainy seasons | <ul style="list-style-type: none"> • Common shed for pirn winding, loom setting and weather issue |

Presence of BDS Providers (BDSP)

| SL No | BDSP | |
|-------|------------------------------|--|
| 1 | Loom Mechanic | The weavers normally repair the loom by themselves in minor problems or else take the help of local Carpenter. Carpenters are almost available in all villages to take care of the loom repairing. |
| 2 | Design and Dyeing Consultant | They are normally the dye Traders or traditional dyers |

Inbuilt Constraints

| Stages | Gap/Constraint |
|---------------------------|---|
| Production Process | <p>Weavers reluctance</p> <ul style="list-style-type: none"> • It is also experienced that even introduction of a new design should cost lower wages than the earlier design still the weaver does not agrees to weave it. This is basically the mindset of the weavers of the area. • There is no invention for production of Tie-Dye in modern looms and almost the same technology is being used which was in the process since long. This is the main obstacle in raising the productivity per loom. • Use of loose threads, in tie-dye weaving, each of the weft thread is adjusted as per the design after a beating is over. |

Price Structure

The area has no fixed pricing structure. For same design and quality, the product price may vary from weaver to weaver, master weaver to master weaver and trader to trader. Sometimes to compete in the market, low quality fabrics are woven by reducing required length/width, substituting less reed/picks, and using inferior raw materials, which destroy the goodwill of the local fabrics.

Intervention Plan

- Graduation of carpet weavers to involve weaving saree through provision of loom, skill training and promotion of artisan group.
- Promotion of entrepreneur at Kotpad level.
- Provision of common facility centre – common loom.

Budget

| SL No | Intervention Point | Year 1 | Year 2 | Year 3 | Total |
|-------|---|----------------|----------------|----------------|----------------|
| 1 | Graduate of carpet weavers to involve weaving saree and promotion of Artisan group <ul style="list-style-type: none">• Village level Training• Skill Training at Village level | 1080000 | 850000 | 350000 | 2280000 |
| 2 | Promotion of Entrepreneur at Kotpad level <ul style="list-style-type: none">• Skill Training• Exposure | 600000 | 450000 | 150000 | 1200000 |
| 3 | Financial support for Provision of common facility centre – common loom <ul style="list-style-type: none">• Common work shed• Loom• Market exposure | 1050000 | - | - | 1050000 |
| 4 | Facilitating cost | 600000 | 600000 | 600000 | 1800000 |
| | Total | 3330000 | 1900000 | 1100000 | 6330000 |

Important Schemes

- Housing of Weavers: It provides grants for construction of fireproof work sheds to weavers.
- Integrated Handloom Training Programme: To upgrade the weaving / dyeing / designing skill of the weavers and managerial skills of the entrepreneurs.
- Mahatma Gandhi Bunakar Bima Yojana: It provides insurance coverage with a subsidized premium for death/disabilities to weavers and stipends to their children continuing their study in class ix to xii.
- Health Insurance Scheme: It reimburses the medical expenses of weaver's family (subjected to a maximum of four members and limited to Rs 15,000) at a subsidized premium.

21. Cabbage

Profile of the Cluster

General Profile

The main vegetable crops of Kandhamal district are cabbage, cauliflower, brinjal, potato and tomato which cover all the 12 blocks of the district over 11550 hectares of land. Among all the vegetables, cabbage cultivation is the 2nd most produced after cauliflower.



Base line

Daringbadi block is the highest cabbage producing among all the blocks of Kandhamal district for its congenial cold climate and fertile soil, where nearly 2500 farmers from 8 GPs are involved in this activity and producing cabbage in large quantities. About 80% households of the said GPs are producing 12600 MT from 450 hectares both in rainy and winter seasons with average of 28 MT/ hectares. The farmers primarily go for cabbage cultivation in rainy season and not in Rabi, due to lack of irrigation facility.

Enterprise Profile

About 30% of total households of the block are involved in cabbage cultivation. Majority of them are below poverty line and derive their livelihood from subsistence agriculture, collection of NTFPS and daily labour. The main source of income from agriculture is cash crops like turmeric and vegetables from which they get some return only for 2-3 months in a year. Farming practice is highly traditional and support from the Horticulture Department is very negligible. Income from turmeric and vegetable production help them in repaying back any credit they have availed from various

sources. Major quantity of the vegetable produced gets marketed in the local market and some amount is sent to Bhubaneswar and Cuttack through traders and agents. The lower economic status of the producers combined with low input driven traditional cultivation practices does not favour high productivity and occasional high production during rainy season reduces market price (sometimes going below Rs 1/kg for cabbage).

Market Profile

The product is available in weekly village hat, local, town and terminal/ regional level markets. Weekly village hat is the immediate market for these produce. The local level traders procure the product from Daringbadi, Bamunigaon and Simanbadi. The town level Traders procure mainly from Raikia, Baliguda, Sorada, Bhanjanagar and Aska. The town level traders supply the product to regional hubs/ terminal markets like, Berhampur, Bhubaneswar, and Cuttack.

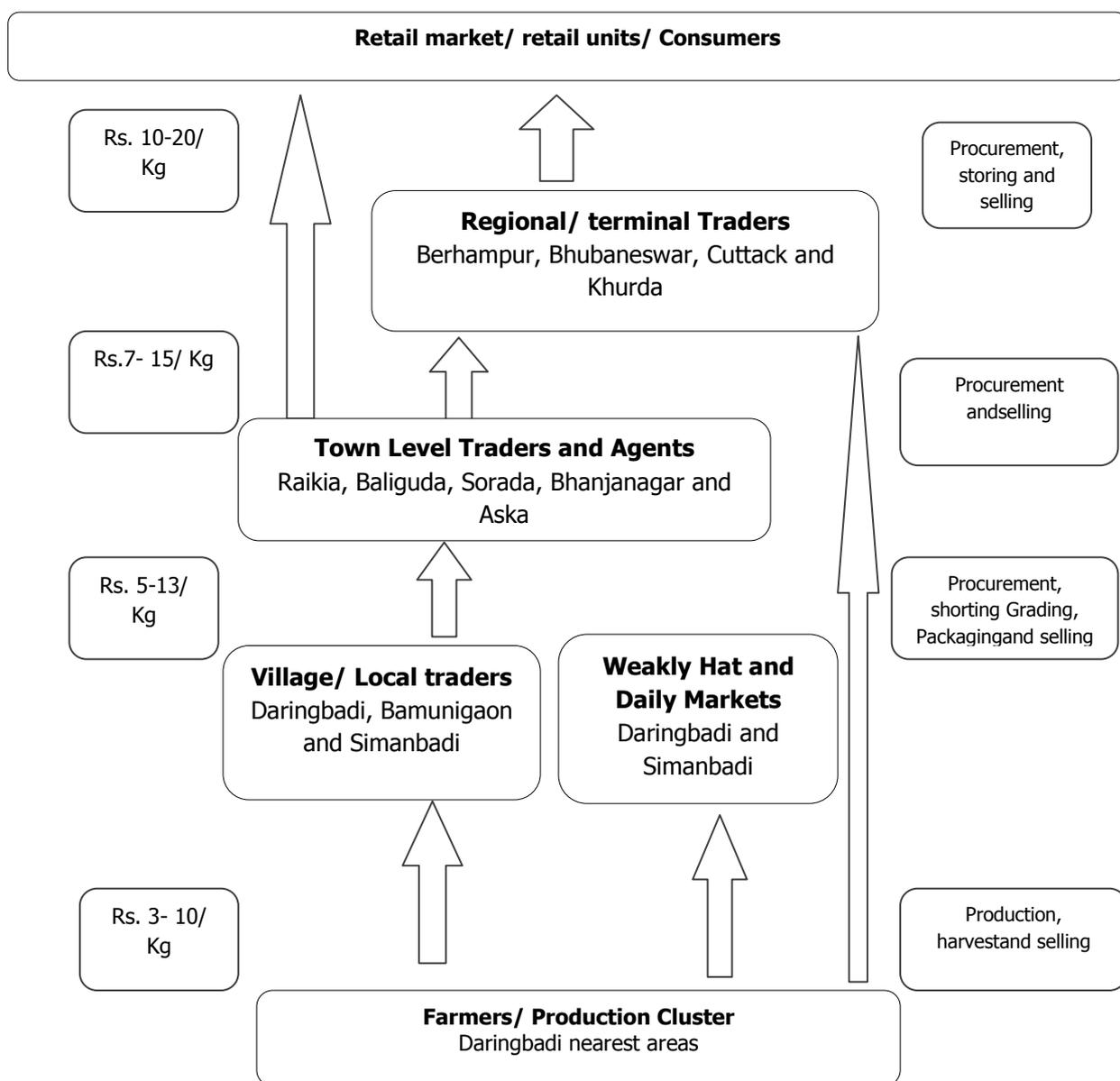
Profile of enablers

- SBI/UGB/BCCB providing credit to farmers for cultivation.
- Provision of supplying kits to vegetable farmers under State Plan for Horticulture Development in the state financial support of Rs 50000 per hectare under vegetable intercropping inside fruit orchards.
- Under central scheme (NHM and NMMI) the department provides support on seeds production, IPM/INM, organic farming, CB programmes and setting up of cold storage, preservation unit, terminal market, mandi and rural market, subsidy on irrigation equipment like drip and sprinkler irrigation.
- IMAGE providing technology support and Farmers Field School Programmes (FFSP) for farmers.

Value Chain stages: Current Practices

Flow up chart of the Product:-

In different stages of the value chain, the market players have a greater role for marketing of the product. The entire process runs in inter-connected and multi-related approach. There are multiple links between the top and bottom level market players or with any processor as shown in the figure



(Figure: -Value Chain Diagram of Cabbage in Daringbadi Block)

Seasonality of Product

The product is cultivated twice a year i.e. in rainy and winter season. Major farmers go for this in rainy season due to less requirement of irrigation. Only 15-20 % of the villagers cultivate cabbage in winter as they have irrigation facility. The rainy crop is more profitable than the winter one. The cost of cultivation is low and price of the produce is a little high in rainy season.

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Cultivation | | | | | | | xx | x | | x | xx | |
| Harvesting | Xx | xx | | | | | | | x | xx | x | X |

NB: - x- Medium and xx- high

Role and Responsibility of different stakeholders in Value Addition process:

Producers

Farmers start cabbage cultivation from 1st week of July for rainy crop and mid October for winter crop. They prepare nursery to grow seedlings. Good seedbed preparation is essential if this system is used. The young plants are easily damaged by heavy rain and wind and need to be irrigated regularly. It takes 15 days for planting in the field. The farmers spend Rs. 1200/acre for preparing the



land for planting. The farmers start planting the 15 days old seedling in the line maintaining space 30-35 cm between the line and within the plant with 30- 35 mandays. During the planting, the farmers are applying cow dung manure but not in proper ratio followed by immediate watering for 2-3 days in rainy and 5-7 days in winter. After 15 days of planting, the farmers start 1st weeding by labour and applying 1st dose of fertilizer (urea) 20-30 gram for each plant. After 30 days of 1st manuring, i.e.45 days from planting, the farmers go for 2nd weeding and manuring of the crop. The average fertilizer for the crop is 50 gram urea/DAP for each plant. The farmers apply pesticides for the crop if necessary. The farmers are not following the scientific method of cultivation or using suitable hybrid seeds for the crop. The crop is ready for harvest from September end in rainy to 1st week of January in winter season. The farmers harvest the product when the leaves start to open from the head. The average production is 20,000 pieces of cabbage per acre and the average weight is 1-2 kg per cabbage. The farmers sell the product directly to the local/village level traders in huge quantity. They also sell in the nearest market and weekly hat in small volume.

Market

Village/ Weekly Hat

Village hat is a main opportunity for the local community to sell their produce. The volume is based on the local community's consumption requirement. The price is Rs. 10-15/ kg in the produce introduction stage and it falls down to Rs. 5-7 in the peak production season. Some hat level/daily market shopkeepers also purchase produce from the farmers while keeping margin targeting local market price.

Local/Village level Trader

A local/village level trader has contact and rapport with the farmers. They assess the volume of production, producer, and quality of production during different times of the season. They are collecting the product from farmers as per the demand of the town level traders. They also act as commission agent of the town level traders. They fix the price for purchase keeping a margin of Rs.1-1.5 per kg for their transaction. They also

deduct 7 kg per quintal as loss (*SARA*) during collection and transportation. It is one type of extra profit for the local/village level traders. These types of traders are operating from Padanketa, Pliheri, Daringbadi and Simanbadi.

Town level Trader

The town level traders are operating from the nearest towns like Aska, Sorada and Bhanjanagar. They aggregate the produce from village traders as per demand of their local market. Then, they supply the product to the town and nearest terminal market immediately after collection it. They also procure directly from the farmers.

Regional Hubs/ Terminal Market

The trades of regional hubs/ terminal market players are operating from Berhampur Bhubaneswar and Cuttack. They are collecting the produce from both side, like from the local traders, town level traders as well as from the farmers through their agents. They have the control over the supply of the product as they are preserving the produce.

Potential Traders and their dynamics

The local/ town level traders lift the produce from the village point with the volume of 4-7 tonnes. The regional/ terminal traders lift truck load of 5-10 tonnes. The standard packaging in all the market is 50 Kg gunny bags. Cost of transportation and gunny bags are borne by the traders, those are collecting the produce directly from the producer. The traders check the sample at village point to ensure quality and fixation of price and time of lifting of product.

List of Traders:

| Name of Trader | Address | Type of Traders | Capacity to |
|-------------------------|------------|-----------------------------|--------------|
| Sisira Sahu | Daringbadi | Village level Trader/ Agent | 5- 10 tonnes |
| Sima Sahu | Daringbadi | Village level Trader/ Agent | 5- 10 tonnes |
| Prakash Sahu | Daringbadi | Village level Trader/ Agent | 5- 10 tonnes |
| Ranjit Pradhan | Padanketa | Village level Trader/ Agent | 4-7 tonnes |
| Kaibalya Pradhan | Pleheri | Village level Trader/ Agent | 4-7 tonnes |
| Dinabandhu | Pleheri | Village level Trader/ Agent | 4-7 tonnes |

Major practices in Cabbage cultivation

Pre production

Cabbage grows on different types of soils from light black, loamy red soils to stiff black clay loams and well drained sandy or clayey loam soil with pH 5.5 to 6.5. It takes 15 days for planting in the field. The farmers are plugging 3-4 times to the field and breaking the clods for preparing the land for planting. They start to plant the 15 days seedling in the line maintaining space 30-35 cm between the line and within the plant. During the planting, the farmers are applying compost (cow dung) but not in proper ratio and immediate watering for 2-3 days in rainy and 5-7 days in winter. After 15 days of planting the farmers are started 1st weeding by labour and applying 1st dose of manure (urea) 20-30 gram for each plant. After 30 days of 1st manure / 45 days from planting the farmers are doing the 2nd time weeding and Mannering for the crop. The average fertilization for the crop is 50 gram urea/DAP for each plant. The farmers are applying pesticides for the crop if necessary.

Cabbage cultivation

- **Soil- loamy soil, pH-5.5-6.5.**
- **Temperature- 0c to 20 c.**
- **Rainfall- 380mm to 500mm.**
- **Planting Field- well drained/moisture retentive.**
- **Plant age- <=15 days.**
- **Plant population- 18000- 20000/Acre**
- **Line Space- 60-75 cm.**
- **Plant space- 40-50 cm.**
- **Fertilizer- 100 Kg Urea and 40Kg potassium per acre.**
- **IPM- sodium50g/Acre, foliar 2kg/Acre and solubar 1kg/Acre.**
- **Irrigation- 1-2 weak interval.**
- **Weeding- 1st- 15days and 2nd -45days after transplanting.**
- **Harvesting- after attain full sized heads.**

Production/ Harvest

The crop is ready to harvest from September end in rainy and 1st week of January in winter. The farmers are harvesting the product when the leaves are starting to open from the head. The average production is 20,000 cabbages per acre. The farmers are selling the product directly to the local/village level traders in huge quantity and also in the nearest market. The harvest is depends on the requirement in the local market, hat and local traders. Sometimes it happens that, the farmers are leaving the product without harvesting when price of the produce is lower than the harvesting cost.

Ideal parameters for Cabbage cultivation

- Soil- loamy soil, pH-5.5-6.5.
- Temperature- 0c to 20 c.
- Rainfall- 380mm to 500mm.
- Planting Field- well drained/moisture retentive.
- Plant age- <=15 days.
- Plant population- 18000- 20000/Acre
- Line Space- 60-75 cm.
- Plant space- 40-50 cm.
- Fertilizer- 100 Kg Urea and 40Kg potassium per acre.
- IPM- sodium50g/Acre, foliar 2kg/Acre and solubar 1kg/Acre.
- Irrigation- 1-2 weak interval.
- Weeding- 1st- 15days and 2nd -45days after transplanting.
- Harvesting- after attain full sized heads.

Postproduction/post harvesting

The freshly harvested cabbages are directly sold to the market, as no other value addition is happens at the producer level.

Issues:

- Virtual absence of quality inputs.
- Lack of education and awareness about opportunities.
- Lack of market knowledge and marketing skills.
- Lack of professionalism and small land holding.
- Poor farm management and manual harvesting practices
- Falling water levels and lack of irrigation facilities.
- Expensive credit.
- Many intermediaries who increase cost but do not add much value.
- Poor infrastructure.(storage of cabbage at local level)

Standard Cost of Cabbage cultivation (Rainy)/Acre

| | |
|---------------------------------|-------------|
| Seed/Seedlings | Rs.1000.00 |
| Plugging and field preparation- | Rs.1000.00 |
| Planting/ Watering | Rs.3000.00 |
| Mannering and IPM | Rs.4000.00 |
| Two times weeding | Rs.6000.00 |
| Harvesting cost | Rs. 1000.00 |
| Other expenses | Rs.1000.00 |

Total Exp. Rs.17000.00

- Inappropriate R&D- agriculture is a state subject, and most states have little funds to invest in vegetable R&D.

Gaps, Issues and constraints

Pre Production/ Input collection practice

- Farmers are using limited variety of seeds due to unavailability.
- Up land without proper leveling and loose soil brings less production after broadcast.
- Unstructured cultivation returns less productivity.
- Mannering IPM is not in proper ration.
- Coverage of whole land in a single time causes huge production
- Gaps between the line and plant not maintaining properly.

Production

- Huge production in a single time causes price fluctuation.
- Farmers are not practiced for weeding the crop.
- Irregular (low/high) rain fall affects the crop productivity.
- Post production, harvesting and post harvesting practices
- No extra value addition or processing are doing rather than selling.
- Farmers left the product without harvest due to less market demand/low price of the produce.

Intervention

| | |
|----------------------------------|--|
| Capacity Building | <ul style="list-style-type: none"> • Sustainable promotion/cultivation practices. • Fertilization and IPM of the product. • Institution building, strengthening and management • Post Harvesting Management and primary value addition • Collective Marketing and Market access and market linkage. |
| Technology | <ul style="list-style-type: none"> • Knowledge on soil and moisture testing. • Application of compost, Fertilizer and pesticides • Application of suitable Hybrid seeds • Line showing and gap Maintaining between the plants • Maintain of gap for planting in deferent patch |
| Infrastructure | <ul style="list-style-type: none"> • Sprayer machine, soil testing machine and preservation unit. |
| Institutional Development | <ul style="list-style-type: none"> • Collective Marketing through federation/ cluster, credit Linkage Facilities and explore of markets |

Value addition possibilities and challenges

Value addition in this produce is quite limited. It has possibility of intervention in the field of technical intervention and linkage with higher/ terminal market. Use of certified hybrid seed, application of proper dose of fertilizer and pest may increase production.

Constraints and opportunities

| | Supporting factors | Affecting factors | New Opportunities |
|------------------------------------|----------------------------|---|--|
| Pre Production | Suitable soil and climate, | Irregular rainfall affects seedling and crop. Labour expensive. Low productivity. Pest attack on crop. | Formal credit linkage with MFIs and Banks (As RoI of Agri.loan). Capacity building on sustainable cultivation and IPM. Application of hybrid seeds. Maintaining line and space. Soil testing. Gap between patch planting. |
| Production/ harvesting | | Irregular rainfall. At time huge production. | Sustainable harvesting practice, |
| Post Production/ harvesting | | Low demand in local Market. Lack of preservation unit. | Store house preservative unit facility. Collective Marketing of Product. Link with terminal markets. |

Project interventions -Specific points of interventions by the Project

| Point of Intervention | Convergence Institutions and type of convergence | Key intervention required from the project |
|---|--|---|
| <ul style="list-style-type: none"> • Introduce testing of soil at farmer level. • Introduce certified hybrid seeds. • Introduce better cultivation practices. • Patch development and gap for planting • Best fertilisation and IPM practice. • Provide access to quality inputs • Promotion of JLG and | <ul style="list-style-type: none"> • Horticulture Dept (Input supply) • NAFED (Marketing) • OUAT (Technology) • Private. Ltd Company (input) • NABARD (JLG / Farmers club formation) • Banks / MFIs | <ol style="list-style-type: none"> 1. Collaboration with Line Dept for financial linkage and Infrastructure development. 2. Building Capacity for Sustainable crop promotion 3. Technology intervention for introducing Collective Marketing and market linkage. |

| | | |
|--|----------|--|
| finance. <ul style="list-style-type: none"> • Infrastructure Development. • Introduce collectivization of produce. | (Credit) | |
|--|----------|--|

Proposed strategy to carry interventions (three years plan)

Year -1. Institutionalization and technology intervention.

- Selection of villages for intervention.
- Assessment of productivity ratio in connection to the past
- Community understanding on dynamics of the production/productivity and market demand.
- Village level awareness meeting for increase the productivity through use of hybrid seed, weeding and manuring.
- Identification/ promotion of potential/interested groups (Farmers Club/FIG/JLG) for cluster promotion.
- Exposure/training on technical aspects and sustainable crop promotion (Soil treatment, use of hybrid seed, weeding, manuring, line and plant spacing.
- Exposure/ training on institution promotion and management.
- Coordination with line dept. and other role players for convergence and support.
- Collaboration with local potential institutions for skill and knowledge support.
- Introduce of hybrid seeds, soil testing kits, and sprayer in the cluster villages.
- Finalization of input supply modality at cluster level.
- Ensuring soil treatment practice by the farmers through soil test, compost and fertilizer application.
- Sharing and orientation of the fund flow and input assessment.
- Enhance the knowledge on post production management practice of farmers.

Year-2. Infrastructure development and introduction of Collective Marketing.

- Sharing the concept of Cabbage promotion and collective marketing.
- Finalizing procurement modalities.
- Fixation of minimum rate for buying within groups and from outside
- Ensuring procurement of committed quantity by the participating groups
- Exposure/training on technical aspects like better cultivation practice, shorting grading etc.
- Exposure/ training on successful collective marketing interventions and cluster management.
- Exposures for market explore and market understanding.

- Arrangement of fund flow through convergence and coordination with line department.
- Simultaneously making plan for supply of sprayer machine.
- Introduce of patch coverage to avoid at a time production
- Liaison and bargaining with traders by the Cluster office bearers
- Finalizing selling modalities (Selling price and mode of payment)
- Making arrangements for gunny bags, packaging, and transportation.
- Disbursement of payment to cluster members/ producer

Year-3. Strengthening of Collective Marketing and Cluster

- Strengthening the concept of collective marketing and market access of community.
- Formalization of institutions and completion of all legal aspects.
- Linkage with deferent wholesalers for regularization of business deal.
- Increase in quantity dealing and maintain quality parameter.
- Exposure/Training on financial management of cluster, collective marketing and market access.
- Skill development of members on sustainable cultivation
- Exposure for Market explore and dealing with traders.
- Finalization of selling modalities including quality, price fixation, transportation, payment and date of lifting.
- Account keeping and maintain the transparency.
- Profit sharing and sharing the experience to the community.

Capacity Building themes

Year-1.

- Exposure/training on technical aspects and sustainable crop promotion (Soil treatment, use of hybrid seed, weeding, manning, line and plant spacing.
- Exposure/ training on institution promotion and management

Year-2.

- Exposure/training on technical aspects like marketable product, shorting and grading.
- Exposure/ training on successful collective marketing interventions and cluster management.
- Exposure to market and market understanding.

Year-3.

- Exposure/training on cluster management collective marketing and market access.
- Skill development of members on increase in production and productivity.
- Exposure for market explore and dealing with trades.

Technology intervention and Arrangement

- Soil treatment practice should be followed through soil testing, application of compost, fertilizer and pesticides for increase productivity.
- Use of certified hybrid seeds for cultivation and change of field every year for increase production.
- Sustainable cultivation practice will followed through scientific cultivation method, weeding, manning and IPM.
- Market linkage through grading, Shorting, standard packaging, collective marketing and market explore
- Maintaining gap for planting of cabbage to avoid huge production/ harvest in a single time.

Infrastructure Development

Year-1

- Soil testing kits and Sprayer machine will available at cluster level which will provide by department.

Year-2

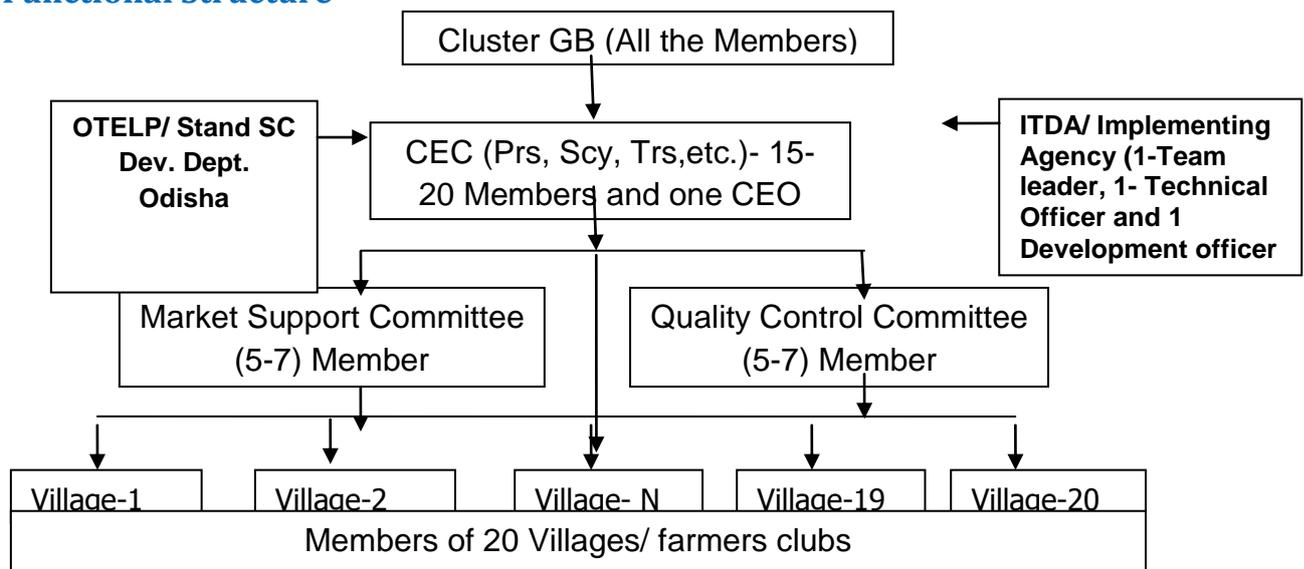
- Store house/ preservation unit may provide by department if viable to the contest after promotion of cluster.

Institutional Development

- Every operational village will treated as a farmers club and 20 clubs will carry forwards to a cluster.
- Farmers club may promote through the NABARD Scheme which will help the club for financial linkage with the banks.
- 1 leading member from the Club will represent to the cluster and act as a executive Member of the cluster.
- The cluster will operate by President, Secretary and treasurer with one office bearer named Chief Executive Officer (CEO)
- Two separate body will select from the executive committee namely Marketing Committee and Quality control committee (5-7 Members)
- One project staff will act as a member of executive committee and provide the technical support to the cluster.
- One central place will select for cluster point/ office from which all the work of cluster will operate.
- All the financial transaction of the cluster will through the joint account of President, Secretary and treasurer.
- All the operational guideline will be finalised through the General body meeting. The GB will act as a supreme body by which all the approval will go throne.
- Producers are to aggregate the produce as per guided by cluster
- Cluster member are guided by implementing agency to plan, aggregate, decentralize responsibility, weighing etc.

- Implementing agency/ cluster will provide the input (seed, fertilizer, pesticide) to farmers as per the resolutions taken by Producer Group. Consultancy and support shall be taken from experts, line Depts.
- Capacity building of the farmers/Producer Group members is ensured by implementing agency

Functional Structure



Risk factors

- Producers are mostly trapped by money lenders as they are depends on Input supply for cultivation and need based credit.
- Collectivization will remain a challenge until explore of higher market.
- Irregular rainfall may damage seedling and crop.

Budget

Introduction

The business plan focusing to Collective marketing of Cabbage, marketed immediately after production. Under Collective Marketing the major activities to be carry out like aggregation of produce, local level value addition (shorting and grading), arranging gunny bags, transportation etc.

Area to be covered

All the block of Kandhamal district will cover under Cabbage business. Especially the business plan focuses on Daringbadi cluster/Block combining with its sub cluster.

Raw Material

Cabbage is the raw material of collective marketing business plan which is available all over the Daringbadi block and as well as in Kandhamal district. Cabbage is mainly produced as a vegetable cash crop. Seeds, fertilizer, pesticide are the key raw materials for the producer. For the business plan Cabbage and gunny bags are main raw materials. Whereas Cabbage is available with producers, the gunny bags are to be purchased from the town. Farmers will get cheaper inputs if these are purchased in bulk from the major towns/district markets on a cash basis.

Technology:

The farmer will introduce the hybrid seeds, weeding and Mannering, line and space keeping for better production and maintain quality. For sustainable cultivation practice the producer may take the help of horticulture department.

Skill Development needs (Skill and business knowledge):

The community, promoting agency, farmers club, SHGs are main stakeholders for the skill development needs (skills and business knowledge). As the promoting agency is playing a vital role, they should be skill accordingly. They are to be capacitated on identifying the produce, its clusters, trading players, dynamics at different levels and resolution mechanisms. The activities pertaining in cultivation and market linkage/ explore are more important in the skill development areas.

Capacity Building Area

- Orientation/ exposure of CBO (Cluster/Producers) leaders and community leaders on Collective Marketing, market identification and market dynamics.
- Training to Cluster/producer members on orientation on business modalities and its management (Loan, Collection, Payment)
- Training/ exposure to Cluster/producer members on group management and dynamics of initiating group based enterprise
- Training to Cluster/producer members on technical skill development in the field of scientific cultivation, sustainability and patch development for gap maintaining for planting.

Budget for Collective Marketing

Introduction

The business plan focusing to Collective marketing of cabbage, marketed immediately after production. Under Collective Marketing the major activities to be carry out like aggregation of produce, local level value addition (shorting and grading), arranging gunny bags, transportation etc.

Area to be covered

All the block of Kandhamal district will cover under cabbage business. Especially the business plan focuses on Daringbadi cluster/Block combining with its sub cluster.

Raw Material

Cabbage is the raw material of collective marketing business plan which is available all over the Daringbadi block and as well as in Kandhamal district. Cabbage is mainly produced as a vegetable cash crop. Seeds, fertilizer, pesticide are the key raw materials for the producer. For the business plan cabbage and gunny bags are main raw materials. Whereas cabbage is available with producers, the gunny bags are to be purchased from the town. Farmers will get cheaper inputs if these are purchased in bulk from the major towns/district markets on a cash basis.

Technology

The farmer will introduce the hybrid seeds, weeding and Mannering, line and space keeping for better production and maintain quality. For sustainable cultivation practice the producer may take the help of horticulture department.

Skill Development needs (skill and business knowledge)

The community, Promoting agency, farmers club, SHGs are main stakeholders for the skill development needs (skills and business knowledge). As the promoting agency is playing a vital role, they should be skill accordingly. They are to be capacitated on identifying the produce, its clusters, trading players, dynamics at different levels and resolution mechanisms. The activities pertaining in cultivation and market linkage/ explore are more important in the skill development areas.

Capacity Building Area

- Orientation/ exposure of CBO (Cluster/Producers) leaders and community leaders on Collective Marketing, market identification and market dynamics.
- Training to Cluster/producer members on orientation on business modalities and its management (Loan, Collection, Payment)
- Training/ exposure to Cluster/producer members on group management and dynamics of initiating group based enterprise
- Training to Cluster/producer members on technical skill development in the field of scientific cultivation, sustainability and patch development for gap maintaining for planting.

Linkages with service providers (Government and Private)

ITDA/DRDA/Block

The district administration can support to the cluster/ producers in the field of infrastructure development like preservation unit and financial linkage in deferent agricultural schemes. The development wings also support for market support.

Horticulture department/ NHM

The Horticulture department provides free hybrid seeds and technical support to the farmers for sustainability of crop

ATMA/ KBK

Agricultural Technology Management Agency (ATMA) and Krishi Vigyana Kendra (KBK) provide extension, education and demonstration programmes for the farmers. The agencies are conducting skill development, technology intervention training programmes with farmers' field school programmes for the farmers for promotion of vegetable cultivation.

Potential Traders and their dynamics

The local/ town level Traders are lifting the produce from the village point with the volume of 4-7 tonnes. The regional/ terminal Traders are lifted truck load of 5-10 tonnes. The standard packaging in all the market is 50 Kg including gunny bags. Cost of transportation and gunny bags borne by the Traders those are collecting the produce directly from the producer. The Traders deduct 7Kg/Quintal as loss (*SARA*) when collecting the product from farmers. The payment is made at the time of lifting the produce in term of cash. The Traders are checking the sample at village point to ensure the quality and fixation of price and time of lifting of product.

List of Traders and Dynamics

| Name of Trader | Address | Type of Traders | Capacity to lift |
|------------------|------------|-----------------------------|------------------|
| Sisira Sahu | Daringbadi | Village level Trader/ Agent | 5- 10 tonnes |
| Sima Sahu | Daringbadi | Village level Trader/ Agent | 5- 10 tonnes |
| Prakash Sahu | Daringbadi | Village level Trader/ Agent | 5- 10 tonnes |
| Ranjit Pradhan | Padanketa | Village level Trader/ Agent | 4-7 tonnes |
| Kaibalya Pradhan | Pleheri | Village level Trader/ Agent | 4-7 tonnes |
| Dinabandhu | Pleheri | Village level Trader/ Agent | 4-7 tonnes |

Economics

Assumptions

- Cabbage will be procured from the farmers after harvesting and immediately trading to town level trades/wholesaler through collectivization.
- Procurement price is calculated @ Rs.500 per quintal.
- The cluster will procure 1000MT from the cluster area and other nearest villages.
- The cost of gunny bag is calculated @ Rs.3 and each bag will contain 25 kg.
- The labour charge is calculated Rs.1/- per bag for weighing, assembling and packing.

- Cabbage will be lifted at village point and cost of transportation will be borne by Trader.
- Selling price of Cabbage is calculated @ Rs.700 per quintal.
- Interest is calculated 6% per annum.
- Miscellaneous cost (wastage and weight loss) during transaction is calculated 2% of the total quantity.

Variable Cost analysis (For 100 quintals of cabbage)

| S. N. | Particulars | Quantity | Unit cost in Rs./qtl | Amount in Rs. |
|--------------|---|-------------|----------------------|---------------|
| 1. | Procurement of cabbage | 100 quintal | 500 | 50,000 |
| 2. | Gunny bag | 400 | 3 | 1200 |
| 3. | Labour charges | 400 | 1 | 400 |
| 4. | Miscellaneous cost @2% of the total volume | | | 1000 |
| 5. | Interest @ 6% per annum for 5 days (Rs.52600/-) | | | 50 |
| Total | | | | 52,650 |

Selling and Profit analysis

| S. N. | Particulars | Quantity (in q) | Unit cost in Rs./q | Amount in Rs. |
|-------|-------------------|-----------------|--------------------|---------------|
| 1. | Total sales | 98 | 700 | 68,600 |
| 2. | Total Expenditure | | | 56,500 |
| 3. | Profit | | | 12,100 |
| 4. | ROI | | | 21.4% |

Annexure2: List of Stakeholders met during the study

List of stakeholder met during the study

| Sr. No | District | Name | Designation & Organization | Contact Address/ Place | Contact Number |
|--------|-------------|------------------------|----------------------------|-------------------------------|-----------------|
| 1. | Sundergarh | Prabhu dayal Agarwal | Trader | At/Po- Kutra, Dist-Sundergarh | 99375-15527 |
| 2. | Sundergarh | Ashok Agarwal | Trader | Rajgangpur, Dist-Sundergarh | 94370-46211 |
| 3. | Sundergarh | Bikash Agarwal | Trader | Rourkela, Sundergarh | 99374-21045 |
| 4. | Sundergarh | Ajay Agarwal | Trader | Rajgangpur, Sundergarh | 97785-60289 |
| 5. | Sundergarh | Babulal Agarwal | Trader | Rajgangpur, Sundergarh | 9937515527 |
| 6. | Sundergarh | Sabita Das | Agriculture | Badgaon,Sundergarh | 9938469078 |
| 7. | Sundergarh | Mina Mahato | Agriculture | Badgaon,Sundergarh | 8018887424 |
| 8. | Bhubaneswar | Foster Brothers | Trader | Bhubaneswar | 0674-2314219 |
| 9. | Bhubaneswar | Khanda Giri Pulp | Trader | Bhubaneswar | 0674-3292606 |
| 10. | Bastar | Ratnalal Kundanlal | Trader | Jagdapur | 9878423421 |
| 11. | Bastar | Nirmal Mor | Trader | Jagdapur | 9826573909 |
| 12. | Sundergarh | Bisra Mahanto | Trader | Nuagaon,Sundergarh | 9438161749 |
| 13. | Sundergarh | Surender Kandulna | Trader | Bisra,sundergarh | |
| 14. | Sundergarh | Dilip Mahato | Trader | Nuagaon,Sundergarh | 8895853784 |
| 15. | Sundergarh | Kishore Chandra Mahato | Trader | Nuagaon,Sundergarh | 8895719415 |
| 16. | Sundergarh | Banamali Oram | Trader | Nuagaon,Sundergarh | 9437657615 |
| 17. | Sambalpur | Prasant Kr. Nath | Trader | Kuchinda | - 9437088957 |

| | | | | | |
|-----|------------|-------------------------------|------------|---|---------------------------|
| 18. | Sambalpur | Ashok Kr. Panigrahi | Trader | Market Supervisor ,RMC Kuchinda | - 9437417444 |
| 19. | Sambalpur | Rajesh Khandelwal | Trader | Fertilizer Supplier, Main Road Bamra, Sambalpur | 91-9438678465 |
| 20. | Sambalpur | Mr. Arun Kumar Sahu | Trader | Bamra, Sambalpur | 93005-11834, |
| 21. | Sambalpur | Jagannath Choudhary | Trader | Bamra, Sambalpur | 9826118434 |
| 22. | Sambalpur | Subas Choudhary | Trader | Station road,Bamra, Sambalpur | 9437288970 |
| 23. | Sambalpur | Moti Agrawal | Trader | Bamra, Sambalpur | 9826529210 |
| 24. | Sambalpur | Mahesh Kukreja | Trader | Danumal Traders Kirana Merchant & Commsison Agent Gudhiyari, Raipur | 9827178919 |
| 25. | Sambalpur | Sandeep Agrawal & M P Agrawal | Trader | Kirana Merchant & Commission Agent Gudhiyari, Raipur-09(CG) | 9437278872 |
| 26. | Jharsuguda | Sibu Agarwal | | Main Market,Jharsuguda | 9826114834 |
| 27. | Gajapati | Surendra Pal | Traders | Guma, Gajapati,Phone: | 06815-28263, 0943745522 0 |
| 28. | Gajapati | Hari Sahu | Traders | Tarangada, Via-Gumma, Gajapati | |
| 29. | Gajapati | Sunil Singh | Traders | Serango, | 9439158866 |
| 30. | Gajapati | Anil Kumar | Processors | Meenakshi cashew industries, Padampur, Gajapati,4 | 933733980 |
| 31. | Gajapati | D. Appa Rao | Traders | Near bus Stand Parlakhemundi, Gajapati. | |

| | | | | | |
|-----|-------------------|----------------------|---------|--|---|
| 32. | Gajapati | | Traders | Gajapati | : 0943726252 2 |
| 33. | Gajapati | K. Surya Naryana | Traders | Old petrol pump ,Parlakhemundi | 9437135112 |
| 34. | Gajapati | | Traders | | |
| 35. | Gajapati | P. Harinath | Traders | Near Indian bank, Parlakhemund | 06815- 2224057 |
| 36. | Gajapati | Rajesh | Traders | Venkatsai Cashew industries, Dhamidigam, | Ph: 0894625442 6(R), 0894625465 9 |
| 37. | Gajapati | Kamaya Traders | Traders | Near Palace street, Paralakhemundi, Gajapati, | 9437262337 |
| 38. | Andhra Pradesh | Gopinath Pillai | Traders | Swami Appa cashew industries near bhaskar theatre Kashibuga, Palasa, Andhra Pradesh. | |
| 39. | Andhra Pradesh | T. Ramesh kumar | Traders | Uday shankar cashew industries | |
| 40. | Andhra Pradesh | | Traders | Near kapu street, Palasa. | |
| 41. | Andhra Pradesh | P. Ravi Kishore | Traders | Surya cashew industries, Palasa | 9346800132 |
| 42. | Andhra Pradesh | Ram Krishna Ram | Traders | Venkata joyti cashews, Industrial area, Mogilipodu, Palasa. | |
| 43. | Rayagada | Malikarjuna Reddy | Traders | Derigam, Rayagada, | 9437324699 |
| 44. | Rayagada | Ch. N.Ananda Rao | Traders | Gumudalaxmipur, | |
| 45. | Rayagada | S. Santosh | Traders | Gumudalaxmipur, | 9437433707 |

| | | | | | |
|-----|----------|---------------------------|---------|--|--------------|
| 46. | Rayagada | T. Ravi | Traders | Nilamguda, Cell | 9437325155 |
| 47. | Rayagada | Mr.K.Saveraya | Traders | Chandana Agrotek Pvt. Ltd, Eduluwalsa, Via-Gunupur, Dist-Rayagada, | 9437217949 |
| 48. | Rayagada | Mr. A. Sri kumar | Traders | Ram Gopal Agrotek Pvt. Ltd, At-Kujendri, Dist-Rayagada | 9437526998 |
| 49. | Rayagada | Mr. Gudla Janardan Rao | Traders | Sikarpai, K.Singpur, Dist- Rayagada | |
| 50. | Rayagada | Mr. Jogi Narayan | Traders | Sikarpai, K.Singpur, Dist- Rayagada | |
| 51. | Rayagada | Mr. K.Srinivas Rao(Srinu) | Traders | Sikarpai, K.Singpur, Dist- Rayagada | |
| 52. | Rayagada | Ama Sangathan | Traders | Mandibishi, Via-Kashipur, Rayagada | |
| 53. | Rayagada | Mr. Jagadish Panigrahi | Traders | Near Kumdan Rice Mill, Rayagada, - | 9437372971 |
| 54. | Rayagada | Mr. iswar Ch. Bramha | Traders | Near Jaganath Temple, Rayagada | |
| 55. | Rayagada | Mr. G. Anand Rao | Traders | Daily Market, Rayagada, | 6856224523 |
| 56. | Rayagada | Mr. M.Gouri Sankar Rao | Traders | Main Road, Near Fly over, Rayagada, | 9437122689 |
| 57. | Rayagada | Mr. B. Chinari | Traders | New Colony, Rayagada | 8093903629 |
| 58. | Rayagada | Judhistir Hihal | Traders | Chatikona, Governor Para, Dist- Rayagada | 8895898112 |
| 59. | Rayagada | Braja Suna | Traders | Chatikona, Governor Para, Dist- Rayagada- | 9668172895 |
| 60. | Cuttack | Subas Chhatoi | Traders | Chhatra Bazar, Cuttack, | 0671-2322917 |
| 61. | Khurda | Jay | Traders | Ashok Nagar, Bhubaneswar, | 94373-08698 |

| | | | | | |
|-----|------------|-------------------------|---|--|--------------------------------|
| 62. | Khurda | Bijay | Traders | Ashok Nagar Bhubaneswar | 94375- 13840 |
| 63. | Khurda | Kamal, GFC Group | Traders | Ashok Nagar, Bhubaneswar | 93382- 12051 |
| 64. | Ganjam | Narayan sahu | Fruit commission agent | Near K K complex, Berhampur, | ,986114720 1, 9337331081 |
| 65. | Khurda | Mr. A.S.Mishra | Fruit processing centre, OMFED | Samantarapur, Bhubaneswar | |
| 66. | Cuttack | K.C. Sahu | Traders | Chhatrabazar, Cuttack | : 9938309956 |
| 67. | Cuttack | Bhabani Sankar Barik | Traders | Chhatra Bazar, Cuttack | 94373- 14713 |
| 68. | Khurda | Gouranga Rana | Traders | Chhatra Bazar, Cuttack Unit-1 Market Bhubaneswar, | 0674- 2531938 |
| 69. | Rayagada | Pavana senapati | Secretary | Niyamgiri Fruit Growers Cooperative Society,Chatikona, Rayagada | 8895187211 |
| 70. | Rayagada | Sanjaya kumar sahu | Accountant, | Fruit Growers Cooperative Society, Chatikona, Rayagada | 9439476584 |
| 71. | Rayagada | Mr S. Trinath rao | Special officer DKDA | Chatikona, Rayagada | 9437234954 |
| 72. | Rayagada | Mr. Bhagirathin sasu | WEO, DKDA | DKDA, Chatikona, Rayagada | 8895187194 |
| 73. | Rayagada | Galok Wadaka | Traders | Khambesi, Chatikona Rayagada | 8018038818 |
| 74. | Rayagada | Sobhardhini Wadaka | Traders | Ex Sarpancha, Khambesi, Chatikona Rayagada | 9778334563 |
| 75. | Malkangiri | Mr. K. Laxman | Traders | Main Market, Mathili, | 9771236565 |

| | | | | | |
|-----|----------------|--------------------------|---------|---|--------------|
| | | Rao | | | |
| 76. | Malkangiri | Mr.A.Santosh Prasad | Traders | Main Market, Mathili, | 8832789451 |
| 77. | Chatisgarh | Mr. Puniya Seth | Traders | Main Market, Kusuma | |
| 78. | Chatisgarh | Mr. Mahesh Thakur | Traders | Main Market, Kusuma | |
| 79. | Chatisgarh | Mr. Dinesh Dwiedi | Traders | Main Market, Kusuma | |
| 80. | Koraput | Mr. Hariprasad | Traders | Main Market, Jeypore, Dist- Koraput | |
| 81. | Koraput | Mr. A. Dillip Kumar | Traders | Vasavi Kalyana, Nandapa, N.K.T. Road, Jeypore, Koraput, | 9437000354 |
| 82. | Andhra Pradesh | Mr. Bisweswar Rao | Traders | Salur, Vizianagaram, AP | |
| 83. | Andhra Pradesh | Mr. Vikram Sudarshan Rao | Traders | Salur, Vizianagaram, AP | |
| 84. | Andhra Pradesh | Mr. M Kamaswar Rao | Traders | Salur, Vizianagaram, A.P. | |
| 85. | Chatisgarh | Mukesh Trader | Traders | Itwari Bazar, Jagdalpur, Dist: Bastar, Chhattisgarh,Ph: | 07782-222256 |
| 86. | Chatisgarh | Tara Trading Company | Traders | Jeypore Road, Jagadalpur, Dist: Bastar, Chhattisgarh, | 07782-222167 |
| 87. | Chatisgarh | Mr. Nirmal Mor | Traders | Near Mandi, Jagadalpur, | 9826573909 |

| | | | | | |
|-----|------------|-----------------------|---------|--|--|
| 88. | Chatisgarh | Mr. Chetan Hemani | Traders | Jagadapur Traders, opposite Swetambar Jain Temple, Jagadapur, | , Ph-07782-222455,221155, Mobile-09425261024, 09329741455, email:chetan@yahoo.com |
| 89. | Chatisgarh | Mr. Shyam Somani | Traders | CHANDAN Trading, BMS House, Motitalab Para, Jagadapur, | , Ph- 07782-222387, 222831, Mobile-09425258831, 09755558831, email:somani@chandantading.com, www.chandantading.com |
| 90. | Chatisgarh | Summet Singhal | Traders | | |
| 91. | Chatisgarh | Anil Tanna | Traders | TANNA Enterprise, 2 nd lane, near Nahata Building, Hotel Satkar Gali, Near Railway station, Raipur, Phone-09826139277 | 9826139277 |
| 92. | Koraput | Mr. Kapileswar Mohant | Traders | Mirgan Street, At-Kotpad, Dist-Koraput, Ph-06860-283504, 09937654014 | 06860-283504, 09937654014 |
| 93. | Koraput | Mr. Hari Tanti | Traders | Dunguriguda, Via-Kotpad, Dist-Koraput, Ph-0808733907 | 808733907 |

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|------|---------|--------------------------|--|---|------------------------------|
| 94. | Khurda | Mr. Devraj Sahu | Traders | General Manager-cum-Secretary, BOYANIKA, OSHWCS Ltd., Boyan Bhawan, Bhubaneswar, Ph-0674-2390741, 09937924403 | Ph-0674-2390741, 09937924403 |
| 95. | Koraput | Dr.d.k.das | Sr.scientist,high altitude research station(hars),pottangi | Hars,pottangi | 9438077753 |
| 96. | Koraput | Mr.n.c.swain | Trader | Pottangi market | 9437023188 |
| 97. | Koraput | Mr.nrusingh nath behera | Ex-chairman of district congress party | Pottangi | 9437181334 |
| 98. | Koraput | Mr.goutam pandey | Trader/farmer | Pottangi | 9437746496 |
| 99. | Koraput | Mr.krushna chandra rudhi | Farmer | Badapadu village | 9777042593 |
| 100. | Khurda | Mr.tushar kanti mohanty | Agriculture officer,jt director of agriculture | Bhubaneswar | 9937059295 |
| 101. | Cuttack | Bhajani barik & sons | Ginger c&f agent, chhatra bazar | Cuttack, chhatra bazar | 9437030110 |

List of Stakeholders interacted during the Reconnaissance Visit

| Sr No. | District | ITDA | Name | Designation & Organization | Contact |
|--------|------------|----------|------------------------|---|------------|
| 1 | Mayurbhanj | Baripada | Mr. Sudarshan Mohanty | Deputy Director Agriculture, Mayurbhanj | 9937308949 |
| 2 | Mayurbhanj | Baripada | Mr. Banaj Lochan Sahoo | Deputy Director Horticulture, Baripada | 9437380953 |
| 3 | Mayurbhanj | Baripada | Mr. Ajay Marandi | Assistant Agriculture engineer, Horticulture Department | 9437181570 |
| 4 | Mayurbhanj | Baripada | Mr. Panda | Assistant Horticulture Officer, Baripada | 9437069199 |
| 5 | Mayurbhanj | Baripada | Ananda Mohato | Entrepreneur (Bamboo), MM Enterprises | 9439641303 |
| 6 | Mayurbhanj | Baripada | Mr. Keshav jha | Chief Executive Officer, DSMS, Mayurbhanj | 9437208202 |
| 7 | Mayurbhanj | Baripada | Mrs. Lakhmibala Tudu | Special Officer, ITDA, Baripada | 9938346213 |
| 8 | Mayurbhanj | Baripada | Karu Soren | Special Officer, Lodha Development Agency, Morda | 9437856776 |
| 9 | Mayurbhanj | Baripada | Mr. S.K. dash | Assistant General Manager, NABARD, Mayurbhanj | 9437038015 |
| 10 | Mayurbhanj | Baripada | Mr. Sahoo | Key informant from Local NGO | 9438020083 |
| 11 | Mayurbhanj | Baripada | Mr. Sukant K. Dash | Assistant Engineer, Project, Micro Small and Medium enterprises, District Industries Centre, Mayurbhanj | 9437320222 |
| 12 | Mayurbhanj | Baripada | Narayana Mandal | The Mayurbhanj Cooperative Societies Ltd. | 9437350037 |

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|----|------------|------------|----------------------------|--|----------------------------|
| 13 | Mayurbhanj | Baripada | Lakhmidhar Soren | IPO, DIC, Baripada | 9437239773 |
| 14 | Mayurbhanj | Baripada | Mr. Shasank Panigrahi | Nodal officer, Animal Husbandry, Baripada | 9861502219 |
| 15 | Mayurbhanj | Baripada | Mr. Jagannath Mishra | Inspector, Animal Protection, Baripada | 9437239942 |
| 16 | Mayurbhanj | Baripada | Mr. Manmohan Singh | Statistics personnel, Animal Husbandry, Baripada | 9040734019 |
| 17 | Mayurbhanj | Mayurbhanj | Mr. Manas Ranjan Mishra | Lead District Manager, Mayurbhanj | 9861206668/ 06792252360 |
| 18 | Mayurbhanj | Kaptipada | Arabinda Jena | Veterinary Surgeon, Kaptipada block | 9658508067 |
| 19 | Mayurbhanj | Kaptipada | Ms. Urmila Gochhait | Welfare Extension Officer, Kaptipada | 8763782496 |
| 20 | Mayurbhanj | Kaptipada | Ramesh mohakud | PEO, Sarat, Kaptipada, Mayurbhanj | 9937254737 |
| 21 | Mayurbhanj | Kaptipada | | PA, ITDA, Kaptipada | 9861252879 |
| 22 | Mayurbhanj | Kaptipada | Mr. Himanshu Mohanty | ITDA, Kaptipada | 9437404719 |
| 23 | Mayurbhanj | Kaptipada | Bhalanti Baska | Secretary, maa Hingula SHG, sanraikali Village, Khunta | 9178278178 |
| 24 | Mayurbhanj | Udala | Mr. Arun Kr. Das | Branch Manager, TDCC | 9040262645 |
| 25 | Mayurbhanj | | Mr. Ajay Kumar Chakravorty | Accounts, Tribal Development Cooperaative Cooperation | 06795-232228 |
| 26 | Mayurbhanj | | Mr. Niranjana Behera | Welfare Extension Officer, Khunta-I | 9853873536 |
| 27 | Mayurbhanj | Mayurbhanj | Suman Behera | Tasar Board | 9438270869 |
| 28 | Mayurbhanj | Udala | Dr. Lenka | Anweshan NGO | 9437134647 |
| 29 | Mayurbhanj | Udala | Mr. | Secretary, RMC, Udala | 9937572642 |

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|----|------------|----------|----------------------------|--|------------|
| | | | Bhubaneswar Behera | subdivision | |
| 30 | Mayurbhanj | Baripada | Mr. | RMC, Baripada subdivision | |
| 31 | Balasore | Nilgiri | Narakam Behera | District Agricultural Officer, Nilgiri | 9861856088 |
| 32 | Balasore | Nilgiri | Mr. Prabhat Kr. Mohanty | Special Officer, ITDA | 9861423143 |
| 33 | Balasore | Nilgiri | Mr. Rajesh panigrahi | Horticulturist, Nilgiri | 9438146162 |
| 34 | Balasore | Nilgiri | Padmalochan kar | Assistant Agriculture Officer, Nilgiri | 9040627842 |
| 35 | Balasore | Nilgiri | Mr. Shantanu Nayak | Assistant Director, Horticulture, Nilgiri | 8895692425 |
| 36 | Balasore | Nilgiri | mr. Padma Ch. Nayak | Project Administrator, ITDA | 9437354097 |
| 37 | Mayurbhanj | Baripada | Ms. Lakhmibala Tudu | Special Officer, ITDA, baripada | 9938346213 |
| 38 | Mayurbhanj | Baripada | Mr. Giri | Welfare Extension Officer, Baripada | 9437410137 |
| 39 | Mayurbhanj | Baripada | Mr. Minaketana Mangaraj | Welfare Extension Officer, Badasahi | 9438390982 |
| 40 | Mayurbhanj | Baripada | Mr. Asit Das | Welfare Extension Officer, Samakhunta | 9438500709 |
| 41 | Mayurbhanj | Baripada | Mr. Samantray | Welfare Extension Officer, Rasgobindapur | 9437741859 |
| 42 | Mayurbhanj | Baripada | Mr. Samal | Welfare Extension Officer, Morda | 9438248335 |
| 43 | Mayurbhanj | Baripada | Mr. Barik | Welfare Extension Officer, Banigiriposi | 9438073447 |
| 44 | Mayurbhanj | Baripada | Mr. Punhara babu | Welfare Extension Officer, Saraskana | 8763387793 |
| 45 | Mayurbhanj | Baripada | Mr. Nayak | Welfare Extension | 9777678500 |

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|----|------------|------------|----------------------------|-----------------------------|------------|
| | | | | Officer, Kuliana | |
| 46 | Mayurbhanj | Baripada | Mr. Samal | Weo, Suliapada | 9437034819 |
| 47 | Mayurbhanj | Baripada | Mr. Ambica Shankar Mohanty | DAO, bangiriposi/ Saraskana | 9437240040 |
| 48 | Mayurbhanj | Baripada | Mr. Trilochan Rout | AAO, Bangiriposi | 9437573175 |
| 49 | Mayurbhanj | Baripada | Mr. Biren Kr. Naik | AAO, Kuliana | 9937818399 |
| 50 | Mayurbhanj | Baripada | Mr. Krupasindhu Sahu | AAO, Samakhunta | 8895698140 |
| 51 | Mayurbhanj | Baripada | Mr. Manoj Kr. Pradhan | AAO, Suliapada | 9438015857 |
| 52 | Sundargarh | Sundargarh | Narendra kumar behera | DDA,Sundergarh | 9437309132 |
| 53 | Sundargarh | Sundargarh | Ranjan kumar Patel | DAO,Lephripa | 9437639898 |
| 54 | Sundargarh | Sundargarh | Gouri sankar singh | DAO,Sundargarh | 9437344123 |
| 55 | Sundargarh | Sundargarh | Lambodhar Patel | DAO,Rajgangpur | 9437503467 |
| 56 | Sundargarh | Panposh | Purna ch. Saw | DAO,Panposh | 9437248062 |
| 57 | Sundargarh | Bonai | Kedarnath Mohapatra | DAO,Bonai | 9668042681 |
| 58 | Sundargarh | Sundargarh | Makardhwaj Patel | AAO,Hemgiri | 9937127282 |
| 59 | Sundargarh | Sundargarh | Ranjan kumar Patel | AAO,Lephripa | 9437639898 |
| 60 | Sundargarh | Sundargarh | Udit Naik | AAO,Tangarpali | 9437038487 |
| 61 | Sundargarh | Sundargarh | Narayan Chand | AAO,Sundergarh | 9437470760 |
| 62 | Sundargarh | Sundargarh | Tarani Patel | AAO,Subdega | 9937462394 |
| 63 | Sundargarh | Sundargarh | Prafula Nail | AAO,Balisankara | 9438514976 |

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|----|------------|------------|---------------------|----------------------|--------------|
| 64 | Sundargarh | Sundargarh | Ashok Naik | AAO,Bargaon | 9937404990 |
| 65 | Sundargarh | Sundargarh | Ashok Naik | AAO,Kutra | 9937404990 |
| 66 | Sundargarh | Sundargarh | Naresh Mahanand | AAO,Rajgangpur | 9437234240 |
| 67 | Sundargarh | Panposh | Sanjib Mudali | AAO,Kuarmunda | 9437245305 |
| 68 | Sundargarh | Panposh | Prithiwraj Mandal | AAO,Nuagaon | 9438226346 |
| 69 | Sundargarh | Panposh | Doladhara Pradhan | AAO,Bisra | 9437768072 |
| 70 | Sundargarh | Panposh | Sebastin Kerkett | AAO,Lathikata | 8895913886 |
| 71 | Sundargarh | Bonai | Debananda Sahu | AAO,Bonai | 9437144960 |
| 72 | Sundargarh | Bonai | Debananda Sahu | AAO,Lahunipada | 9437144960 |
| 73 | Sundargarh | Bonai | Kartikeswar Patel | AAO,Gurundia | 9438425906 |
| 74 | Sundargarh | Panposh | Gayadhar Sahu | AAO,Koira | 9438716390 |
| 75 | Sundargarh | Sundargarh | Manoranjan Naik | PA,ITDA,Panposh | 0661-2501011 |
| 76 | Sundargarh | Sundargarh | Saroj Das | PA,ITDA,Sundergarh | 9437401437 |
| 77 | Sundargarh | Bonai | Sidheswar Nath | PA,ITDA,Bonai | 9437062985 |
| 78 | Sundargarh | Panposh | Sushanta kumar Dash | SO,ITDA,Panposh | 9583473544 |
| 79 | Sundargarh | Sundargarh | P.Mhanty | SO,ITDA,Sundergarh | 8763042406 |
| 80 | Sundargarh | Bonai | Mamata rani parida | SO,ITDA,Bonai | 8763261642 |
| 81 | Sundargarh | Sundargarh | Balaram Panda | DDH,Sundergarh | 9937181490 |
| 82 | Sundargarh | Bonai | Mr. Mharana | SDPO,Bonai | 9437129491 |
| 83 | Sundargarh | Sundargarh | Laxmidhar Pal | BM,TDCC,Sundergarh | 9438239319 |
| 84 | Sundargarh | Sundargarh | Arjun Behrea | DFO,Sundergarh | 9437045243 |
| 85 | Sambalpur | Kuchinda | D.Maharana | ADH,Kuchinda | 9437594842 |
| 86 | Sundargarh | Sundargarh | Prakash Jha | AGM,NABARD,Sambalpur | 9437057808 |

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|-----|------------|----------------|------------------------|---|----------------------------|
| 87 | Sundargarh | Sundargarh | Saroj Sethi | AGM,NABARD,Sundargarh | 9437043730 |
| 88 | Sundargarh | Sundargarh | Lahodar Dash | GM,DIC | 9437082948 |
| 89 | Sundargarh | Sundargarh | Sanjeev Kumar | CEO, DSMS,Sundargarh | 9438248844 |
| 90 | Sambalpur | Kuchinda | Rajgopal Dash | DSMS,Sambalpur | 9438529567 |
| 91 | Sundargarh | Panposh | Khyama Sarangi | ACF,Rourkela | 9437281039 |
| 92 | Sundargarh | Panposh | Amratiya Behera | DFO,Rourkela | 9437046637 |
| 93 | Sundargarh | Sundargarh | P.Behera | TDCC,Lahunipada | 9437063482 |
| 94 | Kandhamal | Kandhamal | Pranita Patro | PA, ITDA, Phulbani & Balliguda | 9437134888/ 06842254149 |
| 95 | Kandhamal | Kandhamal | Yubaraj Sahu | Chief Executive Officer,DSMS | 9777909154 |
| 96 | Kandhamal | Baliguda | Damadar Sahu | Agriculture Officer, G.Udayagiri | 9438231880 |
| 97 | Kandhamal | Kandhamal | P.C Pandey | General Manager, DIC, Phulabani | 6842253239 |
| 98 | Kandhamal | Kandhamal | Dharanidhar Patro | Deputy director of Horticulture | 9438090788 |
| 99 | Kandhamal | Baliguda | Biplab Ku. Mahanty | Watershed management Team, IWMP Chakapad, Block | 9437644526 |
| 100 | Kandhamal | Baliguda | Dusashan Singh | watershed Management Team, IWMP Tikabali, Block | 9439069475 |
| 101 | Kandhamal | | Abhaya kumar Sethy | Deputy director of Agriculture | 9937115847 |
| 102 | Kandhamal | | Subash chandra Mallick | Chief District veterinary officer, Phulbani | 9438378384 |
| 103 | Kandhamal | Baligudada | Parkhit Das | Program Officer, OTELP | 9437301608 |
| 104 | Kalahandi | Thuamulra mpur | Mr. Bantu Haldar | Subject Matter Specialist, Agriculture, OTELP | 9437955667 |

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|-----|-----------|---------------|--------------------------|--|--------------|
| 105 | Kalahandi | Thuamulrampur | Mr. Ramesh Behera | Project Administrator, ITDA, thuamulrampur | 06670-233827 |
| 106 | Kalahandi | | Kailash chandra Behera | DAO, langigad & Thuamulrampur | 9437638935 |
| 107 | Kalahandi | Thuamulrampur | Prakash ch. Rao | AAO, thuamulrampur | 9437626299 |
| 108 | Kalahandi | Thuamulrampur | Prafulla Kr. Dora | Asst. Horticulturist, Lanjigarh | 943814334 |
| 109 | Kalahandi | Thuamulrampur | madhusmita Sahoo | OTELP, Microfinance, Thuamulramopur, langigad | 9438520292 |
| 110 | Kalahandi | Thuamulrampur | Nirendra Mohapatra | KVK Scientist, Kalahandi | 9437627090 |
| 111 | Kalahandi | Thuamulrampur | N. Pradhan | Branch manager, TDCC | 9438136326 |
| 112 | Kalahandi | Thuamulrampur | Mr. Biranchi Khamari | Capacity Building Team, Microenterprise, IWMP, Kalahandi | 9437701494 |
| 113 | Kalahandi | Thuamulrampur | Raj Kumar Shukla | Trader, Bhawanipatna | 8658261235 |
| 114 | Kalahandi | Thuamulrampur | Om Agarwal | Trader, Bhawanipatna | 9437075743 |
| 115 | Keonjhar | Keonjhar | Mr N N Dash | Special Officer, ITDA Keonjhar | 9937579499 |
| 116 | Keonjhar | Keonjhar | Dr S P Sahoo | Chief District Veterinary Officer, Keonjhar | 9438621028 |
| 117 | Keonjhar | Keonjhar | Dr Routray | Dy Director Animal & Husbandry Department | 9437275227 |
| 118 | Keonjhar | Keonjhar | Mr Pratap Kumar Sahoo | Deputy Director, Agriculture Department, Keonjhar | 9437392691 |
| 119 | Keonjhar | Keonjhar | Mr Jayanarayan Mohapatra | Asst Agriculture Officer, DDA, keonjhar | 9438177634 |

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|-----|------------|------------|---------------------------|--|------------|
| 120 | Keonjhar | Keonjhar | Mr Mihir Chandra Swain | Dy Director, Horticulture, Keonjhar | 9937568841 |
| 121 | Keonjhar | Keonjhar | Mr Srimant Hota | Chief Executive, DSMS, Keonjhar | 9938409890 |
| 122 | Keonjhar | Keonjhar | Mr G B Nayak | Asst Manager , DIC, Keonjhar | 9437276724 |
| 123 | Keonjhar | Keonjhar | Mr Mansingh | Programme Director, WOSCA, NGO | 9437055864 |
| 124 | Mayurbhanj | Karanjia | Mr.Ashok Ku. Nayak | Dy Director, Agriculture,Karanjia (In-Charge) | 9437744768 |
| 125 | Mayurbhanj | Karanjia | Dr. Sabyasachi Basu | AD A HAnimal Husbandery, Karanjia (In-Charge) | 9437145333 |
| 126 | Mayurbhanj | Karanjia | Mr. Kali Ku. Kar | ACF,Forest office,Karanjia | 9437243722 |
| 127 | Mayurbhanj | Rairangpur | Mr.Niranjan Jena | PA,ITDA,Rairangpur | 9437800833 |
| 128 | Mayurbhanj | Rairangpur | Mr. Sukanta Ku. Naik | ADH,Horticulture,Rairangpur | 8763823657 |
| 129 | Keonjhar | Champua | Mr.Sudhakar Burgi | PA,ITDA,Champua | 9437192605 |
| 130 | Mayurbhanj | Karanjia | Mr.Om Prakash Rath | ADH,Horticulture,Karanjia | 9437196581 |
| 131 | Rayagada | Rayagada | Prakash Rao Achari | Special Officer, ITDA, Rayagada | 9437218030 |
| 132 | Rayagada | Rayagada | Sri Krushna Chandra Singh | Deputy Director Agriculture, Agriculture Department.Rayagada | 9439076312 |
| 133 | Rayagada | Rayagada | Mr. Saheb Mandika | Jigidi DCRA | 9556282663 |
| 134 | Rayagada | Rayagada | Mr. Rary Pinto | Chief Executive Officer,DSMS | 9437000646 |
| 135 | Rayagada | Rayagada | Majhi Govinda Rao, RGDA | Dy.Manager, District Industries Centre, | 9437372633 |

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|------------|----------|----------|--------------------------|---|------------|
| | | | | Rayagada | |
| 136 | Rayagada | Rayagada | Mr. I.U. Khan | Assistant General Manager, NABARD, Rayagada | 9437043371 |
| 137 | Rayagada | Gunupur | Karunakar Raika | Project Administrator, ITDA | 9437338926 |
| 138 | Rayagada | Gunupur | Mr. Trilochan | Microfinance Officer,OTELP | 9438342944 |
| 139 | Rayagada | Gunupur | Mr. D.Rout | Deputy Director,Horticulture | 9438016069 |
| 140 | Rayagada | Gunupur | Pavana Senapati | Secretary, DKDA Society, Chatikona | 8895187221 |
| 141 | Rayagada | Gunupur | V.Ramababu, Rayagada | Balagilogistic | 9437094704 |
| 142 | Rayagada | Gunupur | S.Trinath Rao, Chatikona | Special Officer,Dangaria Kandha Development Agency(DKDA), Chatikona, Rayagada | 9437234954 |
| 143 | Rayagada | Gunupur | Gautam Swain, Muniguda | FAAR(NGO) | 9438235251 |
| 144 | Rayagada | Gunupur | V. Gopal Rao, Ramanaguda | SARD(NGO) | 9437526609 |
| 145 | Rayagada | Gunupur | Rabi Prasad Das | Jagaran(NGO) | 9437527089 |
| 146 | Rayagada | Gunupur | Gouri Mishra, Gunupur | Chief Functionary, ASHA(NGO) | 9437095275 |
| 147 | Rayagada | Gunupur | Ramamurty Bidika | Asstistant Agriculture Officer, Ramanaguda Block | 9439178031 |
| 148 | Rayagada | Gunupur | Sahu Babu, B.Cuttack | Assistant Agriculture Officer, Bissamcuttack Block | 9438019789 |
| 149 | Rayagada | Gunupur | Pradhan Babu, Muniguda | Assistant Agriculture Officer, Muniguda Block | 9438019789 |

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|-----|-------------|--------------------|-----------------------------|--|------------|
| 150 | Rayagada | Gunupur | Mishra Babu, Gudari | Assistant Agriculture Officer, Gudari Block | 9437911709 |
| 151 | Rayagada | Gunupur | Naik Babu, Padmapur | Assistant Agriculture Officer, Padmapur Block | 9861411530 |
| 152 | Rayagada | Gunupur | K.Madhab Rao | Deputy Director Agriculture, Gunupur | 9868579078 |
| 153 | Gajapati | Paralakhem undi | Mr. Kalyan Kumar Rath | Project Administrator, ITDA | 9437130345 |
| 154 | Gajapati | Paralakhem undi | Mr. Ramulu Achari | Micro Finance Officer, OTELP | 9861674631 |
| 155 | Gajapati | Paralakhem undi | Mr. Dilip Sahoo | Programme Officer (Capacity Building), OTELP | 9439120436 |
| 156 | Gajapati | Paralakhem undi | Mr. Gopal Krushna Dangua | Assistant General Manager, NABARD | 9437014588 |
| 157 | Gajapati | Paralakhem undi | Mr. S.Chandra Sekhar Rao | Deputy Director Agriculture, Agriculture Department.Paralakhem undi | 9437434784 |
| 158 | Gajapati | Paralakhem undi | Mr. T.B.K Dash | Project Director, Watershed, Soil Conservation Office, Paralakhemundi | 9437578992 |
| 159 | Gajapati | Paralakhem undi | Dr. R. Mohapatra | Assistant Chief District Veterinary Officer, Chief District Veterinary Office, Paralakhemundi | 8895170762 |
| 160 | Gajapati | Paralakhem undi | Mr. Uma Mahesh | Chief Executive Officer, DSMS | 9438440114 |
| 161 | Nabarangpur | Nabarangpu r | Sudhansu Dhal | PO(CB),OTELP | 9437038864 |
| 162 | Nabarangpur | Nabarangpu r | Jyotirmayee Patra | Micro Finance Officer, OTELP | 9437373001 |
| 163 | Nabarangpur | Nabarangpu r | Pradeep Misra | Chief Executive,DSMS | 9437197125 |

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|-----|-------------|-------------|--------------------------|---|------------------------|
| 164 | Nabarangpur | Nabarangpur | Bhramarabar Sahoo | Deputy Director Agriculture, Agriculture Department.Nabarangpur | 9438568258 |
| 165 | Nabarangpur | Nabarangpur | Mr. Dilip Kumar Pradhan | Programme Officer, RCDC | 9437374813 |
| 166 | Nabarangpur | Nabarangpur | Mr. Ajit Samantray | Chief Executive officer, Kala Niketan (Shilpi Samabaya Ltd.) | 9437119011 |
| 167 | Nabarangpur | Nabarangpur | Mr. Biswaraj Panda | Assistant Conservator of Forests, nabarangpur Forest division | 9438728740 |
| 168 | Malkangiri | Malkangiri | R.K. Gond | PA, ITDA | 9437339719 |
| 169 | Nabarangpur | Nabarangpur | Mr. Saroj Kumar Senapati | Assistant Horticulture Officer, Nabarangpur | 9853148647 |
| 170 | Malkangiri | Malkangiri | Pabitra Bara | PO(CB),OTELP | 9437428634 |
| 171 | Malkangiri | Malkangiri | Sasikant Swain | Micro Finance Officer, OTELP | 9438102878 |
| 172 | Malkangiri | Malkangiri | Roshan Kartik | Chief Executive,DSMS | 9437642496 |
| 173 | Koraput | Koraput | Tuku Barik | PA, ITDA | 9437084242 |
| 174 | Malkangiri | Malkangiri | Sri Damodhar Sethi | Deputy Director Agriculture (DDA) | 9437457391 |
| 175 | Malkangiri | Malkangiri | T. Ashok Kumar | Divisional Forest Officer, malkangiri | 06861-231353 |
| 176 | Malkangiri | Malkangiri | PK Nayak | PD Watershed Mission | 06861-230394 |
| 177 | Malkangiri | Malkangiri | Debendra Barik | Gopanbandhu Development Society (NGO) | 9437376017 |
| 178 | Malkangiri | Malkangiri | Sri Deenabandhu Sahu | Deputy Director Horticulture | 9439492119, 9937938790 |
| 179 | Malkangiri | Malkangiri | Raghab Rao | UMWSDS (NGO) | 9437912432 |
| 180 | Malkangiri | Malkangiri | Rajendra Majhi | Programme Officer, Planning, Monitoring & | 9439561770 |

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|------------|---------|---------|---------------------------|---|--------------------------|
| | | | | Evaluation, OTELP | |
| 181 | Koraput | Koraput | Sri Ajay Kumar Patro | Branch Manager-TDCC | 9438427935 |
| 182 | Koraput | Koraput | G. Sita Kumari | District Coordinator, Mission Shakti | 9439078538, 06852-250151 |
| 183 | Koraput | Koraput | Sri Sanjib Sahu | Programme Officer, capacity Building, OTELP | 9437091274 |
| 184 | Koraput | Koraput | Sri Maheswar Swain | Programme Coordinator, Sarbodaya Samiti | 9437784711 |
| 185 | Koraput | Koraput | Sri George Kerketa | Chief executive Officer, DSMS | 9437814793 |
| 186 | Koraput | Koraput | Sri Kalidas Biswas | Deputy Director Agriculture | 9437215372 |
| 187 | Koraput | Koraput | Sri Balakrushna Gouda | A.A.O.,DDA Jayapur | 9437212755 |
| 188 | Koraput | Koraput | Sri Ajaya Kumar Pattnayak | Deputy Director Horticulture, Koraput | 9556361196 |
| 189 | Koraput | Jeypore | Mr. Lakhmidhara das | Project Administrator, ITDA, Jeypore | 9437444810 |
| 190 | Koraput | Jeypore | Ms. Suchismita Nayak | Zonal Coordinator, APITCO Ltd. | 9938859984 |
| 191 | Koraput | Jeypore | Mr. N. Shyam Mohan | State head, APITCO Ltd. | 9040540778 |

**Annexure 3: Profile of ITDA
wise potential Product Clusters
across 118 TSP blocks**

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ITDA- BALIGUDA

Product Cluster Information Sheet

Cluster location: Rutungia, **Block Name:** Baliguda

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Turmeric

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 17.6 | 22 | 440 | Bataguda,Sudra |

Major Villages around the cluster:

22 villages are involved in respective Gps viz Bataguda, Sudra, Barkhama, Budrukia, Rungutia Asabisa,Badunga,Balmisti,Dapakia,Kadamaha, kartikia, Suli, Tangam

Major markets around the villages:

Barakhama,Rutungia, Balliguda Local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

- a) 440 households from 22 villages are involved in turmeric cultivation.
- b) The primary cultivators get Average 40 Kg of turmeric per household. (average quantities of volume near about 176 quintals)

Reason 2: There is near about 176 quintals marketable surplus for marketing of the produce after day today consumption and traditional practices.

Reason 3: The turmeric cultivation provides near about two months income support to the poor cultivators during the everyday crisis period.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Horticulture provides seeds and technical support.

Product Cluster Information Sheet

Cluster location: Rutungia, Baliguda, **Block Name:** Baliguda

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Sal Seed

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 20 | 300 | Parampanga, Burdrukia |

Major villages under the cluster:

Near about 20 villages are collecting Sal seeds under GPs. Viz. Parampanga, Burudukia, Rutungia, Bataguda, Badunga, Balmisti, Dapakia, Kadamah a, Kartikia, Suli, Tangam.

Major markets around the villages:

Balliguda local markets and TDCC also procure sal seeds.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

The sal seed flowers every alternate year. In a village 10 to 20 households collect the sal seed from the nearest forest. Each house sells approx. 20 kg to traders, means 10 Metric tons are marketable surplus.

Reason 2:

It has a market outside the state. Local traders play the role of marketing support. Thus it is a marketable product.

Reason 3:

It provides 1 month income support to the poor collectors.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): TDCC and local traders provide marketing support to the poor primary collectors.

Product Cluster Information Sheet

Cluster location: Rutungia, Baliguda, **Block Name:** Baliguda

ITDA Name: Baliguda **District:-** Kandhamal

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 3 | 25 | 250 | Sudra,Barakhama |

Major Villages under the cluster:

Near about 25 villages collecting under the GPs. Viz.
Sudr,Barakhama,Budrukia,Rutungia,Rebingia,Bataguda.Badunga,Balmisti,Dapakia,Kadamaha, Kartikia,Suli,Tangam

Major villages around the village:

Balliguda Local market,Rutungia,Barkhama local traders buys those commodities.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

250 households are involved in collection of the mahua flower. About 3 Metric tons are marketable surplus.

Reason 2:

Local trader procures the mahua flower from the primary collectors. It is marketable.

Reason 3:

It provides 1 month income opportunity to the primary collectors.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Salagada Block Name: K.Nuangaon

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Siali leaf Plate

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------------------|----------|-----------------|---------------------|-------------------------------|
| Unit | Quantity | | | |
| Bondle (per bondle = 10 Cheki) | 3840 | 22 | 320 | Sarangada, Nuagoan, Sirtiguda |

Major Villages under the cluster:

Near about 22 villages have been collecting and stitching under the GPs. Viz. Sarangada, Nuagoan, Sirtiguda, Gunjigoan, Bilaranga, Daka, Damapanga, Jhargibata, Keramaha, kuerpata, Ladamia

Major markets around the village:

Sarangada, Gutingia local, Sirtiguda local markets and KWCL procure Siali leaf plates.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 320 HHs of 22 Villages are involved for collection of sal leaf. And 3840 bundles are marketable Surplus.

Reason 2: It has market demand all over the country and it is a marketable product.

Reason 3: This activity supports at least 6 month income generation to the primary collectors.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): KWCL provides technical support to stitching in different sizes, close stitching process and to prepare pressed plate to enhance their income. And it also provides marketing support.

Product Cluster Information Sheet

Cluster location: Salagada & K.Nuangaon Block Name: K.Nuangaon

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Sal Seed

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 9 | 21 | 300 | Salangada,Nuagoan. |

Major villages under the cluster:

Near about 21 villages collect sal seeds under the GPs. Viz. Sarangada, Nuagoan, Sirtiguda, Gunjigoan, Bondaguda, Bilaranga, Daka, Damapanga, Jhargibata, Keramaha, kuerpata, Ladamia

Major markets around the village:

Sarangada, Balliguda local markets and TDCC procure sal seeds.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: The sal seed flowers every alternate year. In a village 10 to 20 households collect the sal seed from the forest. Each house sells an Avg. Qty. of 25 kg to traders.

Reason 2: 9 MT is marketable surplus.

Reason 3: The Sal seeds provide 1 month livelihood support to the poor villagers.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): DSMS, TDCC, Local Trader (For marketing Support)

Product Cluster Information Sheet

Cluster location: Salagada & K.Nuangaon Block Name: K.Nuangaon

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Turmeric

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 16.2 | 27 | 540 | Sarangada,Nuagoan |

Major villages under the cluster:

Sarangada,K,nuagoan,Sirtiguda,Gunjigoan,Bondaguda.Bilaranga,Daka,Damapanga,Jhargi bata, Keramaha,kuerpata,Ladamia

Major markets around the villages:

Sarangada,Sirtiguda local markets and KASAM Banhagada procure turmeric.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 540 numbers of households cultivate turmeric under 27 villages. About 16.2 Metric tons are marketable surplus.

Reason 2: It is a traditional cultivation and cash crop for farmers in this block. It is by default organic and cacuminal quantity is very high, near about 16.2 Metric tons are marketable.

Reason 3: The produce of turmeric provides near about two month livelihood support to the poor villagers.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): KASAM procure turmeric & also provides input support to some Farmer's Club.

Product Cluster Information Sheet

Cluster location: Salagada & K.Nuangaon Block Name: K.Nuangaon

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|----------------------------------|
| Unit | Quantity | | | |
| MT | 13.8 | 23 | 460 | K.Nuagoan, Gunjigoan, Bondaguda, |

Major villages under the cluster:

Near about 23 villages under the GPs.

Viz. Sarangada, K.nuagoan, Gunjigoan, Bondaguda, Sirtiguda, Bilaranga, Daka, Damapanga, Jh argibata, Keramaha, kuerpata, Ladamia

Major markets around the village:

Sarangada, Sirtiguda local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 460 Households of 23 villages collect near about 13.8 metric tons of mahua flower during the season.

Reason 2: This is a marketable product.

Reason 3: It provides 1 month income opportunity to the primary collectors.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Nil

Product Cluster Information Sheet

Cluster location: Paburia Block Name: Tikabali

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Turmeric

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------------------|
| Unit | Quantity | | | |
| MT | 12.5 | 25 | 425 | Gardengia, Burbi, Gadaguda , Paburia |

Major Villages under the cluster:

Near about 25 villages involve in turmeric cultivation under the GPs. Viz. Gardengia, Burbi, Gadaguda, Paburia. Adasuga, Barasahi, Boriguda, Damiguda, danderi, Kutiguda, Paburia, Pipalsahi, sapaganda

Major markets around the village:

G. Udayagiri, Raikia, Tikabali, Paburia local markets and KASAM also procure turmeric.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households): Horticulture provides seeds and technical support and KASAM procure Turmeric.

Reason 1: 425 households are involved in this cultivation in 25 villages and 12.25 metric tons are marketable surplus.

Reason 2: There is a demand for the produce all over India and it is a marketable product.

Reason 3: This traditional cultivation provides near about two month income support to the poor cultivators.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): It is by default organic. Horticulture provides seeds and technical support, and KASAM provide seeds and also procure the produce.

Product Cluster Information Sheet

Cluster location: Kainjhar Block Name: Tikabali

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Siali leaf plate

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------------------|----------|-----------------|---------------------|-------------------------------|
| Unit | Quantity | | | |
| Bondle (per bondle = 10 Cheki) | 3000 | 21 | 315 | Koinjhara,Gardengia,Bodimunda |

Major villages under the cluster:

Koinjhar,Gardengia,Badimunda,Gadaguda.Badruguda,bengasahi,Charpadar,danderbhat, Guitana,Jignagam,kaliketa,Khirdbhat

Major markets around the village:

Tikabali,Sankrakhhol and Phulbani local market. KWCL procure turmeric.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: In a village, 315 households are involved in collecting and stitching the siali leaf. Near about 3000 bundles are marketable surplus.

Reason 2:It is a marketable product.

Reason 3: This activity provides near about 8 to 9 month income opportunity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): ORMAS, KWCL, provides technical support to stitching in different sizes, close stitching process and to prepare press plate to enhance their income.

Product Cluster Information Sheet

Cluster location: Kainjhar Block Name: Tikabali

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 14 | 18 | 360 | Bodimunda,Koinjhar |

Major villages under the cluster:

Near about 18 villages involved in mahua collection under the GPs. Viz. Bodimunda,Koinjhar,KatimahaBadruguda,bengasahi,Charpadar,danderbhat, Guitana,Jignagam,kaliketa,Khirdbhat.

Major markets around the village:

Tikabali,Phulbani local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 360 households from 18 villages collect the mahua flower during a season.

Reason 2: Near about 14 Metric tons are available as marketable surplus. Commission Agents, Regional traders procure mahua flower from the primary collectors.

Reason 3: It provides near about 1 month income support to the poor villagers.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Barimunda Block Name: Tikabali

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 96 | 16 | 480 | Garengia,Barimunda |

Major Villages under the cluster:

Near about 16 villages are involved in maize cultivation under the GPs. Viz. Garengia,Barimunda,Katimaha. Badruguda,bengasahi,Charpadar,danderbhat, Guitana,Jignagam,kaliketa,Khirdbhat

Major markets around the village:

Tikabali,Sankrakhole,Phulbani local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 480 numbers of households from 24 villages cultivate maize. It is a marketable surplus product.

Reason 2: Assistance from co-operative society, local traders (For marketing Support) & support of RKVY provides seed to farmers.

Reason 3: Maize cultivation provides two months income to farmers annually. It is a surplus product and there is demand in local market and out state market.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Assistance from Co-operative society, Support of RKVY provides seed and technical support to farmers. Agriculture also provides in- seed for cultivation

Product Cluster Information Sheet

Cluster location: Pasara & Sankarakhol Block Name: Chakapad

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|----------------------------|
| Unit | Quantity | | | |
| MT | 260 | 20 | 510 | Pasara,Arabaka,Bapalimendi |

Major Villages under cluster:

Near about 20 villages involved in this practice under Pasara,Arabaka,Bapalimendi,Sankarakhol.Baradkhole,barapali,Gotasuga,Juikhole, Kiansahi,Mundagan,Pasar,Raipada.

Major markets around village:

Tikabali,Sankrakhol,Phulbani local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 510 households are involved in maize cultivation, near about 260 Metric tons are marketable surplus.

Reason 2: Maize has a market demand all over India.

Reason 3: It provides 2 month income to the poor villagers in Chakapada Block.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Input support by RKVY, Agriculture provides technical support and also provides high yield variety seeds.

Product Cluster Information Sheet

Cluster location: Chakapad Block Name: Chakapad

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Incense Sticks

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1.5 | 7 | 144 | Chakapad,Bramhanapad |

Major villages around the cluster:

7 numbers of villages involved under the GPs. Chakapad,Bramhanapada.Chakapad,Ghudukapadar,Jadupur,Khairasahi, Pandrisahi,Rupagan

Major markets around the villages:

DSMS market linkage support with ITC, Tikabali local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Marketable surplus is 1.5 metric tons. 7 villages are involved in this activity ,which gives 1.5MT of marketable surplus.

Reason 2:It is a marketable product and provides to ITC.

Reason 3: The product provides 7 to 8 months income support.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): DSMS, Local Trader for marketing Support.

Product Cluster Information Sheet

Cluster location: Chakapad Block Name: Chakapad

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 25 | 500 | Chakapad,Bramhanapad |

Major Villages under the cluster:

Near about 25 villages involved in mahua collection under the GPs. Viz. Chakapad,Bramhanapad, Baplimendi.Chakapad,Ghudukapadar,Jadupur,Khairasahi,, Pandrisahi,Rupagan

Major markets around the village:

Chakapad,Bramhanapad,Tikabali local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Every household collects the mahua flower and sells about 10 Metric tons from collected volume. 500 households from 25 villages depend on mahua flower as their income opportunity.

Reason 2:Local trader procures the mahua flower from the primary collectors. There is a market in the local area.

Reason 3: This activity provides 1 month livelihood support to the primary collectors.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Only local market is there for marketing the product.

Product Cluster Information Sheet

Cluster location: Kalinga Block Name: G.Udayagiri

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Turmeric

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 11 | 20 | 400 | Kalinga & G.Udayagiri |

Major Villages under cluster:

20 villages involved in turmeric cultivation under GPs. Viz. Kalinga, G.Udayagiri, Ghudukapadar, Jadupur, Khairasahi, Pandrisahi, Rupagan.

Major markets around the village:

G.Udayagiri, Tikabai, Raikia local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 400 households are involved in this cultivation and about 11 Metric tons are available as marketable surplus.

Reason 2: There is a market demand for turmeric all over India.

Reason 3: provides near about two months income to the poor cultivators.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Horticulture and Agriculture provides technical support and seeds to the primary producers.

Product Cluster Information Sheet

Cluster location: Kalinga Block Name: G.Udayagiri

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-------------------------------|
| Unit | Quantity | | | |
| MT | 120 | 20 | 200 | Katingia,Lingagada,Malikipadi |

Major Villages under the cluster:

20 numbers of villages involved in Maize cultivation under GPs. Viz. Katingia,Lingagada,Malikipada,Gresingia,Talarimaha,Ratingia.Katingia,Lingagada,Maliki padi, Gresingia, Talarimaha,Ratingia

Major markets around the village:

G.Udayagiri,Raikia local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:200 numbers of households from 20 villages are involved in cultivation of maize. Maize cultivation provides two months income to the farmer annually. It is a surplus product and there is demand in local market and out of state market. Near about 120 Metric tons marketable surplus.

Reason 2:Maize has market demand all over Orissa.

Reason 3: The cultivation of maize provides two month income opportunity to the cultivators.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Assistance of Co-operative society Local Trader (For marketing Support) RKVY provided seed to farmers.

Product Cluster Information Sheet

Cluster location: Kalinga & Katingia Block Name: G.Udayagiri

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Mango

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 13.5 | 25 | 450 | Kalinga,Udayagiri |

Major Villages under the cluste:

25villages involved in this activity under the GPs. Viz.
Katingia,Mallickpada,Kalinga,G.Udayagiri.Jadupur,Khairasahi,,
Pandrisahi,Rupagan

Major markets around the village:

Kalinga,G.Udayagiri local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 450 households collects mango and they get 13.5 Metric tons of mangoes as marketable surplus.

Reason 2:It is a marketable product locally and there is demand all over Odisha.

Reason 3: It provides two months income support to the poor primary collectors.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): NHM provides support to the farmer in terms of money and mango sappling which enhances the income of poor collectors.

Product Cluster Information Sheet

Cluster location: Manikeswar & Raikia Block Name: Raikia

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Cauliflower & Cabbage

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 42 | 21 | 210 | Raikia, Mondakia, Manikeswari, Dadingia. |

Major Villages under the cluster:

21 numbers of villages involved in this cultivation under the GPs. Viz. Raikia, Mandakia, Manikeswari, Dadingia, Bagamaha, Banepanga, Gamerikia, Ganjuguda, Gundhari, Khadinga, malaguda, Mundanaju

Major markets around the village:

Raikia Local market.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 210 households are involved in vegetable cultivation especially in cabbage and cauliflower cultivation. During the seasons near about 42 Metric tons are available for marketable surplus.

Reason 2: It has market demand all over Kandhamal District and Odisha.

Reason 3: It provides 1 month income opportunity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Horticulture dept. provides mini kits, technical support & seeds to the farmers.

Product Cluster Information Sheet

Cluster location: Gumamaha & Raikia Block Name: Raikia

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Turmeric

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------|
| Unit | Quantity | | | |
| MT | 12.5 | 25 | 500 | Raikia,Dadingia,Mondakia |

Major Villages under the cluster:

Raikia,Dadingia,Mandakia,Gumamaha,Manikeswari.Beredakia,Gamandi,Kandabada,Raikia, Banepanga,Gamerikia

Major markets around the village:

Raikia local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:500 number of households cultivating turmeric under 125 villages. Near about 12.5 Metric tons marketable surplus for marketing.

Reason 2:It is the traditional cultivation and cash crop for farmers in this block. It is by default organic and cacuminal quantity is very high it has market demand all over India.

Reason 3: Turmeric cultivation provides two months income to farmers.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Horticulture provides seeds and technical support.

Product Cluster Information Sheet

Cluster location: Raikia Block Name: Raikia

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Siali leaf Plate

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|----------------------------|----------|-----------------|---------------------|----------------------------|
| Unit | Quantity | | | |
| Bondle (bondle = 10 Cheki) | 2400 | 20 | 400 | Karada,Gumamaha,Sugadabadi |

Major Villages under the cluster:

20 villages involved in siali leaf collection and stitching under the GPs. Viz. Karada,Gumamaha,Sugadabadi. Beredakia,Gamandi,Kandabada,Raikia, Banepanga,Gamerikia

Major markets around the village:

Raikia local market.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:In a village maximum householders collect the siali leaf from forest area. They are skilled in raw stitching of siali leaf and near about 2400 bundles are marketable surplus.

Reason 2:Traders are available for procurement of Siali leaf plate in district and other state

Reason 3: Most households are dependent for their livelihood for six months on siali leaf collection.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): KWCL, provides technical support to Stitching in different sizes, close stitching process and to prepare pressed plate to enhance their livelihood. And also provide marketing support.

Product Cluster Information Sheet

Cluster location: Simanabadi & Bamunigaon Block Name: Daringbadi

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Siali leaf Plate

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|----------------------------|----------|-----------------|---------------------|-------------------------------|
| Unit | Quantity | | | |
| Bondle (bondle = 10 Cheki) | 5400 | 30 | 450 | Siangbali,Daringbadi,Kirikuti |

Major villages under the cluster:

30villages involved in this activity under the GPs Siangbali,Daringbadi,Kirikuti,Bamunigoan,Jhinjiriguda.Alanjuri,Bamunigam,Dangesi,Kin arigam, Mandipanga,Meramaha,Nuagam

Major markets around the village:

Daringbadi,Bamunigoan,kirikuti local market.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:450 households from 35 Villages are involved for collection of siali leaf. 5400 bundles are marketable surplus.

Reason 2:It has market demand in local, within the State and also out of State. It is a marketable product.

Reason 3: It provides livelihood support for near about six months to the primary collectors.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): KWCL, provides technical support to Stitching in different sizes, close stitching process and to prepare pressed plates to enhance their income.

Product Cluster Information Sheet

Cluster location: Simanbadi & Bamunigaon Block Name: Daringbadi

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Turmeric

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 24 | 40 | 800 | Simanbadi,Daringbadi,Singbali,Gadapur, Bamunigoan,Jinjiriguda |

Major villages under cluster:

Tamangi,Mandipanka,Meramaha,Dhusarigoan,Bengimaha,Gumandi,Kadamba,Tudubiju, Kumbharigoan,Gardamaha,Hatimunda,Kasabasa,Landagudi,Gudika,Poiguda,Mundigoan, Mahagudi,Mundanaju,Sramgudi,Badipadara,Siangbali,Makapata,Kutubadi,Siripanka,Pad anketa,Sraniketa,Suganketa,Chhakramala,Pangaraha,Irtisaru,Saleju,Kutubadi,Mundulab ali,Pisamala,Dasiketa,Dekabadi,Pangali,Pogapanga,Pole,Gahadadi,Parampanka.

Major markets around the villages:

KASAM,Bamunigoan, KASAM,Daringbadi, Bamunigoan Local market ,Daringbadi Local Market, Simanbadi Local Market.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: About 800 numbers of households cultivate turmeric in 40 villages. Turmeric cultivation provides two months income to farmers annually. There is a surplus produce of 24 Metric tons.

Reason 2: It is a traditional product and acts as a cash crop for farmers in this block. It is by default organic and cacuminal quantity is very high. It is a marketable product all over India.

Reason 3: It provides two months income opportunity to the poor traditional cultivators.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): KASAM, provides marketing support, Horticulture provides seeds and technical support.

Product Cluster Information Sheet

Cluster location: Simanbadi Block Name: Daringbadi

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Cabbage.

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------------------|
| Unit | Quantity | | | |
| MT | 55.2 | 23 | 276 | Daringbadi, Simangbali, Greenbadi |

Major Villages under Cluster:

Sangudimaha, Kilabadi, Siripanka, Kutubadi, Parampanka, Gahadadi, Pole, Pogapanga, Pangali, Tekabadi, Badipadara, Khilabadi, Pliheri, Tagapanka, Lucheri. Dakarbadi, Dalaketa, Gubatabadi, Laribadi, Samanabadi, Suluki

Major Markets around Village:

Daringbadi Local Market.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Cabbages, Cauliflowers are the major cultivating product in this block. 55.2 Metric tons marketable Surplus.

Reason 2: It has market demand locally and all over Odisha.

Reason 3: It provides 1 to 2 months income support to the poor cultivators.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Horticulture provides the mini kits to farmers and technical support to farmers.

Product Cluster Information Sheet

Cluster location: **Simanbadi & Bamunigaon Block Name: Daringbadi**

ITDA Name: **Baliguda District:- Kandhamal**

Product / Activity: **Mahua**

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---------------------------------|
| Unit | Quantity | | | |
| MT | 18 | 25 | 900 | Simanbadi,Hatimunda,Daringbadi, |

Major Villages under the cluster:

Simanbadi,Hatimunda,Daringbadi,Siangbali,Greenbadi,Godapur,Bamunigoan,Jhinjiriguda.Dakarbadi,Dalaketa,Gubatabadi,Laribadi,Samanabadi,Suluki.Dangesi,Kinarigam, Mandipanga,Meramaha,Nuagam

Major markets around the village:

Daringbadi,Godapur,Bamunigoan local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Maximum households collect the mahua flower and each household sells 50% of mahua from collected volume. Near about 18 Metric tons marketable surplus. Mahua flower provides one month income to the collectors.

Reason 2:Local Traders procure mahua flower. It is a marketable product.

Reason 3: Mahua flower provides one month income support to poor villagers.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Bamunigaon Block Name: Daringbadi

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Ginger

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------------------|
| Unit | Quantity | | | |
| MT | 28 | 35 | 700 | Bamunigoan, Jhinjiriguda, Hatimunda. |

Major Villages under the cluster:

Alanjuri, Bamunigam Dangesi, Kinarigam, Mandipanga, Maramaha, Nuagam, Puiguda,

Garadamaha, Gumandi, Jhinjiriguda, Kadamba, Koramaha, Kutlargam, Ullipadar, Bijali, Dardadi, Gaheju, Kasabasa, Pidamaha, Tamangi.

Major markets around the village:

Bamunigoan, Godapur local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 35 villages cultivate ginger and 28 Metric tons are marketable surplus.

Reason 2: It is a scarce product so it is marketable and it has demand all over Odisha.

Reason 3: It provides 1 month income opportunity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Horticulture provides seeds and technical support to the producers. Local Traders, Kasam & Regional Traders also support in marketing.

Product Cluster Information Sheet

Cluster location: Kotagarh Block Name: Kotagarh

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Sal Seed

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------------|
| Unit | Quantity | | | |
| MT | 12 | 20 | 600 | Subarnagiri,Kutiguda,Gubrumaha |

Major Villages under the cluster:

Bhutadi,Bhuteliguda,Gardamaha,Gugurmaha,Ladimaha,Malliguda,Meherguda,
Mlauguda,Pandemaha,Patangudi,Pellari,Tiamaha,Tauguda,Bandiguda,Buriguda,
Gadiguda.

Major markets around the village:

Kothaghar local market and TDCC procure Sal seeds.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:More than 80% of the villagers are involved in the collection process. Near about 12 Metric tons are marketable surplus.

Reason 2:It has market demand outside the State. It is a marketable product. Market support given by DSMS, TDCC, Local Traders.

Reason 3: It provides 1 month income opportunity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Market support given by DSMS, TDCC, Local Trader.

Product Cluster Information Sheet

Cluster location: Kotagarh Block Name: Kotagarh

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 15 | 22 | 440 | Madaguda, Kutiguda |

Major Villages under the cluster:

Bandaka, Denguda, During, Haripur, Kerensaguda, Kotagarh, Mardangi, Sirang, Adipadar, Badagaon, Budaguda, Dudumilla, Jharighat, Kilangi Pabangaon, Padelipadar, Sakeda, Sartul, Supamaha, Pajimaska.

Major markets around the village:

Kothaghar local market.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: During season every household collects the mahua flower, 440 households involved in this activity and near about 15 Metric tons are marketable surplus. Mahua flower provides one month income to the collectors.

Reason 2: It is a marketable product in local market.

Reason 3: It provides a marketable household income to the villagers.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Mahua flower provides one month income to the collectors.

Product Cluster Information Sheet

Cluster location: Kotagarh Block Name: Kotagarh

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Hill Broom

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---------------------------------|
| Unit | Quantity | | | |
| MT | 10 | 12 | 120 | Subarnagiri,Kutiguda,Gubrumaha. |

Major Villages under the cluster:

Bandiguda,Buriguda,Dardakaju,Gadiguda,Jakesi,Kerensaguda,Kotagarh,Mardangi ,Sirang,Adipadar,Badagaon

Major markets around the village:

Kothaghar,Balliguda local market.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:Hill broom market is high and 120 households are involved in the collection, near about 10 Metric tons are marketable surplus.

Reason 2:It has market in all over Odisha. It is a marketable product.

Reason 3:It provides 1 month income support to the villagers.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Forest Department provides the seedling to poor villagers for hill broom cultivation.

Product Cluster Information Sheet

Cluster location: Kotagarh Block Name: Kotagarh

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Arhar

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-------------------------------|
| Unit | Quantity | | | |
| MT | 16.5 | 22 | 330 | Kothaghar, Madaguda, Malanga. |

Major Villages under the cluster:

Buduki, Durukpada, Gudri, Makdola, Malaguda, Marlanaga, Pangamaha, Patapanga, Sangdamaha, Sitaguda, Tukubadi, Kilangi Pabangaon, Padelipadar, Sakeda, Sartul, Supamaha, Pajimaska.

Major markets around the village:

Kothaghar, Balliguda local market.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 330 households are involved in this activity. And near about 16.5 Metric tons marketable surplus.

Reason 2: It is a marketable product and there is demand locally and also all over Odisha.

Reason 3: It provides near about 1 month income opportunity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Kotagarh Block Name: Kotagarh

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Black Gram

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|------------------------------|
| Unit | Quantity | | | |
| MT | 15 | 20 | 720 | Kothaghar, Madaguda, Malanga |

Major villages under the cluster:

Buduki, Durukpada, Gudri, Makdola, Malaguda, Marlanaga, Pangamaha, Patapanga, Sangdamaha, Sitaguda, Tukubadi, Kilangi Pabangaon, Padelipadar, Sakeda, Sartul, Supamaha, Pajimaska.

Major markets around the village:

Kothaghar, Balliguda local market.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 48 villages are involved in this activity. The product's marketable surplus is near about 15 Metric tons.

Reason 2: This is a marketable produce. It has demand all over Odisha and Andhra.

Reason 3: It also provides near about 1 month income opportunity to the villagers.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Tumudibandha & Kurtamgada

**Block Name: Tumudibandha
Kandhamal**

**ITDA Name: Baliguda District:-
Product / Activity: Siali Leaf plate**

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|----------------------------|----------|-----------------|---------------------|-------------------------|
| Unit | Quantity | | | |
| Bondle (bondle = 10 Cheki) | 5280 | 22 | 440 | Thudibandha, Krutamgada |

Major Villages under the cluster:

Belaghar, Bilamal, Guma, Jhirpani, Lankaghara, Mundighar, Sirla, Badabhandha, Balam, Benarbahal, Dadanga, Gudguda, Jalespata, Kadam, Kakalanga, Manpur, Nuamunda, Pallam, Sardhapur.

Major markets around the village:

Tumudibandh, Krutamgada local markets.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 440 households depend on Siali leave collection. Near about 5280 bundles are marketable surplus.

Reason 2: It is marketable and it has market demand locally and out of state also.

Reason 3: It provides 6 month livelihood opportunity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): KWCL, provides technical support to Stitching in different sizes, close stitching process and to prepare pressed plate to enhance their income.

Product Cluster Information Sheet

Cluster location: Tumudibandha & Belghar Block Name: Tumudibandha

ITDA Name: Baliguda District:- Kandhamal

Product : Sal Seed

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|------------------------------|
| Unit | Quantity | | | |
| MT | 128 | 22 | 640 | Belaghar,Bilamal,Krutamgada. |

Major Villages under the cluster:

Belaghar,Bilamal,Guma,Jhirapani,Lankaghara,Mundighar,Sirla,Balki,Biragada,

Boringpadar,Dandadabali,Danungia,Gugudi,Gaganpadar,Jakinjia,Kadamila,Kapibira,Lati dika.

Major markets around the village:

Tumudibandha local market, TDCC procure Sal seeds.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:The Sal seed flowers every alternate year. 128 metric tons are marketable surplus from 32 villages.

Reason 2:It has market demand out of State.

Reason 3: It provides 1 month income support to the collectors.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): TDCC provides marketing support to the poor village collectors.

Product Cluster Information Sheet

Cluster location: Kurtamgada & Belghar Block Name: Tumudibandha

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---------------------------|
| Unit | Quantity | | | |
| MT | 13.2 | 22 | 440 | Krutamghar,Sirla,Belghar. |

Major Villages under the cluster:

Belaghar,Bilamal,Guma,Jhirpani,Lankaghara,Mundighar,Gugudi,Gaganpadar,Jakinjia,Kadamila,Kapibira,Latidika,Jagadi,Jagu,Kialguda,Marlang,Pidamaha,Tahipada,tekalmila.

Major markets under the village:

Belghar,Krutamghar local market.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:During the season every household collects mahua flower and each household sells 50% of mahua from collected volume. Near about 13.2 Metric tons marketable surplus from 22 villages.

Reason 2:It is a marketable product and it has demand in local market.

Reason 3:It provides 1 month income support to the village collectors.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Tumudibandh Block Name: Tumudibandha

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Coe pea

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-------------------------------|
| Unit | Quantity | | | |
| MT | 15 | 20 | 300 | Mundighar,Sirla,Tumudibandha. |

Major Villages Under the cluster:

Belaghar,Bilamal,Guma,Jhirpani,Lankaghara,Mundighar,Gugudi,Gaganpadar,Jakinjia,Kadamila,Kapibira,Latidika,Jagadi,Jagu,Kialguda,Marlang,Pidamaha,Tahipada,tekalmila.

Major markets around the village:

Tumudibandha,Krutamgada local market.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:300 numbers of households cultivate cowpea under 20 villages. Cow pea seed cultivation provides one month income to the farmers annually. It is a surplus product and there is demand in local market and out state market. 15 metric tons are marketable surplus.

Reason 2:It is a marketable surplus, it has market demand.

Reason 3: Cow pea seed cultivation provides one month income to farmers annually.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Tumudibandh Block Name: Tumudibandha

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Niger

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 23 | 12 | 140 | Tumudibandha |

Major Villages under the cluster:

Belaghar,Bilamal,guma,Jhirpani,lankaghara,mundighar,sirla,Tumudibandh.

Major markets around the village:

Tumudibandh,Baliguda local market.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:140 households involved in this cultivation. Near about 23 Metric tons marketable surplus.

Reason 2:It is a marketable product. There is demand outside the state.

Reason 3: Near about 1 month income support to the villagers.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Tumudibandh Block Name: Tumudibandha

ITDA Name: Baliguda District:- Kandhamal

Product / Activity: Black Gram

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 13 | 21 | 218 | Tumudibandha. |

Major Villages under the cluster:

Belaghar, Bilamal, guma, Jhirpani, lankaghara, mundighar, sirla, Tumudibandh. Major markets around the village

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 21 villages are involved in this activity during the season. The marketable surplus is 13 Metric tons.

Reason 2: It is a marketable produce locally.

Reason 3: It provides 1 month income opportunity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

ITDA- PHULBANI

Product Cluster Information Sheet

**Cluster location: Sudrukumpa,
ITDA Name: Phulbani,
Product / Activity: Siali leaf plate**

**Block Name: Khajuripada
District:- Kandhamal**

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|---------------------------------------|--------------|-----------------|---------------------|-----------------------------------|
| Unit | Quantity | | | |
| Bondle (One bondle = 20 Cheki) | 10800 | 20 | 300 | Badaghar,Badiguda,Bagianta |

Major villages under the cluster-

- Khajuripada, Arapaju, Kolathasahi, Jhadapadara, Muskuli, Pandisuga, Dutimendi, Kutibadi, Dimirikhhol, Sudrukumpa, Maliksahi, Malikpada, Patiamba, Madikula, Tikiripada, Matighati, Dangabasa, Sraba, Duguda, Bandhanpaju, Chhuchurudi, Kilupadara, Jargisaru, Kakendri, Bilabadi, Khaliasahi, Kurumini & Kutibadi

Major markets around the cluster-

- Khajuripada, Sudrukumpa, Charichhak, Daspalla & Phulbani

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

- 300HHs from 20 Villages are involved in collection of siali leaf and rough stitched leaf plate.

Reason 2:

- It is a marketable surplus product.
- Local traders are providing market facility.
- Demand of the product is high locally & outside of the district.

Reason 3:

- As the raw material is available for over 8 months in a year, the villagers can earn a good income from the produce.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- The community is basically involved in individual & need based selling of the product.
- Storage facility is available at Khajuripada. In some cases NTFP store at village level may be used for storage of the product.
- MANAV VIKAS Daspala, Baidhar Sahu Khajuripada, KWLCL Baliguda are running their processing unit.
- DSMS/ORMAS Kandhamal is also working with the product by providing infrastructure facility & marketing support to the community.

Product Cluster Information Sheet

Cluster location: Khajuripada
ITDA Name: Phulbani
Product / Activity: Mahua

Block Name: Khajuripada
District:- Kandhamal

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qtl | 550 | 15 | 450 | Khajuripada |

Major villages under the cluster-

Bitali, Charipada, Dehengi, Gadaki, Gadapadar, Ganjuguda, Ghugulsahi, Iripiguda, Bitali, chari pada, Dehengi, Gadaki, Gadapadar, Iripiguda.

Major markets around the cluster-

- Khajuripada, Phulbani, Charichhak, Sudrukumpa & Madhapur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

- 450 HHs from 30 villages are collecting Mahua flowers.
- Product potential is available over the block.
- It helps the community for a 2 months livelihood support.
- All family members are involved in collection of Mahua.

Reason 2:

- It is a marketable surplus.
- Local Traders & Kuchias are procuring Mahua flower.
- There is market demand of the product in regional & out state market.

Reason 3:

- Collective marketing of the product will give extra price over the product.
- Change in the practice of collection & drying will help the collector to maintain color which will give additional price.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- The current practice of selling Mahua is individual & needy based.
- Credit facility will help the community to store & procure a better price of the product.
- Some outside traders prefer to deal in Kandhamal Mahua.

Product Cluster Information Sheet

Cluster location: Sudrukumpa
ITDA Name: Phulbani
Product / Activity: Bambo Crafts

Block Name: Khajuripada
District:- Kandhamal

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-------------------------------|
| Unit | Quantity | | | |
| Number | 1200 | 10 | 40 | Bilabadi, Banardei, Dangabasa |

Major villages under the cluster-

Badaghar, Badiguda, Bagianta, Banameru, Gadakhole, Banameru, Gadangi, Getamunda, Ghati gaon, Jakerju, Janameni, Kaliamba.

Major markets around the cluster-

- Khajuripada, Phulbani, Charichhak, Sudrukumpa & Madhapur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

- 40 households from 10 villages are involved in this traditional business.
- It creates a lucrative income source for households.

Reason 2:

- Local Traders & agents are procuring the product.
 - > There is a shortage of supply to the State level handy craft stores.

Reason 3:

- As the skill & profession is hereditary & based on caste, it will help the community to sustain livelihood.
- The demand for the traditional item is seasonal in nature but there is a demand for craft item at all times.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- DIC, Kandhamal helps the community in promoting the product.
- Local NGO "PAHAD" also helps.
- State level & outside the state has better market for the product.
- The handicraft stores at BBSR & CTC provides the opportunity to sell the product.
- Exhibitions & fairs are also an opportunity for trading.

Product Cluster Information Sheet

Cluster location: Khajuripada

Block Name:Khajuripada

ITDA Name: Phulbani

District:- Kandhamal

Product / Activity:Goatary

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Number | 2580 | 25 | 250 | Khajuripada |

Major villages under the cluster-

- Bilabadi, Ginaninda, Danga, Duguda, Pakadei, Kakanderi, Madikhola, Tikarapada, Tundureju, Kutibari, Dalapada, Padhanpada, Baragachha, Danjutotasahi, Chudapaju, Lambabadi, Jhumpi, Nanaguleju & Meru.

Major markets around the cluster-

- Khajuripada, Phulbani, Charichhak, Sudrukumpa & Madhapur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

- 250 households from 25 villages are involved in rearing goats.
- The product is treated as a requirement income of the family & used like an ATM (All Time Money) for the household.

Reason 2:

- Local Traders & Agents are providing the market facility.
- BBSR & Cuttack meat market also procures the Product.

Reason 3:

- The product has door step market. But there is no proper measuring system.
- Collective trading & establishment of a proper weighing system will ensure proper pricing of the product.
- Need based credit facility will support the household to check distress sell & enable them to procure proper price for their product.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- NMPS- National Mission for Protein Supply (Dept. of Animal Husbandry Govt. of Odisha)
- SGSY- Swarnajayanti Gama Swarojgara Yojana.
- Local, regional & state level market available.

Product Cluster Information Sheet

Cluster location: Gumagada

Block Name: Phulbani

ITDA Name: Phulbani

District:- Kandhamal

Product / Activity: Cabbage & Cauliflower

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qtl | 1250 | 20 | 720 | Amatapada, Badisuga |

Major villages under the cluster-

- Amatpada, Barisuga, Dalapadar, Dubghati, Gumagarha, Kenpaju, Lainpara, Lumbakupa, Nedigura, Pandrisuga, Pradipadar, Rubipriya, Sadanmendi, Tengeri, Dangulu, Dediganda, Gaelbera, Kambagura, Keredi, Lahabadi, Panasakhola, Patharkanali, Rasimendi, Sanagaru.

Major markets around the cluster-

- Tikabali, Phulbani & Bhanjanagara,

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

- 720 households from 20 villages are involved in cabbage & cauliflower cultivation.
- Cold climate & sandy fertile soil are suitable for cultivation.
- Cabbage cultivation over 2510 hector & Cauliflower over 3420 hector in the district.

Reason 2:

- The product is a Marketable surplus item.
- Local level traders & Agents are helping in trading the products.

Reason 3:

- The product provides higher profit to farmers compared to other vegetables.
- 3-4 months livelihood opportunity for the community.
- It helps the farmer to repay his credit.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- NHM- National Horticulture Mission for input support & subsidy.
- NHB- National Horticulture Board for input support
- Hort. Dept.- Technical support to the farmers.
- KBK- Extension, Education & Capacity Building of farmers

Product Cluster Information Sheet

Cluster location: Keredi

Block Name: Phulbani

ITDA Name: Phulbani

District:- Kandhamal

Product / Activity: Terracotta/Pottery

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------|
| Unit | Quantity | | | |
| Number | 1250 | 8 | 30 | Keredi,Ratanga,Ganjuguda |

Major villages under the cluster-

Adakumpa,Dangulu,Dediganda,Goalbada,Keredi,Lahabadi,Arapaju,Baising,Bilabadi

Major markets around the cluster-

- Phulbani & Bhanjanagar

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

- 30 households from 8 villages are involved in the activity.
- The Householders are skilled in production of terracotta items from soil.
- Annual livelihood depends upon this profession.
- It is a hereditary & caste based profession.

Reason 2:

- It is a marketable surplus item & market demand is very high.
- Local Traders & Agents are available for marketing Support.

Reason 3:

- As it is their key occupation, they maintain their livelihood through it.
- Promotion of the product will give additional benefit to the community.
- Linkage with the State level market & outstate market will provide additional benefit to the community.
- Different exhibitions & fairs will facilitate the producers to get additional market support & income.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- DIC, Kandhamal supports the producer in capacity building.
- Local NGO also supports skill development.
- State handicraft mission provides an opportunity for development of the activity.

Product Cluster Information Sheet

Cluster location: Phulbani

Block Name: Phulbani

ITDA Name: Phulbani

District:- Kandhamal

Product / Activity:Appliques (Chandua)

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-------------------------------|
| Unit | Quantity | | | |
| Number | 540 | 10 | 30 | Phulbani municipal,Ganjuguda. |

Major villages under the cluster-

Arapaju,Babatangia,Baising,Bhatalpadar,Bilabadi,Budibila,Duduki,Guluri, Hatimesa,Kasambata.

Major markets around the cluster-

- Phulbani & Bhanjanagar

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

- 30 households from 10 villages are involved in production.
- The householders are skilled & produce finished products.
- Annual livelihood depends upon this profession.

Reason 2:

- It is a marketable surplus item & market demand is very high.
- Local Traders & Agents are available for marketing support.

Reason 3:

- As it is their key occupation, they maintain their livelihood through it.
- Promotion of the product will give additional benefit to the community.
- Linkage with the State level market & outstate markets will provide additional benefit to the community.
- Different exhibitions & fairs will help the producers to get additional market support & income.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- DIC, Kandhamal is supporting the producers in building their capacity.
- Local NGO also supports skill development.
- State Handicraft mission provides an opportunity for development of the activity.

Product Cluster Information Sheet

Cluster location: Phulbani

Block Name: Phulbani

ITDA Name: Phulbani

District:- Kandhamal

Product / Activity:Goatary

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Number | 2540 | 13 | 274 | Dumuriguda,Guluri. |

Major villages under the cluster-

- Jamjhari, Bangalajahi, Gartipadara, Bisipada, Kumuriguda, Dumuriguda, Keredi Gumagarh, Rasimendi, Palchi, Lahabadi, Dediganda, & Budisuga etc.

Major markets around the cluster-

- Phulbani, Khajuripasa, Phiringia, Tikabali, Charichhaka, Madhapur, Daspalla & Bhanjanagar

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

- 274 households from 13 villages are involved in rearing goats.
- The product is treated as a requirement income of the family & used like an ATM (All Time Money) for the household.
- Local breed is reared in the traditional method.

Reason 2:

- Market demand of the product is very high.
- BBSR & Cuttack meat market also procures the Product.

Reason 3:

- The product has door step market but there is no proper measuring system.
- Collective trading & establishment of a proper weighing system will ensure proper pricing of the product.
- Need based credit facility will support the household to check distress sell & enable them to procure proper price for their product.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- NMPS- National Mission for Protein Supply (Dept. of Animal Husbandry Govt. of Odisha)
- SGSY- Swarnajayanti Gama Swarojgara Yojana.
- Local, regional & state level market available.

Product Cluster Information Sheet

Cluster location: Bandhagada

ITDA Name: Phulbani

Product / Activity: Cabbage

Block Name: Phiringia

District:- Kandhamal

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qtl | 1650 | 24 | 260 | Bandhagada, Pikarudi |

Major villages under the cluster-

- Bandhagarh, Ratanga, Kelapada, Taladandikia, Sadingia, Kutibari, Lengarana, Dangarpada, Dangirikia, Delangpadar, Pikarudi, Manipadar, Hgatipadar, Tandalnaju, Lambagudari, Patangi Adangsuga, Barigura & Pindangi etc.

Major markets around the cluster-

- Phulbani, Phiringia, Sarangada, G, Udayagiri & Tikabali

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

- 460 households from 52 villages are involved in cabbage & cauliflower cultivation.
- Cold climate & sandy fertile soil are suitable for cultivation.
- Low irrigation cost due to cold climate.
- It is the major vegetable grown in the area.
- Cabbage is cultivated over 2510 hectares in the district.

Reason 2:

- The product is a marketable surplus item.
- Local level traders & Agents are helping in trading the products.

Reason 3:

- The product provides double profit to farmers compared to other vegetables.
- 3-4 months livelihood opportunity for the community.
- It helps the farmer in repayment of credit.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- NHM- National Horticulture Mission for input support & subsidy.
- NHB- National Horticulture Board for input support.
- Hort. Dept.- Technical support to the farmers.
- KBK- Extension, Education & Capacity Building of farmers.

Product Cluster Information Sheet

Cluster location: Phiringia
ITDA Name: Phulbani
Product / Activity: Turmeric

Block Name: Phiringia
District:- Kandhamal

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qtl | 520 | 22 | 330 | Ratanga, Manipadar |

Major villages under the cluster-

- Bandhagarh, Ratanga, Sadingia, Pabingia, Dimiriguda, Nahana gaon, Daisara, Majhihuda, Kelapada, Taladandikia, Sadingia, Kutibari, Lengarana, Delangpadar, Pikarudi, Manipadar, Hgatipadar, Tandalnaju, Lambagudari, Patangi Adangsuga, Barigura & Pindangi etc.

Major markets around the cluster-

- Phulbani, Phiringia, Sarangada, G, Udayagiri, Raikia, K. Nuagaon, Baliguda & Tikabali

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

- 630 households from 42 villages are involved in cultivation of turmeric.
- Cultivation as a cash crop by farmers in this block.
- It is organic and has medicinal usage.

Reason 2:

- It is a marketable surplus product.
- Demand in local market and out state market.

Reason 3:

- Turmeric cultivation provides 3 to 4 months livelihood support to farmers annually.
- Farmers depend on the products output for repayment of old loans & other expenses.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- NHM- National Horticulture Mission for input (hybrid seeds, fertilizer & subsidy) & technical support.
- KASAM- Bandhagada involved in processing & marketing of the Product.
- Village Community Hall & NTFP store house may be used for storage.
- PACS/LAMPS & regional banks provides credit facility to the farmers.

Product Cluster Information Sheet

Cluster location: Phiringia
ITDA Name: Phulbani
Product / Activity:Sal Seed

Block Name: Phiringia
District:- Kandhamal

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---------------------------|
| Unit | Quantity | | | |
| Qtl | 678 | 23 | 460 | Bandhagarh,Dukar,Kutibari |

Major villages under the cluster-

- Bandhagarh, Ratanga, Balndapada, Bapanga, Kadampanga, Dukar, Kelapada, Taladandikia, Sadingia, Kutibari, Lengarana, Dangarpada, Dangirikia, Delangpadar, Pikarudi, Manipadar, Tandalnaju, Lambagudari, Gochhapada, Baulikia, Dadilai, Khajurigaon & Loharasahi.

Major markets around the cluster-

- Phulbani, Phiringia, Sarangada, G,Udayagiri & Tikabali

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

- 460 Households from 23 villages are involved in collecting sal seeds.
- As it is a labour oriented work, all family members are engaged in the collection.
- Product potential is available throughout the district.
- The product creates employment during the off season (in summer).

Reason 2:

- The product is Marketable surplus.
- DSMS & Local traders are providing marketing support.
- TDCC also started procuring the product from this year.
- Market demand of the product also available in regional & outstate market.

Reason 3:

- It provides livelihood to the community for one month in a year.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- TDCC store house may be used for storage.
- Village community hall & NTFP Godown provides opportunity for storage.
- OFSDP/IWMP/Mishan Shakti are providing credit facility to the SHGs & CIGs

Product Cluster Information Sheet

Cluster location: Phiringia **Block Name:** Phiringia

ITDA Name: Phulbani **District:-** Kandhamal

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------------|
| Unit | Quantity | | | |
| Qtl | 725 | 35 | 540 | Bandhagarh, Sadingia, Kutibari |

Major villages under the cluster-

- Bandhagarh, Ratanga, Balndapada, Bapanga, Kadampanga, Dugar, Kelapada, Taladandikia, Sadingia, Kutibari, Lengarana, Dangarpada, Dangirikia, Delangpadar, Pikarudi, Manipadar, Tandalnaju, Lambagudari, Gochhapada, Baulikia, Dadilai, Khajurigaon & Loharasahi.

Major markets around the cluster-

- Phulbani, Phiringia, Sarangada, G, Udayagiri & Tikabali

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

- 540 HHs from 35 villages are collecting mahua flower.
- Product potential is available over the block.
- It provides the community 2 months livelihood support.
- All family members are involved in collection of mahua.

Reason 2:

- It is a marketable surplus.
- Local Traders & Kuchias procure Mahua flower.
- Market demand of the product is available in regional & out state Market.

Reason 3:

- Collective marketing of the product will give extra price over the product.
- Change in the practice of collection & drying will help the collector to maintain color which will fetch extra price.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- The current practice of mahua selling is individual & needy based.
- Credit facility will help the community to store and thus fetch a better price.
- Some outside traders prefer to deal in kandhamal mahua.

ITDA-NABARANGPUR

Product Cluster Information Sheet

Cluster Location: Nabarangpur

Block Name: Nabarangpur

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|----------------------------------|
| Unit | Quantity | | | |
| MT | 6800 | 25 | 600 | Bairaguda,Dahana, Dhaniaguada |

Major villages:

Bairguda,Dahan,Dhaniaguada,Jhadiaguda,Agnipur,Chutiaguda,Dospur,hiril,Atakbeda,Ba dakumuli,Chikil,Hatibeda,Phatakote,Sanakumuli,Urdi,Baghasuni,Bhatigam,Jamboguda,K esariguda,Tonda,Bagdari,Basini,Betal,Bhurbhusi.

Major market:

Nabarangpur,Papdahandhi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:Seed is easily available locally and through Govt. certified seed center.

Reason 2 :70% farmers are cultivating maize in their back-yards and also cultivation fields. There is a favorable climate and soil for maize cultivation in this block. The entire production is not easily sold in the local and nearby markets.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- There is a huge demand existing for domestic use as well as in poultry farms.
 - Agriculture Department provides support to enhance production and supply to poultry farms.

Product Cluster Information Sheet

Cluster Location: Nabarangpur

Block Name: Nabarangpur

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Sugarcane

| Marketable Surplus | | No. of Villages | No. of HHS Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 12000 | 25 | 400 | Bariguda,Gojiaguda,Jhadiaguda, Kristamaguda |

Major Villages:

Bariguda,Gojiaguda,Nuagan,Pakhnaguda,Purnapani,Bangapalli,Dadespalli,Kusumi,Menj hore,Pujariguda,Gumaguda,Patramunda,Pillika,Taragam,Bagdari,Bhubhusi,Betal.

Major market:

Nabarangpur,Papdahandhi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: The land is of the High-land type with irrigation facility which is favourable for cultivating this important cash crop.

Reason 2: Area covered 1325 Ha.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

People are encouraged to cultivate sugarcane as it is high yeilding and the price of Jaggery is increasing day by day, proving to be a good cash crop. Moreover they have the traditional skill to prepare Jaggery.

Product Cluster Information Sheet

Cluster Location: Nabarangpur

Block Name: Nabarangpur

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Lac

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qntl | 10 | 5 | 335 | Sankharisahi. |

Major villages:

Sankharisahi.

Major market:

Nabarangpur, Papdahandhi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: Collected and used for making bangles and other jewellery items.

Reason 2: Sold only through exhibitions and made on order basis.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support from ORMAS and Mission shakti. People have skill to make different Jewellerys and bangles on a large scale.

Product Cluster Information Sheet

Cluster Location: Nabarangpur

Block Name: Nabarangpur

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Tribal jewellery

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|---------------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Piece | as per demand | 5 | 90 | Dhillika. |

Major Villages:Dhillika.

Major market:

Nabarangpur,Papdahandhi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:Artisans involved in making jewellery with own significance.

Reason 2 Sold only through exhibitions and made on order basis.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support from ORMAS and Mission shakti. People have the skill to prepare different jewelleryes on a large scale .

Product Cluster Information Sheet

Cluster Location: Nabarangpur

Block Name: Nabarangpur

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Salseed

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| Qtl | 20 | 10 | 250 | Nabarangpur, Sindhigam, Taragam, Mantriguda, Bikrampur |

Major villages:

Bariguda, Gojiaguda, Nuagan, Pakhnaguda, Purnapani, Bangapalli, Dadespalli, Kusumi, Menj hore, Pujariguda, Gumaguda, Patramunda, Pillika, Taragam, Bagdari, Bhubhusi, Betal.

Major market:

Nabarangpur, Papdahandhi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Sal seed flowers every alternate year. In a village 10 to 20 house-holds collect the sal seed from the forest.

Reason 2: More than 80% of Sal forest community depends on sal seed for their alternate livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Sal seed is being supplied to Jagdalpur and Andhra through local traders at less price.

Information Source / Validated by:

Product Cluster Information Sheet

Cluster Location: Nabarangpur

Block Name: Nabarangpur

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Onion

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 250 | 14 | 150 | Chantigud |

Major villages:

Pakhnaguda, Purnapani, Bangapalli, Dadespalli, Kusumi, Menjhore, Pujariguda, Gumaguda, P atramunda, Pillika, Taragam, Bagdari, Bhubhusi, Betal.

Major market:

Nabarangpur, Papdahandhi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: Cultivated during Rabi season.

Reason 2 : The soil and climate is suitable for Onion cultivation.

Reason 3: 150 households of the 14 villages are highly involved in this cultivation which gives a 250MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Horticulture department provides seeds and people have the skill for onion cultivation. Two months cultivation meets the district demand.

Product Cluster Information Shee

Cluster Location: Nabarangpur

Block Name: Nabarangpur

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Backyard poultry

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 2000 | 5 | 100 | Nabarangpur |

Major villages:

Pakhnaguda, Purnapani, Bangapalli, Dadespalli, Kusumi, Menjhore, Pujariguda, Gumaguda, P atramunda, Pillika, Taragam, Bagdari, Bhubhusi, Betal.

Major market:

Nabarangpur, Papdahandhi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Each household keeps 20 numbers of chicks which they sell after 3 months, for extra income.

Reason 2 : People are into raising poultry as there is no major investment involved.

Reason 3: it costs a very low cost of investment in term of money and labor.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Support being provided by OTEL. Traditionally the people keep birds. Chicken is highly demanded in local market.

The Vanraj breed is being promoted by Basix.

Product Cluster Information Sheet

Cluster Location: Papadahandi

Block Name: Papadahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 6800 | 21 | 550 | Makia and Semala |

Major Villages:-

Mokiya, Gundarguda, Ekari, Dengaguda, Sitakaguda, Katiaguda, Tentiliguda, Khodki, Banarguda, Dangariguda, Mahulapadar, Talapur, Sirisi, Simala, Dumuripadar, Bhatiguda, Kandaraguda, Dabediguda, Chandrapur, Paidapunjiguda, Pakhanaguda, Gurupadara, Paikatara, Bargathiaguda, Hirli, Usenigaon, Desuriguda & Moidalpur

Major market: Moidalpur, Mokia, Sirisi, Simala, Papadahandi, Nabarangpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:• Seed is easily available locally and through Govt. certified seed centers.

Reason 2 ...• 80% farmers are cultivating maize in 16299 house gardens and also in cultivation fields.

- Favorable climate and soil for Maize cultivation in this block.
- Entire production is not easily sold in the local and nearby markets.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- There is a huge demand for domestic use as well as in Poultry farms.
- The Agriculture Department is providing support to enhance production and supply to poultry farms.

Product Cluster Information Sheet

Cluster Location: Papadahandi

Block Name: Papadahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Onion

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 250 | 14 | 150 | Dangara ,Kukurbindha,maidelapur,Daibbata |

Major villages:

Dangara,Kukurbindha,Aunil,Charmula,gadabktra,Gopiguda,Kantasaru,maidalpur,Tangarpalla,Bhondia,biriguda,Kharki,khutuguda.

Major market:

Nabarangpur,Papdahandhi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:Cultivated in Rabi season.

Reason 2 : The soil and climate is suitable for Onion cultivation.

Reason 3: 150 households of 14 villages are highly involved in this cultivation which gives 250 MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Horticulture department supplies seeds and people have skill for onion cultivation. Two months cultivation meets the district demand.

Product Cluster Information Sheet

Cluster Location: Papadahandi

Block Name: Papadahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Teracotta

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------------------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Piece | As per market demand | 12 | 105 | Tandaguda, |

Major Villages:

Bankosaragi, chandanpalla, Chandili, Gumidora, Podasaguda, Pondikote, Pradhaniguda.

Major market:

Nabarangpur, Papdahandhi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Used as decorative and home furnishing items. People are actively involved in making this product.

Reason 2 : The terracotta products are sold during festive season only.

Reason 3: 105 House holds of 28 villages are involved in this traditional work .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

ORMAS supports the artisans .At present, demand for terracotta is increasing day by day for household decoration.

Product Cluster Information Sheet

Cluster Location: Papadahandi

Block Name: Papadahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Siali leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------------|
| Unit | Quantity | | | |
| Qtl | 400 | 15 | 170 | Gopuguda,Kantasaru,Tangrapalla |

Major Villages:

Amilipadar,Chalipita,damapala,Khutubai,Soraguda,Bamini,Bhattadhanusuli,Bheja,Khaira,Khaliguda,Mundaguda,Patri.

Major market:

Nabarangpur,Papdahandhi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: In a village, maximum householders collect siali leaf from the forest and sell it in the market.

Reason 2 : Local Hotels and gupchup centers procures only the leaf and local traders supply it outside also.

Reason 3: 170 households of 15 villages are highly involves in this activity which gives a good amount of income to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Traditionally the villagers pluck siali leaf to sell in the local market. Now traders are supplying siali leaf and siali leaf plate to Jagdalpur and Andhra Pradesh.

Product Cluster Information Sheet

Cluster Location: Papadahandi

Block Name: Papadahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Woodencraft

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|---------------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Piece | as per demand | 2 | 25 | Maidalpur |

Major Village:

Maidalpur, Tangarpalla.

Major market:

Nabarangpur, Papdahandhi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: The artisans are traditional artisans and their production is demand based.

Reason 2 : Light weight Gambhari wood is available in plenty. Artisans engage in production in their free time and sell in different festive seasons.

Reason 3: 25 households of 2 villages are involved in this craft, which not only gives a good amount of income but also sustains the traditional craft.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

People possess traditional skills for making wooden craft. ORMAS provides promotional support. There is great demand for woodcraft items in the market for decorative purposes.

Product Cluster Information Sheet

Cluster Location: Papadahandi

Block Name: Papadahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Backyard poultry

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---------------------------------------|
| Unit | Quantity | | | |
| Numbers | 1400 | 10 | 75 | Dengaguda, Bhondia, Kharki, Khutuguda |

Major Villages:

Bhondia, Biriguda, Dengaguda, Kharki, Khutuguda, Botokari, Kamarahandi, Kantamal, Kuchha.

Major market:

Nabarangpur, Papdahandi,

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Each household rears 20 Numbers of chicks which are sold after three months for extra income.

Reason 2 : People rear poultry as there is no heavy investment. They are getting good amount of income from this activity . for this activity the investment in terms of labor and money is very low.

Reason 3: The local households are getting a good income support from this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Support is being provided by OTELP. Chicken is in great demand in the local market. Basix is promoting the Vanraj breed.

Product Cluster Information Sheet

Cluster Location: Nandahandi

Block Name: Nandahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 6800 | 16 | 600 | Dangarbheja,Sindhiguda,Nuaguda,Belgaon |

Major Villages:

Bairagipadar,Dangarbheja,kenduguda,Mundiguda,Sagarmunda,Saruguda,Belgaon,Dahib hat,Nuaguda,sindhiguda,Badiguda,Bargan,Hirliaguda.

Major market:

Nandahandi,Papdahandhi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:• Seed is easily available locally and through Govt. certified seed centers.

Reason 2 : 70% farmers are cultivating maize in the backyard garden of 16299 households and also in cultivation fields.

- There is favourable climate and soil for Maize cultivation in this block.
- Entire production is not easily sold in the local and nearby markets.

Reason 3: 600 households of 22 villages are involved in maize cultivation which gives a marketable surplus of 6800MT .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- There is a huge demand in the domestic market as well as in Poultry farms.
- Agriculture Department provides support to enhance production and supplies to Jagdalpur,Andhra and Bhubaneswar.

Product Cluster Information Sheet

Cluster Location: Nandahandi

Block Name: Nandahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Sugarcane

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 8500 | 13 | 200 | Nandahandi, Gopiguda, Kantasaru, Tangrapalla |

Major Villages:

Ekamba, Khuntia, Rasiaguda, Saruguda, Belgaon, Dahibhat, Nuaguda, sindhiguda, Badiguda, Bargan, Hirliaguda.

Major market:

Nabarangpur, Papdahandhi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1350 hec. land under cultivation.

Reason 2: Highland with irrigation facility is favourable for cultivation of this cash crop. The surrounding climate and environment are suitable for the surplus production of the sugarcane which has a demand not only inside of the state but also outside of the state.

Reason 3: This activity enhances minimum 5-6 months of income for the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

People are interested in sugarcane cultivation because it is high yielding and the Jaggery price is increasing day by day. It is a profitable cash crop. Moreover people have the traditional skill to prepare Jaggery.

Product Cluster Information Sheet

Cluster Location: Nandahandi

Block Name: Nandahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Terracota

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------------------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Piece | As per market demand | 20 | 105 | Sagaramunda |

Major Villages:

Bhanjaguda, Ghataguda, Kakatisil, Kartraguda, Langalatal.

Major market:

Nabarangpur, Papdahandhi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Used as decorative and home furnishing items, people are actively involved in its production.

Reason 2 : Terracotta products are sold during festive season only. 105 householders are dependent on this traditional business .

Reason 3: Minimum 20 villages are depend in this activity for their extra income, which gives a minimum income for a overall year.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

ORMAS supports the artisans. They have skill for large scale production. At present there is great demand for terracotta products.

Product Cluster Information Sheet

Cluster Location: Nandahandi

Block Name: Nandahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Bamboocraft

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|---------------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Piece | as per demand | 1 | 15 | Kankaraguda |

Major Villages:

Kankaraguda.

Major market:

Nabarangpur, Papdahandi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Local artisans skillfully use old techniques with innovative designs to attract customers. 15 house holds are involved in this activity .

Reason 2 : The bamboo craft products are sold during festive season and in weekly Market. This product has a huge demand in the urban area of the state.

Reason 3: Minimum 15 households are depend in this activity for their extra income, which gives a minimum income for a overall year.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

At present there is demand for bamboo craft products. People possess traditional skills for making bamboo craft.

Product Cluster Information Sheet

Cluster Location: Tentulikhunti

Block Name: Tentulikhunti

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Maize

| Marketable Surplus | | No. of Villages | No. of HHS Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 8000 | 22 | 600 | Jharigumma,Antasariguda,Biriguda, dengapadar,Jhadiaguda,Kansariguda, kenduguda(vil) |

Major Villages:

Jharigumma,Antasariguda,Biriguda,Dengapadar,Jhadiaguda,Kansariguda,Kenduguda

Major market:

Tentulikhunti,Nabarangpur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Seed is easily available in local and through Govt. certified seed centers. 600 house holds are involved in Maize cultivation ,which gives surplus of 8000MT.

Reason 2 .70% farmers are cultivating maize in the backyard garden of16299 houses and also in cultivated fields. Favorable climate and soil for Maize cultivation in this block. The entire production is not easily sold in the local and nearby markets.

Reason 3:Minimum 22 villages are depend in this activity for their extra income,which gives a minimum income for a overall year.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills

There is a huge demand exists in domestic as well as in Poultry farm.The Agriculture Department and RKVY provides support for enhancing production and supplying the produce to Jagdalpur,Andhra and Bhubaneswar.

Product Cluster Information Sheet

Cluster Location: Tentulikhunti

Block Name: Tentulikhunti

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Onion

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 300 | 4 | 400 | Tangara |

Major Villages:

Tangara, Bharanpur, Bhimaguda, Chitrakota.

Major market:

Tentulikhunti, Nabarangpur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: Cultivated in Rabi season. 400 households are involved in this cultivation which gives 300Mt of surplus amount .

Reason 2 : The soil and climatic condition is suitable for Onion cultivation. Which gives minimum 5-6 months of supplies to the market

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Horticulture department supplies seeds. People are skilled in onion cultivation. Two months cultivation meets the district demand.

Product Cluster Information Sheet

Cluster Location: Tentulikhunti

Block Name: Tentulikhunti

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Terracotta

| Marketable Surplus | | No. of Villages | No. of HHS Involved | Sub Cluster Locations |
|--------------------|----------------------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| Piece | As per market demand | 25 | 90 | Khatiguda, Digi, Goudodeopalli, Jharigumma |

Major Villages:

Badakupuli, Digi, Charmula, Dambaguda, Dhepaguda, Amtapas, Chapatapas, Chingudisore, Danga, Jharon, Dumjhola, Ghusaruguda, Goudadeopalli, Hirigud, Pipalguda, antasariguda, Den gapadar, Kansariguda, kenduguda, Idiguda, Mongordora, Nuaguda, Piplaguda.

Major market:

Tentulikhunti, Nabarangpur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Terracotta products are used as decorative and home furnishing items. People are actively involved in the production of this item.

Reason 2 : The terracotta products are sold during festive and exhibition season only.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

ORMAS supports the artisans. They have skill to produce on a large scale. At present there is great demand for terracotta products.

Product Cluster Information Sheet

Cluster Location: Tentulikhunti

Block Name: Tentulikhunti

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|------------------------|
| Unit | Quantity | | | |
| MT | 150 | 14 | 700 | Tentulikhunti cluster. |

Major Villages:

Badabhatta, Bardajodi, Bhandaguda, Bijapadar, Dangasil, Dumriguda, Goudaguda, hatipakan a, Ichapur, Kenduguda, Khadiaguda, Ladipadar, Merkani, Mongardora.

Major market:

Tentulikhunti, Nabarangpur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 700 households of 14 villages are highly involved in this collection

Reason 2: It has a huge demand in and out side of the market.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills

Support from TDCC.

Product Cluster Information Sheet

Cluster Location: Dabugaon

Block Name: Dabugaon

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 8000 | 15 | 500 | Dabugaon, Balidhoda |

Major Villages:

Balidhoda, Bharatguda, Bhimaguda, Bijuguda, Boripadar, Cherchetiaguda, Chikil, dabugan, D ongriguda, Dumuniguda, Hatpada, Jayantinagar, Umerahandi.

Major market:

Dabugaon, Nabarangpur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: • Seed is easily available locally and through Govt. certified seed center.

Reason 2 • 70% farmers are cultivating maize in the back-yard gardens of 16299 houses and also in a cultivation fields.

• Entire production is not easily sold in the local and nearby market.

Reason 3: Climate and soil is favourable for maize cultivation.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- There is a huge demand in the domestic market as well as in Poultry farms.
- The Agriculture Department and RKVY provides support for enhancing the production and supply to Jagdalpur, Andhra and Bhubaneswar.

Product Cluster Information Sheet

Cluster Location: Dabugaon

Block Name: Dabugaon

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Sialileaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| Qtl | 4000 | 5 | 300 | Dabugaon, Balidhoda, Bharatguda, bhimaguda, Bijuguda, Boripadar, Chikii. (Vil) |

Major Villages:

Boripadar, Cherchetiaguda, Chikil, dabugaon, Dongriguda.

Major market:

Dabugaon, Nabarangpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: In a village maximum house holders collect siali leaf from the forest to sell in the local market.

Reason 2 : Only the local hotels and gupchup centers procure the leaf. Local traders supply it outside the locality.

Reason 3: availability of huge forest area around the district.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

People collect siali leaf from the forest to sell in the local market. Now traders are supplying siali leaf and siali leaf plate to Jagdalpur and Andhra Pradesh.

Product Cluster Information Sheet

Cluster Location: Dabugaon

Block Name: Dabugaon

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Dhokra

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------------------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| piece | As per market demand | 2 | 45 | Dabugaon |

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:Used as decorative and home furnishing items and people are actively involved in making this product.

Reason 2 : The Dhokra products are sold during festive and exhibition season only.

Reason 3:45 households are actively involved in this dhokra craft.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

ORMAS support the skilled artisans to produce on a large scale .At present there is great demand for this product.

Product Cluster Information Sheet

Cluster Location: Dabugaon

Block Name: Dabugaon

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Lac

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qtl | 10 | 4 | 100 | Jayantnagar |

Major Villages:

Jayantnagar, Badaolema, Bakriguda.

Major market:

Dabugaon,, Nabarangpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Collected and used in making bangles and other jewellery items.

Reason 2: Sold only in exhibitions and made on order basis.

Reason 3: 100 households of 4 villages are highly involved in this activity which gives minimum 10 Qtl of surplus in a year.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support from ORMAS and Mission shakti. People have skill to make different jewelleryes and Bangles on a large scale.

Product Cluster Information Sheet

Cluster Location: Umarmot

Block Name: UmarKot

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 4000 | 16 | 1000 | Jamaranda |

Major villages:

Adhikariguda, Chikalpadar, Khanda, Kochiniamba, pujaribharindi, Sanakumari, Birisadi, Dandasara, Dulgahandi, Hirapur, Jamaranda, Saragada, Tilondi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: • Seed is easily available in locally and through Govt. certified seed centers.

Reason 2 ... • 70% farmers are cultivating maize in the back yard garden of 16299 houses and also in cultivation fields.

- There is Favourable climate and soil for Maize cultivation in this block.
- Entire production is not easily sold in the local and nearby market.

Reason 3: 1000 households are involved which gives a surplus of 4000 MT.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- There is a huge demand in the domestic market as well as in Poultry farms.
- Agriculture Department and RKVY is providing support to enhance production by introducing high yielding variety of seeds. It supplies the product to Jagdalpur, Andhra and Bhubaneswar.

Product Cluster Information Sheet

Cluster Location: Dabugaon

Block Name: Dabugaon

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 120 | 15 | 200 | Dabugaon,Badaolema |

Major Villeges:

Balidhoda,Bharatguda,Bhimaguda,Bijuguda,Boripadar,Cherchetiaguda,Chikil,dabugan,D ongriguda,Dumuniguda,Hatpada,Jayantinaragar,Umerahandi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: • 200 households from 15 villages are involved in mahua collection.

Reason 2 : Traditionally the people collect mahua for sale in the local market.

Reason 3: Dur to presence of huge forest area in and out side of the district so the availability of this product is high.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.

Product Cluster Information Sheet

Cluster Location: Dabugaon

Block Name: Dabugaon

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Sialileaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qtl | 2000 | 15 | 200 | Singasari cluster. |

Major villages:

Dandibeda, Jaliyaguda, Jatiapara, Kanki, Malbeda, Ponnar, Singasari, Tentuliguda, Torenga, Ba daolem, Junapani, Medana.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: In a village, maximum householders are collecting siali leaf from the forest to sell in the local market.

Reason 2 : Local Hotels and gupchup centers procure only the leaf and local traders supply it to different sources outside the community.

Reason 3: 200 households of 15 villages are highly involved in collection of sialileaf, which not only gives a good income but also gives a sustainably livelihood support.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

People pluck siali leaf to sell in the local market. Presently traders are supplying siali leaf and siali leaf plate to Jagdalpur and Andhra Pradesh.

Product Cluster Information Sheet

Cluster Location: Dabugaon

Block Name: Dabugaon

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Terracotta

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|---------------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Piece | as per demand | 4 | 200 | Badagurundi cluster |

Major Villages:

Badagurundi, Bakriguda, Bhaluguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: This product is used as decorative items. People are actively involved in making this product.

Reason 2 : The terracotta products are sold during festive and exhibition season only.

Reason 3: 200 households of 4 villages are involved in this activity .which gives a good income to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

ORMAS support the artisans. They have the skill for large scale production. At present there is great demand for terracotta products.

Product Cluster Information Sheet

Cluster Location: Jharigaon

Block Name: Jharigaon

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 5000 | 14 | 250 | Jharigaon cluster. |

Major villages:

Bharandipara, Bondiguda, Jharigam, Kosarhandi, melangapara, Nuaguda, Sorishabhata, Talimba.

Major market:

Jharigaon, Nabarangpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: • Seed is easily available locally and through Govt. certified seed centers.

Reason 2: • 70% farmers are cultivating maize in the back yard gardens of 16299 houses and also in cultivation fields.

- There is favourable climate and soil for Maize cultivation in this block.
- Entire production is not easily sold in the local and nearby markets.

Reason 3:

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- There is a huge demand existing in the domestic market as well as in Poultry farms.
- Agriculture Department and RKVY is providing support to enhance production by introducing Hybrid seeds. It is aiding in supplying the produce to Jagdalpur, Andhra and Bhubaneswar.

Product Cluster Information Sheet

Cluster Location: Jharigaon

Block Name: Jharigaon

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 200 | 10 | 150 | Chhakalpadar cluster |

Major villages:

Bharakarmari, Bhitarkarmari, Chakalpada, Chatupakhana, Dahimal, Dakrikota, Dhandra.

Major market:

Jharigaon, Nabarangpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 households from 10 villages are involved in Mahua collection.

Reason 2: Usually the people collect mahua and sell it in the local market at low price.

Reason 3: This product has a huge demand in and out side of the district .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The tribal people use Mahua for making wine. Mahua is sold to local traders at a much lower price than the market the price. The trader sold the mahua outside at higher rate.

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.

Product Cluster Information Sheet

Cluster Location: Jharigaon

Block Name: Jharigaon

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Lac

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qntl | 10 | 4 | 50 | Belgam cluster |

Major villages:

Belgam, Butisaragi, Junapani, Telgam.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Collected and used for bangles and other jewellery items

Reason 2 Sold only in exhibition and made on order basis.

Reason 3: 50 house holds of 4 villages are highly involved in Lac cultivation ,which gives a surplus quantity od 10 qtl.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support from ORMAS and Mission shakti. People have skill to prepare different Jewelleries and Bengals on large scale.

Product Cluster Information Sheet

Cluster Location: Jharigaon

Block Name: Jharigaon

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Backyardpoultry

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 1500 | 10 | 75 | Chhatiguda cluster. |

Major Villages:

Bijapur, Chatiguda, Jamoguda, Kapurguda, Paria, Dahimal, Dakrikota, Kongra, Lohandasil.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Each household keeps 20 Numbers of chicks which are sold after three months to earn some extra income.

Reason 2 : As there is no major investment and a relatively easy way of earning people are interested in poultry rearing.

Reason 3: 75 households of 10 villages are involve din this activity .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Support provided by OTELP. Chicken is highly demanded in local market. Basix is promoting the Vanraj breed.

Product Cluster Information Sheet

Cluster Location: Jharigaon

Block Name: Jharigaon

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---------------------------|
| Unit | Quantity | | | |
| MT | 200 | 17 | 800 | Banuaguda,Belgam,kankota. |

Major Villages:

Banuaguda,Deulkana,Gomiada,Polasgam,Sindhiguda,Belgam,butisargi,karmari,Mohandi,telgam,Junapani,Kanakote,Kenduguda,Nirundi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Each household keeps 20 Numbers of chicks which are sold after three months to earn some extra income.

Reason 2 : As there is no major investment and a relatively easy way of earning people are interested in poultry rearing.

Reason 3: 75 households of 10 villages are involve din this activity .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Support provided by OTELP. Chicken is highly demanded in local market. Basix is promoting the Vanraj breed.

Product Cluster Information Sheet

Cluster Location: Raighar

Block Name: Raighar

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 4500 | 12 | 150 | Raighar cluster. |

Major villages:

Bajarangbalistreet, Bimachhaka, Chalanpara, Chaunira, Dhodrapara, Kanahandi, Karanpada r, Kasarabhat, Khutagaon, Kumuti, Panoka

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: • Seed is easily available in locally and through Govt. certified seed center.

Reason 2: • 70% farmers are cultivating maize in backyards of 16299 house garden and also in cultivation field.

- It is favourable climate and soil for Maize cultivation in this block.
- Entire production is not easily sold in the local and nearby markets.

Reason 3: 150 households of 12 villages are highly involved in Maize cultivation, which gives a surplus of 4500 MT.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- There is a huge demand exists in domestic as well as in Poultry farm
- Agriculture Department and RKVY supported for enhancing the production by introducing high breed seeds and supplied to Jagdalpur, Andhra and Bhubaneswar.

Product Cluster Information Sheet

Cluster Location: Raighar

Block Name: Raighar

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Lac

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qtl | 10 | 6 | 35 | Ganjapara cluster. |

Major villages:

Dumardihi, Ganjapara, Hatibena, Jhunukipara, Kusumpur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Collected and used for bangles and other jewellery items

Reason 2: Sold only in exhibition and made on order basis.

Reason 3: 35 households of 6 villages are involved in Lac cultivation .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support from ORMAS and Mission shakti. People have skill to prepare different Jewellerys and Bengals on large scale.

Product Cluster Information Sheet

Cluster Location: Raighar

Block Name: Raighar

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Salseeds

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qntl | 40 | 10 | 150 | Hatigaan cluster. |

Major Villages:

Hatamahuli, Marigam, Siunapali, Tareidihi, Hatabharandi, Anchala, Phutanoda, Pujaripara, haladi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: The sal tree flowers every alternate year. In a village, 10 to 20 households are collecting the sal seed from the forest.

Reason2: More than 80% of the community, depend on sal seed for their alternate livelihood.

Reason 3: 150 households of 10 villages are involved in salseed collection

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The sal seed supplied to Jagdalpur and Andhra through local traders with less price.

Product Cluster Information Sheet

Cluster Location: Raigarh

Block Name: Raigarh

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Sialileaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qntl | 20 | 10 | 150 | Hatigaan Cluster. |

Major Villages:

Hatamahuli, Marigam, Siunapali, Tareidihi, Hatabharandi, Anchala, Phutanoda, Pujaripara, haladi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: In a village, maximum house- holders are collecting the siali leaf from the forest area to sell in the nearby market.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .This product has a demand in and out side of the state. Due to presence of huge forest area ,the availability of the siali leaf is more .

Reason 3: It provides livelihood support to the local people. Which gives minimum one month of income to the common people.it can be enhanced the income more if govt would support it.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Demand for siali leaf is high in the market

Department of forest is there to help the leaf collectors in terms of storage house, market linkage and skill development

Product Cluster Information Sheet

Cluster Location: Chandahandi

Block Name: Chandahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Maize

Activity:

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 3500 | 15 | 240 | Chandahandi cluster. |

Major Villages:

Chandahandi, Haladia, Junapani, Salebidi, Semlaguda, Sinapli, Beheramunda, Belmajhiguda, Boburia, Guma, Jhaliapada, Salebhata.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: • Seed is easily available in locally seed center.

Reason 2: • 70% farmers are cultivating maize in the backyard gardens of 16299 houses and also in cultivation fields.

- It is favourable climate and soil for Maize cultivation in block.
- Entire production is not easily sold in the local and nearby markets.

Reason 3:

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- There is a huge demand in domestic market as well as in Poultry farm.
- Agriculture Department and RKVY supported for enhancing the production by introducing high breed seeds and supplied to Jagdalpur, Andhra and Bhubaneswar.

Product Cluster Information Sheet

Cluster Location: Chandahandi

Block Name: Chandahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|------------------------|
| Unit | Quantity | | | |
| MT | 25 | 9 | 300 | Ghambhariguda cluster. |

Major Villages:

Ghambhariguda, Khairabadi, Khaparadihi, Motigam, phundelpada, sargibahal.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 300 households from 11 villages are involved in mahua collection.

Reason 2: Traditionally the people collect mahua and sell it in the local market at lower price.

Reason 3: Due to huge demand of the product .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The tribal people use it for making wine. The local traders procure mahua at low price from the tribals and earn good profits.

Product Cluster Information Sheet

Cluster Location: Chandahandi

Block Name: Chandahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Onion

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 30 | 9 | 200 | Ankabeda cluster. |

Major Villages:

Ankabedha, chakamal, Chandgiri, dhupkote, chandgiri, Nuapada, sandhimunda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Cultivated in Rabi season. minimum of 9 villages are involved

Reason 2 : The soil and climate is suitable for Onion cultivation.

Reason 3: 200 households are involved in this cultivation.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Horticulture department supply seeds and people are skilled in onion cultivation. Two months cultivation meets the district demand.

Product Cluster Information Sheet

Cluster Location: Chandahandi

Block Name: Chandahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Groundnut

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 18 | 5 | 150 | Ankabeda cluster. |

Major Villages:

Ankabedha, chakamal, Chandgiri, dhupkote, chandgiri.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 40% (2165 hectares) of land cultivated.

Reason 2: People are gradually taking to Groundnut cultivation due to increase of demand.

Reason 3: 150 households of 5 villages are involved in groundnut cultivation .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Agriculture department supplies seeds at a subsidised rate. The product also sold in local market and people extract oil from groundnut and sell it locally.

Product Cluster Information Sheet

Cluster Location: Chandahandi

Block Name: Chandahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Woodencraft

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|---------------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| piece | as per demand | 6 | 60 | Rathakhandipada |

Major Villages:

All villages of Rathakhandipada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Traditional artisans engaged in demand based production.

Reason 2 : Light weight Gambhari wood is available in abundance. The artisans work in their free time to sell in different festive seasons.

Reason 3: 60 households of 6 villages are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

People have traditional skill for wooden craft. At present ORMAS supports promotion.

Product Cluster Information Sheet

Cluster Location: Chandahandi

Block Name: Chandahandi

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Lac work

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qtl | 8 | 3 | 60 | Kuhudi cluster |

Mjaor villages:

Dahimal, Kumba, Kuhudi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: Collected and used for making bangles and other jewellery items.

Reason2: Sold only in exhibition and made on order basis.

Reason 3: 60 household of 3 villages are highly in lac work business.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support from ORMAS and Mission shakti. People have skill to prepare different Jewellerys and Bangles on a large scale.

Product Cluster Information Sheet

Cluster Location: Kosagumuda

Block Name: Kosagumuda

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 3500 | 13 | 250 | Mandeigaon cluster |

Major Villages:

Baragam, Karchamal, Modigam, Mundagadal, Modeigam, goiguda, Khuna, Mankhuna, mottiga, mPhampuni, Sibaguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: • Seed is easily available in locally and through Govt. certified seed center.

Reason 2 ... • 70% farmers are cultivating maize in the backyard gardens of 16299 houses and also in cultivation fields.

- There is favourable climate and soil for Maize cultivation in this block.
- Entire production is not easily sold in the local and nearby markets.

Reason 3: 250 households of 13 villages are involved in maize cultivation, which gives a surplus amount of 3500 MT.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- There is a huge demand in the domestic market as well as in Poultry farms.
- Agriculture Department and RKVY are providing support to enhance production by introducing hybrid seeds and supplies to Jagdalpur, Andhra and Bhubaneswar.

Product Cluster Information Sheet

Cluster Location: Kosagumuda

Block Name: Kosagumuda

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Sugarcane

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 8000 | 8 | 200 | Rajoda cluster. |

Major villages:

Churchunda, kusumpalli, thudiguda, rajoda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1507 ha. Area involved in sugarcane cultivation.

Reason 2: Highland with irrigation facility suitable to cultivate this cash crop.

Reason 3: 200 households of 11 villages are involved in this cultivation which gives a surplus of 8000 MT.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Due to it being a cash crop and high yielding, people are encouraged to cultivate sugarcane. Jaggery rate is increasing day by day. People have traditional skill to prepare Jaggery.

Product Cluster Information Sheet

Cluster Location: Kosagumuda

Block Name: Kosagumuda

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Onion

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 120 | 10 | 450 | Kosagumunda cluster. |

Major villages:

Bajragada, Chelipadar, Ghengraguda, Junapani, Majhiguda, Chandgiri, dhupkote, chandgiri.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Cultivated in Rabi season. Which gives a surplus amount of 120 MT.

Reason 2 : The soil and climate is suitable for Onion cultivation.

Reason 3: 450 households of 18 villages are highly involved in this cultivation .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Horticulture department supply seeds and people are skilled in onion cultivation. Two months cultivation meets the district demand.

Product Cluster Information Sheet

Cluster Location: Limbahota

Block Name: Kosagumuda

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Paddycraft

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|---------------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Piece | as per demand | 1 | 15 | Kosagumunda cluster |

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Used as decorative and home furnishing items and people are actively involved in production.

Reason 2 : People sell this craft in different festivals and melas.

Reason 3: 15 households of 1 villages are involved in activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Market demand is very high. People are skilled and the women are involved in making this product. People prepare the product in their own houses.

Product Cluster Information Shee

Cluster Location: Kosagumuda

Block Name: Kosagumuda

ITDA Name: Nabarangpur

District: Nabarangpur

Product: Backyardpoultry

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 1400 | 6 | 70 | Bankuli cluster. |

Major Villages:

Bankuli, bhandimal, deogam, Jhadkusumi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Each household keeps 20 numbers of chicks which are sold after three months for extra income.

Reason 2 : As there is no major investment in backyard poultry, so people are taking interest in it.

Reason 3: 70 households of 10 villages are highly involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Supported by OTELP. Traditionally the people keep birds. Chicken is highly demanded in the local market. Basix are promoting the Vanraj breed.

ITDA- BARIPADA

Product Cluster Information Sheet

Cluster location: Kochilakhunta

Block Name: Badasahi

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Sabai

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 400 | 10 | 300 | Kochilakhunta cluster |

Major Villages

Baghamara, Bagulli, Ghusuria, Junapada, Pikapada, Agasole, Angargodia, Banicha, Deulia, Khadisole.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 400 MT sabai marketed outside the project area.

Reason 2: 300 Households from 10 villages are engaged in the activity.

Reason 3: It has a huge demand in outside of the state.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: **Jadunathpur**

Block Name: **Badasahi**

ITDA Name: **Baripada**

District: **Mayurbhanj**

Product/Activity: **Sal leaf**

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2500 | 10 | 300 | Jadunathpur cluster |

Major villages:

Chandanchaturi, Chekmara, Hinjalgodia, Pratimadeipur, Barihapal, Bartana, Dingira, Kainfulia.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 2500 MT Sal leaf marketed outside the cluster area.

Reason 2: 300 households from 10 villages are directly engaged in the activity.

Reason 3: Due to presence of huge forest area

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: **Jadunathpur**

Block Name: **Badasahi**

ITDA Name: **Baripada**

District: **Mayurbhanj**

Product/Activity: **Mahua**

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 120 | 10 | 300 | Jadunathpur cluster |

Major villages:

Chandanchaturi, Chekmara, Hinjalgodia, Pratimadeipur, Barihapal, Bartana, Dingira, Kainfulia

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 120 MT mahua marketed from the cluster regions.

Reason 2: 300 households from 10 villages are engaged in the activity.

Reason 3: Huge presence of forest area.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Chandanpur

Block Name: Badasahi

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 8 | 500 | Chandanpur cluster |

Major villages:

Badghambharia, Guhalmal, Jalalananda, Kuradiha, Purikhunta, Mahupura, Sankucha, Sriram pur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 500 MT vegetables procured from the cluster regions.

Reason 2: 500 households from 8 villages are in the activity from the cluster.

Reason 3: Due to presence of suitable climatic condition this activity is followed by many people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Purnachandrapur Block Name: Badasah

ITDA Name: Baripada District: Mayurbhanj

Product/Activity: Rubber

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 16 | 3 | 300 | Jadunathpur cluster. |

Major villages:

Pratimadeipur, Barihapal, Bartana.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

16 MT Rubber has been produced in the last FY year 2010:11 and has been sold to the Rubber board and is gradually increasing.

Reason 2: 300 households are cultivating rubber.

Reason 3: 300 households of 3 villages are highly involved in

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: **Budhikhamari**

Block Name: **Bangiripos**

ITDA Name: **Baripada**

District: **Mayurbhanj**

Product/Activity: **Sal Leaf**

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1200 | 21 | 400 | Budhikhamari cluster |

Major villages:

Badamatalia, Gothanida, Jaladiha, Joka, Majhigaon, Rajabasa, Khadikasole, Masinabilla, Udali, Chakdar, Gopalpur, Kalapathar, kandalia, Pandubadi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: More than 1200 MT rough stitched Sal leaf plates marketed from the area.

Availability of Raw Material (Sal leaf) is plenty demand for the stitched leaf is very high in the market.

Reason 3 : Sal leaf stching activity and marketing runs throughout the year and provides substantial income to individual household.

Reason 4: Engough scope for value addition to the product

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Bbasketola

Block Name: Bangiriposi

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: mango

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 200 | 8 | 240 | Basketola, Hinjili from Kusumbandh Panchayat Nischinta's village Saradapal, Brahmanagaaan GP(3-4 village), Chandbili village 30HH |

Major villages:

Asansikhanda, Basantpur, Gopalpur, Hijili, Kurkutia, Kusumbandh, Labania

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 MT mangoes marketed from the product cluster regions.

Reason 2: 240 households are engaged in the activity.

Reason 3: Which gives 200MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Promoted under various schemes viz. NABARD 's WADI and under National Horticulture Mission, Mango has been given due importance since many years.

Product Cluster Information Sheet

Cluster location: Chandanpur

Block Name: Bangiripos

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: handloom

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Rs/ Annum | 15000 | 1 | 50 | Chandanpur cluster. |

Major villages:

Aktapal, Bahadurpur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: More than Rs. 15000 earned from the activity.

Reason 2: About 50 artisan households are engaged in the activity

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Cotton Handloom is traditional and skilled labour engaged in the activity.

Product Cluster Information Sheet

Cluster location: Badjod Block Name: Baripada

ITDA Name: Baripada District: Mayurbhanj

Product/Activity: Sabai

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 100 | 10 | 350 | Badjod cluster |

Major villages:

Badjoda,Badasole,guhaldihi,Jhadjamda,Masinakati,Rangamatia,Tarana.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 100 MT sabai produced from the village.

Reason 2:About 350 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

In Badjod Village 3-4 SHGs are involved in the activity of craft making.

Product Cluster Information Sheet

Cluster location: Bhagbatchandrapur **Block Name:** Baripada

ITDA Name: Baripada **District:** Mayurbhanj

Product/Activity: Sal Leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|----------------------------|
| Unit | Quantity | | | |
| MT | 7000 | 22 | 4000 | Bhagbatchandrapur cluster. |

Major villages:

Bhagbatchandrapur, Dhansole, Jaggannarhpur, Tasard, Ahari, Duvia, kathapal, Radh ikasole, Ragdha, Baddkoi, barjpur, Damodarpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 7000 MT Sal rough stitched sal leaf moves out of the cluster.

Reason 2: About 4000 households from 42 cluster villages are engaged in this activity.

Availability of Raw Material(Sal leaf) is plenty demand for the stitched leaf is very high in the market.

Reason 3 : Sal leaf stching activity and marketing runs throughout the year and provides substantial income to individual household.

Reason 4: Engough scope for value addition to the product

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Rajabasa **Block Name:** Baripada

ITDA Name: Baripada **District:** Mayurbhanj

Product/Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10000 | 25 | 1000 | Rajabasa cluster |

Major villages:

Baura, Chandua, Garudnesha, Gobardhansole, kasipal, Kukudajodi, madhapur, mundripal, chhenadhua, Hadahadi, Indapahi, Kainfulia, Laxmiposi, sagunabasa.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 10000 MT surplus paddy moves out of the block.

Reason 2: About 1000 households from the cluster region are directly engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Patalipur panchayat **Block Name:** Betanati

ITDA Name: Baripada **District:** Mayurbhanj

Product/Activity: Sal leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 15 | 100 | Patalipura cluster. |

Major villages:

Badakhirapada, Belanpura, Dariha, Demfauda, Deopada, Kathapal, Khandadeula, Madhunan da, Nakhara, Patalipura, Pratimadeipur, Sankhamandu, singalmundali.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 500MT rough stitched Sal leaf moves out of the cluster.

Reason 2: About 100 households from the panchayat are engaged in the activity.

Reason 3: Availability of Raw Material (Sal leaf) is plenty demand for the stitched leaf is very high in the market.

Reason 4 : Sal leaf stching activity and marketing runs throughout the year and provides substantial income to individual household.

Reason 5: Engough scope for value addition to the product

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: patalipura

Block Name: Betanati

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: bamboo

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2000 | 15 | 300 | Patalipura cluster, |

Major villages:

Badakhirapada, Belanpura, Dariha, Demfauda, Deopada, Kathapal, Khandadeula, Madhunan da, Nakhara, Patalipura, Pratimadeipur, Sankhamandu, singalmundali.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 50MT Mahua moves out of the region.

Reason 2: About 200 households are engaged in the mahua collection and selling.

Reason 3: Due to presence of vast forest area the availability of this product is huge.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Saitpur

Block Name: Betanati

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Sabai

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 150 | 10 | 200 | Saitpur cluster |

Major villages:

Bhagabasa, Deunchapada, Jamsoli, Kuradhika, Phuljari, Saitpur, Balka, Kasipada, Gaddeulia.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 Mt Sabai grass moves out of the cluster.

Reason 2: More than 200 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Santara

Block Name: Betanati

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Watermelon

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 100 | 8 | 1700 | Santara cluster. |

Major villages:

Badasal, Bhimpur, Chandpur, Chhatar, Hatijhuri, Hotapur, Isanpur, Jamapada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 100 MT Watermelons move out of the region.

Reason 2: About 1700 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Purunapani

Block Name: Kuliana

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: sal Leaf

| Marketable Surplus | | No. of Villages Involved | No. of HHs | Sub Cluster Locations |
|--------------------|----------|--------------------------|------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1000 | 10 | 400 | Purunapani cluster |

Major vilages:

Ambapunja,Balampur,Bangan,Kanjia,Kuilisuta,Tikayatpur,Tilagodia.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

1000 MT Sal leaf moves out of the cluster.

Reason 2:About 400 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Keutunimari

Block Name: Kuliana

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Sabai

| Marketable Surplus | | No. of Villages Involved | No. of HHs | Sub Cluster Locations |
|--------------------|-----------------|--------------------------|------------|-----------------------|
| Unit | Quantity | | | |
| Rs. | 2 Lakh per Haat | 10 | 200 | Keutunimari cluster |

Major Villages:

Badtilau, Dardara, Dardiasole, Hatimada, Kalikasole, Ndhabani, Ambua, kamat, Nobedihi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: The turnover of Sabai is Rs.2 Lakh per Haat day in the cluster region.

Reason 2: About 200 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Nuagaan

Block Name: Kuliana

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Lemon

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 150 | 5 | 80 | Nuagaan Cluster. |

Major Villages:

Badasaraposi, Baidpur, Bhurungasole, Chhelikani, Dudhiasole, Jamjorki.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 MT Lemons move out of the region.

Reason 2: About 80 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The local variety of Kuliana is quite famous in the region and moves outside the state to West Bengal.

Product Cluster Information Sheet

Cluster location: Parulia

Block Name: Kuliana

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Ground nut

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 660 | 10 | 500 | Parulia cluster |

Major villages:

Adasali, Barkkuli, Dangarsahi, Darunia, Ghodapal, Gobindpur, Sukuapoda, Talakunchin.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 660 MT produced from the region.

Reason 2: About 500 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Purunapani

Block Name: Kuliana

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 20 | 5 | 200 | Purunapani cluster |

Major villages:

Ambapunja, Balampur, Bangan, Kanjia, Kuilisuta, Madansahi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 20MT Mahua moves out of the region.

Reason 2: About 200 households are engaged in the mahua collection and selling.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: **Darkhuli**

Block Name: **Kuliana**

ITDA Name: **Baripada**

District: **Mayurbhanj**

Product/Activity: **handloom**

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|-----------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Turnover in Rs./Annum | 25000 | 1 | 100 | Darkhuli cluster |

Major villages:

Darkhuli.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 25000/- is the current annual turnover from the activity.

Reason 2: About 100 households with traditional skill are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Chundua

Block Name: Kuliana

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Dhokra crafts

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|------------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| Turnover in Rs./ Annum | 15000 | 1 | 20 | Chandua cluster.(Balichitri, Bandab,Barhangenjia, Baunsabani,Nuhamalia, Saluabeda,Sunaria).Vil |

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Current annual turnover is Rs. 15000/-.

Reason 2:About 20 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Chiktamati

Block Name: Morda

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Sal Leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 2000 | 25 | 400 | Chiktamati cluster.(Andari,Bhalughera, Gobindpur,Khuntapal,Majana, Marudihi,Phulijhari).Vil. |

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 2000 MT Sal Leaf collected from the region.

Reason 2: About 400 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Bhagabatchandrapur

Block Name: Morda

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Bamboo

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2000 | 15 | 450 | Chiktamati cluster. |

Major villages:

Andhari, Bhalughera, Bhalukchua, Bhatchhatar, chiktimatia, Ghodabhanda, Khuntapal, Majana, Marudihi, Phulijhari, Ufalgadia.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: More than 2000MT raw bamboo moves out of the cluster villages.

Reason 2: About 450 households are directly and indirectly engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Dantiamuhan

Block Name: Morda

ITDA Nam: Baripada

District: Mayurbhanj

Product/Activity: Lac Cultivation & Lac Crafts

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 15 | 450 | Dantiamuhan cluster. |

Major villgaes:

Badjambani,Dantiamuha,Harinasole,Jamugidha,Karamsole,Sukhilakhali,Asanbani,Chilabasa,Dhansole,Sangadihi,Satsole,Durgapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 500 MT Sabai produced from the region.

Reason 2:About 450 households directly engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Brahmanamara

Block Name: Morda

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Dhokra

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Rs./ Annum | 10000 | 3 | 25 | Brahmanamara cluster. |

Major villages:

Brahmanamara

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: At present, the sale is roughly around 10000/- from the activity at cluster level.

Reason 2: About 25 households are into this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Bhaliadhia

Block Name: Morda

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 100 | 3 | 100 | Bhaliadhia cluster |

Major villages:

Bandhasahi, Chhadakata, Dakai.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: More than 100 MT Mahua collected from the region.

Reason 2: About 100 households are engaged in the mahua collection and selling.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Nalagaja

Block Name: Rasgobindpur

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Sal leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2500 | 21 | 350 | Nalagaja cluster |

Major villags:

Andirapal, Bahagadia, Bhaduasole, Itahari, Jambhirapal, Jhirami, Kusdiha, Kulipal, Madhuria, Mahulia, Nahyasole, Nalagaja, Nunchati, Raghunathpur, Ranigam, Sabandiha, Sunakania.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 2500 MT sal leaf moves out of the cluster.

Reason 2: About 350 households are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Nalagaja

Block Name: Rasgobindpur

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: bamboo

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2000 | 20 | 300 | Nalagaja cluster |

Major villags:

Andirapal, Bahagadia, Bhaduasole, Itahari, Jambhirapal, Jhirami, Kusdiha, Kulipal, Madhuria, Mahulia, Nahyasole, Nalagaja, Nunchati, Raghunathpur, Ranigam, Sabandiha, Sunakania.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 2000 MT raw bamboo move out of the area.

Reason 2: About 300 households are into this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Nalabada **Block Name:** Rasgobindpur

ITDA Name: Baripada **District:** Mayurbhanj

Product/Activity: Sabai

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 15 | 350 | Nalabada cluster |

Major villages:

Ambadiha, Andhari, betanasia, bhalipada, Kanpur, Kanthi, Raisole, Bedisahi, Biripal, Chakulia, Gambharia, Karanjpada, Khandikhala, Khuntapal, saladaha.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 50MT Sabai moves out of the region.

Reason 2: About 350 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Nakichuan

Block Name: Baripada

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: vegetable

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 5 | 50 | Nakichuan cluster |

Major villages:

Parulia, Chinachalgadia, Shyammandapur, Bhaliapadar.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 50 MT vegetables produced move out of the region.

Reason 2: About 50 households are engaged in the activity.

Reason 3: Due to presence of suitable environment vegetable cultivation is going good.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand in the market for vegetables is enormous and huge potential for scaling up the activities.

Product Cluster Information Sheet

Cluster location: Kuchilaghati

Block Name: Samakhunta

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Sal leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|------------------------|
| Unit | Quantity | | | |
| MT | 1000 | 10 | 200 | Kuchila ghati cluster. |

Major villages:

Gobindapur, Godipokhari, Kuchilaghati, Dudhiasole, Enyatpur, Harisole, Kendua, Kendujhar, Rangibhol, Samadihi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1000 Mt Sal Leaf collected from the region.

Reason 2: About 200 households are into this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Paikabasa

Block Name: Samakhunta

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|------------------------|
| Unit | Quantity | | | |
| MT | 30 | 5 | 250 | Paikabasa ,Tikarapada. |

Major Villages:

Tikarapada, Gouddiha, Itamundia, Jotipur, Paikabasa.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 30 MT vegetables move out the cluster every week.

Reason 2: About 250 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand in the market for vegetables is enormous and huge potential for scaling up the activities.

Product Cluster Information Sheet

Cluster location: Kuchilaghati

Block Name: Samakhunt

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Mango

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 80 | 5 | 150 | Kuchilaghati cluster |

Major villages:

Gobindapur, Godipokhari, Kuchilaghati, Dudhiasole, Enyatpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 50 MT Mahuas move out of the region.

Reason 2: About 200 households are engaged in the mahua collection and selling.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand in the market for vegetables is enormous and huge potential for scaling up the activities.

Product Cluster Information Sheet

Cluster location: Kuchilaghati

Block Name: Samakhunta

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: mahua

| Marketable Surplus | | No. of Villages | No. of HHS Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 5 | 150 | Kuchilaghati |

Major villages:

Gobindapur, Godipokhari, Kuchilaghati, Dudhiasole.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 50 MT Mahuas move out of the region.

Reason 2: About 150 households are engaged in the mahua collection and selling.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Saraskana

Block Name: Saraskana

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: sal Leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1000 | 21 | 300 | Saraskana cluster. |

Major villages:

Baghajhampa, Brushabhanupur, chhuadimb, dhendgan, Ekdali, Gopinathpur, Kasipal, Kunda lbani, Kusunpur, Mahualberi, Malkunda, Nuagan, Nuhamalia

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1000 MT sal leaf move out of the cluster.

Reason 2: About 300 households are into this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Kuldiha

Block Name: Saraskana

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Onion

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 150 | 1 | 40 | Kuldiha |

Major villages:

Kuldiha

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 MT surplus onion moves out of the region.

Reason 2: About 40 households from the village are into the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand in the market for vegetables is enormous and huge potential for scaling up the activities.

Product Cluster Information Sheet

Cluster location: Nabinhundakata **Block Name:** Saraskana

ITDA Name: Baripada **District:** Mayurbhanj

Product/Activity: Yam bean

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 45 | 1 | 50 | Nabinhundakata village of Saraskana GP. |

Major villages:

Nabinhundakata.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 45 MT Yam beans move out of the region.

Reason 2: About 50 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Anlakuda

Block Name: Suliapada

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Sal Leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2000 | 10 | 400 | Anlakuda,Dhadangiri |

Major Villages:

Adiamara,Andharijoda,Anlakuda,bangiriposi,Beliriso, Bhaduasole,Dahanimari,Dhabani sole,Jhaliamara,Kamarpal,Khaikhia.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 2000 MT sal leaf moves out of the cluster.

Reason 2:About 400 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Anlakuda

Block Name: Suliapada

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Sabai

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|---------------------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Turnover per weekly haat in rs. | 2 lakh | 10 | 400 | Anlakuda,Dhadangiri |

Major Villages:

Adiamara,Andharijoda,Anlakuda,bangiriposi,Belirisole,Bhaduasole,Dahanimari,Dhabani sole,Jhaliamara,Kamarpal,Khaikhia.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Each weekly haat has a turnover of 2 Lakh rupee during September to june every year.

Reason 2:About 400 households are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Anlakuda

Block Name: Suliapada

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 8 | 150 | Anlakuda |

Major Villages:

Adiamara, Andharijoda, Anlakuda, bangiriposi, Beliriso, Bhaduasole, Dahanimari, Dhabani sole, Jhaliamara, Kamarpal, Khaikhia.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 10 MT mahua marketed from this cluster.

Reason 2: About 150 household are engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: **Badbhalia**

Block Name: **Suliapada**

ITDA Name: **Baripada**

District: **Mayurbhanj**

Product/Activity: **Mango**

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------|
| Unit | Quantity | | | |
| MT | 80 | 5 | 150 | Badbhalia cluster |

Major villages:

Badbhalia, Bautisole, Hatimoda, Kaltia, Kiajhari.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 80 MT mangoes are marketed outside every season.

Reason 2: About 150 households are engaged in the activity. It gives minimum 3-4 months of income to the local people..

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Nuagaan

Block Name: Suliapada

ITDA Name: Baripada

District: Mayurbhanj

Product/Activity: ground nut

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 600 | 25 | 3000 | Nuagaan,Paktia |

Major villages:

Junbani,Khadiasole,Masinakati,Nuagaan,Padugisole,Talakuchin,Badtungaduha,Kathasirs i,Keutunmari,nedasole,Paktia,Singhimara,Ukkasole.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 600 MT ground nut moves out of the cluster.

Reason 2:About 3000 households are engaged in the activity.

Reason 3: Due to presence of suitable environment this cultivation is going goods.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

ITDA-KAPTIPADA

Product Cluster Information Sheet

Cluster location: Aanlakuda

Block Name: Udala

ITDA Name: Kaptipada

District: Mayurbhanj

Product/Activity: Sal Leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 8000 | 15 | 500 | Aanlakuda, Radho |

Major villages:

Adapal, Ambadiha, Angarapada, Dugdha, Kathuabeda, Kuanarpal, Sialia, Sonpokhari, Dihirkula, Mouda, Hill block.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 8000 MT surplus production is available with the cluster.

Reason 2: The activity keeps the household engaged for more than eight months and has become a primary income source for them. The sustainable promotion of Sal leaf cluster will give a direct impact.

Reason 3: Udala and Sarat are the largest local market for Sal leaf and have vicinity with the Betanati and Basta markets. The intervention will yield 15% enhanced income for these households.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Nuagaan

Block Name:

Udala

ITDA Name: Kaptipada

District: Mayurbhanj

Product/Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 150 | 20 | 350 | Kundabai, Nuagaan |

Major villages:

Govindpur, Jamdiha, Nuagan, Begunidhia, Chhatriapur, chuliaposi, Dutikadeipur, Naharpada r, Telahudi, Raidhandia.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 MT surplus from the cluster region.

Reason 2: 350 Households of 20 villages are involved in this activity, which gives a surplus amount of 150 MT

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Due to presence of own Mahua trees, households have the ease to collect and sale mahua.

Product Cluster Information Sheet

Cluster location: Bandhugaan

Block Name: Udala

ITDA Name: Kaptipada

District: Mayurbhanj

Product/Activity: Ground nut

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 3000 | 3 | 175 | Bandhugaan |

Major villages:

Bandhugaan.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 3000 MT produced every year from two seasonal productions in a year.

Reason 2: 175 households are directly dependent on the activity.

Reason 3: Due to presence of suitable climate the ground nut cultivation is doing good .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Udala

Block Name: Udala

ITDA Name: Kaptipada

District: Mayurbhanj

Product/Activity: handloom

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|------------------------|----------|-----------------|---------------------|------------------------------------|
| Unit | Quantity | | | |
| Turnover in INR /Annum | 25000 | 1 | 100 | Dhirakul village of Radhopanchayat |

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: It's in great demand generating 25000/- Annually through various exhibitions.

Reason 2: 100 house-holds from a village involved in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: PatsanipurPanchayat **Block Name:** Udala

ITDA Name: Kaptipada **District:** Mayurbhanj

Product/Activity: Conch Shell craft

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|---------------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Turnover per Annum in Rs. | 5000 | 7 | 552 | Patsanipur |

Major villages:

Adipur,Ambikadeipur,Berhampur,Chandrapur,Khaladi,Patsanipur,Tentala.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 552 skilled households engaged in the activity.

Reason 2:552 households of 7 villages are involved in this traditional bsiness.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Pedagadi

Block Name: Kaptipada

ITDA Name: Kaptipada

District: Mayurbhanj

Product/Activity: Bamboo

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-------------------------------------|
| Unit | Quantity | | | |
| MT | 4000 | 20 | 200 | Panchayat- Pedagudi, Podadhia |

Major Villages:

Pedagudi, podadhia, Notto & nachhipur, Sarat, Padmapokhari, Kusalda, Pasuad, Purna.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 4000 MT surplus produce available.

Reason 2: 200 households involved.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Pedagadi

Block Name: Kaptipada

ITDA Name: Kaptipada

District: Mayurbhanj

Product/Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-------------------------|
| Unit | Quantity | | | |
| MT | 3000 | 10 | 400 | Pedagadi, Labanyadeipur |

Major Villages:

Pedagadi, Labanyadeipur, Sarat, Notto, Padmapokhari, Kusalda, Pasuada, Purna, Ranibandha, Sainkula, titia.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 3000 MT surplus paddy marketed outside the block.

Reason 2: 400 Households from the cluster involved in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Sarat **Block Name:** Kaptipada
ITDA Name: Kaptipada **District:** Mayurbhanj
Product/Activity: Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 20 | 200 | Sarat, padmapokhari |

Major Villages:

Sarat, Padmapokhari, Notto, Sardiha, Pasuda, Purna, Ranibandha, Sainkula.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 250 MT surplus tamarind alone marketed from the cluster.

Reason 2: More than 200 households engaged in the activity. 20 villages are highly involved in tamarind collection.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Badapathara **Block Name:** Khunta

ITDA Name: Kaptipada **District:** Mayurbhanj

Product/Activity: Sabai

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1500 | 15 | 1000 | Badapatharacluster |

Major villages:

Badapathara, Bahalda, Budhuruchampa, Chapaldihi, Hinjalgadia, Jharia, Kusumghaty, Raipal, Rangamatia, Tadikijharana.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1500 MT produced and every week more than 10 lakh business of Sabai conducted from the weekly haats.

Reason 2: 1000 households of 15 villages are highly involved in this activity which gives 1500MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Low investment can yield greater results for the poor.

Product Cluster Information Sheet

Cluster location: Tadki **Block Name:** Khunta
ITDA Name: Kaptipada **District:** Mayurbhanj
Product/Activity: Rubber cultivation

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|---------------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Turnover per Annum in INR | 23 Lakh | 2 | 60 | Tadki |

Major villages;

Tadki.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 60 households of 2 villages are highly involved in this activity ,which gives a turnover of 23 lakh per annum.

Reason 2:which not only gives a good amount of return to the local people but also givea yearly income to the households.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There's a good scope in rubber because there's a greater focus from ITDA, a Rubber Board has been set up in Baripada that is closely supporting the process. Also a rubber production co-operative society is also being promoted in the region.

Product Cluster Information Sheet

Cluster location: Sanraikali **Block Name:** Khunta

ITDA Name: Kaptipada **District:** Mayurbhanj

Product/Activity: Bamboo

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 5600 | 15 | 300 | Sanraikali |

Major Villages:

Sanraikali, Agnikumar, Gumeighaty, Juradihi, Sanpokhari, Subarnamahari, Tikatia, Andiatikra, Jadishar, Mahuldihi, Srirampur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 5600 MT bamboo marketed outside the project village.

Reason 2: 300 Households from 25 villages involved in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Sairaikali **Block Name:** Khunta

ITDA Name: Kaptipada **District:** Mayurbhanj

Product/Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 10 | 150 | Sanraikali |

Major Villages:

Sanraikali, Agnikumar, Gumeighaty, Juradihi, Sanpokhari, Subarnamahari, Tikatia, Andiatikra, Jadishar, Mahuldihi, Srirampur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 10Mt surplus Mahua marketed outside every season.

Reason 2: 150 households are directly engaged in the activity in the cluster area.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Bholagadiya **Block Name:** Khunta

ITDA Name: Kaptipada **District:** Mayurbhanj

Product/Activity: Honey

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 0.15 | 15 | 200 | Bholagadiya |

Major villages:

Badaolia, Bholagadia, Dobak, Nuagan, Sanolia, Benta, Chundia, Kandalia.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 0.15MT surplus always procured from the villages by outsiders.

Reason 2: 200 households are engaged in wild honey collection.

Reason 3: This product has a huge demand in this market.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Ranibandha **Block Name:** Gopabandhunagar

ITDA Name: Kaptipada **District:** Mayurbhanj

Product/Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 5500 | 25 | 1000 | Ranibandh cluster. |

Major villages:

Athilagodi, Bankisole, Chadada, Chhuruni, damdarpur, Dhabasole, Dimagadia, Kudiakhunta, Megha, Nuapada, Raniabandha, Subdasahi, Tentulia, tikipapada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 5500 MT Surplus Paddy marketed outside the Block.

Reason 2: More than 1000 households produce surplus paddy.

Reason 3: Due to presence of suitable climate the paddy cultivation is going well.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Arapata

Block Name: Gopabandhunagar

ITDA Name: Kaptipada

District: Mayurbhanj

Product/Activity: Bamboo

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2000 | 18 | 200 | Arapata cluster. |

Major villages:

Arapata, Chakapalasa, Dhaunidia, Dianapalasa, Dolisoli, Khiripada, Palasa, Parichhipur, Sama raipur, Tikayatpur, Tribikrampur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 2000 MT Bamboo moves out of the cluster region annually.

Reason 2: 200 households directly involved in the raw bamboo sale activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Ranibandha

Block Name: Gopabandhunagar

ITDA Name: Kaptipada

District: Mayurbhanj

Product/Activity: Mudhi

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 3 | 200 | Raniabandha cluster |

Major villages:

Athilagodi, Bankisole, Chadada, Chhuruni, damdarpur, Dhabasole, Dimagadia, Kudiakhunta, Megha, Nuapada, Raniabandha, Subdasahi, Tentulia, tikipada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 500 MT Mudhi marketed from the cluster villages of Gopabandhunagar.

Reason 2: 200 households from the cluster engaged in the activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

ITDA-THUAMULRAMPUR

Product Cluster Information Sheet

Cluster location: Th.Rampur

Block Name: Th.Ramup

ITDA Name:Th.Rampur

District: Kalahandi

Product / Activity: Niger

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 6 | 30 | 731 | Gunpur, Saisuni, Kerpai, Kaniguma, Gopalpur, Th.Rampur, Kalpart |

Major Villages:

Gunpur, Saisuni, Kaniguma, Gopalpur, Kerpai, Th.rampur, Kalapart, Pajikhal, Kutkhal, Karbali, Muspanj, Marguma, Maltipadar, Sarmandi, Kandulguda, Bilamal, Bindel, Taramundi, Jambud enl, Swing, Jhanji, Sikerguda, Durbelguda, Silet, Bhejiguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income of Households):

Reason1: Niger is a cash crop. About 439 hectores of forestland have been used for Niger cultivation by farmers.

Reason 2:731 farmers are involved in this activity. The farmer gets one month livelihood from this cultivation.

Reason 3: The farmers use old seeds for cultivation hence as a result the yield is very low.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Th.Rampur

Block Name: Th.Ramup,Lanjigarh

ITDA Name:Th.Rampur

District: Kalahandi

Product / Activity: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-------------------------|
| Unit | Quantity | | | |
| Truck | 6 | 30 | 424 | Gunpur,Saisuni,Kaniguma |

Major Villages:

Gunpur,Saisuni,Kaniguma,Gopalpur,Kerpai,Th.rampur,Kalapart,Pajikhal,Kutkhal,Karbali ,Muspanj,Marguma,Maltipadar,Sarmandi,Kandulguda,Bilamal,Bindel,Taramundi,Jambud enl,Swing,Jhanji,Sikerguda,Durbelguda,Silet,Bhejiguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: The farmers use old seeds for cultivation in their backyard gardens (1240 hectors). The Govt. Provides hybrid seeds to farmers to increase production and hence better livelihood. (Cultivation area1523 Hector)

Reason2: The farmers sell their produce in the local and nearby market. The farmers face difficulty in selling their produce beyond their locality as they lack the know-how and absence of support.

Reason 3: According to traders there is a huge demand for maize in poultry industry and also in Raipur market. In this block, farmers do not remove the seed from the cob. The climate and soil are favourable for maize cultivation in this block.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The district Agriculture department and ITDA have provided hybrid seeds for cultivation to farmers. They also enjoy support from RKVY.

Product Cluster Information Sheet

Cluster location: Th.Rampur

Block Name: Th.Ramup

ITDA Name: Th.Rampur

District: Kalahandi

Product / Activity: Mustard

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Quintals | 30 | 30 | 5123 | Th.rampur,Kalapari |

Major

Villages:

Pajikhal,Kutkhal,Karbali,Muspanj,Marguma,Maltipadar,Sarmandi,Kandulguda,Bilamal,Bi ndel,Taramundi,Jambudenl,Swing,Jhanji,Sikerguda,Durbelguda,Silet,Bhejiguda.Tal Ampadar,Uper Rampadar,Tunda Muing,Kathaghara,Munda Pada,Gokalrma,BhatagudaKumarguda,Tentulipadar,Semilipadar,Jatnagapara,Balisara,M adangguda,Chulabadi,Sigini,Tendka Munhi,Tarapadar,Sargipadar,Maajhigaon,Serkapai,Upar Ampadar,Tundamunhi,Kutupuda

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: About 5123 households are involved in this cultivation and some of the households use the local weighing system (known as mana).

Reason 2: Yield of crops is decreasing because old seeds(small size mustard)are used for cultivation . People use the small size mustard generally in pickle and phutan.

Reason 3: Agriculture Department plans to provide hybrid seed to this block to increase production.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Th.Rampur

Block Name: Th.Rampur

ITDA Name: Th.Rampur

District: Kalahandi

Product / Activity: Kandula

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|----------------------------|
| Unit | Quantity | | | |
| Quintals | 20 | 42 | 549 | Kaniguma, Gopalpur, Kerpai |

Major Villages:

Pajikhal, Kutkhal, Karbali, Muspanj, Marguma, Maltipadar, Sarmandi, Kandulguda, Bilamal, Bindel, Taramundi, Jambudenl, Swing, Jhanji, Sikerguda, Durbelguda, Silet, Bhejiguda. Tal Ampadar, Uper Rampadar, Tunda Muing, Kathaghara, Munda Pada, Gokalrma, Bhataguda, Kungumarguda, Tentulipadar, Semilipadar, Jatnagapara, Balisara, Madangguda, Chulabadi, Sigini, Tendka Munhi, Tarapadar, Sargipadar, Maajhigaon, Serkapai, Upar Ampadar, Tundamunhi, Kutupuda

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Most of the farmers depend on shifting cultivation for Kandula. The climate and soil are also favourable.

Reason 2: Traders are providing financial support to farmers before crop because of market demand.

Reason 3: As such the farmers are not getting the real price from traders and some SHGs try to purchase the Kandula from farmers and to supply for mid day meals.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Th.Rampur

Block Name: Th.Rampur

ITDA Name: Th.Rampur

District: Kalahandi

Product / Activity: Amchur

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| Quintals | 30 | 30 | 1200 | Gunpur, Saisuni, Kaniguma, Gopalpur, Kerpai, Th.rampur, Kalapari |

Major villages

Swing, Jhanji, Sikerguda, Durbelguda, Silet, Bhejiguda, Tal Ampadar, Uper Rampadar, Tunda Muing, Kathaghara, Munda

Pada, Gokalrma, Bhataguda, Kumarguda, Tentulipadar, Semilipadar, Jatnagapara, Balisara, Madangguda, Chulabadi, Sigini, Tendka

Munhi, Tarapadar, Sargipadar, Maajhigaon, Serkapai, Upar Ampadar, Tundamunhi, Kutupuda

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Almost all households prepare amchur but about 25% of household sell to local traders or engage in barter system.

Reason 2 : Mostly women are producing the best quality amchur but are not getting the right price from the local traders.

Reason3: Most house-holds do not possess sufficient capital to engage in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Th.Rampur

Block Name: Th.Rampur

ITDA Name: Th.Rampur

District: Kalahandi

Product / Activity: Sericulture

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Ton | 10 | 10 | 100 | Khakes |

Major Villages:

Khakes, Japanpada, Balisara, Kaniguma, Gunupur, Badjora, Gopalpur, Gokulma, Kalarapata, Biterguma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: About 100 household women . siali leaf from the forest.

2: A single trader has been purchasing siali leaf since last five years at Khakes. The women are not getting a fair price from the trader because of a lack of competition\choice.

Reason 3: The women are in need of training on how to make siali leaf plate for better livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Th.Rampur

Block Name: Th.Ramup

ITDA Name:Th.Rampur

District: Kalahandi

Product / Activity: Terracotta

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| | | 1 | 12 | Khakes |

Major Villages:

Khakes

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 12 households are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Th.Rampur

Block Name: Lanjigarh

ITDA Name: Th.Rampur

District: Kalahandi

Product / Activity: Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| Trucks | 3 | 25 | 255 | Bijaypur, Musanal, Biswonathpur Barapadar, Lanjigarg |

Major Villages:

TundaMuing, Kathaghara, Munda Pada, Gokalrma, Bhataguda Kumarguda, Tentulipadar, Semilipadar, Jatnagapara, Balisara, Madangguda, Chulabadi, Sigini, Tendka Munhi, Tarapadar, Sargipadar, Maajhigaon, Serkapai, Upar Ampadar, Tundamunhi, Kutupada

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: The traders pay money in advance to the tamarind owners and the small traders purchase the flowering tree in advance.

Reason 2: About two to four tamarind trees grow in every village which are sold to local traders by the villagers.

Reason 3: The profit from the sale of the produce is shared among the villagers.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Th.Rampur

Block Name: Lanjigarh

ITDA Name: Th.Rampur

District: Kalahandi

Product / Activity: Niger

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 2 | 27 | 1057 | Bijaypur, Musanal, Biswonathpur Barapadar, Lanjigarg |

Major Villages:

Pajikhal, Kutkhal, Karbali, Muspanj, Marguma, Maltipadar, Sarmandi, Kandulguda, Bilamal, Bindel, Taramundi, Jambudenl, Swing, Jhanji, Sikerguda, Durbelguda, Silet, Bhejiguda. Tal Ampadar, Uper Rampadar, Tunda Muing, Kathaghara, Munda Pada, Gokalrma, Bhataguda Ku marguda, Tentulipadar, Semilipadar.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income of Households):

Reason 1: Niger is a cash crop. About 4339 hectores of forestland has been used for Niger cultivation by farmers.

Reason 2: About 2754 farmers are cultivating Niger. The farmer gets one month livelihood from this cultivation.

Reason 3: The farmers use old seed for Niger cultivation as a result of which the yield is very low.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Th.Rampur

Block Name: Lanjigarh

ITDA Name: Th.Rampur

District: Kalahandi

Product / Activity: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 2 | 30 | 1264 | Bijaypur, Musanal, Biswonathpur, Barapadar, Lanjigarg |

Major villages:

Kharka, Madanguda, Jiragaon, Salpadar, Turisimel, Taipadar, Senkajhola, Panpadar, Durlabandhel, Bijepur, Damariguda, Jalkrida, Melbahali, Malujubang, Kutruguda, Kanakachampa, Ushabahal, Baterpada, Badsimelpadar, Kanchanmuhin, Paikthuguda, Valiaratta, Bankakundru.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: The farmers use old seed for cultivating maize in their backyard gardens. The Govt. provides hybrid seed to farmers to increase production for better livelihood.

(Reason 2: The farmers generally sell the maize in the local and nearby market. The farmers face difficulty in selling their produce.

Reason 3: According to the traders there is a huge demand in the poultry industry and also in the Raipur market. In this block farmers don't remove the seed from the cob. The climate and soil are favourable for maize cultivation in this block.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The district Agriculture department and ITDA have provided hybrid maize seed to farmers. There is support from RKVY.

Product Cluster Information Sheet

Cluster location: Th.Rampur

Block Name:Lanjigarh

ITDA Name:Th.Rampur

District: Kalahandi

Product / Activity: Arhar

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 3 | 35 | 450 | Bijaypur,Musanal,BiswonathpurBarapadar,Lanjigarg |

Major villages:

Damariguda,Jalkrida,Melbahali,Malujubang,Kutruguda,Kanakachampa,Ushabahal,Bater pada,Badsimelpadar,Kanchanmuhin,Paikthuguda,Valiaratta,Bankakundru,Bijaypur,Musanal.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Most of the farmers depend on shifting cultivation for Kandula.

Reason 2: Traders are providing financial support to farmers before the crop can be harvested because of market demand.

Reason 3:The farmers are not getting the rightful price from the traders. Some SHGs try to purchase the Kandula from the farmers and to supply for mid day meals.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Th.Rampur

Block Name:Lanjigarh

ITDA Name:Th.Rampur

District: Kalahandi

Product / Activity: Mango

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| M.T | 2 | 28 | 768 | Bijaypur,Musanal,BiswonathpurBarapadar,Lanjigarg |

Major villages:

Damariguda,Jalkrida,Melbahali,Malujubang,Kutruguda,Kanakachampa,Ushabahal,Bater pada,Badsimelpadar,Kanchanmuhin,Paikthuaguda,Valiaratta,Bankakundru,Bijaypur,Musanal.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Almost all the households are making amchur but about 25% of household sell to local traders or are engaged in barter system.

Reason 2 : Mostly women are producing the best quality amchur but are not getting fair prices from the local traders.

Reason 3: .The household is not required the sufficient capital for this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Lanjigarh

Block Name: Lanjigarh

ITDA Name: Th.Rampur

District: Kalahandi

Product / Activity: Cowpea seed

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 7 | 30 | 1100 | Bijaypur, Musanal, Biswonathpur Barapadar, Lanjigarg |

Major villages:

Damariguda, Jalkrida, Melbahali, Malujubang, Kutruguda, Kanakachampa, Ushabahal, Bater pada, Badsimelpadar, Kanchanmuhin, Paikthuguda, Valiaratta, Bankakundru, Bijaypur, Musanal.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Most of the farmers depend on shifting cultivation for cowpea.

Reason 2: Kalynisinghpur traders are providing the financial support to farmers before crop because of market demand.

Reason 3: As such the farmers are not getting fair prices from the traders. Traders are supplying to a terminal market at Chennai.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

ITDA- RAIRANGPUR

Product Cluster Information Sheet

Cluster location: Rairangpur

Block Name: Rairangpur

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Bambo Craft

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 2500 | 1 | 610 | Ichinda |

Major villages:

Ichinda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 610 households are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt. deptt. Is supporting scheme for procurement equipments. Markets are existing in and around district and state level. NGO intervention is important for development of bamboo craft.

Product Cluster Information Sheet

Cluster location: Rairangpur

Block Name: Rairangpur

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Sericulture

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Kahan | 10102 | 2 | 250 | Ichinda |

Major villages:

Ichinda, Badmouda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 2 nos. of villagers has been involved in Sericulture . 250 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt. deptt. Is supporting scheme for procurement equipments. Markets are existing in and around district and state level. NGO intervention is important for development of bamboo craft.

Product Cluster Information Sheet

Cluster location: Bisoi

Block Name: Bisoi

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1600 | 11 | 568 | Manada, Jambilla. |

Major villages under the cluster- Bisoi-87hhs, Khadambeda-70hhs, Lahakanian-90hhs, Saragada-78hhs, Manada-102hhs, Baneikala-96hhs, Majhgaon-90hhs, Raihari-86hhs, Jambilla-108hhs, Lahabalia-89hhs, Katash-87hhs, Chanada-97hhs

Major markets around the cluster- Saturday-Saturday-Bisoi, Manada-Thursday, Panposh-Daily Market

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 11 nos. of villagers has been involved in Paddy cultivation activity. 568 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agriculture deptt. provides scheme to the farmers.

Product Cluster Information Sheet

Cluster location: Bisoi

Block Name: Bisoi

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Khesaridal

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 40 | 16 | 1125 | Bisoi |

Major Villages:

Asansikad, Bisoi, Budhikhamari, Dhana, Ektali, ghodabindhya, Jodia, Kaduni, Katas, Kulgidihi, Kunduli, Pamposi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 20 nos. of villagers has been involved in Khesaridal cultivation activity. 1125 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agriculture deptt. support services to the family. Secondly, Marketability facility and market demand is more.

Product Cluster Information Sheet

Cluster location: Khadambeda

Block Name: Bisoi

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Sericulture(Tasar)

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Kahan | 30000 | 7 | 60 | Khadambeda |

Major Villages:

Agarbindha,Badhunia,Chuakankar,dantuni,Deopatta,dudhakambdi,Dawarsuni,Hatichhad,Kadapani.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 7 nos. of villagers has been involved in Tasar rearing activity. 60 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt.deptt.provides services to the farmers. Secondly, Marketability facility and market demand is more .

Product Cluster Information Sheet

Cluster location: Bisoi

Block Name: Bisoi

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Sabai grass

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 12 | 450 | Bisoi |

Major villages under the cluster- Bisoi-7hhs,Khadambeda-7hhs,Lahakanian-9hhs,Saragada-8hhs,Manada-12hhs,Baneikala-6hhs,Majhgaon-9hhs,Raihari-6hhs,Jambilla-8hhs,Lahabalia-9hhs,Katash-7hhs,Chanada-7hhs

Major markets around the cluster-Saturday-Saturaday-Bisoi,Manada-Thursday,Panposh-Daily Market

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 12 nos. of villagers has been involved in Sabai grass cultivation activity. 450 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt.deptt.provides services to the farmers. Secondly, Marketability facility and market demand is more as it is made rope.

Product Cluster Information Sheet

Cluster location: Bisoi

Block Name: Bisoi

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Sal Leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1600 | 20 | 1200 | Bisoi |

Major villages under the cluster- Bisoi-27hhs,Khadambeda-47hhs,Lahakanian-29hhs,Saragada-48hhs,Manada-22hhs,Baneikala-16hhs,Majhgaon-19hhs,Raihari-26hhs,Jambilla-28hhs,Lahabalia-29hhs,Katash-17hhs,Chanada-27hhs

Major markets around the cluster-Saturday-Saturaday-Bisoi,Manada-Thursday,Panposh-Daily Market

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 20 nos. of villagers has been involved in Sal leaf plate making activity. 1200 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Marketability facility and market demand is more.

Product Cluster Information Sheet

Cluster location: Bijatala

Block Name: Bijatala

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 165 | 11 | 470 | Jodia, Baghiatagar |

Major villages under the cluster-Chadheipahadi-86hhs,Bijatala-78hhs,Banki-90hhs,Judia-102hhs,Jharan-56hhs,Budhathakur-94hhs,Damdigoda-82hhs,Patpur-84hhs,Bhalugajudi-86hhs,Baghiatagar-98hhs,Butudi-89hhs,Akhaasahi-88hhs.

Major markets around the cluster-Bijatala- Wednesday,Lahasila-Sunday

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 85 nos. of villagers has been involved in paddy cultivation activity. 3900 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agriculture deptt.provides services and schemes to the family.

Product Cluster Information Sheet

Cluster location: Bijatala

Block Name: Bijatala

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Khesaridal

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 45 | 12 | 450 | Bijatala |

Major Villages:

Asana, baghiatangar, Bankadunguri, Bantali, Bhalkichua, Bijatala, Chadripahadi, dambeda, Ektali, jodapokhari, Khadiasole.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 12 nos. of villagers has been involved in Khesaridal cultivation. 450 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agriculture department support schemes and services to the farmers. Certified seeds are provided to the farmers.

Product Cluster Information Sheet

Cluster location: Kusumi

Block Name: Kusumi

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Potato

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 200 | 15 | 700 | Kusumi |

Major Villages:

Badamkhurdhi, Banpokhari, Bhilabeda, Deogan, Gadadharpur, kendrai, Krushnapur, Kusumi, Satpoutia.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 20 nos. of villagers has been involved in Potato cultivation. 250 households are depending upon their own livelihood.

Reason 2: Irrigation facility is available.

b. It gives 3 months income to the households.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agriculture deptt. provides schemes and services to the family. Secondly, Marketability facility and market demand is more.

Product Cluster Information Sheet

Cluster location:

Block Name: Kusumi

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 120 | 13 | 1280 | Rengalbeda, Pandupani |

Major villages under the cluster- Kusumi-12hhs, Chnglipokhari-12hhs, Golakpur-8hhs, Kandurangi-8hhs, Khelana-6hhs, Hatbadala-12hhs, Gopalpur-7hhs, Aharbandh-8hhs, Sileighutu-5hhs, Jodapokhari-12hhs

Major markets around the cluster- Friday-Kusumi, Hatbadala-Wednesday&Saturday, Sunday& wednesday-Badapahad

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 18 nos. of villagers has been involved in paddy cultivation. 1280 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agriculture deptt. provides schemes and services to the farmers. Secondly, Marketability facility is there.

Product Cluster Information Sheet

Cluster location: Tiring

Block Name: Tiring

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Tomato

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 90 | 11 | 400 | Tiring |

Major villages under the cluster- Dalima- 9hhs,Ratansahi-8hhs,Janghia-8hhs,Lupung-8hhs,Henseldi-9hhs,Hesadi-9hhs,Bhagabandi-8hhs,rengalbeda-7hhs,Panadala-6hhs,Panduapani-5hhs

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 14nos. of villagers has been involved in Tomato cultivation.400 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): NHM.deptt.provides schemes and services to the farmers.

Product Cluster Information Sheet

Cluster location: Tiring

Block Name: Tiring

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 30 | 12 | 450 | Tiring |

Major Villages:

Badsijang, Bhaleidih, chengjoda, Kusumbandh, Nuagaon, Ranisahi, tangarsahi, Tiring.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 12 nos. of villagers has been involved in paddy cultivation activity. 450 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agriculture department supports schemes and services to the farmers.

Product Cluster Information Sheet

Cluster location: Bahalda

Block Name: Bahalda

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|------------------------|
| Unit | Quantity | | | |
| MT | 200 | 11 | 1003 | Bahalda, Kandi, Tarana |

Major villages under the cluster-Bahalda-80hhs,Sasa-90hhs,Pahadpur-76hhs,Kulgi-80hhs,Paradungiri-86hhs,Tirubasa—98hhs,Jimidi-86hhs,Jhadgaon-85hhs,Binjala-79hhs,Indphuli-89hhs,Tarana-69hhs,Kandi—85hhs

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 21 nos. of villagers has been involved in paddy cultivation activity. 500 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agriculture department supports schemes and services to the farmers.

Product Cluster Information Sheet

Cluster location: Bahalda

Block Name: Bahalda

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Khesaridal

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 26 | 15 | 300 | Bahalda |

Major Villages:

Badepatak, Badpalsa, Bagedihi, burapalsa, Dumatandhi, Kendua, olidihi, Patambeda, Patua, ramghar, Sunaposi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 15nos. of villagers has been involved in khesaridal cultivation. 300 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agriculture department supports schemes and services to the farmers.

Product Cluster Information Sheet

Cluster location: Jamda

Block Name: Jamda

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 160 | 12 | 75 | Jamda,Ghumal |

Major villages under the cluster- Talagaon-90hhs,Jamda-88hhs,Halda-80hhs,Laxmiposi-90hhs,Ranapahadi-70hhs,Ghumal-100hhs,Taleghutu-80hhs,Haridaghoto-80hhs,Kainpur-68hhs,Baghia-70hhs.

Major markets around the cluster-Saturday-Saturaday-Jamda, Talagaon-Thursday,Jamda-Saturday

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 85 nos. of villagers has been involved in paddy cultivation activity. 3500 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agriculture deptt. provides schemes and services to the farmers. Market for trading is also available in nearby the villages.

Product Cluster Information Sheet

Cluster location: Jamda

Block Name: Jamda

ITDA Name: Rairangpur

District: Mayurbhanj

Product / Activity: Tomato

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 12 | 21 | 380 | Jamda,Gumhal |

Major villages under the cluster- Talagaon-9hhs,Jamda-8hhs,Halda-8hhs,Laxmiposi-7hhs,Ranapahadi-7hhs,Ghumal-10hhs,Taleghutu-8hhs,Haridaghoto-8hhs,Kainpur-6hhs,Baghia-7hhs.

Major markets around the cluster-Saturday-Saturday-Jamda, Talagaon-Thursday,Jamda-Saturday

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 21 nos. of villagers has been involved in Tomato cultivation activity. 380 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

NHM.deptt.provides schemes and services to the farmers. Marketable surplus is available.

Product Cluster Information Sheet

Cluster location: Jamda

Block Name: Jamda

ITDA Name: Rairangpur

District: Mayurbhaj

Product / Activity: Cauliflower

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 14 | 15 | 450 | Jamda |

Major Villages:

Baghia, belposi, Jamda, Kanipur, Rumpadhi, Dumatandhi, Kendua, olidihi, Patambeda, Patua, ramghar, Sunaposi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 15 nos. of villagers has been involved in the cauliflower cultivation activity. 450 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agriculture deptt. Supports schemes and services to the farmers.

ITDA-NILGIRI

Product Cluster Information Sheet

Cluster location: Tartari

Block Name: Nilgiri

ITDA Name: : Nilgiri

District: Balasore

Product/Activity: Lac Cultivation & Lac Crafts

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|------------------------------|
| Unit | Quantity | | | |
| MT | 2 | 3 | 523 | Tartari, Natapada, Chatrapur |

Major Villages:

Tartari, natapada, chatrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

The largest lac producer and the only cooperative formed across the state with large scale production

Reason 2:

Existing farmer base with 523 members cultivating Lac with the support of the cooperative and ITDA, Nilgiri

Reason 3:

Scope of developing the cooperative in revenue mode with a major focus on management structure development of Cooperative and increasing the ownership of member farmer

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

1. ITDA is promoting the Lac cultivation with the supply of Baer plants to the member farmers.

Product Cluster Information Sheet

Cluster location: Chhatrapur

Block Name: _Nilgiri

ITDA Name: Nilgiri

District: Balasore

Product / Activity: Sal Leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 1500 | 19 | 1000 | Chhatrapur, Pithhahata, Sajanagarh, Jamudiha |

Major Villages:

Chhatrapur, Pithahata, Sajanagarh, Jamudiha, Bhalukaposi, Kaduni, Khuntadiha, Madhupuri a, Parasipal, Rumpadhi, Dumatandhi, Kendua, olidihi, Patambada, Patua, ramghar, Sunaposi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

Potential production in more than 19 villages with 1500 MT production per annum and above 1000 households adjacent to Kuldiha Reserve Forest dependent on it.

Reason 2:

Scope for easy sale with organized markets such as Basta and Betanati nearing to the production area

Reason 3:

ITDA is having plans for setting up a large sal leaf processing unit at Nilgiri. Hence promoting Sal leaf clusters would also be beneficial. The presence of two oil mills, SNN and gajaraj for processing of Sal seed also ensures the large scale availability of Sal trees in Nilgiri.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Chhatrapur

Block Name: Nilgiri

ITDA Name: Nilgiri

District: Balasore

Product/Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 150 | 8 | 400 | Chhatrapur, Pithahata, Sajjangarh, Jamuna |

Major Villages:

Chhatrapur, Pithahata, Sajjanagarh, Jamudiha, Bhalukaposi, Kaduni, Khuntadiha, Madhupur, Parasipal,

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

150 MT Mahua collection ensures a good income for 400 households every year

Reason 2:

Cluster promotion can increase the return up to 20% than the existing prices

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Chhatrapur

Block Name: Nilgiri

ITDA Name: : Nilgiri

District: Balasore

Product/Activity: Ground nut

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 100 | 10 | 280 | Berhampur, Ayodhya and Chatrapur Panchayat |

Major Villages:

Chhatrapur, Pithahata, Sajanagarh, Jamudiha, Bhalukaposi, Kaduni, Khuntadiha, Madhupur, Parasipal, Rumpadhi, Dumatandhi,

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

Irrigation facility from Sonei and Kala dam from Myurbhanj makes access to water throughout the year

Reason 2:

The products mainly move to Cuttack Haripur Haat

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Berhampur **Block Name:** Nilgiri

ITDA Name: : Nilgiri **District:** Balasore

Product/Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 6133 | 20 | 9650 | Berhampur, Ayodhya, Pithahata, Chatrapur |

Major Villages:

Analpal, Berhampur, Bhogada, K.bhogoda, punasia,, Bhalukaposi, Kaduni, Khuntadiha, Madh upuria, Parasipal, Rumpadhi, Dumatandhi, Kendua, olidihi, Patambeda, Patua,

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:

Two specific rice producing clusters (a) Narsinghpur cluster (Kaansa, Narsinghpur, Radhakishorepur, Machhua, chatrapur) with 9650 households and (b) Brahmapur cluster (Brahmapur, Dharampur, Aarbandh) etc. with 6000 Households, the marketable surplus being 6133 MT

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

ITDA-KEONJHAR

Product Cluster Information Sheet

Cluster location: Keonjhar
Keonjhar Sadar

Block Name:

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| Numbers | 6310 | 20 | 600 | Mandua,Nelung, Parjanpur,Raikela,Raisuan |

Major Villages:

Keonjhar,Suakati,raisuan,baradapal,bauripada,Dimbo,Gobardhan,handibhang,kanadapo si,kathabari,Mandua,Nelung,Parjanpur,Raikela,Raisuan,sankiri.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 20 nos. of villagers has been involved in goat rearing activity. 600 households are depending upon their own livelihood.

Reason 2: It is fulfilling the needs of rural financial crisis at the time of scarcity.

- It gives 4-5 months income to the households.
- Marketable surplus is available.
- There is a negligible expense for goat caring and treatment.
- Maximum households are rearing goat.

Reason 3: It is one time investment and very low amount but benefit is more times.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt.deptt.suupport schemes and services to the family. Secondly, Marketability facility and market demand is more as it is good variety of goat.

Product Cluster Information Sheet

Cluster location: Keonjhar Sadar

Block Name: Keonjhar

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Tomato

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 50 | 10 | 150 | Keonjhar,Suakati,Raisuan,Baradapal, Bauripada,Dimbo,Gobardhan) |

Major Villages:

Keonjhar,Suakati,raisuan,baradapal,bauripada,Dimbo,Gobardhan,handibhang,kanadaposi,kathabar.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 10 nos. of villagers has been involved in Tomato Cultivation. 150 households are depending on this activity to sustain their livelihood.

dReason 2: It gives 3 months income to the households

- Maximum Villages are involved to cultivate Tomato.
- Marketable surplus is available for local market demand.

Reason 3: Its investment is very low incomparision to other crops

- Low irrigation facility needs to cultivate.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): There is no marketing problem for Tomato in markets. Local Markets are available for trading.

Product Cluster Information Sheet

Cluster location: Telkoi

Block Name: Telkoi

ITDA Name: Keonjhar

District: Keonjhar

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 15580 | 11 | 326 | Khajuria, Khuntapad |

Major villages under the cluster--Khuntapada-23, Kuladar-34, Bena-28, Ahigoda-26, Budhabana-35, Kantalei-20, Dullavpur-35, Banabiharipur, -45, Balesore-30, Khajuria-30, Akul-20.

Major markets around the cluster-- Akul-Thursday, Telkoi-Friday, Chamuda-Saturday, Bena-Tuesday

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 18 nos. of villagers has been involved in Goat rearing . 850 households are depending on this activity to sustain their livelihood.

Reason 2: It is fulfilling the needs of rural financial crisis at the time of scarcity.

- It gives 4-5 months income to the households.
- Marketable surplus is available.
- There is a negligible expense for goat caring and treatment.
- Maximum households are rearing goat.

Reason 3: It is one time investment and very low amount but benefit is more times.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Govt.deptt.supports schemes and services to the family. Secondly, Marketability facility and market demand is more as it is good variety of goat.

Product Cluster Information Sheet

Cluster location: Telkoi

Block Name: Telkoi

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Mango

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1320 | 13 | 350 | Bena,Ahigoda |

Major villages under the cluster--Khuntapada-23,Kuladar-34,Bena-28,Ahigoda-26,Budhabana-35,Kantalei-20,Dullavpur-35,Banabiharipur,-45,Balesore-30,Khajuria-30,Akul-20.

Major markets around the cluster-- Akul-Thursday,Telkoi-Friday,Chamuda-Saturday,Bena-Tuesday

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 13 nos. of villagers has been involved in Mango Cultivation. 350 households are depending on this activity to sustain their livelihood.

Reason 2: Income to individual household from collection and selling of Mango is substantial

Reason 3: There enough scope for value addition to the product and also scope for new orchard development through NHM

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

NHM.deptt. supports schemes to the family. Secondly, Marketability facility and market demand is more. There is no need of infrastructure or agency networking.

Product Cluster Information Sheet

Cluster location: Telkoi

Block Name: Telkoi

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Cashew

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 450 | 21 | 195 | Telkoi,Ahigoda |

Major villages under the cluster--Khuntapada-23,Kuladar-34,Bena-28,Ahigoda-26,Budhabana-35,Kantalei-20,Dullavpur-35,Banabiharipur,-45,Balesore-30,Khajuria-30,Akul-20.

Major markets around the cluster-- Akul-Thursday,Telkoi-Friday,Chamuda-Saturday,Bena-Tuesday

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 21 nos. of villagers has been involved in Cashew Cultivation. 195 households are depending on this activity to sustain their livelihood.

Reason 2: Its gives 2 months income to the households.

- Maximum households are involved in Cashew cultivation.

Reason 3: Marketable surplus is available.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): NHM.deptt.provides services to the family. Secondly, Marketability facility and market demand is more. There is no need of infrastructure for storage.

Product Cluster Information Sheet

Cluster location: Telkoi

Block Name: Telkoi

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Water Melon

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 30 | 11 | 120 | Bena,Ahigoa. |

Major villages under the cluster--Khuntapada-23,Kuladar-34,Bena-28,Ahigoda-26,Budhabana-35,Kantalei-20,Dullavpur-35,Banabiharipur,-45,Balesore-30,Khajuria-30,Akul-20.

Major markets around the cluster- Akul-Thursday,Telkoi-Friday,Chamuda-Saturday,Bena-Tuesday

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 8 nos. of villagers has been involved in Water melon Cultivation. 120 households are depending on this activity to sustain their livelihood.

Reason 2: It gives 3 months income to the households

- Maximum Villages are involved to cultivate Water melon.
- Marketable surplus is available for local market demand.

Reason 3: Its investment is very low incomparision to other crops

- Low irrigation facility needs to cultivate.

Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Local market is available for marketing and communication facilities are also good. So that traders are easily procuring the goods.

Product Cluster Information Sheet

Cluster location: Saharpada
Saharpada

Block

Name:

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| Numbers | 8542 | 15 | 550 | Sahrapada,Machhagarh,Damahuda, Barbil,Udaypur,Billa (GP) |

Major villages under the cluster-Damahuda-34hhs,Kendujoda-23hhs,Dalapaka-40hhs,Banabir-45hhs,Gopinathpur-24hhs,Belasarei-45hhs,Gojapather10hhs,Badaposi-32hhs,Uchatangar-25hhs,Kamarmara-47hhs,Paitamaja-24hhs,Digposi-45hhs,Khadikapadas-24hh,Kundala-50hhs

Major markets around the cluster- Wednesday & Saturday-Jhampura, Monday-Rimuli, Friday-Champua, Sunday-Angarapada, Monday- Bamebari.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 15 nos. of villagers has been involved in Goat rearing . 550 households are depending on this activity to sustain their livelihood.

Reason 2: It is fulfilling the needs of rural financial crisis at the time of scarcity.

- It gives 4-5 months income to the households.
- Marketable surplus is available.
- There is a negligible expense for goat caring and treatment.
- Maximum households are rearing goat.

Reason 3: It is one time investment and very low amount but benefit is more times.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt.deptt.supports schemes and services to the family. Secondly, Marketability facility and market demand is more as it is good variety of goat.

Product Cluster Information Sheet

Cluster location: Saharpada
Saharpada

Block Name:

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Pumpkin

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 7000 | 18 | 320 | Damahuda, Machhagarh, Barbil, Dalapaka, Digiposi, Goras, Kapudi. (GP) |

Major villages under the cluster-Damahuda-14hhs,Kendujoda-3hhs,Dalapaka-4hhs,Banabir-5hhs,Gopinathpur-4hhs,Belasarei-15hhs,Gojapather-18hhs,Badaposi-12hhs,Uchatangar-5hhs,Kamarmara-9hhs,Paitamaja-24hhs,Digiposi-5hhs,Khadikapadas-4hh,Kundala-5hhs

Major markets around the cluster- Tuesday-Damahuda,Wednesday-Machhagarh,Friday-Raidiha,Monday-Kundala,Sunday-Saharpada,Friday-Dalapka

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 18 nos. of villagers has been involved in Pumpkin Cultivation. 320 households are depending on this activity to sustain their livelihood.

Reason 2: It gives 3 months income to the households

- Maximum Villages are involved to cultivate Pumpkin.
- Marketable surplus is available for local market demand.

Reason 3: Its investment is very low incomparision to other crops

- Low irrigation facility needs to cultivate.

. Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

•There is no need of infrastructure facilities and scheme support to the beneficiaries. There is plenty of market surplus available in the sub-cluster area. Skill traditional farmers are trained by NGO and farmers to farmer.

Product Cluster Information Sheet

Cluster location: Saharpada
Saharpada

Block

Name:

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Brinjal

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|----------------------------|
| Unit | Quantity | | | |
| MT | 450 | 14 | 250 | Kundula,Machhaghar, Raidha |

Major villages under the cluster- Damahuda-14hhs,Kendujoda-3hhs,Dalapaka-4hhs,Banabir-5hhs,Gopinathpur-4hhs,Belasarei-15hhs,Gojapather-18hhs,Badaposi-12hhs,Uchatangar-5hhs,Kamarmara-9hhs,Paitamaja-24hhs,Digposi-5hhs,Khadikapadas-4hh,Kundala-5hhs

Major markets around the cluster-Tuesday-Damahuda,Wednesday-Machhagarh,Friday-Raidiha,Monday-Kundala,Sunday-Saharpada,Friday-Dalapka

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 14 nos. of villagers has been involved in Brinjal Cultivation. 150 households are depending on this activity to sustain their livelihood.

Reason 2: It is long term cultivation.

- Maximum households are involved in Brinjal cultivation.
- Marketable surplus is available in the cluster area.
- It gives 8 months income to the households.

Reason 3: Its market demand is high in the locality.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Saharpada
Saharpada

Block

Name:

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Tomato

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 120 | 14 | 127 | Machhagarh,Damahuda |

Major villages under the cluster- Damahuda-14hhs,Kendujoda-3hhs,Dalapaka-4hhs,Banabir-5hhs,Gopinathpur-4hhs,Belasarei-15hhs,Gojapather-18hhs,Badaposi-12hhs,Uchatangar-5hhs,Kamarmara-9hhs,Paitamaja-24hhs,Digposi-5hhs,Khadikapadas-4hh,Kundala-5hhs

Major markets around the cluster-Tuesday-Damahuda,Wednesday-Machhagarh,Friday-Raidiha,Monday-Kundala,Sunday-Saharpada,Friday-Dalapka

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 14nos. of villagers has been involved in Tomato Cultivation. 200 households are depending on this activity to sustain their livelihood.

Reason 2: It gives 3 months income to the households

- Maximum Villages are involved to cultivate Tomato.
- Marketable surplus is available for local market demand.

Reason 3: Its investment is very low incomparision to other crops

- Low irrigation facility needs to cultivate.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): There is no need of infrastructure facilities and scheme support to the beneficiaries. There is plenty of market surplus available in the Cluster area.

Product Cluster Information Sheet

Cluster location: Patna

Block Name: Patna

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| Numbers | 9750 | 13 | 600 | Patna,Dumuria,Kendeiposi,Khireitangiri |

Major villages under the cluster-Dumuria-25,Tando-40,Balijodi-45,Rahiniduma-120,Mahuldiha-120,Pichhilabeda-80,Pallanghati-30,Kumulabahali-125,Nuagaon-30,Erendei-30,Beganakhaman-38,Sadangabahali-120

Major markets around the cluster- Wednesday-Patna,Tuesday-Dumuria,Monday-Malliposi,Thursday-Pallanghati.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 13 nos. of villagers has been involved in Goat rearing . 600 households are depending on this activity to sustain their livelihood.

Reason 2: It is fulfilling the needs of rural financial crisis at the time of scarcity.

- It gives 4-5 months income to the households.
- Marketable surplus is available.
- There is a negligible expense for goat caring and treatment.
- Maximum households are rearing goat.

Reason 3: It is one time investment and very low amount but benefit is more times.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Patna

Block Name: Patna

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Sal Leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------|
| Unit | Quantity | | | |
| MT | 4500 | 10 | 600 | Patna,Dumuria,Rahiniduma |

Major villages under the cluster-Dumuria-25,Tando-40,Balijodi-45,Rahiniduma-120,Mahuldiha-120,Pichhilabeda-80,Pallanghati-30,Kumulabahali-125,Nuagaon-30,Erendei-30,Beganakhaman-38,Sadangabahali-120

Major markets around the cluster-- Wednesday-Patna,Tuesday-Dumuria,Monday-Malliposi,Thursday-Pallanghati

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 10 nos. of villagers has been involved in Sal leaf collection . 600 households are depending on this activity to sustain their livelihood.

Reason 2: Availability of Raw Material(Sal leaf) is plenty demand for the stitched leaf is very high in the market.

Reason 3 : Sal leaf stching activity and marketing runs throughout the year and provides substantial income to individual household.

Reason 4: Engough scope for value addition to the product

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Patna

Block Name: Patna

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Sal Seed

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------|
| Unit | Quantity | | | |
| MT | 100 | 12 | 803 | Patna,Rahiniduma,Dumuria |

Major villages

under the cluster-Dumuria-25,Tando-40,Balijodi-45,Rahiniduma-120,Mahuldiha-120,Pichhilabeda-80,Pallanghati-30,Kumulabahali-125,Nuagaon-30,Erendei-30,Beganakhaman-38,Sadangabahali-120

Major markets around the cluster-- Wednesday-Patna,Tuesday-Dumuria,Monday-Malliposi,Thursday-Pallanghati.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 14 nos. of villagers has been involved in Sal seed collection . 750 households are depending on this activity to sustain their livelihood.

Reason 2: Sal seed collection provides addition income to individual households.

Reason 3 : Huge amount of surplus produce is available in the region.

Reason 4: Scope for value addition to the product.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Ghatagaon

Block Name: Ghatagaon

ITDA Name: Keonjhar

District: Keonjhar

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|----------------------------------|
| Unit | Quantity | | | |
| Numbers | 7640 | 10 | 575 | Nalabilla, Ghatagaon, Dhenkikote |

Major villages under the cluster- Kundapitha-80hhs, Nalabilla-85hhs, Arjunbilla-50hhs, Masinabilla-60hhs, Godadharpur-60hhs, Barabeda-50hhs, Badamasinabilla-45hhs, Sanmasinabilla-30hhs, Nuapada-45hhs, Melan-70hhs.

Major markets around the cluster— Tuesday-Ghatagaon, Saturday-Dhenkikote

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 12 nos. of villagers has been involved in Goat rearing . 520 households are depending on this activity to sustain their livelihood.

Reason 2: It is fulfilling the needs of rural financial crisis at the time of scarcity.

- It gives 4-5 months income to the households.
- Marketable surplus is available.
- There is a negligible expense for goat caring and treatment.
- Maximum households are rearing goat.

Reason 3: It is one time investment and very low amount but benefit is more times.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Animal Husbandry dept. Provides different schemes for goat rearing .

Product Cluster Information Sheet

Cluster location: Ghatagaon Block Name: Ghatagaon

ITDA Name: Keonjhar

District: Keonjhar

Product / Activity: Sal Leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---------------------------------------|
| Unit | Quantity | | | |
| MT | 3067.5 | 13 | 450 | Nalabilla, Dhenkikote, Ghatagaon (GP) |

Major villages under the cluster- Kundapitha-80hhs, Nalabilla-85hhs, Arjunbilla-50hhs, Masinabilla-60hhs, Godadharpur-60hhs, Barabeda-50hhs, Badamasinabilla-45hhs, Sanmasinabilla-30hhs, Nuapada-45hhs, Melan-70hhs.

Major markets around the cluster— Tuesday-Ghatagaon, Saturday-Dhenkikote

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 13 nos. of villagers has been involved in Sal leaf collection . 450 households are depending on this activity to sustain their livelihood.

Reason 2: Availability of Raw Material (Sal leaf) is plenty demand for the stitched leaf is very high in the market.

Reason 3 : Sal leaf stching activity and marketing runs throughout the year and provides substantial income to individual household.

Reason 4: Engough scope for value addition to the product

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Ghatagaon

Block Name: Ghatagaon

ITDA Name: Keonjhar

District: Keonjhar

Product / Activity: Sal Seed

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---------------------------------|
| Unit | Quantity | | | |
| MT | 100 | 10 | 575 | Patna, Rahiniduma, Dumuria (GP) |

Major villages under the cluster-Kundapitha-80hhs, Nalabilla-85hhs, Arjunbilla-50hhs, Masinabilla-60hhs, Godadharpur-60hhs, Barabeda-50hhs, Badamasinabilla-45hhs, Sanmasinabilla-30hhs, Nuapada-45hhs, Melan-70hhs.

Major markets around the cluster—Tuesday-Ghatagaon, Saturday-Dhenkikote

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 15 nos. of villagers has been involved in Sal seed collection . 500 households are depending on this activity to sustain their livelihood.

Reason 2: Sal seed collection provides addition income to individual households.

Reason 3: Huge amount of surplus produce is available in the region.

Reason 4: Scope for value addition to the product.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Villagers have skills on collection and drying and processing of Sal seeds.
- Marketing facilities is also available.
- TDCC is there to provide marketing support

Product Cluster Information Sheet

Cluster location: Ghatagaon

BlockName: Ghatagaon

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Terracotta

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 500 | 2 | 80 | Bata harichandanpur |

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 2 nos. of villagers has been involved in Terracotta activity . 80 households are depending on this activity to sustain their livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Harichandanpur **Block Name:** Harichandanpur

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---------------------------|
| Unit | Quantity | | | |
| MT | 16423 | 10 | 450 | Harichandanpur, Thakupada |

Major villages under the cluster-Haridaghat-45hhs,Sialimal-50hhs,Gondadiha-37hhs,Thakurpada-50hhs,Rebanapalaspal-60hhs,Sunapenth-28hhs,Badajamuposi-30hhs,Nadara-36hhs,Jamuda-42hhs,Bhagamunda-60hhs.

Major markets around the cluster—Wednesday-Bhagamunda, Friday Harichandnpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 10 nos. of villagers has been involved in Goat rearing . 450 households are depending on this activity to sustain their livelihood.

Reason 2: It is fulfilling the needs of rural financial crisis at the time of scarcity.

- It gives 4-5 months income to the households.
- Marketable surplus is available.
- There is a negligible expense for goat caring and treatment.
- Maximum households are rearing goat.

Reason 3: It is one time investment and very low amount but benefit is more times.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt.deptt.provides services to the family. Secondly, Marketability facility and market demand is more as it is good variety of goat. HHs have skill for goat rearing.

Product Cluster Information Sheet

Cluster location: Harichandanpur Block Name: Harichandanpur

ITDA Name: Keonjhar

District: Keonjhar

Product / Activity: Sal Leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---------------------------|
| Unit | Quantity | | | |
| MT | 3067 | 18 | 400 | Harichandanpur, Thakupada |

Major villages under the cluster-Haridaghatto-45hhs,Sialimal-50hhs,Gondadiha-37hhs,Thakurpada-50hhs,Rebanapalaspal-60hhs,Sunapenth-28hhs,Badajamuposi-30hhs,Nadara-36hhs,Jamuda-42hhs,Bhagamunda-60hhs.

Major markets around the cluster—Wednesday-Bhagamunda, Friday Harichandnpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 18 nos. of villagers has been involved in Sal leaf collection . 400 households are depending on this activity to sustain their livelihood.

Reason 2: Availability of Raw Material(Sal leaf) is plenty demand for the stitched leaf is very high in the market.

Reason 3 : Sal leaf stching activity and marketing runs throughout the year and provides substantial income to individual household.

Reason 4: Engough scope for value addition to the product

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Harichandanpur

Block Name: Harichandanpur

ITDA Name: Keonjhar

District: Keonjhar

Product / Activity: Sal Seed

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------|
| Unit | Quantity | | | |
| MT | 80 | 10 | 438 | Harichandanpur, Bhanrpur |

Major villages under the cluster-Haridaghat-45hhs,Sialimal-50hhs,Gondadiha-37hhs,Thakurpada-50hhs,Rebanapalaspal-60hhs,Sunapenth-28hhs,Badajamuposi-30hhs,Nadara-36hhs,Jamuda-42hhs,Bhagamunda-60hhs.

Major markets around the cluster—Wednesday-Bhagamunda, Friday Harichandanpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 13 nos. of villagers has been involved in Sal seed collection . 230 households are depending on this activity to sustain their livelihood.

Reason 2: Sal seed collection provides addition income to individual households.

Reason 3: Huge amount of surplus produce is available in the region.

Reason 4: Scope for value addition to the product.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Villagers have skills on collection and drying and processing of Sal seeds.
- Marketing facilities is also available.
- TDCC is there to provide marketing support

Product Cluster Information Sheet

Cluster location: Banspal

Block Name: Banspal

ITDA Name: Keonjhar

District: Keonjhar

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 21000 | 11 | 460 | Banspal, BJP, Suakati |

Major villages under the cluster-Taramakanta—50hhs, Gopapur-45hhs, Balasahi-60-hhs, Singpur-45hhs, Krushnakala-58hhs, Sagapada-70hhs, Jaldiha-40hhs, Champajhar-48hhs, Upper Birikala-60hhs, Tala Birikala-40hhs, Baggoda-40hhs.

Major markets around the cluster—Saturday-Taramakanta, Tuesday-Kanjipani, Thursday-Banspal

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 11 nos. of villagers has been involved in Goat rearing . 460 households are depending on this activity to sustain their livelihood.

Reason 2: It is fulfilling the needs of rural financial crisis at the time of scarcity.

- It gives 4-5 months income to the households.
- Marketable surplus is available.
- There is a negligible expense for goat caring and treatment.
- Maximum households are rearing goat.

Reason 3: It is one time investment and very low amount but benefit is more times.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Banspal

Block Name: Banspal

ITDA Name: Keonjhar

District: Keonjhar

Product / Activity: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 3067 | 11 | 900 | Banspal, BJP, Suakati |

Major villages under the cluster-Taramakanta—50hhs, Gopapur-45hhs, Balasahi-60-hhs, Singpur-45hhs, Krushnakala-58hhs, Sagapada-70hhs, Jaldiha-40hhs, Champajhar-48hhs, Upper Birikala-60hhs, Tala Birikala-40hhs, Baggoda-40hhs.

Major markets around the cluster—Saturday-Taramakanta, Tuesday-Kanjipani, Thursday-Banspal

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: The farmers use old seeds for cultivation in their backyard gardens (1240 hectors). The Govt. Provides hybrid seeds to farmers to increase production and hence better livelihood. (Cultivation area 1523 Hector)

Reason 2: The farmers sell their produce in the local and nearby market. The farmers face difficulty in selling their produce beyond their locality as they lack the know-how and absence of support.

Reason 3: According to traders there is a huge demand for maize in poultry industry and also in Raipur market. In this block, farmers do not remove the seed from the cob. The climate and soil are favourable for maize cultivation in this block.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The district Agriculture department and ITDA have provided hybrid seeds for cultivation to farmers. They also enjoy support from RKVY.

Product Cluster Information Sheet

Cluster location: Banspal

Block Name: Banspal

ITDA Name: Keonjhar

District:Keonjhar

Product / Activity: Niger

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 12 | 12 | 80 | Banspal,BJP |

Major villages under the cluster-Taramakanta—50hhs,Gopapur-45hhs,Balajahi-60-hhs,Singpur-45hhs,Krushnakala-58hhs,Sagapada-70hhs,Jaldiha-40hhs,Champajhar-48hhs,Upper Birikala-60hhs,Tala Birikala-40hhs,Baggoda-40hhs.

Major markets around the cluster—Saturday-Taramakanta,Tuesday-Kanjipani,Thursday-Banspal

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: Niger is a cash crop. About 439 hectores of forestland have been used for Niger cultivation by farmers.

Reason 2:80 farmers are involved in this activity. The farmer gets one month livelihood from this cultivation.

Reason 3: The farmers use old seeds for cultivation hence as a result the yield is very low.

ITDA- CHAMPUA

Product Cluster Information Sheet

Cluster location: Jhampura

Block Name: Jhampura

ITDA Name: Champua

District: Keonjhar

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 14560 | 15 | 568 | Jhampura |

Major villages under the cluster-1.ChakuliAA-13 HHs,Ramachandrapur-5 HHs Sitarampur-7HHs,Hariposi-6HHs,NayaDhanurjayapur-5HHs,Ratanpur-8HHs,Ranipur-8HHs,.BadaDumuria-9HHs,Baliposi-8HHs,Gobindpur-6HHs,Laxmiposi-7HHs,Gondbare-12HHs,Kendua-12HHs.Bhubanpur-7HHs.Baikunthpur-8HHs.Chhelianal-9HHs.Asanpat-15HHS.Badaposi-9HHs.Barua-11HHs. Gidhibas-12HHs

Major markets around the cluster- Wednesday & Saturday-Jhampura, Monday-Rimuli, Friday-Champua, Sunday-Angarapada, Monday- Bamebari.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 15 nos. of villagers has been involved in goat rearing activity. 568 households are depending upon their own livelihood.

Reason 2: It is fulfilling the needs of rural financial crisis at the time of scarcity.

- It gives 4-5 months income to the households.
- Marketable surplus is available.
- There is a negligible expense for goat caring and treatment.
- Maximum households are rearing goat.

Reason 3: It is one time investment and very low amount but benefit is more times.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt.deptt. supports schemes and services to the family. Secondly, Marketability facility and market demand is more as it is good variety of goat.

Product Cluster Information Sheet

Cluster location: Jhampura

Block Name: Jhampura

ITDA Name: Champua

District: Keonjhar

Product / Activity: Tomato

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------|
| Unit | Quantity | | | |
| MT | 3067.5 | 12 | 150 | Chakulia, Baria, Ranipur |

Major villages under the cluster-1. Chakulia-13 HHs, Ramachandrapur-5 HHs, Sitarampur-7 HHs, Hariposi-6 HHs, Naya Dhanurjayapur-5 HHs, Ratanpur-8 HHs, Ranipur-8 HHs, Bada Dumuria-9 HHs, Baliposi-8 HHs, Gobindpur-6 HHs, Laxmiposi-7 HHs, Gondbarei-12 HHs, Kendua-12 HHs, Bhubanpur-7 HHs, Baikunthpur-8 HHs, Chhelianal-9 HHs, Asanpat-15 HHs, Badaposi-9 HHs, Baria-11 HHs, Gidhibas-12 HHs

Major markets around the cluster- Wednesday & Saturday-Jhampura, Monday-Rimuli, Friday-Champua, Sunday-Angarapada, Monday- Bamebari.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 12 nos. of villagers has been involved in Tomato cultivation activity. 150 households are depending upon their own livelihood.

Reason 2: It gives 3 months income to the households

- Maximum Villages are involved to cultivate Tomato.
- Marketable surplus is available for local market demand.

Reason 3: Its investment is very low in comparison to other crops

- Low irrigation facility needs to cultivate.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): NHM support is given to the farmers and traditional skills are existing at farmers for Tomato cultivation and selling.

Product Cluster Information Sheet

Cluster location: Jhampura

Block Name: Jhampura

ITDA Name: Champua

District: Keonjhar

Product / Activity: Cashew

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------|
| Unit | Quantity | | | |
| MT | 14.5 | 14 | 165 | Chakulia, Baria, Ranipur |

Major villages under the cluster-1. Chakulia-13 HHs, Ramachandrapur-5 HHs, Sitarampur-7 HHs, Hariposi-6 HHs, Naya Dhanurjayapur-5 HHs, Ratanpur-8 HHs, Ranipur-8 HHs, Bada Dumuria-9 HHs, Baliposi-8 HHs, Gobindpur-6 HHs, Laxmiposi-7 HHs, Gondbarei-12 HHs, Kendua-12 HHs, Bhubanpur-7 HHs, Baikunthpur-8 HHs, Chhelianal-9 HHs, Asanpat-15 HHs, Badaposi-9 HHs, Baria-11 HHs, Gidhibas-12 HHs

Major markets around the cluster- Wednesday & Saturday-Jhampura, Monday-Rimuli, Friday-Champua, Sunday-Angarapada, Monday- Bamebari.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 14 nos. of villagers has been involved in Cashew cultivation activity. 165 households are depending upon their own livelihood.

Reason 2: Its gives 2 months income to the households.

- Maximum households are involved in Cashew cultivation.

Reason 3: Marketable surplus is available.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): NHM support is given to the farmers and suitable soil is available for growing cashew.

Product Cluster Information Sheet

Cluster location: Jhampura

Block Name: Jhampura

ITDA Name: Champua

District:Keonjhar

Product / Activity: Brinjal

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 18 | 12 | 200 | Jhampura |

Major villages under the cluster-1.ChakuliAA-13 HHs,Ramachandrapur-5 HHs Sitarampur-7HHs,Hariposi-6HHs,NayaDhanurjayapur-5HHs,Ratanpur-8HHs,Ranipur-8HHs,.BadaDumuria-9HHs,Baliposi-8HHs,Gobindpur-6HHs,Laxmiposi-7HHs,Gondbareii-12HHs,Kendua-12HHs.Bhubanpur-7HHs.Baikunthpur-8HHs.Chhelianal-9HHs.Asanpat-15HHS.Badaposi-9HHs.Baria-11HHs. Gidhibas-12HHs

Major markets around the cluster- Wednesday & Saturday-Jhampura, Monday-Rimuli, Friday-Champua, Sunday-Angarapada, Monday- Bamebari.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 12 nos. of villagers has been involved in Brinjal cultivation activity. 200 households are depending upon their own livelihood.

Reason 2: It is long term cultivation.

- Maximum households are involved in Brinjal cultivation.
- Marketable surplus is available in the cluster area.
- It gives 8 months income to the households.

Reason 3: Its market demand is high in the locality.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agriculture department support is given to the farmers. Local markets are available for daily marketing. Traditional skills are existing at farmers.

Product Cluster Information Sheet

Cluster location: Padua

Block Name: Champua

ITDA Name: Champua

District:Keonjhar

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 12340 | 13 | 610 | Padua |

Major villages under the cluster-1.Padua -69 HHs, Baliposi-85HHs,Karanjia-76 hhs,Urth-85hh,Kamsand-60 hhs,Maheswarpur-50-hhs,Mandali-70hhs,Mursuan-65hhs,Khudagadhia-63hhs,Dhanbeni-45hhs,Chimila-45hhs,Bank-40hhsi,Tatulia-67hhs.

Major markets around the cluster-Champua-Friday,Jayanti-Saturaday

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 13 nos. of villagers has been involved in goat rearing activity. 610 households are depending upon their own livelihood.

Reason 2: It is fulfilling the needs of rural financial crisis at the time of scarcity.

- It gives 4-5 months income to the households.
- Marketable surplus is available.
- There is a negligible expense for goat caring and treatment.
- Maximum households are rearing goat.

Reason 3: It is one time investment and very low amount but benefit is more times.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt.deptt.supports schemes and services to the family. Secondly, Marketability facility and market demand is more as it is good variety of goat.

Product Cluster Information Sheet

Cluster location: Champua

Block Name: Champua

ITDA Name: Champua

District:Keonjhar

Product / Activity: Mahul

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1000 | 13 | 800 | Champua |

Major villages under the cluster-1.Padua -69 HHs, Baliposi-85HHs,Karanjia-76 hhs,Urth-85hh,Kamsand-60 hhs,Maheswarpur-50-hhs,Mandali-70hhs,Mursuan-65hhs,Khudagadhia-63hhs,Dhanbeni-45hhs,Chimila-45hhs,Bank-40hhsi,Tatulia-67hhs.

Major markets around the cluster-Champua-Friday,Jayanti-Saturaday

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 13 nos. of villagers has been involved in Mahua collection activity. 800 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Local Markets are exist to procure Mahul.

Product Cluster Information Sheet

Cluster location: Joda

Block Name: Joda

ITDA Name: Champua

District:Keonjhar

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 9823 | 14 | 470 | Joda |

Major villages under the cluster-1. Kamarjoda-20 hhs, Bamebari-43hhs,Kamalpur-35hhs,Bandhabeda-25hhs,Palasa-43hhs,Namira-21hh,Belda-25hh,Uchhballi-32hhs,Hesabeda-35hhs,Deojhar-21hhs,Hundla-20hhs,Sayabali-25hhs,Raika-35hhs,Jhargaon-42hhs,Kalimati-40hhs,

Major markets around the cluster- Kakimati-Monday

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 14 nos. of villagers has been involved in goat rearing activity. 120 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt.deptt. supports schemes and services to the family. Secondly, Marketability facility and market demand is more.

Product Cluster Information Sheet

Cluster location: Joda

Block Name: Joda

ITDA Name: Champua

District: Keonjhar

Product / Activity: Mango

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 100 | 10 | 120 | Joda, Barbil |

Major villages under the cluster-1. Kamarjoda-12 hhs, Bamebari-4hhs, Kamalpur-5hhs, Bandhabeda-5hhs, Palasa-3hhs, Namira-3hh, Belda-5hh, Uchhbali-3hhs, Hesabeda-5hhs, Deojhar-2hhs, Hundla-2hhs, Sayabali-5hhs, Raika-5hhs, Jhargaon-2hhs, Kalimati-4hhs,

Major markets around the cluster- Kalimati- Monday

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 10 nos. of villagers has been involved in Mango collection activity. 120 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): NHM support is provided to the farmers.

ITDA-KARANJIA

Product Cluster Information Sheet

Cluster location: Karanjia

Block Name: Karanjia

ITDA Name: Karanjia

District: Mayurbhanj

Product / Activity: Sal leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 5678 | 12 | 700 | Kendumundi |

Major villages under the cluster-Rasamtala-24hhs,Kuduma-35hhs,Amduma-25hhs,Pakamunda-36hhs,Chanchbani-40hhs,Sarubil-40hhs,Tato-20hhs,Simgaon-26hhs,Miriginadi-25hhs,Mandua-30hhs,Kendumundi-80hhs,purunapani-80hhs, Jhumkakudur-50hhs,

Major markets around the cluster—Thursday-Karanjia,Sunday-Kendumundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 12 nos. of villagers has been involved in Sal leaf stitching activity. 700 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Local Traders are promoting this activity and people have also traditional skills for making plate.

Product Cluster Information Sheet

Cluster location: Kendumundi

Block Name: Karanjia

ITDA Name: Karanjia

District: Mayurbhanj

Product / Activity: Sal Seed

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 565 | 12 | 800 | Kendumundi |

Major villages under the cluster-Rasamtala-24hhs,Kuduma-35hhs,Amduma-25hhs,Pakamunda-36hhs,Chanchbani-40hhs,Sarubil-40hhs,Tato-20hhs,Simgaon-26hhs,Miriginadi-25hhs,Mandua-30hhs,Kendumundi-80hhs,purunapani-80hhs, Jhumkakudur-50hhs,

Major markets around the cluster—Thursday-Karanjia,Sunday-Kendumundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 12 nos. of villagers has been involved in Sal Seed collection activity. 800 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Villagers have skills on collection and drying and processing of Sal seeds. Marketing facilities is also available.

Product Cluster Information Sheet

Cluster location: Thakurmunda

Block Name: Thakurmunda

ITDA Name: Karanjia

District: Mayurbhanj

Product / Activity: Sal Leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------------------|
| Unit | Quantity | | | |
| MT | 2000 | 12 | 600 | Champajhar, Thakurmunda, Satkosia |

Major villages under the cluster-Rasamtala-24hhs,Kuduma-35hhs,Amduma-25hhs,Pakamunda-36hhs,Chanchbani-40hhs,Sarubil-40hhs,Tato-20hhs,Simgaon-26hhs,Miriginadi-25hhs,Mandua-30hhs,Kendumundi-80hhs,purunapani-80hhs, Jhhumkakudur-50hhs,

Major markets around the cluster—Thursday-Karanjia,Sunday-Kendumundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 12 nos. of villagers has been involved in Sal leaf stitching activity. 600 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): There is traditional skill exist and local traders available for trading.

Product Cluster Information Sheet

Cluster location: Thakurmunda

Block Name: Thakurmunda

ITDA Name: Karanjia

District: Mayurbhanj

Product / Activity: Cagzi Lemon

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 15 | 11 | 130 | Thakurmunda |

Major villages:

Basantpur, Bethjhari, Champakpur, Guhaldihi, Jamunalia, Kamdiha, Nipania, Pasandiha, Rug udibeda, Thakurmunda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 11 nos. of villagers has been involved in lemon cultivation activity. 130 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Traditional skills are exist for lemon cultivation.

Product Cluster Information Sheet

Cluster location: Thakurmunda

Block Name: Thakurmunda

ITDA Name: Karanjia

District: Mayurbhanj

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---------------------------------|
| Unit | Quantity | | | |
| MT | 20500 | 20 | 1200 | Thakurmunda,Satkosia,Champajhar |

Major villages:

Basantpur,Bethjhari,Champakpur,Guhaldihi,Jamunalia,Kamdiha,Nipania,Pasandiha,Rug udibeda,Thkurmunda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 20 nos. of villagers has been involved in goat rearing activity. 1200 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt.deptt. supports schemes and services to the family. Secondly, Marketability facility and market demand is more as it is good variety of goat.

Product Cluster Information Sheet

Cluster location: Jasipur

Block Name: Jasipur

ITDA Name: Karanjia

District: Mayurbhanj

Product / Activity: Sal Leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 3750 | 14 | 520 | Jasipur |

Major villages under the cluster-Durdura-40hhs,Podagarh-36hhs,Matiagarh-40hhs,Itamundi-25hhs,Moudi-32hhs,Khaladi-15hhs,Handipuhan-23hhs,Chainnebda-4hhs,Angarpada-13hhs,Tangabilla-14hhs.

Major markets around the cluster—Tuesday-Jasipur, Tangabilla-Friday,Chainnebda-Thursday, Friday- Durdura&Bansnali, Saturday- Angarpada

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 14 nos. of villagers has been involved in Sal Leaf plate making activity. 520 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): There is traditional skills for Khali stitching and local traders are available.

Product Cluster Information Sheet

Cluster location: Jasipur

Block Name: Jasipur

ITDA Name: Karanjia

District: Mayurbhanj

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 18100 | 11 | 850 | Jasipur |

Major villages under the cluster-Durdura-40hhs,Podagarh-36hhs,Matiagarh-40hhs,Itamundi-35hhs,Moudi-32hhs,Khaladi-25hhs,Handipuhan-23hhs,Chainnebda-14hhs,Angarpada-53hhs,Tangabilla-14hhs.

Major markets around the cluster—Tuesday-Jasipur, Tangabilla-Friday,Chainnebda-Thursday, Friday- Durdura&Bansnali, Saturday- Angarpada

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 11 nos. of villagers has been involved in goat rearing activity. 850 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt.deptt.supports schemes and services to the family. Secondly, Marketability facility and market demand is more as it is good variety of goat.

Product Cluster Information Sheet

Cluster location: Jasipur

Block Name: Jasipur

ITDA Name: Karanjia

District: Mayurbhnaj

Product / Activity: Sal Seed

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 250 | 25 | 200 | Jasipur |

Major villages under the cluster-Durdura-40hhs,Podagarh-36hhs,Matiagarh-40hhs,Itamundi-35hhs,Moudi-32hhs,Khaladi-25hhs,Handipuhan-23hhs,Chainnebda-14hhs,Angarpada-53hhs,Tangabilla-14hhs.

Major markets around the cluster—Tuesday-Jasipur, Tangabilla-Friday,Chainnebda-Thursday, Friday- Durdura&Bansnali, Saturday- Angarpada

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 25 nos. of villagers has been involved in Sal seed collection activity. 200 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Traditional skills have existed with processing and local trading centre available.

Product Cluster Information Sheet

Cluster location: Raisuan

Block Name: Raisuan

ITDA Name: Karanjia

District: Mayurbhanj

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 18763 | 15 | 450 | Raisuan |

Major Villages:

Bhanjbeda,jhumukapal,KhuntapadaTilusahi,Banakati,denua,Kendu,kusumbandi,Nanduburi,Tangurisahi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 15 nos. of villagers has been involved in goat rearing activity. 450 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt.deptt.supports schemes and services to the family. Secondly, Marketability facility and market demand is more.

Product Cluster Information Sheet

Cluster location: Sukruli

Block Name: Sukruli

ITDA Name: Karanjia

District: Mayurbhanj

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 12840 | 11 | 460 | Kumbhirda, Keshana |

Major villages under the cluster- Keshana-35hhs, Arjunbilla-45hhs, Kethghari-48hhs, Kasipal-45hhs, Kumbhirda-65hhs, Uttarposi-56hhs, Adipur-65hhs, Silimaposi-35hhs, Sialigothani-55hhs, Ghikhali-50hhs, Khiching-49hhs

Major markets around the cluster- Uttarposi- Tuesday, Indpur-Saturday, Sukruli-Friday, Gallusahi-Wednesday, Singada-Monday, Bhamarposi-Thursday.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 11 nos. of villagers has been involved in goat rearing activity. 460 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Govt.deptt.provides services to the family. Secondly, Marketability facility and market demand is more as it is good variety of goat.

Product Cluster Information Sheet

Cluster location: Sukruli

Block Name: Sukruli

ITDA Name: Karanjia

District: Mayurbhanj

Product / Activity: Stone Carving

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Numbers | 6000 | 3 | 90 | Sukuril |

Major Villages:

Pandarsil, Sarubali, Sukuril.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 3 nos. of villagers has been involved in stone carving activity. 90 households are depending upon their own livelihood.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Adequate raw materials have available. There is traditional skills for stone carving and marketing facility at khiching

ITDA-JEYPORE

Product Cluster Information Sheet

Cluster location:Jeypore

Block Name: Jeypore

ITDA Name: Jeypore

District: Koraput

Product: - Paddy:

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 3042 | 21 | 480 | Tankua |

Major Villages:

Ambaguda, Anta, Balia, Badajunia, Bariniput, Tankua, Jayantgiri, Gadapadar, Kanga, Jamunda, Kaligaon, Kumuliput, Randapali, Umuri, Mokaput, Dimula, Jaganathpur, Mohaliput, Panasput, Ekamba, Dangarchinchi

Major markets:

Jeypore,

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: This block receives irrigation facility from Kolab Hydro-Power Project.

Reason 2: In this block the land is of low and medium type so the people cultivate paddy which requires this type of land for cultivation.

Reason 3: 480 households of 21 villages are involved in this cultivation, which gives 3042 MT of surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is a mandi for purchasing of paddy by TDCC. A rice mill has been set up there for processing. The agriculture Department provides technical support.

Product Cluster Information Sheet

Cluster location :Machkund

Block Name: Jeypore

ITDA Name: Jeypore

District: Koraput

Product: - Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 80 | 14 | 450 | Panaspur Cluster |

Major Villages:

Kebidi,Balia,Badajunia,Bariniput,Tankua,Jayantgiri,Gadapadar,Kanga,Jamunda,Kaligaon, KumuliputRandapaliUmuri,MokaputDimula,Jaganathpur,Mohaliput,Dangarchinchi

Major markets:

Jeypore

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:Tamarind trees are found in abundance in every village.

Reason 2:It is being supplied to Andhra Pradesh at low cost & it provides an additional income to the people.

Reason 3:450 households of 14 villages are involved in tamarind collection which gives 80 MT of surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

OFSDP is there to support, cluster approach also initiated by APTICO, Infrastructure also provided by OFSDP. The product can be sold in A.P. Market.

Product Cluster Information Sheet

Cluster location : Jeyapore

Block Name: Jeypore

ITDA Name: Jeypore

District: Koraput

Product: - Siali leaf

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 30 | 22 | 375 | Kanga |

Major Villages:

Kebidi, Balia, Badajunia, Bariniput, Tankua, Jayantgiri, Gadapadar, Kanga, Jamunda, Kaligaon, Kumuliput, Randapali, Umuri, Mokaput, Dimula, Jaganathpur, Mohaliput, Dangarchinchi

Major markets:

Jeypore

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Product potential is very high.

Reason 2: More than 80% of households are involved in this activity.

Reason 3: It provides 2 months livelihood support to the community.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Many PVT stakeholders are providing support for promotion of the activities.

Product Cluster Information Sheet

Cluster location:Kotpad

Block Name:Kotpad

ITDA Name: Jeypore

District: Koraput

Product: - Paddy

Activity: Paddy cultivation

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 700 | 18 | 480 | Kotpad |

Major Villages:

Batasona, Gurali, Chitra, Ghumar, Kusumi, Sargiguda, Bhansuli, Bobeya, Dhamanhandi, Girla, Gumuda, Sadamang, Bijapali, Kuagaon, Charmula, Chattarla, Jamunahandi, Narahandi, Khudi gaon

Major markets:

Jadalpur, kotpad.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: This block receives irrigation facility from the Kolab Hydro-Power project.

Reason 2: The land in this block is of low and medium type so the people cultivate paddy which requires this type of land for cultivation.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is a Mandi for purchasing of paddy by TDCC. A rice mill has been set up for processing. Agriculture department is there for technical support.

Product Cluster Information Sheet

Cluster Location: Kotpad

Block Name: Kotpad

ITDA Name: Jeypore

District: Koraput

Product: Tamarind

Activity: Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| MT | 60 | 6 | 250 | B.Singpur |

Major Villages:

Gurali,Chitra,Ghumar,Kusumi,Sargiguda,Dhamanhandi,Girla,

Major markets:

Jadapur,kotpad

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income for Households):

Reason 1:Tamarind trees are found in abundance in every village.

Reason 2 :It is being supplied to Andhra at low cost & it provides an additional income to the people.

Reason 3:250 households og 6 villages are involved in tamarind collection.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

OFSDP is there to support, cluster approach also initiated by APTICO, Infrastructure also provided by OFSDP. The product can be sold in A.P. Market.

Product Cluster Information Sheet

Cluster location: Mirigansahee

Block Name: Kotpad

ITDA Name: Jeypore

District: Koraput

Product: - Handloom

Activity:

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------------------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Piece | As per market demand | 1 | 60 | Bhansuli |

Major markets:

Jadapur,kotpad

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1:Mirgan weavers are renowned for their breathtakingly beautiful and rare products.

Reason 2: Their speciality is the use of the beautiful vegetable dyed yarn on the border and anchal of their products.

Reason 3:60 households are involved in handloom collection .which has a demand in outside the state.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is a co-operative society for support. There is high demand in the market for this product. The people possess traditional skills.

Product Cluster Information Sheet

Cluster location: Girla

Block Name: Kotpad

ITDA Name: Jeypore

District: Koraput

Product: - Sal seeds

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 30 | 4 | 60 | Guali |

Major Villages:

Sargiguda, Dhamanhandi, Porchia, Khudigaon

Major markets:

Jadapur, kotpad

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 60 households from 4 villages are involved in Sal seed collection.

Reason 2: It is sold in the local market and in exhibitions.

Reason 3: 60 households of 4 villages are involved in sal seed collection.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Support from SGSY scheme to SHGs and market support by ORMAS.

Product Cluster Information Sheet

Cluster location: Girla

Block Name: Kotpad

ITDA Name: Jeypore

District: Koraput

Product: - Bamboo craft

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|---------------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Piece | As per demand | 3 | 20 | Kotpad |

Major villages:

Ghumar, Chitra, Bobeya

Major markets:

Jadalpur, kotpad

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Local artisans have skillfully used traditional techniques with innovative designs as per demand.

Reason 2: Sold in local market and exhibitions.

Reason 3: 20 households of 3 villages are involved in Bamboo craft.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Support from SGSY scheme to SHGs and market support by ORMAS. People are skilled.

Product Cluster Information Sheet

Cluster location: Girla

Block Name: Kotpad

ITDA Name: Jeypore

District: Koraput

Product: - Terracotta

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Piece | 350 | 1 | 50 | Kotpad |

Major markets:

Jadapur, kotpad

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Local artisans have skillfully used traditional techniques with innovative designs as per demand.

Reason 2: Sold in local market and exhibitions.

Reason 3: 50 households of 1 villages are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Support from SGSY scheme to SHGs and market support by ORMAS. People are skilled.

Product Cluster Information Sheet

Cluster location: Girla

Block Name: Kotpad

ITDA Name: Jeypore

District: Koraput

Product: - Aul cultivation

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1 | 1 | 70 | Kotpad |

Major markets:

Jadapur, kotpad

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 70 households from a village involved in Aul cultivation.

Reason 2: Sold in local market and exhibitions.

Reason 3: 70 households are involved in aul-cultivation.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Support from SGSY scheme to SHGs and market support by ORMAS. People are skilled.

Product Cluster Information Sheet

Cluster location: Kundra

Block Name: Kundra

ITDA Name: Jeypore

District: Koraput

Product: - Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 650 | 12 | 450 | Asana |

Major Villages:

Bagderi, Dudurugunda, Buribhata, Goligud, Jeeragud, Jhilligaon, Heruguda, Kerimiti, Mosigam, Raniguda, Digapur, Bhusungguda

Major markets:

Jadalpur, kotpad

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Irrigation facility is available from the Kolab Hydro -Power project.

Reason 2: The land is suitable for paddy cultivation as it is the lowland type with good irrigation facility, so people are involved in paddy cultivation.

Reason 3

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is a Mandi for purchasing of paddy by TDCC, a rice mill has been set up for processing. Agri.Dept provides technical support and supply of HYV seeds.

Product Cluster Information Sheet

Cluster location: Kundra

Block Name: Kundra

ITDA Name: Jeypore

District: Koraput

Product: - Ragi

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2500 | 14 | 400 | Bandhuguda |

Major Villages:

Bagderi, Dudurugunda, Buribhata, Goligud, Jeeragud, Jhilligaon, Heruguda, Kerimiti, Mosigam, Raniguda, Digapur, Bhusungguda

Major markets:

Kundra, Jeypore, Borighuma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 4050 ha. cultivated.

Reason 2: There is good irrigation facility suitable for ragi cultivation.

Reason 3: 400 households of 14 villages are involved in this cultivation, which gives 2500 MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Agriculture department and NFSM is providing support for enhancement of the product. Ragi is highly demanded in local market and people have the skill for ragi cultivation.

Product Cluster Information Sheet

Cluster location:Kundra

Block Name: Kundra

ITDA Name: Jeypore

District: Koraput

Product: - Maize

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 3 | 120 | Jahapadara |

Major villages:

Ghumar, Bagderi, Mosigaon

Major markets:

Kundra, Jeypore, Borighuma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Seed is easily available locally and through Govt. certified seed center.

• 40% farmers are cultivating maize.

Reason 2: Agriculture Dept. is promoting hybrid quality maize to increase production per hector.

Reason 3: 120 households of 3 villages are involved in maize cultivation which gives 50MT of surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- There is Favorable climate and soil for Maize cultivation in this block.
- Entire production is not easily sold in the local and nearby markets.
- There is a huge demand for domestic usage as well as in Poultry farms.

The RKVY receives support from AGRI and ITDA Dept. for Maize productivity enhancement.

Product Cluster Information Sheet

Cluster location:Kundra

Block Name: Kundra

ITDA Name: Jeypore

District: Koraput

Product: - Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 11 | 400 | Kerimit |

Major Villages:

Kaliguda,Nuaguda,Bagderi,Dudurugunda,Buribhata,Goligud,Jeeragud,Jhilligaon,Heruguda, ,Raniguda,Digapur,Bhusungguda

Major markets:

Kundra,Jeypore,Borighuma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:Seed is easily available locally and through Govt. certified seed centers.

- 40% farmers are cultivating maize in their fields.

Reason 2: Agriculture Dept. has promoted hybrid quality maize to increase the yield per hectore.

Reason 3:400 households of 11 villages are involved in tamarind collection.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- There is Favorable climate and soil for Maize cultivation in this block.
- Entire production is not easily sold in the local and nearby markets.
- There is a huge demand for domestic usage as well as in Poultry farms.

The RKVY receives support from AGRI and ITDA Dept. for Maize productivity enhancement.

Product Cluster Information Sheet

Cluster location: Borigumma

Block Name: Borigumma

ITDA Name: Jeypore

District: Koraput

Product: - Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 560 | 12 | 800 | Anchala |

Major Villages:

Bijapur, Gumuda, Kamara, Hordoli, Champapadar, Kamta, Mohuli, Prajapatraput, Nuaguda, Pradhaniput, Pokanaguda, Kathargada

Major markets:

Kundra, Jeypore, Borighuma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Irrigation facilities available.

Reason 2: Due to the land being of low land type people cultivate paddy.

Reason 3: 800 households of 12 villages are involved in this activity, which gives 560MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The Agriculture department provides support and supplies certified seeds. Door-step market is available at the best price. People have traditional skill for paddy cultivation.

Product Cluster Information Sheet

Cluster location: Borigumma

Block Name: Borigumma

ITDA Name: Jeypore

District: Koraput

Product: - Maize

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 5000 | 12 | 450 | Bijapur |

Major Villages:

Gumuda, Kamara, Hordoli, Champapadar, Kamta, Mohuli, Prajapatraput, Nuaguda, Pradhani put, Pokanaguda, Kathargada

Major markets:

Kundra, Jeypore, Borigumma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Seed is easily available locally and through Govt. certified seed centers.

Reason 2: Agriculture

D

- There is a huge demand for domestic usage as well as in Poultry farms.

Product Cluster Information Sheet

Cluster location: Borigumma

Block Name: Borigumma

ITDA Name: Jeypore

District: Koraput

Product: - Charseed

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Quintal | 50 | 7 | 200 | Kathagada |

Major villages:

Nuaguda, Pradhaniput, Pokanaguda, Kathargada, Chilamandi, Mankidittal

Major markets:

Kundra, Jeypore, Borighuma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Available in 7 villages and sold in the local market.

Reason 2: 140 HHs involved in collection of char seed which is sold in the local market at low cost.

Reason 3:

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

OFSDP supports promotion. Initiation provided by APTICO Ltd. AP is the best market for char seeds.

Product Cluster Information Sheet

Cluster location: Borigumma

Block Name: Borigumma

ITDA Name: Jeypore

District: Koraput

Product: - Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Quintal | 80 | 7 | 110 | Kathagada |

Major villages:

Nuaguda, Pradhaniput, Pokanaguda, Kathargada, Chilamandi, Mankidittal

Major markets:

Kundra, Jeypore, Borighuma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Available in 7 villages and sold in the local market.

Reason 2: 110 HHs from 7 villages are involved in collection of char seed which is sold in the local market at low cost.

Reason 3: 80Qtl is the marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

OFSDP supports promotion. Initiation provided by APTICO Ltd. AP is the best market for char seeds.

Product Cluster Information Sheet

Cluster location: Baipariguda

Block Name: Baipariguda

ITDA Name: Jeypore

District: Koraput

Product: - Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 150 | 19 | 400 | Ramgiri |

Major villages:

Chipakar,Doraguda,Dandabadi,Haldikund,Kathapada,Tentuligumma,Naikguda,Apuduguda,Kendupada,,Batriput,Goudaguda

Major markets:

Kundra,Jeypore,Borighuma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: There are tamarind trees in every village.

Reason 2: Tamarind seeds are sold to Andhra traders at low price.

Reason 3: 400 house holds of 19 villages are involved in tamarind collection which gives 150MT of marketbale surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Already a small cluster is existing by OFSDP and initiated by APTICO Ltd.Tamarind has a greater demand in the nearest AP Market.

Product Cluster Information Sheet

Cluster location: Baipariguda

Block Name: Baipariguda

ITDA Name: Jeypore

District: Koraput

Product: Ragi

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 3000 | 15 | 300 | Gupteswar |

Major villages:

Mahuli, Kharaguda, Doraguda, Guma, Kathapada, Bhejapali, Barangpali, Kenduguda

Major markets:

Kundra, Jeypore, Borighuma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 8100 ha cultivated.

Reason 2: The climate and land suitable for ragi cultivation.

Reason 3: 300 households of 15 villages are involved in this cultivation, which gives 3000MT of surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The Agriculture department is running schemes to support Ragi production. There is a high demand for Ragi in the local market. The land is also suitable for Ragi cultivation.

Product Cluster Information Sheet

Cluster location: Baipariguda

Block Name: Baipariguda

ITDA Name: Jeypore

District: Koraput

Product: - Nizer

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 60 | 12 | 450 | Goilkunda |

Major villages:

Chipkar,Deuli,Kellar,Mahuli,Kharaguda,Doraguda,Guma,,Kathapada,Bhejapali,Barangpali,Kenduguda

Major markets:

Kundra,Jeypore,Borighuma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Farmers are still cultivating using traditional practices for personal consumption as well as commerce.

Reason 2:Sold to traders at low price.

Reason 3:450 households of 12 villages are involved in this cultivation which gives 60MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Nizercultivation is being promoted by the agriculture department under ATMA programmes.As it is a cash crop people adapted largely. The demand is high in near market and the climate and land is suitable for nizer cultivation

Product Cluster Information Sheet

Cluster location: Baipariguda

Block Name: Baipariguda

ITDA Name: Jeypore

District: Koraput

Product: - Groundnut

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 20 | 30 | 450 | Mahuli |

Major Villages:

Chipakar, Doraguda, Dandabadi, Haldikund, Kathapada, Tentuligumma, Naikguda, Apuduguda, Kendupada,, Batriput, Goudaguda, Guma, Gupteswar, Dangsarada, satapadar, Kerubai

Major markets:

Kundra, Jeypore, Borighuma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: This low-cost, energy-rich grain, groundnut to increase the frequency and quantity of intake to achieve nutritionally secured for tribal people.

Reason 2: Enhance the sustainable crop production due to inherent advantage of legumes in the cropping system like soil health improvement, low external input addition, atmospheric nitrogen fixation by beneficial micro organisms and reduced soil and environmental pollution

Reason 3: 450 households of 30 villages are involved in this activity which gives 20MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Agriculture dept. is supporting upscaling of Groundnut cultivation through ATMA programme.

Product Cluster Information Sheet

Cluster location: Baipariguda

Block Name: Baipariguda

ITDA Name: Jeypore

District: Koraput

Product: - Maize

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 150 | 10 | 180 | Gupteswar |

Major Villages:

Chipakar,Doraguda,Dandabadi,Haldikund,Kathapada,Tentuligumma,Naikguda,Apuduguda,Kendupada,,Batriput,Goudaguda,Guma,Gupteswar,Dangsarada,satapadar, Kerubai

Major markets:

Kundra,Jeypore,Borighuma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 HH from 40 Villages involved in collection of product.

Reason 2:Forest Department is promoting this commodity.

Reason 3:Enhance the sustainable crop production due to inherent advantage of legumes in the cropping system like soil health improvement, low external input addition, atmospheric nitrogen fixation by beneficial micro organisms and reduced soil and environmental pollution

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support from OFSDP for collection of sal seeds as it gives extra income to people. There is high demand in the market.

Product Cluster Information Sheet

Cluster location: Baipariguda

Block Name: Baipariguda

ITDA Name: Jeypore

District: Koraput

Product: - Salseeds

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 250 | 15 | 200 | Gupteswar |

Major villages:

Chipkar,Deuli,Kellar,Mahuli,Kharaguda,Doraguda,Guma,,Kathapada,Bhejapali,Barangpali,Kenduguda

Major markets:

Kundra,Jeypore,Borighuma

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 HH from 40 Villages involved in collection of this product.

Reason 2:Forest Department is promoting this commodity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support from OFSDP for collection of sal seeds as it gives extra income to people. There is high demand for this commodity in the market.

ITDA-MALKANGIRI

Product Cluster Information Sheet

Cluster Location: Malkangiri

Block Name: Malkangiri

ITDA Name: Malkangiri

District: Malkangiri

Product: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 21 | 800 | Padmagiri |

Major villages:

Sindrimal, Kukudaguda, Bandhuguda, Gangala, Jharapai, pandripani, Sanyasiguda, Doraguda Sorapali, Pedakuda, Boilpari, Dariguda, Marakapal, Goudaguda, Kotameta, Siripai

Major markets:

Malaknigiri .

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: About 800 house-holds are involved in Mahua collection.

Reason 2: It has a huge demand in Andhra Pradesh.

Reason 3: 800 households of 21 villages are involved in Mahua collection which gives surplus of 500MT.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills.

Product Cluster Information Sheet

Cluster location: Padmagiri

Block Name: Malkangiri

ITDA Name: Malkangiri

District: Malkangiri

Product:-Tal

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 10 | 200 | Padmagiri |

Major villages:

Odupa,Gangala,Jharapai,,Pedakuda,Boilpari,Dariguda,Marakapal,Goudaguda,Kotameta,S iripai

Major markets:

Malaknigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:30% families have own trees.

Reason 2 :Surplus product wasted.

Reason 3: 200 households of 10 villages are involved in this cultivation which gives 10MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc)

In the nearest Andhra market there is heavy demand for Tal jaggery.

Product Cluster Information Sheet

Cluster location: Malkangiri

Block Name: Malkangiri

ITDA Name: Malkangiri

District: Malkangiri

Product: - Groundnut

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 41 | 12 | 300 | MV-42 cluster, |

Major Villages:

MV-8,MV-1,Thakurpali,Gangeijhal,Godipali,Tamasa,Sorapali,Doriguda,Champakhari

Major markets:

Malaknigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:45% (2786 hector) of the land is used for ground nut cultivation.

Reason 2: Oil mill is there, Agri. Department support with HYV seeds .

Reason 3:300 households of 12 villages are involved in this cultivation ,which gives 41MT of surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

People have traditional skills of extracting oil from ground nut. ORMAS is there to provide support.

Product Cluster Information Sheet

Cluster location: Kumbharguda

Block Name: Malkangiri

ITDA Name: Malkangiri

District: Malkangiri

Product:-Terracotta

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|---------------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Pices | As per demand | 2 | 105 | Thapaguda cluster. |

Major markets:

Malaknigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 105 households are involved in this activity.

Reason 2:The products are sold in exhibitions.

Reason 3: 105 households of 2 villages are involved in this traditional business.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There are schemes by ORMAS and PMGSRY respectively for development. People have their own skills.

Product Cluster Information Sheet

Cluster location: Bataguda

Block Name: Malkangiri

ITDA Name: Malkangiri

District: Malkangiri

Product:-Bamboo craft

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|---------------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| Pices | As per demand | 2 | 50 | Bhaluguda cluster, Pandiripani,Biralaxmipur,gangala, Jharpalli,Odupa.(GP) |

Major markets:

Malaknigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:50 households from 2 villages are involved.

Reason2:The product is sold in the weekly market.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There are schemes by ORMAS and PMGSRY respectively for development. People have their own skills which is used for increasing promotion of activities

Product Cluster Information Sheet

Cluster location: Korkunda

Block Name: Korkunda

ITDA Name: Malkangiri

District: Malkangiri

Product:-Siali Leaf

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qtl | 200 | 15 | 400 | Chitrakonda |

Major villages:

Badili,Doraguda,Dudameta,Madanpali,Nuaguda,Taralakota,Tumusapali,Sikhapali,Madap ali

Major markets:

Korkunda,Malkanigiri,

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:400 HHs of 15Villages are involved in collection of Siali leaf.

Reason 2: There is a huge demand for this product in Andhra Pradesh.

Reason 3:400 households of 15 villages are involved in this collection .which has a huge demand in and out side of the state.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is a scheme by PMGSRY in DRDA and ORMAS is there to support the scheme. Andhra is the nearest market for the product and local NGOs are there to support.

Product Cluster Information Sheet

Cluster location: Korkunda

Block Name: Korkunda

ITDA Name: Malkangiri

District: Malkangiri

Product:-Mahua

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 400 | 20 | 350 | Matapaka |

Major villages:

Badili,Doraguda,Dudameta,Madanpali,Nuaguda,Taralakota,Tumusapali,Sikhapali,Madapali,Kawada,Guntawada, Tandapali,Mariwada,Duraguda

Major markets:

Korkunda,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:50% families are involved in collecting Mahua.

Reason 2:It is being sold to Andhra at low cost.

Reason 3: 350 households of 20 villages are involved in this acitivity which gives a 400 MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is scope for cluster marketing for MAhua as there is a high demand in Andhra.

Product Cluster Information Sheet

Cluster location: Korkunda

Block Name: Korkunda

ITDA Name: Malkangiri

District: Malkangiri

Product: -Groundnut

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 120 | 14 | 500 | Badili |

Major villages:

Chalanguda, Chitapali, Sikhapali, Dudameta, Gorakhata, Kawada, Simitapali, MV-128, MV-96, MV-34, Poteral

Major markets:

Korkunda, Malkangiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 60% (7165 hectares) of land cultivated.

Reason 2: An Oil mill has been set up in this block. Agriculture Department supports with HYV seeds.

Reason 3: 500 households of 14 villages are involved in this activity which gives 120MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

People have traditional skills to extract oil from ground nut. ORMAS is there to support; ATMA schemes also existing there.

Product Cluster Information Sheet

Cluster location: Korkunda

Block Name: Korkunda

ITDA Name: Malkangiri

District: Malkangiri

Product: -Turmeric

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 20 | 10 | 100 | Chitrakonda |

Major villages:

Chalanguda,Chitapali,Sikhapali,Dudameta,Gorakhata,Kawada,Simitapali,MV-128,MV-96,MV-34,Poteral

Major markets:

Korkunda,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 100 families involved. It has medicinal usage.

Reason2:Product sold in Andhra Pradesh.

Reason 3:100 households of 10 villages are involved in this activity ,which gives 20Mt of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

ORMAS is there to provide support. TDCC is in charge of getting the product grounded and marketing it. Nearest market is Andhra Pradesh.

Product Cluster Information Sheet

Cluster location: Sikhapali

Block Name: Korkunda

ITDA Name: Malkangiri

District: Malkangiri

Product:-Terracotta

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|---------------|-----------------|---------------------|--------------------------|
| Unit | Quantity | | | |
| Pieces | As per demand | 2 | 50 | Punagudacluster, Badili, |

Major markets:

Korkunda,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 50 households from 2 villages are involved.

Reason2:Product sold in exhibition.

Reason 3:50 households of 2 villages are involved in this activity .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There are schemes by ORMAS and PMGSRY for development. People have their own skills.

Product Cluster Information Sheet

Cluster location: Mathili

Block Name: Mathili

ITDA Name: Malkangiri

District: Malkangiri

Product: -Mahua

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|-----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 5/6 truck | 24 | 1500 | Kartanpalli cluster, |

Major Villages:

Kiango, Kusumi, Durkaguda, Nayakguda, Chalanguda, Salimi, Laxmanguda, Dalpatiguda, Bhej aguda, Kiang, Kutunupali, Dhungiaput, Chaulamendi, Meeca,, Mahuapadar, Temurupali

Major markets:

Korkunda, Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1500 house-holds from 24 villages are involved in Mahua collection.

Reason 2: There is a huge demand in Andhra Pradesh for Mahua.

Reason 3: 1500 households of 24 villages are involved in this activity, which gives 5-6 Trucks of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

It is used in making local wine. But it has a wider usage in Andhra and hence, in great demand.

Product Cluster Information Sheet

Cluster location: Mathili

Block Name: Mathili

ITDA Name: Malkangiri

District: Malkangiri

Product:-Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 400 | 12 | 500 | Kiang cluster |

Major Villages:

Chedango, Durkaguda, Nayakguda, Chalanguda, Salimi, Laxmanguda, Dalpatiguda, Bhejaguda, Kiang, Kutunupali, Dhungiaput, Chaulamendi, Meeca,, Mahuapadar, Temurupali

Major markets:

Mathili, Malkangiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 60% families involved.

Reason 2: It is being supplied to Andhra at low cost.

Reason 3: 500 households of 12 villages are involved in this activity, which gives 400MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is great scope for deseeded tamarind and people have semi skill for deseeding, Mission Shakti and ORMAS provide support.

Product Cluster Information Sheet

Cluster location: Mathili

Block Name: Mathili

ITDA Name: Malkangiri

District: Malkangiri

Product:-Sal seed

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 15 | 30 | 400 | Mahupadar |

Major Villages:

Kiango, Kusumi, Durkaguda, Nayakguda, Chalanguda, Salimi, Laxmanguda, Dalpatiguda, Bhej aguda, Kiang, Kutunupali, Dhungiaput, Chaulamendi, Meeca, emurupali

Major markets:

Mathili, Malkangiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: The Sal tree flowers every alternate year. In a village 10 to 20 house-holds collect Sal seed from the forest.

Reason 2: Each house- hold collects about 20 kg each, which is sold to traders.

Reason 3: 400 households of 15 villages are involved in this activity, which gives 15MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Sal seed is sold in weekly market and it is in high demand in A.P.

Product Cluster Information Sheet

Cluster location: Mahupadar

Block Name: Mathili

ITDA Name: Malkangiri

District: Malkangiri

Product:-Jhuna

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2 | 10 | 50 | Bhejaguda |

Major Villages:

Kiango,Kusumi,Durkaguda,Nayakguda,Chalanguda,Salimi,Laxmanguda,Dalpatiguda,,Kiang,Kutunupali,Dhungiaput

Major markets:

Mathili,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 50 families involved.

Reason 2:50 households of 10 villages are involved in this activity which gives 2MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

People have traditional skill for collection of Jhuna which is sold in the local weekly market.

Product Cluster Information Sheet

Cluster location: Kalimela

Block Name: Kalimela

ITDA Name: Malkangiri

District: Malkangiri

Product:-Tal

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2 truck | 10 | 200 | Kangurkonda |

Major Villages:

Bodigetta,Chintawada,Girkanpalli,Gumuka,Koimelta,Lugel,Tigal,Tilseri,Venkatpatana

Major markets:

Kalimela,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 households own tal trees and it gives additional income.

Reason 2: It is sold only before reaching maturity. After maturation the tals are wasted.

Reason 3:200 households of 10 villages are involved in this activity ,which gives 2 trucks of MT tal for marketablesurplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The mature product can be used for preparation of Jaggery . Scheme support is available from RajyaTalaGudaSamabayaSamitee,BBSR.

Product Cluster Information Sheet

Cluster location: Kalimela

Block Name: Kalimela

ITDA Name: Malkangiri

District: Malkangiri

Product:-Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 12 | 500 | Phulguda |

Major villages:

Bodigetta,Chintawada,Girkanpalli,Gumuka,Koimelta,Lugel,Tigal,Kalirella,Gumuka,Mank armunda

Major markets:

Mathili,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 60% families involved.

Reason 2:It is being supplied to A.P at a cheap rate.

Reason 3:500 households of 12 villages are involved in this activity ,which gives 10MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is scope for deseeded tamarind and people are semi-skilled in deseeding. Mission Shakti and ORMAS are providing support.

Product Cluster Information Sheet

Cluster location: Kalimela

Block Name: Kalimela

ITDA Name: Malkangiri

District: Malkangiri

Product:-Groundnut

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 18 | 16 | 500 | Kalirella |

Major Villages:

Chintalwada,Budijata,Karunana,Maharajpali,nalgunthiGumuka,Koimelta,Lugel,Tigal,Kalirella,Gumuka

Major markets:

Mathili,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:60%(7165 hectares) of land cultivated.

Reason 2: An oil mill has been set up in this block. Agri. Department supports with HYV seeds.

Reason 3: 500 households of 16 villages are involved in this activity which gives 18 MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

People are skilled in extracting oil from ground- nut in the traditional way. ORMAS provides support; ATMA schemes also existing there.

Product Cluster Information Sheet

Cluster location: Narangpalli

Block Name: Kalimela

ITDA Name: Malkangiri

District: Malkangiri

Product:-Terracotta

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|---------------|-----------------|---------------------|-----------------------------|
| Unit | Quantity | | | |
| Pieces | As per demand | 2 | 105 | Phulgudacluster, Bodigetta, |

Major markets:

Mathili,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 70 families involved.

Reason 2:Product sold in exhibition.

Reason 3:105 households of 2 villages are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There are schemes by ORMAS and PMGSRY for development. People have their own skills.

Product Cluster Information Sheet

Cluster location: Phulguda

Block Name: Kalimela

ITDA Name: Malkangiri

District: Malkangiri

Product: -Bamboo craft

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|---------------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| pices | As per demand | 2 | 50 | Koimelta,Lugel |

Major Villages:

Koimelta,Lugei

Major markets:

Mathili,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 50house-holds involved.

Reason 2:2 units are present.

Reason 3:50 households of 2 villages are involved in this traditional work.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Podia

Block Nam: Podia

ITDA Name: Malkangiri

District: Malkangiri

Product: -Tal

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2truck | 10 | 200 | Mottu cluster |

Major villages:

Bopanpalli, Bhubanpalli, Matteru, Niliguda, Kaldipai, Phusugul, Siraibanch, Kunchapadar, Al ma, Nuruguda, Nandiwada,

Major markets:

Podla ,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 households own tal trees.

Reason 2: Tals are consumed only locally.

Reason 3: 200 households of 10 villages are involved in this activity which gives minimum 2trucks of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is a scheme for Tal palm in RAJYA TAL GUDA SEVA SAMABAYA SAMITI.

Product Cluster Information Sheet

Cluster location: Podia

Block Name: Podia

ITDA Name: Malkangiri

District: Malkangiri

Product: -Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 21 | 21 | 500 | Alma |

Major villages:

Tandabari, Mottu, MV111, Bopanpalli, Bhubanpalli, Matteru, Niliguda, Kaldipai, Phusugul, Sir aibanch, Kunchapadar, Alma, Nuruguda, Nandiwada

Major markets:

Podla ,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 60% families involved.

Reason2: Supply to Andhra at low cost.

Reason 3: 500 households of 21villages are involved in this activity ,which gives 21MT of surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is scope for deseeded tamarind and people are semi-skilled in deseeding. Mission Shakti and ORMAS provide support.

Product Cluster Information Sheet

Cluster location: Podia

Block Name: Podia

ITDA Name: Malkangiri

District: Malkangiri

Product: -Mahua

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 75 | 10 | 200 | Materu |

Major villages:

Tandabari, Mottu, MV111, Bopanpalli, Bhubanpalli, Matteru, Niliguda, Kaldipai, Phusugul, Sir aibanch, Kunchapadar, Alma, Nuruguda, Nandiwada

Major markets:

Podla ,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 families are involved in collection of Mahua flowers.

Reason2: The Tamarind purchased by Andhra traders at low cost.

Reason 3: 200 households of 10 villages are involved in this activity ,which gives minimum 75MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

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Product Cluster Information Sheet

Cluster location:Khairput

Block Name: Khairput

ITDA Name: Malkangiri

District: Malkangiri

Product: -Mahua

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|-----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 5/6 truck | 20 | 1500 | Andrahal cluster |

Major villages:

Govibdpalli,Kadamguda,Mudulipoda,Podaghat,Rasbeda,Bodudural,Baliamba,Dabajuda, Dangarpadar,Hantalguda,Jhadiguda,Anguruguda,Benganpai

Major markets:

Podla ,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1500 house- holds are involved in mahua collection.

Reason2:It has a huge demand in Andhra Pradesh.

Reason 3:1500 households of 20 villages are involved in this activity ,which gives minimum 5-6 trucks of Mahua.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The local traders purchase at a low price and sell in A.P. at higher price. So far nobody has taken any initiative for marketing the product.

Product Cluster Information Sheet

Cluster location:Khairput

Block Name: Khairput

ITDA Name: Malkangiri

District: Malkangiri

Product: -Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 14 | 15 | 500 | Bonda hills cluster. |

Major villages:

Mudulipoda, Podaghat, Rasbeda, Bodudural, Baliamba, Dabajuda, Dangarpadar, Hantalguda, Jhadiguda, Anguruguda, Benganpai

Major markets:

Podla, Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 60% families involved.

Reason2:Supply to Andhra at low cost.

Reason 3:500 households of 15 villages are involved in this activity ,which gives 14MT marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is scope for deseeded tamarind and people are semi- skilled in deseeding. Mission Shakti and ORMAS provide support.

Product Cluster Information Sheet

Cluster location: Top Banda hills

Block Name: Khairput

ITDA Name: Malkangiri

District: Malkangiri

Product: -Hillbroom

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qntl | 150 | 10 | 200 | Kadamguda |

Major villages:

Rasbeda, Bodudural, Baliamba, Hantalguda, Jhadiguda, Anguruguda, Benganpai, Dabajuda, D angarpadar

Major markets:

Podla ,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 families are involved in this process.

Reason2:Product is sold in the local market at a low price.

Reason 3:200 households of 10 villages are involved in this activity ,which gives 150Qtl of Hillbrooms.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The Bonda development Agency provides support. People are semi- skilled in broom-binding.

Product Cluster Information Sheet

Cluster location:Khairput

Block Name: Khairput

ITDA Name: Malkangiri

District: Malkangiri

Product: -Siali leaf

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 300 | 16 | 500 | Bondahills cluster, |

Major villages:

Rasbeda,Bodudural,Baliamba,Dabajuda,Dangarpadar,Hantalguda,Jhadiguda,Anguruguda,Benganpai

Major markets:

Khalput,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 60% of families collect siali.

Reason2:The product is sold only in the local market at low price.

Reason 3:500 households of 16 villages are involved in this activity,which gives 300MT surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

ORMAS is running a scheme. There is high demand in Andhra Market .Local NGOs also provide support.

Product Cluster Information Sheet

Cluster location:Khairput

Block Name: Khairput

ITDA Name: Malkangiri

District: Malkangiri

Product: -Bamboo Craft

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------------|
| Unit | Quantity | | | |
| | | 2 | 50 | Kusguda cluster, Kadamguda, |

Major Villages:

Kusguda,Kadamguda

Major markets:

Khalput,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 60 house-holds involved.

Reason 2:2 units are present.

Reason 3:50 households are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

People are skilled in bamboo- craft.

Product Cluster Information Sheet

Cluster location:K.Guma

Block Name: K.Guma

ITDA Name: Malkangiri

District: Malkangiri

Product: -Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 12 | 500 | Panasput |

Major villages:

Badapada,Jodamaba,Nakamamudi,relegeda,Somanathpur,Andrapali,Baliguda,Arlipada, Dabuguda

Major market:

K.Gumma,,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:500 villagers own tamarind trees.

Reason2:There is a huge demand in Andhra Pradesh.

Reason 3:500 households of 12 villages are involved in this activity ,which gives 50MT of surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is scope for deseeded tamarind and people are semi- skilled in deseeding. Mission Shakti and ORMAS provide support.

Product Cluster Information Sheet

Cluster location:K.Guma

Block Name: K.Guma

ITDA Name: Malkangiri

District: Malkangiri

Product: -Mahua

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 10 | 1500 | Nakamamudi |

Major villages:

Darguda,Chilapari,Chutapari,Gotiguda,Jodamba,Dadapadar

Major market:

K.Gumma,,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 80% families collect Mahua.

Reason2:It is being supplied to Andhra at low cost.

Reason 3:1500 househods of 10 villages rae highly involved in this activity

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: K.Guma

Block Name: K.Guma

ITDA Name: Malkangiri

District: Malkangiri

Product: -Hillbroom

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qntl | 135 | 10 | 200 | Badapada |

Major villages:

Darguda, Chilapari, Chutapari, Gotiguda, Jodamba, Dadapadar, Panasput, Baliguda, Kudmulbumma

Major market:

K.Gumma,,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 families are involved in this process.

Reason 2: 200 household of 10 villages are involved in this activity which gives 135 Qtl of surplus.

Reason 3: Which has a huge demand in the market..

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location:K.Guma

Block Name: K.Guma

ITDA Name: Malkangiri

District: Malkangiri

Product: -Turmeric

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 20 | 10 | 100 families | Andrapali |

Major villages:

Badapada,Jodamaba,Nakamamudi,relegeda,Somanathpur, Baliguda,Arlipada,Dabuguda

Major market:

K.Gumma,,Malkanigiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 100 families involved. It has medicinal usage.

Reason2:Product sold to Andhra.

Reason 3:10 villages are highly involved in this collection which gives 20MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

A turmeric processing mill should be set up with the help of ORMAS.

ITDA-PARALAKHEMUNDI

Product Cluster Information Sheet

Cluster Location: Chandragiri

Block Name: Mohana

ITDA Name: Paralakhemundi

District: Gajapati

Product: Maize

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 80 | 18 | 600 | Chandipur, Labarsing |

Major Villages: Suluba, Jirang, Govindpur, Kamalapur, Burupada, Krushnapur, Rankuda, Sinkulipadar, Kerakhal, Dengama, Ghaibali, Sitapali, Barigaon, Mahibila, Baliaganda, Sitapur, Damapur

Major market:

Berhampur, Mohana, Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Maize cultivated in 3100 hec. of land through RKVY scheme. Agriculture Dept. has promoted hybrid quality maize to increase the yield per hectore. The RKVY provides support to AGRI and ITDA Dept. for Maize productivity enhancement. Income to each household is 15 to 20 thousand.

Reason 2: Agriculture Dept. has promoted hybrid quality maize to increase the yield per hectore. RKVY provides support to AGRI and ITDA Dept. for Maize productivity enhancement.

Reason 3: Maize cultivated in 3100 hec. of land through RKVY scheme.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Market yard at Luhaguri, Maize cultivation supported by NGO-SACAL (Chandragiri) Scheme support by RKVY and ATMA etc. nearest wholesale market Berhampur.

Product Cluster Information Sheet

Cluster location: Mohana

Block Name: Mohana

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 23 | 300 | Ladruma |

Major Villages: Chakulipadar,Raikama,paniganda,Mandimera,Lepaguda,Betarsing, Anlaguda,Hidikima,Dhepalanju,Raipanka,Bhaliaguda(A),Kamiliguda,Solaguda,Gergedi, Luburu,Budhanil,Suluba,Jirang ,Sinkulipadar,Kerakhal,Dengama ,baliaganda,Sitapur, Damapur

Major market:

Mohana,Paralakhemundi, Berhampur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: All villages have Tamarind tress and 63 SHG involved in Tamarind processing .

Reason2: OFSDP is working to promote this product.

Reason 3: 300 households of 23villages are involved in this activity ,which gives 10MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support by OFSDP; Cluster initiated by forest department; skill training by MART for desilting and packing; and Infrastructure already provided by the Forest department.

Product Cluster Information Sheet

Cluster location: Mohana

Block Name: Mohana

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Mango

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 12 | 600 | Chandragiri |

Major Villages: Antaraba, Chandiput, luhagudi, Chudangapur, damadua, labalsingh, Kamalapur, Luburu, ada, Yubagaon, Jirango, Kerakhal, Govindpur

Major market:

Berhampur, Mohana, Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Abundantly available and sold in near market,

Reason 2: Horticulture. Dept and NGO SACAL support plantation.

Reason 3: 600 households of 12 villages are involved in this activity which gives 10MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support by NHM. Berhampur is known as the biggest mango market in Odisha.

Product Cluster Information Sheet

Cluster location: Mohana

Block Name: Mohana

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 30 | 5 | 600 | Adava |

Major Villages: Delikut,alingagda, Chudangapur,Manimera,Pindigi

Major market:

Mohana,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1:Agricultue Dept.is promoting this product with the support of RKVY.

Reason2: Dal processing unit supported by ORMAS.

Reason 3:600 householdsof 5 villages are highly involved in this activity,which gives 30MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Traditionally the people are cultivating in Bagada land and sold to the local trader of Podamari at a low price.There is a scheme at ORMAS for Dal processing unit.

Product Cluster Information Sheet

Cluster location: R.Udayagiri

Block Nam: R.Udayagiri

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Maize

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 90 | 18 | 400 | Ramgiri |

Major Villages: Thumango, Jhadapada, phatachanchada, Mangarajpur, kakili, Kamalapur, Tiligaon, Panasdiha, kamaladiha, Abarsing, Karanjasahi, Kurudaamba, Laxmipur, Boldaguma, Sundurba, Bastriguda, Simiri, Anukumpa

Major market:

Ramgiri, R.Udayagiri, Berhampur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: • Seed is easily available locally and through Govt. certified seed centres. 70% farmers are cultivating maize in the back-yard gardens of 400 houses and also in cultivation fields.

Reason 2: Agriculture Dept. has promoted hybrid quality maize to increase the yield per hectore. RKVY provides support to AGRI and ITDA Dept. for Maize productivity enhancement.

Reason 3: Maize cultivated in 3100 hec .of land through RKVY scheme.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Market yard at Luhaguri, Maize cultivation supported by NGO-SACAL (Chandragiri) Scheme support by RKVY and ATMA etc. nearest wholesale market Berhampur.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support by RKVY, Initiative by ATMA and NGO Surakhya, Market yard constructed by RMC at Luhaguri, Cultivating skill with people .

Product Cluster Information Sheet

Cluster location: R.Udayagiri

Block Name: R.Udayagiri

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Pineapple

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 8 | 350 | Mangarajpur |

Major Villages: Ramgiri, Abarsing, Kimlingo, Antarba, Saralapadar, Chadeipada, Phatachanchada, Kandulsahi

Major market:

R.Udayagiri,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:• There is favorable climate and soil for cultivation in block.
• There is a huge demand

Reason 2: People are traditionally cultivating pineapple.

Reason 3:

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Cultivating skill with people. Scheme support by NHM. Door- step market for pineapple.

Product Cluster Information Sheet

Cluster location: R.Udayagiri

Block Name: R.Udayagiri

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 20 | 25 | 500 | Anukumpa |

Major Villages: Thumango, Jhadapada, phatachanchada, Mangarajpur, kakili, Kamalapur, Tiligaon, Panasdiha, kamaladiha, Abarsing, Karanjasahi, Kurudaamba, Laxmipur, Boldaguma, Sundurba, Bastriguda, Simiri, Saralapadar, Bhaliagonda, Salunki, Pariveta, Tarabha

Major market:

R.Udayagiri, Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Agriculture Dept. is working for promotion with the support of RKVY,

Reason 2: Dal processing unit supported by ORMAS.

Reason 3: 500 households of 25 villages are involved in this activity, which gives 20MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support by ORMAS and RKVY. People have traditional skill for Arhar cultivation. There is a huge demand in local market. Traders collect from the farmers door-step.

Product Cluster Information Sheet

Cluster location: R.Udayagiri

Block Name: R.Udayagiri

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Mango

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|----------------------------|
| Unit | Quantity | | | |
| MT | 2 | 12 | 250 | Ramgiri,Subha,mangarajpur, |

Major Villages: Ramgiri, Abarsing, Kimlingo, Antarba, Saralapadar, Chadeipada, Phatachanchada, Kandulsahi,Bastriguda,Luhangar

Major market:

R.Udayagiri,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 250 households are involved in this cultivation.

Reason 2: 12villeges are highly involved in this activity which gives 2MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support from NHM; WADI programme from NABARD; Initiative by NGO Margadarshi. Nearest market is at Berhampur.

Product Cluster Information Sheet

Cluster location: R.Udayagiri

Block Name: R.Udayagiri

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Cashew

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 20 | 1200 | Pathachanhcda |

Major Villages: Thumango,Jhadapada,phatachanchada,Mangarajpur,kakili,Kamalapur, Tiligaon,Panasdiha,kamaladiha,Abarsing,Karanjasahi,Kurudaamba,Laxmipur,Bastriguda ,Simiri,Saralapadar,Bhaliagonda,Salunki,Pariveta,Tarabha.

Major market:

R.Udagiri,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: Horticulture Dept.promoted Cashew plantations in hilly areas. Tribes are more dependent on this product as it is a CASH CROP and less labour intensive.

Reason 2: Cashew processing units closeby. People plant cashew in forest area and forest department is also providing support for trading.

Reason 3:1200 households of 20 villages are involved in this cultivation ,which gives 50MT of marketablesurplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

NHM and forest department support cashew cultivation.The cashew marketed at door step. Some NGOs like SWWS and Surakhya support cashew plantation. People have traditional skill for cashew planting and plucking.

Product Cluster Information Sheet

Cluster location: Nuagada

Block Name: Nuagada

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Maize

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 80 | 11 | 450 | Khajuripada |

Major Villages: Titising, Badapada, Atarsing, Pariveta, Nuagada, Souri, Khaparabad, Tarabha, Parimal, Sunderbad

Major market:

Nuagada, R. Udayagiri

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: • Seed is easily available locally and through Govt. certified seed centre. The 70% farmers are cultivating maize in the back-yard gardens of 16299 houses and also in cultivation fields.

• It is favorable climate and soil for Maize cultivation in block.

Reason 2: Agriculture Dept. has promoted hybrid quality maize to increase the yield per hector. The RKVY gives support to AGRI and ITDA Dept. for Maize productivity enhancement.

Reason 3: 450 households of 11 villages are highly involved in maize cultivation, which gives 80MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support by RKVY, Initiative by ATMA and NGO Surakhya, Market yard constructed by RMC at Luhaguri, Cultivating skill with people.

Product Cluster Information Sheet

Cluster location: Nuagada

Block Name: Nuagada

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Cashew

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 80 | 24 | 530 | Chadeipada |

Major Villages:

Kirama,kerldanga,Anuguru,jangolo,Rungdul,Kunduru,Titisingh,Jhulasahi,Doghria,Raghu jhul,Rajamba,Munising,Rageising,Souri,Tunderi,Kerdang,Bailapadar,Rangamunda,Satara,Paikantarada,Paleri,Dagulgud,Manikpur,Janapada,Tarabanga

Major market:

Nuagada,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: Horticulture Deptt.promoted Cashew plantations in hilly areas. Tribes are more dependent on this product as it is a CASH CROP and less labor intensive.

Reason2:ORMAS support Cashew processing unit (boil).

Reason 3:530 households of 24villages are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

NHM and forest department supports for cashew cultivation.The cashew marketed at door step. Some NGOs like SWWS and Surakhya supportes cashew plantation,People have traditional skill for cashew planting and plucking.

Product Cluster Information Sheet

Cluster location: Nuagada

Block Name: Nuagada

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 20 | 25 | 500 | P.Antarada |

Major Villages:

Kirama,kerldanga,Anuguru,jangolo,Rungdul,Kunduru,Titisingh,Jhulasahi,Doghria,Raghu jhul,Rajamba,Munising,Rageising,Souri,Tunderi,Kerdang,Bailapadar,Rangamunda,Satar a,Paikantarada,Paleri,Dagulgud,Manikpur,Janapada,Tarabanga

Major market:

Nuagada,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Agriculture Dept. is promoting the product with the support of RKVY,

Reason 2:Dal processing unit supported by ORMAS

Reason 3:500 households of 25 villages are involved in this activity ,which gives 20 MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): .Scheme support by ORMAS and RKVY,People have traditional skill for Arhar cultivation. There is a huge demand in local market,Traders collect the product from the farmers' doorstep.

Product Cluster Information Sheet

Cluster location: Nuagada

Block Name: Nuagada

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Hill broom

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 5 | 14 | 150 | Kerdang |

Major Villages:

Rajamba, Munising, Rageising, Souri, Tunderi, Kerdang, Bailapadar, Rangamunda, Satara, Paikantarada, Paleri, Dagulgud, Manikpur

Major market:

Nuagada,,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 2 Panchayats have hill-Broom which are supplied to Andhra traders at a low price. About 400qtl.hill- broom collected by people of above panchayats.

Reason 2: ORMAS promoted cluster.

Reason 3: 150 households of 14 villages are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

OFSDP support hill-broom business. NGOs like CCD and ADS initiates broom-binding. People have traditional skill for broom-binding.

Product Cluster Information Sheet

Cluster location:Mandalasahi

Block Name: Rayagada

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Pineapple

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 19 | 400 | Dambalo |

Major Villages: Jeeva, gangabala,laba, Putta,

Major market:

Rayagada,,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: •There is favorable climate and soil for cultivation in this block. There is a huge demand. Fruit yards work to promote this fruit.

Reason 2:4 panchayats involved in pineapple cultivation. One unit is running at Damal G.P. by SHG members for Juice preparation and selling @ 26/ litter to OMFED.

Reason 3:

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Support from ORMAS and Horticulture department for HYV. Market yard by RMC. Initiative by NGO CCD and skill training given by CCD.

Product Cluster Information Sheet

Cluster location: Rayagada

Block Name: Rayagada

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Cashew

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 90 | 15 | 530 | Sanatundi |

Major Villages:

Marlava, Gandahathi, Tumbo, Koinpur, Laxmipur, Jirango, Narayanpur, Badatundi, Rugeising, Karadasing, Jirang, Kerandi

Major market:

Nuagada,,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Horticulture Dept.promotes Cashew plantation in hilly areas. Tribes are more dependent on this product as it is a CASH CROP and less labor intensive.

Reason 2:ORMAS supported Cashew processing unit(boil).

Reason 3:**Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):**

NHM and forest department support cashew cultivation.The cashew is marketed door-to-door. Some NGOs like CCD support cashew plantation. People have traditional skill for cashew planting and plucking.

Product Cluster Information Sheet

Cluster location: Rayagada

Block Name: Rayagada

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Maize

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 70 | 20 | 550 | Sanatundi |

Major Villages:

Marlava, Gandahathi, Tumbo, Koinpur, Laxmipur, Jirango, Narayanpur, Badatundi, Rugeising, Karadasing, Jirang, Kerandi

Major market:

Nuagada,,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Re Reason 1: • Seed is easily available in locally and through Govt.certified seed centre. 70% farmers are cultivating maize in the back-yard gardens of 16299 houses and also in cultivation fields.

- There is favorable climate and soil for Maize cultivation in this block.
- Entire production is not easily sold in the local and nearby markets.
- There is a huge demand in the domestic market as well as in Poultry farms.

Reason2: Agriculture Dept. has promoted hybrid quality maize to increase the yield per hector. The RKVY provides support to AGRI and ITDA Dept. for Maize productivity enhancement.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Scheme support by RKVY. Initiative by ATMA and NGO Surakhya. Market yard constructed by RMC at Luhaguri. Cultivating skill with people

Product Cluster Information Sheet

Cluster location: Kainpur

Block Name: Rayagada

ITDA Name: Paralakhemundi

District: Gajapati

Product:-Jackfruit

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2 | 14 | 300 | Ganagabada |

Major Villages:

Gandahathi, Tumbo, Koinpur, Laxmipur, Jirango, Narayanpur, Badatundi, Rugeising, Karadasing, Jirang, Kerandi

Major market:

Nuagada,,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: Jack fruits available in all panchayats and sent out of the area by local traders. In two Panchayats palm jaggery produced and sold in local market.

Reason2: Jack-fruits abundantly available in forest area and people own the trees.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

During season Jack fruits supplied to Cuttack, Bhubaneswar and Berhampur market. Forest department initiates plantation of jackfruit trees as it gives income to tribal people.

Product Cluster Information Sheet

Cluster location: Gumma

Block Name: Gumma

ITDA Name: Paralakhemundi

District: Gajapati

Product: -Cashew

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 98 | 21 | 350 | Seranga |

Major Villages:

Talatahajang, Uppertahajang, Badakalokote, Sanakolakote, bhubuni, Tumula, Tubursing, Bitising, Arli, Sukei, Sanadang, Kindang, Tidasing, Gaiba, Potturu, Munising, Marrynagar, Jyeda, Atnada, Dukeising

Major market:

Gumma,,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1:All panchayats involved in cashew production. 3Cashew processing units also supplement the activity.

Reason2:ORMAS & ITDA supported Cashew(BOIL)) processing unit. Tribes are more dependent on this product as it is a CASH CROP and less labor intensive.

Reason 3:

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Godowns provided by OTELP, Forest department and by NGOs like CCD and ADS.

Market at door-step, People has skill for cashew trading as well as support from forest department.

Product Cluster Information Sheet

Cluster location: Gumma

Block Name: Gumma

ITDA Name: Paralakhemundi

District: Gajapati

Product: -Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 12 | 430 | Tumula |

Major Villages: Talatahajang, Uppertahajang, Badakalokote, Sanakolakote, bhubuni, Bitising, Tidasing, Gaiba, Potturu, Munising, Marrynagar, Jyeda, Atnada, Dukeising

Major market:

Gumma,,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: All villages have Tamarind tress and 60 SHGSinvolved in Tamarind processing.

Reason 2:OTELP provides Tamarind Cake packing machine.

Reason 3:450 households of 12 villages are involed in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support from OFSDP. Forest department godown. In high demand in Andhra mar

Product Cluster Information Sheet

Cluster location: Gumma

Block Name: Gumma

ITDA Name: Paralakhemundi

District: Gajapati

Product: -Jackfruit

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 25 | 300 | Bhubuni |

Major Villages:

Talatahajang, Uppertahajang, Badakalokote, Sanakolakote, bhubuni, Tumula, Tubursing, Bitising, Arli, Sukei, Sanadang, Kindang, Tidasing, Gaiba, Potturu, Munising, Marrynagar, Jyeda, Atnada, Dukeising

Major market:

Gumma,,Paralakhemundi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Jack fruit available in all panchayats. It is sold out of the area by local traders in lowest price. In two panchayats palm jaggery produced and sold in local market.

Reason 2: Jack fruits available in abundance in the forest area and people own the trees.

Reason 3: 300 households of 25 villages are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

During season Jack fruits are supplied to Cuttack, Bhubaneswar and Berhampur market. Forest department initiates plantation of jackfruit tree as it gives income to tribal people.

ITDA-KORAPUT

Product Cluster Information Sheet

Cluster Location: Laxmipur

Block Name: Laxmipur

ITDA Name: Koraput

District: Koraput

Product: Turmeric

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 17 | 200 | Toyaput |

Major Villages:

Ambaguda, Ledriguda, Kundar, Kakiriguma, Kusumguda, Champi, Goudaguda, Jhodikonda, Upperkutinga, Minapai, Ludiput, Bhitarguda, Biriguda, Kenduada,

Major Market:

Koraput, Laxmipur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: About 200 households from 17 villages are involved in turmeric cultivation.

Reason 2: DSMS has a processing unit.

Reason 3: 50MT is the marketable surplus, which has a huge demand in the market.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

NHM supports with HYV seeds, mission Shakti and ORMAS supported Infrastructure. TDCC has set up a processing unit and is also marketing the finished product.

Product Cluster Information Sheet

Cluster locatio :Laxmipur

Block Name: Laxmipur

ITDA Name: : Koraput

District: : Koraput

Product:-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 13 | 400 | Panchada |

Major Villages:

Balingi,Ambaguda,Ledriguda,Kundar,Kakiriguma,Kusumguda,Champi,Goudaguda,Jhodi konda,Upperkutinga,Minapai,Ludiput,Bhitarguda,Biriguda,Kenduada,

Major Market:

Koraput,Laxmipur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: About 400 house-holds from 13 villages involved in Arhar cultivation.

Reason 2 : There are Dal processing units of Mission Shakti and ORMAS.

Reason 3:50 MT is the marketable surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There are dal processing units of Mission shakti and DSMS. Already 6 to 8 SHGs arealso involved in processing.

Product Cluster Information Sheet

Cluster location: Toyaput

Block Name: Laxmipur

ITDA Name: Koraput

District: Koraput

Product:-Sialileaf

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 13 | 240 | Champi |

Major Villages:

Tunapur,Burja,Balingi,Ambaguda,Kakiriguma,Goudaguda,Jhodikonda,Upperkutinga,Minapai,Ludiput,Bhitarguda,Biriguda,

Major Market:

Koraput,Laxmipur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:2 GPs involved. 240 households are involved in collection of siali leaf .

Reason 2:1000kg sold in weekly market at Kakiriguma every week.

Reason 3:Due to presence of high forest area .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Mission Shakti has plans to establish leaf plate making machines. OFSDP provides collective marketing support. Cluster approach initiated by APTICO Ltd. Siali leaf demand is very high at the nearest market, Visakhapatnam AP.

Product Cluster Information Sheet

Cluster location:Laxmipur

Block Name:Laxmipur

ITDA Name: Koraput

District: Koraput

Product:-Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 70 | 15 | 550 | Talakutinga |

Major Villages:

Badakuting,raniguda,Rekhapadar,Balingi,Ambaguda,Kakiriguma,Goudaguda,Jhodikonda ,Upperkutinga,Minapai,Ludiput,Bhitarguda,Biriguda,

Major Market:

Koraput,Laxmipur,Rayagada

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:There are tamarind trees in each and every village.

Reason 2:Tamarindis being supplied to A.P at low cost. It gives additional income to people.

Reason 3:550 households of 15 villages are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support is provided by OFSDP. Cluster initiated by forest department. APTICO Ltd. provides training for desilting and packing. And infrastructure is being provided by the Forest Department.

Product Cluster Information Sheet

Cluster location: Laxmipur

Block Nam:Laxmipur

ITDA Name: Koraput

District: Koraput

Product:-Hillbroom

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 20 | 15 | 300 | Lalchua |

Major Villages:

Champi,Tunapur,akiriguma,Goudaguda,Jhodikonda,Upperkutinga,Minapai,Ludiput,Bhit arguda,Biriguda,Kutakajhola

Major Market:

Koraput,Laxmipur, Rayagada

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: About 300 families involved.

Reason 2:TDCC has a storage facility in this block.

Reason 3:20MT is the marketable surplus .which has a huge demand in the market.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

TDCC has a processing unit and is marketing the product. The people are skilled in broom binding. And there is high demand in the nearby Andhra market.

Product Cluster Information Sheet

Cluster location : Laxmipur

Block Name:Laxmipur

ITDA Name: Koraput

District: Koraput

Product: -Ginger

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 60 | 15 | 200 | Kusumguda |

Major Villages:

Balingi,Ambaguda,Ledriguda,Kundar,Kakiriguma,Kusumguda,Champi,Goudaguda,Jhodi konda,Upperkutinga,Minapai,Ludiput,Bhitarguda,Biriguda,Kenduada,

Major Market:

Koraput,Laxmipur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:60% families involved in 7 GPs.

Reason 2:TDCC provides marketing support.

Reason 3:200 households of 15 villages are involved in this cultivation .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Laxmipur ginger is in high demand in Cuttack market because the product is grown in red soil and is organic. The climate is suitable for ginger cultivation. The NHM provides HYV seeds and is promoting up scaling of cultivation.

Product Cluster Information Sheet

Cluster location: Bandhugaon

Block Nam: Bandhugaon

ITDA Name: Koraput

District: Koraput

Product:-Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 60 | 13 | 350 | Jaguguda |

Major Villages:

Kanagam, Kutrabada, Sodabadi, K.Gurusahi, B.gurusahi, Kotaguda, Leding, Kuntesu, Antamada, Yesada, Yelengbasa, Ramjiput, Patring

Major Market:

Laxmipur, Parvatipuram(AP)

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: About 350 households own tamarind trees. It can also be found in the forest.

Reason 2: It is being supplied to Andhra at low cost & gives additional income to people.

Reason 3: 60MT of marketable surplus is available .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support is being provided by OFSDP. Cluster initiated by forest department. APTICO Ltd. provides training for desilting and packing. And Infrastructure is being provided already by forest department.

Product Cluster Information Sheet

Cluster location: Bandhugaon

Block Nam: Bandhugaon

ITDA Name: Koraput

District: Koraput

Product:-Jawar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 80 | 13 | 350 | Neelabadi |

Major Villages:

Pedalwada,Almonda,Garidi,Kanagam,Kutrabada,Sodabadi,K.Gurusahi,B.gurusahi,Yesada ,Yelengbasa,Ramjiput,Patring

Major Market:

Laxmipur, Parvatipuram(AP)

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:About 350 house-holds from 13 villages are involved in jawar cultivation.

Reason 2:It being supplied to Andhra at low cost & gives additional income to people

Reason 3:80 MT is the marketable surplus is available in this area.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Jawar is largely cultivated by the tribals on the hills and marketed at Parvatipur .

Product Cluster Information Sheet

Cluster location: Bandhugaon

Block Name: Bandhugaon

ITDA Name: Koraput

District: Koraput

Product:-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 14 | 450 | Almonda |

Major Villages:

Pedalwada, Garidi, Kanagam, Kutrabada, Sodabadi, K. Gurusahi, B. gurusahi, Yesada, Yelengba sa, Ramjiput, Patring

Major Market:

Laxmipur, Parvatipuram(AP)

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: About 1500 hector of land under Arhar cultivation and 450HHs involved.

Reason 2: Local people do not consume but sells to local traders.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is a proposal for establishing dal processing unit by Mission shakti and DSMS. Supply to schools is the best market for Arhar.

Product Cluster Information Sheet

Cluster location: Bandhugaon

Block Name: Bandhugaon

ITDA Name: Koraput

District: Koraput

Product:- Lemongrass

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 9 | 85 | Jaguguda |

Major Villages:

Kutrabeda, Pedalwada, Garidi, Kanagam,, Sodabadi, K.Gurusahi, B.gurusahi, Yesada, Yelengbasa

Major Market:

Laxmipur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Lemon-grass cultivation is increasing gradually.

Reason 2: Due to it being a cash crop and high market demand, presently 800hec.land under cultivation.

Reason 3: 85 households of 9 villages are actively involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Lemon grass oil is highly demanded in Andhra Pradesh. Lemon grass cultivation is increasing day by day. The grass cultivation is initiated by Andhra people.

Product Cluster Information Sheet

Cluster location: Bandhugaon

Block Name: Bandhugaon

ITDA Name: Koraput

District: Koraput

Product:- Drumstick

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 80 | 15 | 350 | Kutrabeda |

Major Villages:

Pedalwada, Garidi, Kanagam, Sodabadi, K. Gurusahi, B. gurusahi, Yesada, Yelengbasa, Ramjiput, Patring, Ginjikhhal, KuPakhal

Major Market:

Laxmipur, Parvatipuram(AP)

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Every family has drumstick trees and the market demand is high.

Reason 2: The product sold at Parvatipur market at low price.

Reason 3: 350 households of 15 villages are highly involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Drumstick is available in abundance and it is marketed in Parvatipur. It is available throughout the year.

Product Cluster Information Sheet

Cluster location: Narayanpatna

Block Name: Narayanpatna

ITDA Name: Koraput

District: Koraput

Product:-Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 14 | 600 | Tentulipadar |

Major Villages:

Balipeta,Borigi,Langalbeda,Khumbari,Pipalpadar,Pindamali,Karadpai,Podapadar,Tingan apud,Nachikabairangi,Kadrakabairangi,Lenga,Kambibalsa,Kelubadi

Major Market:

Laxmipur, Parvatipuram(AP)

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:About 600 Households are having their own tamarind trees.

Reason 2:It is being supplied to Andhra at low cost & it gives additional income to people

Reason 3:14 villages are highly involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support by OFSDP; Cluster initiated by forest department; skill training by APTICO Ltd for desilting and packing and Infrastructure already provided by forest department

Product Cluster Information Sheet

Cluster location: Narayanpatna

Block Name: Narayanpatna

ITDA Name: Koraput

District: Koraput

Product:- Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 13 | 350 | Podapadar |

Major Villages:

Karkaitiki, Nadimitiki, Jamadavalsa, Pongapalur, Gorkhajhola, Kaspabalsa, Balipeta, Borigi, Langalbeda, Khumbari, Pipalpadar, Pindamali, Karadpai

Major Market:

Laxmipur, Parvatipuram (AP)

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 60% villages involved in Arhar cultivation.

Reason 2: There is a Dal processing unit established by Mission shakti.

Reason 3: 350 households of 13 villages are highly involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support by Mission shakti and ORMAS. Infrastructure by DRDA.

Product Cluster Information Sheet

Cluster location: Narayanpatna

Block Name: Narayanpatna

ITDA Name: Koraput

District: Koraput

Product:-Lemongrass

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 55 | 10 | 100 | Khumabari |

Major Villages:

Balipeta,Borigi,Langalbeda,Khumbari,Pipalpadar,Pindamali,Karadpai,Podapadar,Tingan aput,

Major Market:

Laxmipur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Lemon grass cultivation is increasing gradually.

Reason 2:Due to it being a cash crop and high market demand, at present 800hec.land under cultivation.

Reason 3: 100 households of 10 villages are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Lemon grass oil is highly demanded in Andhra Pradesh. Lemon grass cultivation is increasing day by day.The grass cultivation is initiated by Andhra people.

Product Cluster Information Sheet

Cluster location: Narayanpatna

Block Name: Narayanpatna

ITDA Name: Koraput

District: Koraput

Product:-Hillbroom

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 14 | 500 | Bijaghati |

Major Villages:

Balipeta,Borigi,Langalbeda,Khumbari,Pipalpadar,Pindamali,Karadpai,Podapadar,Tingan apud,,Lenga,Kambibalsa,Kelubadi

Major Market:

Laxmipur, Parvatipuram(AP)

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1: Available in abundance in the forest areas and about 500 families involved in collection.

Reason2:DSMS has set up a processing unit.

Reason 3:14 villages are highly involved in this collection.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

TDCC has a processing unit and is also marketing the product. The people are skilled in broom binding. It is highly demanded in near- by Andhra market for its good quality.

Product Cluster Information Sheet

Cluster location: Dasmantpur

Block Name:Dasmantpur

ITDA Name: Koraput

District: Koraput

Product:-Niger

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 30 | 10 | 200 | Khajuriput |

Major Villages:

Duarsubni,Lulla,A.Malkangiri,Murkar,Kartas,K.Janiguda,Rautaput,Chinganipari,Chakili,Bagiribeda

Major Market:

Laxmipur, Dasmantpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason1:50% families involved in cultivation.

Reason2:It is being supplied to Andhra at low cost & it gives additional income to people.

Reason 3:200 households of 10 villages are involved in this cultivation .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Traditionally the villagers cultivate Niger. Agriculture dept. is providing support to enhance production. There is a strong market for Niger at A.P.

Product Cluster Information Sheet

Cluster location: Dasmantpur

Block Name: Dasmantpur

ITDA Name: Koraput

District: Koraput

Product:-Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 40 | 12 | 500 | Chema |

Major Villages:

Banuguda,Parjapuki,Duarsubni,Lulla,A.Malkangiri,Murkar,Kartas,K.Janiguda,Rautaput,C hinganipari,Chakili,

Major Market:

Laxmipur, Dasmantpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 60% families are involved.

Reason2:It is being supplied to Andhra at low cost.

Reason 3:500 Households of 12 villages are involved in tamarind collection ,which gives 40MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support by OFSDP; Cluster initiated by forest department; skill training by APTICO Ltd for desilting and packing and Infrastructure already being provided bythe forest department.

Product Cluster Information Sheet

Cluster location:Dasmantpur

Block Name:Dasmantpur

ITDA Name: Koraput

District: Koraput

Product:-Hillbroom

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 10 | 200 | Lataput |

Major Villages:

Duarsubni,Lulla,A.Malkangiri,Murkar,Kartas,K.Janiguda,Rautaput,Chinganipari,Chakili,Bagiribeda

Major Market:

Laxmipur, Dasmantpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: About 200 families involved.

Reason 2:TDCC has set up a processing unit.

Reason 3:200 households of 10 villages are involved in this activity,which has a huge demand in the local market.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

TDCC has a processing unit and is also marketing the product. The people are skilled in broom binding and the itquality is highly demand in near by Andhra market.

Product Cluster Information Sheet

Cluster location:Dasmantur

Block Nam:Dasmantpur

ITDA Name: Koraput

District: Koraput

Product:-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 60 | 21 | 500 | Pindapadar |

Major Villages:

Poduguda,Nandigam,Duarsubni,Lulla,A.Malkangiri,Murkar,Kartas,K.Janiguda,Rautaput,C hinganipari,Chakili,Bagiribeda

Major Market:

Laxmipur, Dasmantpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 60% of families coltivated Arhar

Reason 2:They sold Raw in a low price to Kuchias

Reason 3:500 households of 21 villages are involved in this cultivation which gives a surplus of 60MT yearly.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

There is a proposal by mission shakti to establish a dal processing unit. Supply of dal to MDM is higher scope for marketing.

Product Cluster Information Sheet

Cluster location:Dasmantpur

Block Name:Dasmantpur

ITDA Name: Koraput

District: Koraput

Product:-Ragi

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 15 | 500 | Dumbaguda |

Major Villages:

Poduguda,Nandigam,Duarsubni,Lulla,A.Malkangiri,Murkar,Kartas,K.Janiguda,Rautaput,C hinganipari,Chakili,Bagiribeda

Major Market:

Laxmipur, Dasmantpur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 40% family involved and 8210 ha. Cultivated for their own use as well for market

Reason 2:surpls ragi sold to Andra traders

Reason 3:500 households of 15 villages are highly involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

and HAL Sunabeda. Agriculture department supported for enhancement of raggi production, High market demand for raggi at Jaypur

Product Cluster Information Sheet

Cluster location:Koraput

Block Name: Koraput

ITDA Name: Koraput

District: Koraput

Product: -Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 60 | 15 | 300 | Bilapur |

Major Villages:

Mastiguda,Kendar,Kerenga,Bodasuku,Lankaguda,Litiguda,Mohadeiput,Mastiput,Hatima daDurgaguda

Major Market:

Koraput

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:More than1000 house holds are having their own tamarind tree.

Reason 2:It supplies to Andhra at low cost & It gives additional income to people

Reason 3:But only 300 households are nvolved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support by OFSDP ,Cluster Initiated by forest department skill training by APTICO Ltd for desilting and packing and Infrastructure already existing by forest department.

Product Cluster Information Sheet

Cluster location: Koraput

Block Name: Koraput

ITDA Name: Koraput

District: Koraput

Product:- Niger

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 60 | 12 | 400 | Mahadeiput |

Major Villages:

Mastiguda, Kendar, Kerenga, Bodasuku, Lankaguda, Litiguda, Mohadeiput, Mastiput, Hatimada, Durgaguda

Major Market:

Koraput

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 50% families cultivated and one oil extract unit at sarboday samitee.

Reason 2: 4122 hac. Cultivated and sold in local market

Reason 3: 400 households are highly involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Agriculture department supported for enhancement of Niger production, High market demand for Niger at Andhra market for export.

Product Cluster Information Sheet

Cluster location: Koraput

Block Name: Koraput

ITDA Name: Koraput

District: Koraput

Product: -Honey

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 6.5 | 10 | 30 | Kerenga |

Major Villages:

Mastiguda, Kendar, Kerenga, Bodasuku, Lankaguda, Litiguda, Mohadeiput, Mastiput, Hatimada, Durgaguda

Major Market:

Koraput, Jeypore

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 6qtl honey collected and one infrastructure developed by Sarbodayasameeti at Koraput

Reason 2: Brand name given by Sarbodaya sameeti

Reason 3: 30 households are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Sarbodaya samitee have extraction unit and initiated by samitee for enhance production. People have skill for hony cultivation and collection. There is a scheme also available at DRDA for hony cultivation.

Product Cluster Information Sheet

Cluster location: Koraput

Block Name: Koraput

ITDA Name: Koraput

District: Koraput

Product: - Terakota

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------------------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| pices | As per market demend | 1 | 100 | Limca |

Major Villages:

Limca.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 100 family involve in limca village

Reason 2: Sold only in exivition

Reason 3:100 households are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

With the support of ORMAS . The people have skill for terakota and initiated by RCDC and Mission shakti.

Product Cluster Information Sheet

Cluster location:Semiliguda

Block Name: Semiliguda

ITDA Name: Koraput

District: Koraput

Product: -Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| MT | 30 | 15 | 450 | Gadikhamara |

Major Villages:

Charngul,Dudhari,Rajput,Pujariput,Gankagunja,Jangamput,Daleiguda,Phuldaba,Badachori,Deula,Kumbhariput

Major Market:

Semiliguda,Koraput

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 450 villagers are having their own tamarind tree.

Reason 2: The product sold at low price to Andhra Traders.

Reason 3: 15 households are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support by OFSDP ,Cluster Initiated by forest department skill training by APTICO Ltd for desilting and packing and Infrastructure already existing by forest department.

Product Cluster Information Sheet

Cluster location:Semiliguda

Block Name: Semiliguda

ITDA Name: Koraput

District: Koraput

Product: - Ginger

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 40 | 12 | 350 | Pipalguda |

Major Villages:

Mantriput,Kulab,Charngul,Dudhari,Rajput,Pujariput,Gankagunja,Jangamput,Daleiguda,

Major Market:

Semiliguda,Koraput

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: It supply to Andhra at low cost & give additional income to people

Reason 2:Climate condition approves ginger cultivation in this area and Farmers depend on for their additional livelihood

Reason 3:350 households are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The Semiliguda ginger is high demand in cuttack market due to the product is from red soil and organic. The climate is suitable for ginger cultivation. The NHM supplied HYV seeds and promoted for up scaling of cultivation.

Product Cluster Information Sheet

Cluster location:Semiliguda

Block Name: Semiliguda

ITDA Name:Koraput

District: Koraput

Product: - Arhar

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 15 | 1500 | Petru |

Major Villages:

Gullal,Kengra,Rajbadei,Pokhanput,Mantriput,Kulab,Charngul,Dudhari,Rajput,Pujariput, Gankagunja,Jangamput,Daleiguda,

Major Market:

Semiliguda,Koraput

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 2919hector of land cultivated

Reason 2:Local people not consumed and sold to local trader

Reason 3:1500 house holds are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Agriculture department support the product for enhancing and introduced high yielding varieties. Mission shakti going to establish dal processing unit.

Product Cluster Information Sheet

Cluster location: Semiliguda

Block Name: Semiliguda

ITDA Name: Koraput

District: Koraput

Product: - Turmeric

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 20 | 10 | 100 | charangul |

Major Villages:

Gullal, Kengra,, Kulab, Charngul, Dudhari, Rajput, Pujariput, Gankagunja, Jangamput, Daleiguda,

Major Market:

Semiliguda, Koraput

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 100 family involve & it has used marketed purpose

Reason 2: Product sold in Andhra Market

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

NHM supports HYV of seeds ,mission Shakti and ORMAS supported Infrastructure is there by TDCC for processing units. Now TDCC marketing the finished product.

Product Cluster Information Sheet

Cluster location: Semiliguda

Block Name: Semiliguda

ITDA Name: Koraput

District: Koraput

Product: -Honey

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| MT | 0.5 | 9 | 30 | Dudhari |

Major Villages:

Charngul,,Gankagunja,Jangamput,Daleiguda,Phuldaba,Badachori,Deula,Kumbhariput

Major Market:

Semiliguda,Koraput

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:3qtl honey collected and one infrastructure developed by Sarbodayasameeti at Koraput

Reason 2:Brand name given by Sarbodaya sameeti

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Sarbodaya samitee have extraction unit and initiated by samitee for anhance production.People have skill for hony cultivation and collection.There is a scheme also available at DRDA for hony cultivation.

Product Cluster Information Sheet

Cluster location: Potangi

Block Name: Potangi

ITDA Name: Koraput

District: Koraput

Product: -Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 20 | 200 | Kunduli |

Major Villages:

Deopatangi, Renga, Sipaiput, Maliput, Sambai, Kusumguda, Jamuguda, Bedaguda, Malipadar, Sisaguda, Ghatguda, Bailpadu

Major Market:

Semiliguda, Pottangi, Salur (AP)

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 family is involved in this process.

Reason 2: Off season vegetable cultivated and supplied to outside

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Support from Horticulture department for production of off season vegetable cultivation and Andhra Pradesh is the major market for vegetable.

Product Cluster Information Sheet

Cluster location:Potangi

Block Name:Potangi

ITDA Name: Koraput

District: Koraput

Product: Ginger

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1200 | 20 | 450 | Renga |

Major Villages:

Deopatangi,Sipaiput,Maliput,Sambai,Kusumguda,Jamuguda,Bedaguda,Malipadar,Sisaguda,Ghatguda,Bailpadu,Telrai,Metabara,Kusuma,Lenjiguda,Mandalguda,Phatu,Basuguda

Major Market:

Semiliguda,Pottangi,Salur(AP)

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 60%villages in this Block involved in ginger cultivation due to climatic condition and cultivated in two season

Reason 2:The product supplied Andhra Pradesh at lower price and sometimes distress sale

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

The Potangi ginger is high demand in cuttack market due to the product is from red soil and organic. The climate is suitable for ginger cultivation. The NHM supplied HYV seeds and promoted for up scaling of cultivation.

Product Cluster Information Sheet

Cluster location:Potangi

Block Name:Potangi

ITDA Name: Koraput

District: Koraput

Product: Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 20 | 12 | 1000 | Chandaka |

Major Villages:

Sipaiput, Maliput, Sambai, Kusumguda, Jamuguda, Bedaguda, Malipadar, Sisaguda, Ghatguda, Bailpadu, Telrai

Major Market:

Semiliguda, Pottangi, Salur (AP)

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Near about 2500 tamarind trees available

Reason 2: People get extra income but in low price

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support by OFSDP, Cluster Initiated by forest department skill training by APTICO Ltd for desilting and packing and Infrastructure already existing by forest department.

Product Cluster Information Sheet

Cluster location:Potangi

Block Name:Potangi

ITDA Name: Koraput

District: Koraput

Product: -Honey

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 0.5 | 8 | 25 | Nuagam |

Major Villages:

Sunki,Sambai,Kusumguda,Jamuguda,Bedaguda,Malipadar,Sisaguda,Ghatguda,Bailpadu, Telrai

Major Market:

Semiliguda,Pottangi,Salur(AP)

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:3qtl honey collected and one infrastructure developed by Sarbodayasameeti at Koraput

Reason 2:Brand name given by Sarbodaya sameeti

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Sarbodaya samitee have extraction unit and initiated by samitee for enhance production.People have skill for honey cultivation and collection.There is a scheme also available at DRDA for honey cultivation.

Product Cluster Information Sheet

Cluster location:Potangi

Block Name:Potangi

ITDA Name: Koraput

District: Koraput

Product: -Turmeric

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Locations | Cluster |
|--------------------|----------|-----------------|------------|---------------|---------|
| Unit | Quantity | | | | |
| MT | 80 | 40 | 450 | Pukali | |

Major Villages:

Deopatangi,Sipaiput,Maliput,Sambai,Kusumguda,Jamuguda,Bedaguda,Malipadar,Sisaguda,Ghatguda,Bailpadu,Telrai,Metabara,Kusuma,Lenjiguda,Mandalguda,Phatu,Basuguda

Major Market:

Semiliguda,Pottangi,Salur(AP)

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 30%villagers involved in ginger cultivation

Reason 2:The product supplied to Andra at low price

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

NHM supports HYV of seeds, mission Shakti and ORMAS supported Infrastructure is there by TDCC for processing units. Now TDCC markets the finished product.

Product Cluster Information Sheet

Cluster location:Nandapur

Block Name:Nandapur

ITDA Name: Koraput

District: Koraput

Product: -Cashew

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 70 | 20 | 500 | Paduwa |

Major Villages:

Badel,Bheja,Khurji,kasandi,Malikput,Badaput,Sisaput,Kareiput,Kanti,Sukriput,Kotla,Khamara,Godiput,Majhiput

Major Market:

Semiliguda,Nandapur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:40% village have cashew plant

Reason 2:Local traders purchased at low price

Reason 3:500 households are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

.Horticulture department and Water shed department supplied Grafting cashew plant for higher production and Jayapur processor are purchasing the cashew nuts,OFSDP also provides support for plantation and trading

Product Cluster Information Sheet

Cluster location:Nandapur

Block Name:Nandapur

ITDA Name: Koraput

District: Koraput

Product: -Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 80 | 20 | 300 | Subai |

Major Villages:

Thuba,KasandiBadel,Bheja,Khurji,kasandi,Malikput,Badapur,Sisaput,Kareiput,Kanti,Sukripud,Kotla,Khamara,Godipud,Majhipud

Major Market:

Semiliguda,Nandapur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Each and every village has tamarind trees

Reason 2:It supply to Andhra at low cost &gives additional income to people

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support by OFSDP ,Cluster Initiated by forest department skill training by APTICO Ltd for desilting and packing and Infrastructure already existing by forest department.

Product Cluster Information Sheet

Cluster location:Nandapur

Block Name:Nandapur

ITDA Name: Koraput

District: Koraput

Product: - Honey

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 8 | 15 | 100 | Rayising |

Major Villages:

Badel,Khurji,Thuba,KasandiBadel,Bheja,Khurji,Padua

Major Market:

Semiliguda,Nandapur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:6 to 10qtl honey collected and one infrastructure developed by Sarbodayasameeti at Koraput

Reason 2:Brand name given by Sarbodaya sameeti

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Sarbodaya samitee have extraction unit and initiated by samitee for enhance production.People have skill for hony cultivation and collection.There is a scheme also available at DRDA for honey cultivation.

Product Cluster Information Sheet

Cluster location:Nandapur

Block Name:Nandapur

ITDA Name: Koraput

District: Koraput

Product: - Pipal

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 20 | 8 | 350 | Kasandi,Padwa |

Major Villages:

Badel,Khurji,Thuba,KasandiBadel,Bheja,Khurji,Padua

Major Market:

Semiliguda,Nandapur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:75% family cultivated

Reason 2:The product has high demand in AP

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infraestructure, markets, skills etc):

Pipal cultivation are increasing day by day due to high demand in Andhra Pradesh. People have developed their skill on papal cultivation.Andhra Pradesh is mazor market for papal.

ITDA-GUNUPUR

Product Cluster Information Sheet

Cluster location: Padmapur

Block Name: Padmapur

ITDA Name: Gunupur

District: Rayagada

Product-Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 5200 | 24 | 700 | Padmapur |

Major villages:

Gudiabandha, Indupur, Dibirising, Jeera, Laxmanguda, Sardhapur Akhusing, Perpang, Jatili, M uchukipadar, Karini, Biripadar, Radu, Kenduguda, Sriballabhpur, Sanyasipur

Major markets:

Padmapur, Gunupur, Rayagada,

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 24 villages are involved in this activity.

Reason 2: 700 households of 24 villages are involved in paddy cultivation , which gives 5200MT of marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Market demand for the varies of rice of the cluster is very high throughout the state
- There are quite a number of rices mill in and around the disirt for procurement

Product Cluster Information Sheet

Cluster location: Padmapur

Block Name: Padmapur

ITDA Name: Gunupur

District: Rayagada

Product-Cotton

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| MT | 5000 | 12 | 250 | Gudiabanda |

Major villages:

Dibirising,Jeera,Laxmanguda,Jatili,,Karini,Biripadar,Radu,Kenduguda,Sriballabhpur,Sanyasipur,Derigaon,Nuagada,Naira

Major markets:

Kujendri,Rayagada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 250 house holds are involved in Cotton cultivation. which gives 5000 MT of surplus .

Reason 2: Due to presence of suitable climatic condition

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Kenduguda

Block Name: Padmapur

ITDA Name: Gunupur

District: Rayagada

Product- Arhar

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 10 | 17 | 200 | Jatili |

Major villages:

Tembaguda, Likitipadar, Laxmanguda, Sardhapur Akhusing, Perpang, Jatili, Muchukipadar, Karini, Biripadar, Radu, Kenduguda, Sriballabhpur, Sanyasipur, Guluguda

Major markets:

Padmapur, Gunupur, Rayagada,

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 house holds are involved in Arhar cultivation. which gives 10 MT of surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Local Traders, NGO,

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities

Product Cluster Information Sheet

Cluster location: Kenduguda

Block Name: Padmapur

ITDA Name: Gunupur

District: Rayagada

Product-Cashew

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qtl | 370 | 22 | 250 | Naira |

Major Villages:

Naira, Karnapadu, Derigaon, Nuagada, Sardhapur, Likitipadar, Musukipadar, Guluguda, Dabar kona, Sanyasipur, Kenduguda

Major markets:

Padmapur, Parlakhemundi.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 250 house holds are involved in cashewcultivation. which gives 370 qtl of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Local Trader & NGOs

Product Cluster Information Sheet

Cluster location: Muniguda

Block Name: Muniguda

ITDA Name: Gunupur

District: Rayagada

Product-Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2500 | 17 | 500 | Ambadala |

Major Villages:

Thapadi, Dambakupa, Kujing, Jagadalpur, Maligaon, Sardhapur, Badipanga, Pandramunda, Laxmipur, Chedianal, Sakata, Purunapani, Kuleripeta, Sukhilabhata, Dangabadi, Ghiriliguda, Kutunipadar

Major markets:

Muniguda, Lanjigada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 500 house holds are involved in Paddy cultivation. which gives 2500 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Market demand for the varies of rice of the cluster is very high throughout the state
- There are quite a number of rices mill in and around the disirt for procurement

Product Cluster Information Sheet

Cluster location: Muniguda

Block Name: Muniguda

ITDA Name: Gunupur

District: Rayagada

Product-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 14 | 200 | Tikiripada |

Major Villages:

Biripada, Kanchaghata, Jagadalpur, Maligaon, Sardhapur, Badipanga, Pandramunda, Laxmipur, Chedianal, Sakata, Purunapani, Gadrugaon, Agula, kumudabali

Major markets:

Muniguda, Lanjigada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 house holds are involved in Arhar cultivation. which gives 50 qtl of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

 Agri. Private Agro. Agency & Millers

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities

Product Cluster Information Sheet

Cluster location: **Muniguda**

Block Name: **Muniguda**

ITDA Name: **Gunupur**

District: **Rayagada**

Product-**Mahua flower**

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qntl | 300 | 22 | 100 | Jagadapur |

Major Villages:

Sakata, Paikaranipada, Sivadal, Sardapur Thapadi, Dambakupa, Kujing, Jagadapur, Maligaon, Sardhapur, Badipanga, Pandramunda, Laxmipur, Chediana, Gotiguda, Bhairabagadal

Major markets:

Muniguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 100 house holds are involved in Mahua collection. which gives 300Qtl of surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent.

Product Cluster Information Sheet

Cluster location: Muniguda

Block Name: Muniguda

ITDA Name: Gunupur

District: Rayagada

Product-Cotton

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 150 | 15 | 150 | Raghubari |

Major Villages:

Dimiguda, Ichhapur, Sakata, Paikaranipada, Sivadal, Sardapur, Thapadi, Dambakupa, Kujing, Jagadapur, Maligaon, Sardhapur, Badipanga, Pandramunda, Laxmipur

Major markets:

Rayagada

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 house holds are involved in Cottoncultivation. which gives 150MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. NGOs

Product Cluster Information Sheet

Cluster location: Muniguda

Block Name: Muniguda

ITDA Name: Gunupur

District: Rayagada

Product-Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1200 | 14 | 100 | Ambadola |

Major Villages:

Sibapadar, Telengapadar, Bhairabgarh, Agula, Jagadapur, Thapadi, Dambakupa, Kujing, Jagadapur, Maligaon, Sardhapur, Badipanga, Pandramunda, Laxmipur

Major markets:

Rayagada, Ambodola.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 100 house holds are involved in Tamarind collection . which gives 1200 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): OFSDP/ NGOs/Local Trader

Product Cluster Information Sheet

Cluster Location: Gunupur

Block Name: Gunupur

ITDA Name: Gunupur

District: Rayagada

Product: Cotton

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| M.T | 400 | 22 | 650 | Vikrampur |

Major Villages:

Dambasara, Chalkamba, Malatiput, Regada, Jaganathpur, Kulsing, Bharatipur, Jaltar, Putasin g, Rajvikrampur, Sagada, Subhadrapur, Sintaliguda, Jinjiribadi, Chekaguda

Major markets:

Rayagada, Gunupur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 650 house holds are involved in Cotton cultivation. which gives 400 MT of surplus

Reason2: Paddy lands are covered due to Cash crop

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Cotton Corporation of India, Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Gunupur

Block Name: Gunupur

ITDA Name: Gunupur

District: Rayagada

Product-Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Locations | Cluster |
|--------------------|----------|-----------------|---------------------|---------------|---------|
| Unit | Quantity | | | | |
| MT | 3000 | 25 | 500 | Dambasara | |

Major Villages:

Vikrampur, Jaganathpur, Gatalapadar, Titibiri, Sagada, Chalkamba, Malatiput, Regada, Kulsing, Bharatipur, Jaltar, Putasing, Rajvikrampur, Subhadrapur, Sintaliguda, Jinjiribadi, Chekaguda

Major markets:

Rayagada, Gunupur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1 1500 house holds are involved in Paddy cultivation. which gives 3000MT of surplus .

Reason 2: It is a traditional agricultural activity that fetches a good amount of return to the households.

Reason 3: It is staple food for members of the community and source of livelihood for the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- There are quite a number of rices mill in and around the disirt for procurement

Product Cluster Information Sheet

Cluster location: Chinasari

Block Name: Gunupur

ITDA Name: Gunupur

District: Rayagada

Product-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| qntl | 4000 | 21 | 400 | Titibiri,sagada |

Major Villages:

Dambasara,Chalkamba,Malatiput,Regada,Jaganathpur,Kulsing,Bharatipur,Jaltar,Putasing,Rajvikrampur,Sagada,Subhadrapur,Sintaliguda,Jinjiribadi,Chekaguda

Major markets:

Rayagada, Gunupur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 400 house holds are involved in Arhar cultivation. which gives 4000qtl of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Local Traders, NGO,

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
-

Product Cluster Information Sheet

Cluster location: Gunupur,

Block Name: Gunupur

ITDA Name: Gunupur

District: Rayagada

Product-Cashew

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 200 | 21 | 360 | Cinasari, |

Major Villages:

Putasing,Basinggarjang,Jaltar,Kulsing,Raising,Bitising,Sagada,Jaganathpur,Sintaliguda,Sa nabangi,Lungurtal

Major markets:

Rayagada, Gunupur Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 360 house holds are involved in Cashew cultivation. which gives 200 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Local Trader & NGOs

Product Cluster Information Sheet

Cluster location: Gudari

Block Name: Gudari

ITDA Name: Gunupur

District: Rayagada

Product-Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2800 | 17 | 700 | Siriguda |

Major Villages:

Pendili, Khariguda, Kadma, Maduban, Dhepaguda, Bainaguda, Bebarataguda, Bhairabguda, New Burlendi, Pandaraguda, Gummi, Kenduguda, Dhenduguda, Bhakudi

Major markets:

Gudari, Padampur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 700 house holds are involved in Paddy cultivation. which gives 2800MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Market demand for the varies of rice of the cluster is very high throughout the state
- There are quite a number of rices mill in and around the disirt for procurement

Product Cluster Information Sheet

Cluster location: Gudari

Block Name: Gudari

ITDA Name: Gunupur

District: Rayagada

Product-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qtl | 95 | 17 | 350 | Dhepaguda |

Major Villages:

Pendili, Khariguda, Kadma, Maduban, Dhepaguda, Bainaguda, Bebarataguda, Bhairabguda, New Burlendi, Pandaraguda, Gummi, Kenduguda, Dhenduguda, Bhakudi

Major markets:

Gudari, Padampur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 350 house holds are involved in Arhar cultivation. which gives 95 Qtlof surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities

Product Cluster Information Sheet

Cluster location: Gudari

Block Name: Gudari

ITDA Name: Gunupur

District: Rayagada

Product-Mahuwa flower

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Q | 2250 | 14 | 150 | Krlaghati |

Major Villages:

Pendiri,Dhepaguda&Siriguda,Asada,,Khariguda,NewBurlendi,Pandaraguda,Gummi,Kenduguda,Dhenduguda,Bhakudi

Major markets:

Gudari,Padampur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 house holds are involved in Mahua collection. which gives 2250 qtl of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Local Traders, NGO,

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent.

Product Cluster Information Sheet

Cluster location: Gudari

Block Name: Gudari

ITDA Name: Gunupur

District: Rayagada

Product-Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 150 | 20 | 120 | Belamguda |

Major Villages:

Karlghati, Pendi, Dhepaguda & Siriguda, Asada, Khariguda, New Burlendi, Pandaraguda, Gumm, Kenduguda, Dhenduguda, Bhakudi,

Major markets:

Gudari, Padampur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 120 house holds are involved in Tamarind collection . which gives 150MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Local Trader & NGOs

Product Cluster Information Sheet

Cluster location: Gudari

Block Name: Gudari

ITDA Name: Gunupur

District: Rayagada

Product-Cashew

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 150 | 15 | 350 | Mitikillingiral |

Major Villages:

Pendili, Khariguda, Kadma, Maduban, Dhepaguda, Bainaguda, Bebarataguda, Bhairabguda, New Burlendi, Pandaraguda, Gummi, Kenduguda, Dhenduguda, Bhakudi

Major markets:

Gudari, Padampur

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 350 house holds are involved in cashew cultivation. which gives 150 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Chandrapur

Block Name: Chandrapur

ITDA Name: Gunupur

District: Rayagada

Product-Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1500 | 15 | 200 | Hanumathpur |

Major Villages:

Bijapur, Dangasarada, Buduwali, Jharpa, Royalghati, Kindrimal, B.pandarakh, S.Pandarakh, al, Gumukudi, Kutudukupa, Khambargudi, Kudisaru, Padrusahi, Latiguda

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 house holds are involved in Paddy cultivation. which gives 1500 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Market demand for the varies of rice of the cluster is very high throughout the state
- There are quite a number of rices mill in and around the disirt for procurement

Product Cluster Information Sheet

Cluster location: Chandrapur

Block Name: Chandrapur

ITDA Name: Gunupur

District: Rayagada

Product-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qntl | 1000 | 18 | 180 | Jharapa |

Major Villages:

Gedabhadri, Ghaiguda, Bijapur, Dangasarada, Buduwali, Jharpa, Royalghati, Kindrimal, B. pan darakhal, S. Pandarakhal, Gumukudi, Kutudukupa, Khambargudi, Kudisarua, Padrusahi, Latiguda

Major markets:

Muniguda, Amabodola.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 180 house holds are involved in Arharcultivation. which gives 1000qntl of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Market demand for the varies of rice of the cluster is very high throughout the state
- There are quite a number of rices mill in and around the disirt for procurement

Product Cluster Information Sheet

Cluster location: Chandrapur

Block Name: Chadnrapur

ITDA Name: Gunupur

District: Rayagada

Product-Cashew

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| qntl | 1500 | 15 | 200 | Bijapur |

Major Villages:

Jharapa, Gedabhadri, Ghaiguda, Dangasarada, Buduwali, Royalghati, Kindrimal, B.pandarakhal, S.Pandarakhal, Gumukudi, Kutudukupa, Khambargudi, Kudisaru, Padrusahi, Latiguda

Major markets:

Muniguda ,Amabodola

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 house holds are involved in Mustard cultivation. which gives 1500qtl of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Bijapur

Block Name: Chandrapur

ITDA Name: Gunupur

District: Rayagada

Product- Cow pea

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qntl | 200 | 12 | 200 | Gedabhadri, Ghaiguda, |

Major Villages:

Ghaiguda, Jharapa, Gedabhadri, Ghaiguda, Dangasarada, Buduwali, Royalghati, Kindrimal, B. pandarakhal, S. Pandarakhal, Gumukudi, Kutudukupa, Khambargudi, Kudisaru

Major markets:

Muniguda ,Amabodola

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 house holds are involved in cowpeacultivation. which gives 200qtl of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. NGOs

Product Cluster Information Sheet

Cluster location: Bissamcuttack

Block Name: Bissamcuttack

ITDA Name: Gunupur

District: Rayagada

Product-Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2100 | 11 | 300 | Dukumu |

Major Villages:

Durgi, Chancherabuda, Khumbharadhamuni, Hathmuniguda, Kumudawali, Chatikona, Durbaguda

Major markets:

Muniguda, Amabodola

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 300 house holds are involved in Paddy cultivation. which gives 2100 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Bissamcuttack.

Block Name: Bissamcuttack

ITDA Name: Gunupur

District: Rayagada

Product-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| qntl | 3500 | 21 | 100 | Hathmuniguda |

Major Villages:

Durgi, Chancherabuda, Khumbharadhamuni, Hathmuniguda, Kumudawali, Chatikona, Durbaguda, Birli, Mundapai, Ladipanka, Tabhapadar, Bhatpur, Purunapani, Dalmeradi

Major markets:

Muniguda ,Amabodola

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 100 house holds are involved in Mustard cultivation. which gives 3500 qtl of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities

Product Cluster Information Sheet

Cluster location: Dukum

Block Name: Bissamcuttack

ITDA Name: Gunupur

District: Rayagada

Product- Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Mt | 200 | 21 | 200 | Chatikona |

Major Villages:

Souraguda, Kaliponga, Chncherabeda, Kankubadi, Dumerlendi, Kumudawali, sahada, dakulu guda, Dukum, Durgi, Karnaguda, Kuleripeta, Tabhapadar, Mandapai, Sanabankili, Boriguda, D rubaguda, Birli

Major markets:

Muniguda ,Amabodola

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 house holds are involved in Tamarind collection . which gives 200 MT of surplus .

Reason2: Tamarind processing unit established by HARSA Trust to motivate community for better collection

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Local Traders, NGO & OFSDP,

Product Cluster Information Sheet

Cluster location: Bissam cuttack

Block Name: Bissamcuttack

ITDA Name: Gunupur

District: Rayagada

Product-Cotton

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Mt | 100 | 14 | 140 | Kumbharadhamuni |

Major Villages:

Trabhapadar,Hajaridang,Kumudawali,Dakulguda,Bhatpur,Larada,Baramahul,Maligaon

Major markets:

Bissam cuttack,Rayagada,muniguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:140 house holds are involved in cotton cultivation. which gives 100 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Local Trader & NGOs

Product Cluster Information Sheet

Cluster location:Ramanaguda

Block Name: Ramanaguda

ITDA Name: Gunupur

District: Rayagada

Product-Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 170 | 20 | 350 | Kujendri & Ukkamba |

Major Villages:

Limapadar, Gumudalaxmipur, Laxmipur, Subhadrapur, Serema, Bhamini, Tikarapada, Raiguda, Gadabaguda, Ukamabaguda, Eduluwalsa, Eraguda, Panasguda, Pujariguda, Bandhuguda, Haduguda, Achaba, Gulumunda, Srirampur, Antarjholi, Karini, Nelamguda, Nalpanda, Gugurpan, Buting, Ahmani, Subai, Narayanguda

Major markets:

Ramanaguda, Gunupur, Rayagada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1 Market yard / Market negotiation center at above cluster

Reason 2: 170 MT marketable surplus harvested in all cluster village & HHs

Reason 3: Local traditional practice for Income Generation.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Kujendri

Block Name: Ramanaguda

ITDA Name: Gunupur

District: Rayagada

Product-Cotton

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| 1 | 100 | 30 | 15 | Eduluwalsa |

Major Villages:

Penkam, Limapadar, Gumudalaxmipur, Laxmipur, Subhadrapur, Serema, Bhamini, Tikarapada, Raiguda, Gadabaguda, Ukamabaguda, Eraguda, Panasguda, Pujariguda, Bandhuguda, Haduguda, Achaba, Gulumunda, Srirampur, Antarjholi, Karini, Nelamguda, Nalpanda, Gugurpan, Buting, Ahmani, Subai, Narayanguda

Major markets:

Eduluwalsa, Gunupur, Rayagada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: Market yard / Market negotiation center at above 2 sites

Reason 2: it to center point all cluster village & HHs

Reason 3: Highly cultivation that area for financial / Income Generation promotion

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Korada

Block Name: Ramanaguda

ITDA Name: Gunupur

District: Rayagada

Product-Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 200 | 30 | 250 | Nelamguda |

Major Villages:

Sikabadi, Mohipanga, Rangmati, Chekaguda, Rugudbai, Penkam, Raiguda, Gadabaguda,, Pana sguda, Pujariguda, Bandhuguda, Haduguda, Achaba, Gulumunda, Srirampur, Antarjholi, Kari ni, Nalpanda, Gugurpan, Buting, Ahmani, Subai, Narayanguda

Major markets:

Ramanaguda, Gunupur, Rayagada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: There are tamarind trees in each and every village.

Reason 2: Tamarind being supplied to A.P at low cost. It gives additional income to people.

Reason 3: 250 households of 30 villages are involved in this activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Scheme support is provided by OFSDP. Cluster initiated by forest department. OFSDP provides training for deseeding and packing. And infrastructure is being provided by the Forest Department

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Nilamguda

Block Name: Ramanaguda

ITDA Name: Gunupur

District: Rayagada

Product: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| MT | 120 | 25 | 100 | Kothaguda |

Major Villages:

Sikabadi, Mohipanga, Rangmati, Chekaguda, Rugudbai, Penkam, Raiguda, Gadabaguda,, Pana sguda, Pujariguda, Bandhuguda, Haduguda, Achaba, Gulumunda, Srirampur, Antarjholi, Kari ni, Nalpanda, Gugurpan, Buting, Ahmani, Subai, Narayanguda

Major markets:

Ramanaguda, Gunupur, Rayagada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: About 100 house-holds are involved in Mahua collection.

Reason 2: It has a huge demand in Andhra Pradesh.

Reason 3: 100 households of 25 villages are involved in Mahua collection which gives surplus of 120MT.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent.

ITDA - RAYAGADA

Product Cluster Information Sheet

Cluster location: Kathpeta

Block Name: Rayagada

ITDA Name: Rayagada

District: Rayagada

Product-Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2000 | 20 | 400 | Pitamahal |

Major Villages:

Komtalpeta, Maligaon, Danglodi, Tadama, Pitamahal, Bishnuguda, Jaganathpur, Kandhakhillum, Godakhillum, Jemadeipentha, Kerada, Penta,

Major markets:

Rayagada, J.k.Pur,

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 400 house holds are involved in Paddy cultivation. which gives 2000 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Information Source / Validated by:

Product Cluster Information Sheet

Cluster location: Pitamahal

Block Name: Rayagada

ITDA Name: Rayagada

District: Rayagada

Product-Cotton

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 300 | 20 | 150 | Rayagada, Kerada, Matikona, Pipiliguda, Kotapeta, Sanjubadi. (GP) |

Major Villages:

Kerada, Sitapur, Matikona, Gajigaon, Sintaliguda, Pipiliguda, Sandhubadi, Komtalpeta, Maligaon, Danglodi, Tadama, Pitamahal, Bishnuguda, Jaganathpur, Kandhakhillum, Godakhillum, Jemadeipentha, Penta,

Major markets:

Rayagada, J.k.Pur,

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 house holds are involved in cotton cultivation. which gives 300 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Gumma

Block Name: Rayagada

ITDA Name: Rayagada

District: Rayagada

Product-Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 80 | 20 | 150 | Gumma |

Major Villages:

Kerada, Kumbhikata, Halua, Idikubadi, Matikona, hatseskhal, Gajigaon, Nathama, Gadisheskhal, Badairrukubadi, Cheka, Phulkona, Rafokona, Udaipur, Sandhubadi

Major markets:

Rayagada, J.k.Pur,

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 house holds are involved in Tamarind collection . which gives 80 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency

Product Cluster Information Sheet

Cluster location: Gumma

Block Name: Rayagada

ITDA Name: Rayagada

District: Rayagada

Product-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 18 | 220 | Jimilipeta, |

Major Villages:

Komtalpeta, Maligaon, Danglodi, Tadama, Pitamahal, Bishnuguda, Jaganathpur, Kandhakhillum, Godakhillum, Jemadeipentha, Kerada, Penta,

Major markets:

Rayagada, J.k.Pur,

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 220 house holds are involved in Arhar cultivation. which gives 500 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities

Product Cluster Information Sheet

Cluster location: Kalyansingpur

Block Name: Kalyansingpur

ITDA Name: Rayagada

District: Rayagada

Product-Hilbroom

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 150 | 14 | 300 | Sikarpai |

Major Villages:

Majhiguda, Korapa, Ajayagada, Berlang, Katakinal, Sourapalli, Pedipdar, Irripiput, Kotlapadu, Badatodra, Jorapa, Kirkelipadu, Gumapai, Kuradi

Major markets:

Kalayansingpur, sikarpai, majhiguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: . 300 house holds are involved in hillbroom collection . which gives 150 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: K.singhpur

Block Name: Kalyansingpur

ITDA Name: Rayagada

District: Rayagada

Product-Maize

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 100 | 15 | 300 | Kurseli |

Major Villages:

Sunakhandi,Pujariguda,Budaguda,Narayanpur,Majhiguda,Korapa,Ajayagada,Berlang,Kat akinal,Sourapalli,Pedipdar,Irripiput,Kotlapadu,Badatodra,Jorapa,Kirkelipadu

Major markets:

Kalayansingpur ,sikarpae,majhiguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 300 house holds are involved in Maize cultivation. which gives 100 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Parsaali

Block Name: Kalyansingpur

ITDA Name: Rayagada

District: Rayagada

Product-PineApple

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 150 | 12 | 350 | Kurseli |

Major Villages:

Karappa, Daunipanga, Sangari, Anandapadu, Manishkona, Sikpai, Bandhakaranja, Jrapa

Major markets:

Kalayansingpur, sikarpae, majhiguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 350 house holds are involved in Pine apple cultivation. which gives 1500 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Majhiguda

Block Name: Kalyansingpur

ITDA Name: Rayagada

District: Rayagada

Product-Ginger

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 800 | 21 | 200 | Patasali |

Major Villages:

Sunakhandi,Pujariguda,Budaguda,Narayanpur,Majhiguda,Korapa,Ajayagada,Berlang,Kat akinal,Sourapalli,Pedipdar,Irripiput,Kotlapadu,Badatodra,Polama

Major markets:

Kalayansingpur ,sikarpae,majhiguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 house holds are involved in Ginger cultivation. which gives 800 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Majhiguda.

Block Name: Kalyansingpur

ITDA Name: Rayagada

District: Rayagada

Product-Siali-leaf

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 300 | 18 | 400 | Serigumma |

Major Villages:

Majhiguda, Korapa, Ajayagada, Berlang, Katakinal, Sourapalli, Pedipdar, Irripiput, Kotlapadu, Badatodra, Jorapa, Kirkelipadu, Gumapai, Kuradi, Dhamunipanga, Pujariguda, Sangari

Major markets:

Kalayansingpur, sikarpae, majhiguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 400 house holds are involved in Siali leaf collection . which gives 300 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: K.singhpur

Block Name: Kalyansingpur

ITDA Name: Rayagada

District: Rayagada

Product-Cotton

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| MT | 200 | 15 | 150 | Pujariguda. |

Major Villages:

Seriguma, Majhiguda, Korapa, Ajayagada, Berlang, Katakinal, Sourapalli, Pedipdar, Irripiput, Kotlapadu, Badatodra, Jorapa, Kirkelipadu, Gumapai, Kuradi

Major markets:

Kalayansingpur, sikarpae, majhiguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 house holds are involved in Cotton cultivation. which gives 200 MT of surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location:Kashipur

Block Name: Kashipur

ITDA Name: Rayagada

District: Rayagada

Product-Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1200 | 16 | 300 | Tikiri |

Major Villages:

Sunger,Gorakhpur,Renga,Kotali,Singarikhadaka,Adajore,Bhandamandi,Bitardaraba,Talajhari,Dumerkona

Major markets:

Kalayansingpur ,sikarpae,majhiguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 300 house holds are involved in Paddy cultivation. which gives 1200 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Mandibisi

Block Name: Kashipur

ITDA Name: Rayagada

District: Rayagada

Product-Hill-broom

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 200 | 21 | 150 | Sunger |

Major Villages:

Bhitarapadamajhi, Kutigaon, Ushabali, Ranjumoska Siripai, Pallinga, Gudibali, Odajhore, Bah arpadamajhi, Sorishpadar, Konjangmandi, Badamatur, Sanmatur, Jodipali, Ambabali, Jaraka, Kalakani, Bortibali, Sarambai, Podukucha, Sankarada

Major markets:

Kalayansingpur, sikarpae, majhiguda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 house holds are involved in Hillbroom . which gives 200 MT of surplus .

Reason2: Plently available fetch good income during the season

Reason3: Known as Mandibisi Product nearby states purchased with a higher price

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): NGO,AMA SANGATHAN

Product Cluster Information Sheet

Cluster location: Kashipur

Block Name: Kashipur

ITDA Name: Rayagada

District: Rayagada

Product-Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2000 | 18 | 100 | Adajhar,Sankarada |

Major Villages:

Bhitarapadamajhi,Kutigaon,Ushabali,RanjumoskaSiripai,Pallinga,Gudibali,Odajhore,Bah arpadamajhi,Sorishpadar,Konjangmandi,Badamatur,Sanmatur

Major markets:

Kashipur,Tikili,Sikarapaeda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 100 house holds are involved in Tamarind collection. which gives 2000 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency already working this field

Product Cluster Information Sheet

Cluster location: Kashipur

Block Name: Kashipur

ITDA Name: Rayagada

District: Rayagada

Product-Mahua

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-------------------------|
| Unit | Quantity | | | |
| MT | 700 | 22 | 130 | Sankarada & Sunger.(GP) |

Major Villages:

Bhitarapadamajhi, Kutigaon, Ushabali, Ranjumoska Siripai, Pallinga, Gudibali, Odajhore, Bah arpadamajhi, Sorishpadar, Konjangmandi, Badamatur, Sanmatur, Jodipali, Ambabali, Jaraka, Kalakani, Bortibali, Sarambai, Podukucha, Sankarada

Major markets:

Kashipur, Tikili, Sikarapaeda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 130 house holds are involved in Mahua collection . which gives 700 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent.

Product Cluster Information Sheet

Cluster location: Kashipur

Block Name: Kashipur

ITDA Name: Rayagada

District: Rayagada

Product-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 90 | 15 | 250 | Sankarada |

Major Villages:

Gorakhpur, Renga, Kutigaon, Ushabali, Ranjumoska Siripai, Pallinga, Gudibali, Odajhore, Bah arpadamajhi, Sorishpadar, Konjangmandi, Badamatur, Sanmatur, Jodipali

Major markets:

Kashipur, Tikili, Sikarapaeda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 250 house holds are involved in Arhar cultivation. which gives 90 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency, NGO & Millers already some events done in past year

Product Cluster Information Sheet

Cluster location: Kolanara

Block Name: Kolanara

ITDA Name: Rayagada

District: Rayagada

Product-Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2200 | 18 | 600 | Suri |

Major Villages:

Bhaimoda, Bankili, Paikapada, Kartikaguda, Mukundpur, Kailashpur, Lekapai, Relibadigaon, Arbi, Balingi

Major markets:

Kashipur, Tikili, Sikarapaeda.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 600 house holds are involved in Paddy cultivation. which gives 2200 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Kolanara

Block Name: Kolanara

ITDA Name: Rayagada

District: Rayagada

Product-Cotton

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 3000 | 25 | 150 | Mukundapur |

Major Villages:

Rekhapadar, Bankili, Paikapada, Kartikaguda,, Relibadigaon, Arbi, Balingi, Therubali, Bhitarpur, Durukupa, Bheja, Lekapai, Lingaguda, Ka

Major markets:

Kolnara, Rayagada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 house holds are involved in Cotton cultivation. which gives 3000 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Kolanara

Block Name: Kolanara

ITDA Name: Rayagada

District: Rayagada

Product-Arhar

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 120 | 17 | 180 | Bhaimada |

Major Villages:

Rekhapadar, Bankili, Paikapada, Kartikaguda,, Relibadigaon, Arbi, Balingi, Therubali, Bhitarpur, Durukupa, Bheja, Lekapai, Lingaguda,

Major markets:

Kolnara, Rayagada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 180 house holds are involved in Arhar cultivation. which gives 120 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency, NGO & Millers are done more activities in past

Product Cluster Information Sheet

Cluster location: Mukundapur

Block Name: Kolanara

ITDA Name: Rayagada

District: Rayagada

Product-Tamarind

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 30 | 150 | Dunduli |

Major Villages:

Minajhola, Kailashpur, Rekhapadar, Bankili, Paikapada, Kartikaguda, Relibadigaon, Arbi, Bal ingi, Bhitarpur, Durukupa, Bheja, Lekapai, Lingaguda

Major markets:

Kolnara, Rayagada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 house holds are involved in Tamarind collection . which gives 500 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc): Agri. Private Agro. Agency & Millers

Product Cluster Information Sheet

Cluster location: Kolanara

Block Name: Kolanara

ITDA Name: Rayagada

District: Rayagada

Product-Mahua

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-------------------------------|
| Unit | Quantity | | | |
| MT | 200 | 16 | 250 | Kolnara, Bhaimada & Minajhola |

Major Villages:

Minajhola, Kailashpur, Rekhapadar, Bankili, Paikapada, Kartikaguda,, Relibadigaon, Arbi, Bal ingi, Bhitarpur, Durukupa, Bheja, Lekapai, Lingaguda

Major markets:

Kolnara, Rayagada.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 250 house holds are involved in Mahua collection . which gives 200 MT of surplus .

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent.

ITDA- BONAI

Product Cluster Information Sheet

Cluster location: Bonai

Block Name: Bonai

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 3600 | 18 | 750 | Bonaighar Bhalupani, Bad-gogua, Bonaikela Sarsara |

Major Villages:

Banaigarh, Deogaon, Sarsara, S. Bolanga, Bhalupani, Nuadihi, Khajuridihi, Sibanathpur, Bishnudihi, Sanbandhabhuin, Barghat, Ulsura, Tileisara, Chudakhai, Chandrapur, Pithachore, Lamsi, Baddalki, Niktimal, Amphali, Pendra, Tikeitapali, Jatrakhaman, Badgogua

Major markets:

Bonai, Sundergarh, Rourkela, Kuchinda, lahunipada

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 750 households from 18 villages are involved in paddy cultivation.

Reason 2: It is a traditional agricultural activity that fetches a good amount of return to the households.

Reason 3: It is staple food for members of the community and source of livelihood for the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities

Product Cluster Information Sheet

Cluster location: Bonai

Block Name: Bonai

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 27 | 1500 | Sarsara, Lamsi |

Major Villages:

Banaigarh, Deogaon, Sarsara, S. Bolanga, Bhalupani, Nuadihi, Khajuridihi, Sibanathpur, Bishnudihi, Sanbandhabhuin, Barghat, Ulsura, Tileisara, Chudakhai, Chandrapur, Pithachore, Lamsi, Baddalki, Niktimal, Amphali, Pendra, Tikeitapali, Jatrakhaman, Badgogua

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1500 households from 27 villages are involved in mahua flower collection.

Reason 2: Every household of these villages involved in collection and business of Mahua

Reason 3: Return from business of Mahua is substantial and assured

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent.

Product Cluster Information Sheet

Cluster location: Bonaikela

Block Name: Bonai

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 450 | 11 | 650 | Bonaikela, Kendrikela, Pithachor Sarsara |

Major Village:

Badagaon, Baneikela, Barbeda, Deoposh, Gili, Saleibahal, Dalki, Lamsi, Pithachore, Kulkuta, Niktimal, Sanniktimal, Sindurkela

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Banaigarh.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 650 households from 11 villages are involved in vegetable cultivation.

Reason 2: Vegetable has remain main source of income for the families of these households.

Reason 3: Huge quantities of vegetables supply to different parts of the state from the region

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand in the market for vegetables is enormous and huge potential for scaling up the activities.

Product Cluster Information Sheet

Cluster location: Sarasara

Block Name: Bonai

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Mango

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 50 | 9 | 200 | Bonaikela Ruguda, Govindpur, Jakeikela , Sarsara |

Major Villages:

Sarsara, Nuadihi, Khajuridihi, Sibnathpur, Bishnudihi, Gopinathpur, Govindpur, Jharmunda, Ruguda, Boneikela

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Banaigarh

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 households from 9 villages are involved in Mango cultivation.

Reason 2: Mango cultivation has increasingly become a major economic activity of these villages as return from it is substantial.

Reason 3: A major chunk of additional income come from mango cultivation.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods and also provides saplings to the mango grower families.
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand for the local varieties of Mango is high in the nearby markets.
- There are a lots of scope for value addition to the product and scope for scaling up of the activities.

Product Cluster Information Sheet

Cluster location: Bonai

Block Name: Bonai

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Sericulture

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 10 | 8 | 120 | Sarsara, Kenaveta, Kendrikela, Ruguda, Bhalupani |

Major Village:

Kendaveta, Kantasara, Kanturpali, Kendrikela, Dareikela, Gurundupali, Ruguda, Sarsara, Bolanga

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Lahunipada

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 120 households from 8 villages are involved in tussar cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households. which gives a surplus of 10MT.

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Sericulture is there to provide technical support to farmers.
- SERIFED is at the apex level to support in terms of market linkage.
- Technical skill among the farmers is helpful in scaling up the activity.

Product Cluster Information Sheet

Cluster location: Lahuniipada

Block Name: Lahunipara

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 3900 | 22 | 690 | Lahunipada, Badapurunapani, Bhutuda, Daleisara, Khutugaon |

Major Villages:

Lahunipada, Badapurunapani, Bhutuda, Daleisara, Khutugaon, Tokra, Dalamkucha, Gonighasa, Deodeopur, Gaganaposh, Ghatital, Ulsarai, Talkudar, Louposh, Ghosuriposh, Kuliposh, Raikelaposh, Haladikudar, Sulabhadihi,

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 690 households from 22 villages are involved in paddy cultivation.

Reason 2: Marketable surplus of 3900MT is available in the region.

Reason 3: It provides livelihood support to the local people. Which gives 5 months of income to the households.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities

Product Cluster Information Sheet

Cluster location: Bonai

Block Name: Lahunipara

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 400 | 25 | 1200 | Lahunipara Darjing, Fuljhar Haldikudar, Khutugaon |

Major Village:

Lahunipada, Badapurunapani, Bhutuda, Daleisora, Khutgaon, Tokra, Dalamkucha, Gonighasa, Deodeopur, Gaganaposh, Ghatital, Ulsarai, Talkudar, Louposh, Ghusuriposh, Kuliposh, Raikelaposh, Haladikudar, Sulabhadihi, Kaleiposh, Darjing, Dhanghar, Fuljhar, Mahulpada

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1200 households from 25 villages are involved in mahua collection.

Reason 2: Every household of these villages involved in collection and business of Mahua

Reason 3: Return from business of Mahua is substantial and assured

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent among the collectors and traders.

Product Cluster Information Sheet

Cluster location: Bonai

Block Name: Lahunipara

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 650 | 12 | 300 | Lahunipara, Katang, Khatkarbahal, Kiringsira, Khutugaon |

Major Village:

Lahunipada, Khutugaon, Kiringsira, Gaganaposh, Ganighosa, Ghatitala, Kaleiposh, Dalamkucha

Major market:

Lahunipada, Bonai, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 300 households from 12 villages are involved in vegetable cultivation.

Reason 2: Vegetable has remain main source of income for the families of these households.

Reason 3: Huge quantities of vegetables supply to different parts of the state from the region

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand in the market for vegetables is enormous and huge potential for scaling up the activities.

Product Cluster Information Sheet

Cluster location: Bonai

Block Name: Lahunipara

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Siali leaf

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 80 | 15 | 750 | Lahunipara, Kudheikela, Kaleiposh, Mahulpada, Khutugaon |

Major Villages:

Lahunipada, Darjing, Dhanghar, Louposh, Kaleiposh, Ghatitala, Lunga, Ulsarai, Talkudar, Louposh, Ghosuriposh, Kuliposh, Raikelaposh, Haladikudar, Sulabhadihi, Kaleiposh, Darjing, Dhanghar, Fuljhar, Mahulpada

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 750 households from 15 villages are involved in Siali leaf collection .

Reason 2:

It is a traditional way of doing business which gives a good amount of income to the households .This product has a demand in and out side of the state. Due to presence of huge forest area ,the availability of the siali leaf is more .

Reason 3:

It provides livelihood support to the local people. Which gives minimum one month of income to the common people.it can be enhanced the income more if govt would support it.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Demand for siali leaf is high in the market
- Department of forest is there to help the leaf collectors in terms of storage house, market linkage and skill development.

Product Cluster Information Sheet

Cluster location: Bonai

Block Name: Lahunipara

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Mango

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 20 | 15 | 250 | Lahunipara, Fuljhar,Darjing,Bhutuda Khutugaon |

Major Villages:

Lahunipada, Louposh, Kaleiposh, Ghatitala, Lunga, Ulsarai, Talkudar, Darjing, Kuliposh, Raikelaposh, Haladikudar, Sulabhadihi, Kaleiposh, Darjing, Dhanghar, Fuljhar, Mahulpada, Khutgaon, Bhutuda

Major market:

Lahunipada,Rajgangpur,Nuagaon,Simdega,Bisra, Rourkela,Subdega.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:250 households from 15 villages are involved in Mango cultivation .

Reason 2:It is a traditional way of doing business which gives a good amount of income to the households . the marketable surplus is 20 MT.

Reason 3:It provides livelihood support to the local people. This mango has a huge demand in the local market.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods and also provides saplings to the mango grower families.
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand for the local varieties of Mango is high in the nearby markets.

Product Cluster Information Sheet

Cluster location: Khutgaon

Block Name: Lahunipara

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Lac

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---------------------------|
| Unit | Quantity | | | |
| Qtl | 20 | 20 | 400 | Khuntgaon, Badpurunapani, |

Major Villages:

Lahunipada, Louposh, Kaleiposh, Ghatitala, Lunga, Ulsarai, Talkudar, Darjing, Kuliposh, Raikelaposh, Haladikudar, Sulabhadihi, Kaleiposh, Darjing, Dhanghar, Fuljhar, Mahulpada, Khutgaon, Bhutuda, Badapurunapani, Rajamunda, Sankhaposh, Sasyakela, Talbahali

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 400 households from 20 villages are involved in lac cultivation.

Reason 2: Here the surplus is 20qtl, which has a high demand in Jharkhand and other part of the nation. It is a traditional way of doing business which gives a good amount of income to the households.

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Various govt. schemes are there to support the lac cultivators
- There is increasing demand for lac products in the markets

Product Cluster Information Sheet

Cluster location: Gurundia

Block Name: Gurundia

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 350 | 20 | 550 | Gurundia, Badkudar,Bargaon,Kantapali,Madhupur, Nunipali, Raikelaposh |

Major Village:

Dumermunda, Madhupur, Raikelaposh, Badkudar, Bhurunga, Rajabasa, Badgaon, Jamudar, Kusumdihi, Kuleibagha, Dharanidharpur, Boneikela, Tamara, Jadaloi, Sanjadaloi, Silikata, Tumbei, Kantapali, Nuniapali, Kantapali, Balabhadraprasad

Major Markets:

Kutra,badgaon,Nuagaon,Bisra,Sundergarh,Rajgangpur,Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 550 households from 20 villages are involved in mahua collection

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households . 350MT is the marketable surplus,which has a huge demand in the local market.

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent among the collectors and traders.

Product Cluster Information Sheet

Cluster location: Gurundia

Block Name: Gurundia

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Siali leaf

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-------------------------------------|
| Unit | Quantity | | | |
| MT | 150 | 22 | 650 | Gurundia, Sanbadgaon, Sana-gurundia |

Major Villages:

Dumermunda, Madhupur, Raikelaposh, Badkudar, Bhurunga, Rajabasa, Badgaon, Jamudar, Kusumdihi, Kuleibagha, Dharanidharpur, Boneikela, Tamara, Jadaloi, Sanjadalo, Silikata, Tumbei, Kantapali, Nuniapali, Kantapali, Balabhadraprasad

Major Markets

Kutra, Badgaon, Nuagaon, Bisra, Sundergarh, Rajgangpur, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 650 households from 22 villages are involved in siali leaf collection.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households. This product has a demand in and out side of the state. Due to presence of huge forest area, the availability of the siali leaf is more.

Reason 3: It provides livelihood support to the local people. Which gives minimum one month of income to the common people. It can be enhanced the income more if govt would support it.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Demand for siali leaf is high in the market
- Department of forest is there to help the leaf collectors in terms of storage house, market linkage and skill development.

Product Cluster Information Sheet

Cluster location: Gurundia

Block Name: Gurundia

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 1000 | 25 | 850 | Gurundia, Barghat, Chandiposh, Chhidi, Jhirpani, Kumakela, Musabira |

Major Villages:

Chidi, Chandiposh, Kumakela, Jhirpani, Musabira, Rajabasa, Dumermunda, Madhupur, Raikelaposh, Badkudar, Bhurunga, Rajabasa, Badgaon, Jamudar, Kusumdihi, Kuleibagha, Dharanidharpur, Boneikela, Tamara, Jadaloi, Sanjadalo, Silikata, Tumbei, Kantapali, Nuniapali, Kantapali, Balabhadraprasad

Major Markets: Kutra, badgaon, Nuagaon, Bisra, Sundergarh, Rajgangpur, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 850 households from 25 villages are involved in Paddy cultivation.

Reason 2: It is a traditional agricultural activity that fetches a good amount of return to the households.

Reason 3: It is staple food for members of the community and source of livelihood for the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- There are quite a number of rices mill in and around the disirt for procurement

Product Cluster Information Sheet

Cluster location: Gurundia

Block Name: Gurundia

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 420 | 15 | 500 | Gurundia, Padmapur,Rumkubarna, Silpunji,Hatiada,Kendughati, Kusumtola. |

Major Villages:

Gurundia, Rajabasa, Badgaon, Badakudar, Kusumdiha, Boneikela, Padmapur, Rumukberna, Silpunji, Hatioda, Kendughati, Kusumtola,

Major Markets:

Kutra,badgaon,Nuagaon,Bisra,Sundergarh,Rajgangpur,Birmitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 500 households from 15 villages are involved in Vegetable cultivation.

Reason 2: Vegetable has remain main source of income for the families of these households.

Reason 3: Huge quantities of vegetables supply to different parts of the state from the region

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand in the market for vegetables is enormous and huge potential for scaling up the activities.

Product Cluster Information Sheet

Cluster location: Jarada

Block Name: Gurundia

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Maize

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 80 | 10 | 700 | Badibahal, Bramahanidihi, Budelbahal, Burda, Jarada, Kainsbahal. |

Major Villages:

Badabahal, Brahmandihi, Burda, Budelbahal, Jarada, Kainsibahal, Kello, Kusumnali, Regedabahal, Badakudar

Major Markets

Kutra, badgaon, Nuagaon, Bisra, Sundergarh, Rajgangpur, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 700 households from 10 villages are involved in Maize cultivation.

Reason 2: Cultivation of maize fetches good returns to the farming household.

Reason 3: It has increasingly become a regular source of income over a period of time.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc

- Department of Agriculture supports through schemes and services for groundnut cultivation and application of modern technology, methods.
- Banks and financial institutions provide financial support to farmers for cultivation of groundnut.
- Subsidised schemes are there to provide modern implements and irrigation facilities.

Product Cluster Information Sheet

Cluster location: Koida

Block Name: Koida

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHS Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---|
| Unit | Quantity | | | |
| MT | 400 | 27 | 700 | Koida,Bimalghar,chordara, Dengula,Gopna Jamudihi |

Major Villages:

Koida, Bimlagarh, Kula, Chordhara, Phatatangar, Dengula, Gopna, Jamuduhi, K. Bolanga, Kalta, Malda, Patamunda, Relhatu, Soyamba

Major Markets

Kutra,badgaon,Nuagaon,Bisra,Sundergarh,Rajgangpur,Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:700 households from 27 villages are involved in Mahua collection.

Reason 2: Every household of these villages involved in collection and business of Mahua

Reason 3: Return from business of Mahua is substantial and assured

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent among the collectors and traders.

Product Cluster Information Sheet

Cluster location: Koida

Block Name: Koida

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 800 | 24 | 500 | Bimlagarh , K.balang, Kalta, Koira,Malda,Patmunda |

Major Villages:

Koida, Bimlagarh, Kula, Chordhara, Phatatangar, Dengula, Gopna, Jamuduhi, K. Bolanga. Kalta, Malda, Patamunda, Relhatu, Soyamba

Major Markets:

Kutra,badgaon,Nuagaon,Bisra,Sundergarh,Rajgangpur,Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:500 households from 24 villages are involved in vegetable cultivation.

Reason 2: Vegetable has remain main source of income for the families of these households.

Reason 3: Huge quantities of vegetables supply to different parts of the state from the region

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand in the market for vegetables is enormous and huge potential for scaling up the activities.

Product Cluster Information Sheet

Cluster location: Koida

Block Name: Koida

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Siali leaf

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 30 | 20 | 750 | Bimlagarh cluster. Chordhara,dengula, Gopna,Jamudihi |

Major Villages:

Koida, Bimlagarh, Kula, Chordhara, Phatatangar, Dengula, Gopna, Jamuduhi, K. Bolanga. Kalta, Malda, Patamunda, Relhatu, Soyamba

Major Markets:

Kutra, Badgaon, Lahunipada, Jareikela, Bisra, Sundergarh, Rajgangpur, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 750 households from 20 villages are involved in siali leaf collection.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households. This product has a demand in and out side of the state. Due to presence of huge forest area, the availability of the siali leaf is more.

Reason 3: It provides livelihood support to the local people. Which gives minimum one month of income to the common people. It can be enhanced the income more if govt would support it.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Demand for siali leaf is high in the market
- Department of forest is there to help the leaf collectors in terms of storage house, market linkage and skill development.

Product Cluster Information Sheet

Cluster location: Bimlagarh

Block Name: Koida

ITDA Name: Bonai

District: Sundergarh

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--|
| Unit | Quantity | | | |
| MT | 350 | 13 | 800 | Bimlagarh, K.balang, Kalta, Malda, Relhatu, Soyamba. |

Major Villages:

Bimlagarh Cluster, K.balang, Kalta, Malda, Relhatu, Soyamba, Koida, Bimlagarh, Kula, Chordhara, Phatatangar, Dengula, Gopna, Jamuduhi, Kalta, Malda, Patamunda

Major Markets

Lahunipada, Nuagaon, Bisra, Sundergarh, Rajgangpur, Biramitrapur, Rourkela

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 800 households from 13 villages are involved in Paddy cultivation.

Reason 2: It is a traditional agricultural activity that fetches a good amount of return to the households.

Reason 3: It is staple food for members of the community and source of livelihood for the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Market demand for the varies of rice of the cluster is very high throughout the state
- There are quite a number of rices mill in and around the disirt for procurement

ITDA- KUCHINDA

Product Cluster Information Sheet

Cluster Location: Jamankira

Block Name: Jamankira

ITDA Name: Kuchinda

District: Sambalpur

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|---------------------------|
| Unit | Quantity | | | |
| MT | 3545 | 20 | 550 | Jaminkera Kadalimunda, |

Major Villages:

Arjunpali, Chhemunda, Durgadihi, Jamankira, Kadalimunda, khariadihi, Langabaha

Major Markets:

Kuchinda, Bamra, Jamankira, Sambalpur, Jhasuguda, Sundergarh, Rourkela, Angul

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 550 households from 20 villages are involved in goat rearing.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households.

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Govt. department supports through schemes and services to the goat rearing families.
- Market demand is high as it is good variety of goat.
- Basic skills for goat rearing has prevailed among the tribal villagers of the identified clusters.
- There is enough scope for scaling up of the activities and make it a full time business for the members of the cluster.

Product Cluster Information Sheet

Cluster location: Mudhenpalli

Block Name: Jamankira

ITDA Name: Kuchinda

District: Sambalpur

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1896 | 18 | 860 | Mudhenpalli, Burda |

Major Villages:

Bhejikudar, Burda, Ghusuraguda, Jharmunda, Mudhenpali, Nuaburda, Rengalpali, Saplat

Major Markets:

Kuchinda, Bamra, Sambalpur, Deogarh, Jhasuguda, Sundergarh, Bargarh

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 860 households from 18 villages are involved intensively in Paddy cultivation.

Reason 2: It is a traditional agricultural activity that fetches a good amount of return to the households.

Reason 3: It is staple food for members of the community and source of livelihood for the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Market demand for the varies of rice of the cluster is very high throughout the state
- There are quite a number of rices mill in and around the disirt for procurement

Product Cluster Information Sheet

Cluster location: Jamankira

Block Name: Jamankira

ITDA Name: Kuchinda

District: Sambalpur

Product / Activity: Chilly

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 80 | 13 | 70 | Jamankira, Sarbejal |

Major Villages:

Kariadihi, Langabahal, Patbandha, Sarbejal, Tulub, Kadalimunda.

Major Markets:

Kuchinda, Bamra, Jamankera, Sambalpur, Jhasuguda, Sundergarh.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 70 households from 13 villages are involved in chilly cultivation.

Reason 2: Chilly cultivation is a major source of income for the farming households and practiced over a considerable period of time

Reason 3: Majority of households of these villages cultivate chilly.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture and Agriculture supports through schemes and services for cultivation and application of modern technology and methods.
- Banks and financial institutions provide financial support to households for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Market demand for the variety of chilly of the cluster is very high throughout the state and also in nearby states of Jharkhanda, Chhatisgarh and West Bengal.
- There is enough scope for scaling up and value addition to the product.

Product Cluster Information Sheet

Cluster location: Kuchinda

Block Name: Kuchinda

ITDA Name: Kuchinda

District: Sambalpur

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 3128 | 13 | 850 | Kuchinda Charbati |

Major Villages:

Balipata, Beluanpal, Boxma, Charbati, Dhobaya, Jamankira, Katunagar, Kilipadar, lad Sakanda,

Major Markets:

Kuchinda, Bamra, Deogarh, Sambalpur, Jhasuguda, Sundergarh, Bargarh

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 850 households from 13 villages are involved in paddy cultivation.

Reason 2: It is a traditional agricultural activity that fetches a good amount of return to the households.

Reason 3: It is staple food for members of the community and source of livelihood for the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Market demand for the varies of rice of the cluster is very high throughout the state
- There are quite a number of rices mill in and around the disirt for procurement

Product Cluster Information Sheet

Cluster location: Kusmi

Block Name: Kuchinda

ITDA Name: Kuchinda

District: Sambalpur

Product / Activity: Chilly

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 120 | 12 | 750 | Kusmi, Pandiadhipa |

Major Villages:

Ainlaposhi,Bandabahal,Bombaleikela,chitraposhi,Kusumi,Pandiadhipa,Raneikela

Major Markets:

Kuchinda,Bamra,Sambalpur,Jhasuguda,Sundergarh, Tatanagar, Raipur, Ranchi

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 750 households from 12 viilages are involved in chilly cultivation

Reason 2: Chilly cultivation is a major source of income for the farming households and practiced over a considerable period of time

Reason 3: Majority of households of these villages cultivate chilly earn substantial income from it.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture and Agriculture supports through schemes and services for cultivation and application of modern technology and methods.
- Banks and financial institutions provide financial support to households for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Market demand for the variety of chilly of the cluster is very high throughout the state and also in nearby states of Jharkhanda, Chhatisgarh and West Bengal.
- There is enough scope for scaling up and value addition to the product.

Product Cluster Information Sheet

Cluster location: Kuchinda

Block Name: Kuchinda

ITDA Name: Kuchinda

District: Sambalpur

Product / Activity: Goat

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 5865 | 13 | 480 | Kuchinda Kilipadar |

Major Village:

Balipata, Beluanpal, Boxma, Charbati, Dhobaya, Jamankira, Katunagar, Kilipadar, Lad, Sakanda. (Villages)

Major Markets:

Kuchinda, Bamra, Sambalpur, Jhasuguda, Sundergarh, Angul, Rourkela

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 480 households from 13 villages are involved in goat rearing.

Reason 2: Traditional way of rearing of goat that gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Govt. department supports through schemes and services to the goat rearing families.
- Market demand is high as it is good variety of goat.
- Basic skills for goat rearing has prevailed among the tribal villagers of the identified clusters.
- There is enough scope for scaling up of the activities and make it a full time business for the members of the cluster.

Product Cluster Information Sheet

Cluster location: Boxoma

Block Name: Kuchinda

ITDA Name: Kuchinda

District: Sambalpur

Product / Activity: Dairy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 5625 | 18 | 800 | Boxoma Sakanda |

Major Villages:

Balipata, Bhelunpal, Charbati, Dobahaya, Jamankira, Katungara, Kilipadar, Lad, Sakanda

Major Markets:

Kuchinda, Bamra, Sambalpur, Jhasuguda, Sundergarh, Deogarh

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 800 households from 18 villages are involved in dairy activity

Reason 2: It is a traditional activity that gives a good amount of income to the households.

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Govt. department supports through schemes and services to the families involved in dairy activity.
- Market demand for dairy products is very high through out the state.
- Basic skills for the particular activity has prevailed among the tribal villagers of the identified cluster.
- There is enough scope for scaling up of the activities and make it a full time business for the members of the cluster.

Product Cluster Information Sheet

Cluster location: Jarabaga

Block Name: Kuchinda

ITDA Name: Kuchinda

District: Sambalpur

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------------------|
| Unit | Quantity | | | |
| MT | 400 | 17 | 950 | Jarabaga Pandiadhipa Raneikela |

Major Villages:

Kusumi, Jarabaga, Ainlaposhi, Bandabahal, Bombaleikela, chitraposhi, Kusumi Pandiadhpa, Raneikela.

Major Markets:

Kuchinda, Bamra, Jamankera, Sambalpur, Jhasuguda, Sundergarh.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 950 households from 17 villages are involved in Mahua collection.

Reason 2: Every household of these villages involved in collection and business of Mahua

Reason 3: Return from business of Mahua is substantial and assured

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent.

Product Cluster Information Sheet

Cluster location: Bamra

Block Name: Bamra/ Gobindapur

ITDA Name: Kuchinda

District: Sambalpur

Product / Activity: Chilly

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|--------------------------|
| Unit | Quantity | | | |
| MT | 1600 | 23 | 1200 | Kesaibahal Kabribahal |

Major Villages:

Kesaibahal, Jaraboga, Betjharan, Bilung, Dumuk, Kandakulei, Kariadihi, Kinabag, Lapada, Sar Gidihi, Uttargaon

Major Markets:

Kuchinda, Bamra, Sambalpur, Jhasuguda, Sundergarh, Bargarh, Tatanagar, Raipur, Rayagada

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1200 households from 23 villages are involved in cultivation.

Reason 2: Chilly cultivation is a major source of income for the farming households and practiced over a considerable period of time

Reason 3: Majority of households of these villages cultivate chilly earn substantial income from it.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture and Agriculture supports through schemes and services for cultivation and application of modern technology and methods.
- Banks and financial institutions provide financial support to households for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities

Product Cluster Information Sheet

Cluster location: Bamra

Block Name: Bamra/Gobindapur

ITDA Name: Kuchinda

District: Sambalpur

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2286 | 14 | 850 | Bamra |

Major Villages:

Badumermunda, Govindpur, Haripada, Khokopada, Mitupada, Mundadhipa, Pandaripathar

Major Markets:

Kuchinda, Bamra, Jamankera, Sambalpur, Jhasuguda, Sundergarh.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 850 households from 14 villages are involved in paddy cultivation.

Reason 2: It is a traditional agricultural activity that fetches a good amount of return to the households.

Reason 3: It is staple food for members of the community and source of livelihood for the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Market demand for the varies of rice of the cluster is very high throughout the

ITDA- PANPOSH

Product Cluster Information Sheet

Cluster location: Lathikata

Block Name: Lathikata

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Mustard

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 95 | 10 | 800 | Suidihi |

Major Villages:

Suidihi, Asurchhapal, Kanarsuan, Karlakhaman, Lahodar, San-budhikudar, San-nuatoli, Sonaparvat

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon.

Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 800 households are involved in Mustard cultivation which gives 95 MT of surplus volume

Reason 2: Cultivation of Mustard fetches good returns to the farming household.

Reason 3: It's a cash crop and has increasingly become a regular source of income over a period of time.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Government Department supports through schemes and services for mustard cultivation and application of modern technology, methods.
- Banks and financial institutions provide financial support to farmers for cultivation of mustard.
- Subsidised schemes are there to provide modern implements and irrigation facilities.

Product Cluster Information Sheet

Cluster location: Lathikata

Block Name: Lathikata

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2000 | 11 | 800 | Kalunga Buruda |

Major Villages:

Kalunga, Beldihi, Goibhanga, Jhiabahal, Dolakudar, Gutidhar, Junabalanda, Balanda, Lungei, Buruda

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 800 households from 11 villages are involved in paddy cultivation.

Reason 2: It is a traditional agricultural activity that fetches a good amount of return to the households.

Reason 3: It is staple food for members of the community and source of livelihood for the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Market demand for the varies of rice of the cluster is very high throughout the

Product Cluster Information Sheet

Cluster location: Lathikata

Block Name: Lathikata

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 600 | 10 | 450 | Dalakudar |

Major Villages:

Dalakudar, Badnuagaon, Bolani, Ergeda, Lathikata, Nuatoli, Kanarsuan, Bauskona, Jamberna, Kharuatoli

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon.

Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 450 households from 10 villages are involved in Mahua business

Reason 2: Every household of these villages involved in collection and business of Mahua

Reason 3: Return from business of Mahua is substantial and assured

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent among the collectors and traders.

Product Cluster Information Sheet

Cluster location: Dalakudar

Block Name: Lathikata

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Sal leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 8 | 800 | Dalakudar, Kharuatoli |

Major Villages:

Dalakudar, Attaghat, Kansar, Hatibandha, Kharuatoli, Nuatoli,

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega., Kansbahal

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 800 households from 8 villages are involved in sal leaf collection.

Reason 2: Availability of Raw Material (Sal leaf) is plenty; demand for the stitched leaf is very high in the market.

Reason 3 : Sal leaf stitching activity and marketing runs throughout the year and provides substantial income to individual household.

Reason 4: There is enough scope for value addition to the product

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Local Traders are promoting this activity and people have also traditional skills for making plate.
- Basic skill on collecting, drying and stitching is present among the cluster members
- Demand for the stitched leaf is high and scope for convergence with other department schemes is high.

Product Cluster Information Sheet

Cluster location: Nuagaon

Block Name: Nuagaon

ITDA Name : Panposh

District: Sundergarh

Product / Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 9000 | 23 | 1300 | Nuagaon, Barilafta. |

Major Villages:

Barilafta,

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega., Kansbahal, Badgaon.

Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1300 households from 23 villages are involved in vegetable cultivation.

Reason 2: Vegetable has remain main source of income for the families of these households.

Reason 3: Huge quantities of vegetables supply to different parts of the state from the region

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand in the market for vegetables is enormous and huge potential for scaling up the activities.

Product Cluster Information Sheet

Cluster location: Nuagaon

Block Name: Nuagaon

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Ground nut

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 175 | 10 | 350 | Barilafta, Nuagaon. |

Major Villages:

Titirkela, Jajoda, Sorada, Bagdega, Tangarpali, Khairitola, Barilepta, Bhimla

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Badgaon, Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 350 households from 10 villages are involved in ground nut cultivation.

Reason 2: Cultivation of ground nut fetches good returns to the farming household.

Reason 3: It's a cash crop and has increasingly become a regular source of income over a period of time.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Agriculture supports through schemes and services for groundnut cultivation and application of modern technology, methods.
- Banks and financial institutions provide financial support to farmers for cultivation of groundnut.
- Subsidised schemes are there to provide modern implements and irrigation facilities.
- DRDA extends supports to establish storehouses at these villages.

Product Cluster Information Sheet

Cluster location: Nuagaon

Block Name: Nuagaon

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Mango

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 200 | 7 | 45 | Barilepta |

Major Villages:

Bagdega, Titirkela, Bhimla, Jajoda, Sorada, Tangarpali, Khairitola, Barilepta

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 45 households from 7 villages are involved in mango cultivation.

Reason 2: Mango cultivation has increasingly become a major economic activity of these villages as return from it is substantial.

Reason 3: A major chunk of additional income come from mango cultivation.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods and also provides saplings to the mango grower families.
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand for the local varieties of Mango is high in the nearby markets.
- There are a lots of scope for value addition to the product and scope for scaling up of the activities.

Product Cluster Information Sheet

Cluster location: Nuagaon

Block Name: Nuagaon

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs | Sub Cluster Locations |
|--------------------|----------|-----------------|------------|-----------------------|
| Unit | Quantity | | | |
| MT | 300 | 10 | 500 | Telighana |

Major Villages:

Telighana, Titirkela, Jajoda, Bhimla, Sorada, Tangarpali, Khairitola

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Badgaon, Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 500 households from 10 villages are involved in Mahua collection.

Reason 2: Every household of these villages involved in collection and business of Mahua

Reason 3: Return from business of Mahua is substantial and assured

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent among the collectors and traders.

Product Cluster Information Sheet

Cluster Location: Bisra

Block Name: Bisra

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 7000 | 20 | 950 | Bisra, Jareikela. |

Major Villages:

Jareikela, Manko, Bisra, Jamberna, Lindidiri, Sanpokhara, Jodabandha, Ratakhandi, Budhikani, Kundaposh, Bhurtabahal, Kopsingha, Mahiberna, Muchikucha, Jodabandha, Ratakhandi, Dareikela, Budeljore, Purunabisra, Sanpokhar

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Badgaon, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 950 households from 20 villages are involved in vegetable cultivation.

Reason 2: Vegetable has remain main source of income for the families of these households.

Reason 3: Huge quantities of vegetables supply to different parts of the state from the region

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand in the market for vegetables is enormous and huge potential for scaling up the activities.

Product Cluster Information Sheet

Cluster location : Bisra

Block Name: Bisra

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Ground nut

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 120 | 8 | 300 | Bisra |

Major Villages:

Bisra, Budeljore, Purunabisra, Sanpokhar, Jodabandha, Ratakhandi, Dareikela, Bhumijtola

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Badgaon, Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 300 households from 8 villages are involved in ground nut cultivation.

Reason 2: Cultivation of ground nut fetches good returns to the farming household.

Reason 3: It's a cash crop and has increasingly become a regular source of income over a period of time.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Agriculture supports through schemes and services for groundnut cultivation and application of modern technology, methods.
- Banks and financial institutions provide financial support to farmers for cultivation of groundnut.
- Subsidised schemes are there to provide modern implements and irrigation facilities.
- DRDA extends supports to establish storehouses at these villages.

Product Cluster Information Sheet

Cluster location: Bisra

Block Name: Bisra

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 900 | 20 | 1200 | Bisra, Jareikela |

Major Villages:

Bisra, Budhikani, Kundaposh, Bhurtabahal, Kopsingha, Mahiberna, Jareikela, Muchikucha, Jodabandha, Ratakhandi, Dareikela, Manko, Lindidiri, Baduperbahal, Dumerta, Bhalulata, Kaparanda, Mahipani, Khudahundanga, Ganjore

Major market:

Bisra, Rajgangpur, Nuagaon, Simdega, Rourkela, Subdega, Kansbahal, Badgaon, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1200 households from 20 villages are involved in Mahua business

Reason 2: Every household of these villages involved in collection and business of Mahua

Reason 3: Return from business of Mahua is substantial and assured

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent among the collectors and traders.

Product Cluster Information Sheet

Cluster location: Bisra

Block Name: Bisra

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 15 | 750 | Jareikela, Bisra |

Major Villages:

Jareikela, Manko, Bisra, Jamberna, Lindidiri, Sanpokhara, Jodabandha, Ratakhandi, Budhikani, Kundaposh, Bhurtabahal, Kopsingha, Mahiberna, Muchikucha, Jodabandha,

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Badgaon, Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 750 households from 15 villages are involved in Paddy cultivation.

Reason 2: It is a traditional agricultural activity that fetches a good amount of return to the households.

Reason 3: It is staple food for members of the community and source of livelihood for the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Government Department supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to members for cultivation of paddy.
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Market demand for the varies of rice of the cluster is very high throughout the state
- There are quite a number of rices mill in and around the disirt for procurement

Product Cluster Information Sheet

Cluster location: Kuanramunda

Block Name: Kuanramunda

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 18 | 1100 | Sandalakudar, Gailo |

Major Villages:

Sandalakudar, Khairibandha, Gutidhar, Jharadaben, Birwal, Balanda, Gailo, Lanji, Pandutola, Ganjutola, Musapali, Baunsjore, Kenduberini, Burda.

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon, Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1100 households from 18 villages are involved in Mahua collection.

Reason 2: Every household of these villages involved in collection and business of Mahua

Reason 3: Return from business of Mahua is substantial and assured

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Market demand for Mahua flower is very high in the neighbouring states of Chhatisgarh and Jharkhanda
- There is enough scope for scaling up the business in this area.
- Skill for drying, storing, cleaning and grading among the collectors is prevalent among the collectors and traders.

Product Cluster Information Sheet

Cluster location: Kuanramunda

Block Name: Kuanramunda

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Sal leaf

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 200 | 14 | 540 | Gailo, Bolanda |

Major Villages:

Sandalakudar, Khairibandha, Gutidhar, Jharadaben, Birwal, Balanda, Gailo, Lanji, Pandutola, Ganjutola, Musapali, Baunsjore, Kenduberini, Burda.

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Badgaon, Kutra, Biramitrapur, Jareikela

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 540 households from 14 villages are involved in Sal leaf collection.

Reason 2: Availability of Raw Material (Sal leaf) is plenty; demand for the stitched leaf is very high in the market.

Reason 3 : Sal leaf stitching activity and marketing runs throughout the year and provides substantial income to individual household.

Reason 4: There is enough scope for value addition to the product

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Local Traders are promoting this activity and people have also traditional skills for making plate.
- Basic skill on collecting, drying and stitching is present among the cluster members
- Demand for the stitched leaf is high and scope for convergence with other department schemes is high.

Product Cluster Information Sheet

Cluster location: Kuanramunda

Block Name: Kuanramunda

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Mango

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------------|
| Unit | Quantity | | | |
| MT | 8 | 11 | 150 | Dumukusihiria Bankibahal |

Major Villages:

Kacharu, Tangarani, Sandalki, Dumukusihiria, Sarandamal, Chutiatola, Nakenbahal, Gadirra, Bankibahal, Dumergarh

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 households from 11 villages are involved in mango cultivation

Reason 2: Mango cultivation has increasingly become a major economic activity of these villages as return from it is substantial.

Reason 3: A major chunk of additional income come from mango cultivation.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods and also provides saplings to the mango grower families.
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand for the local varieties of Mango is high in the nearby markets.
- There are a lots of scope for value addition to the product and scope for scaling up of the activities.

Product Cluster Information Sheet

Cluster location: Chainpur

Block Name: Kuanramunda

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Ground nut

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|------------------------|
| Unit | Quantity | | | |
| MT | 50 | 8 | 200 | Chainpur Bijubandha |

Major Villages:

Chainpur, Dumukusihiria, Kacharu, Tangarani, Rinu, Patara, Bijubandha, Lahanda

Major market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Kutra, Biramitrapur, Odagaon

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 households from 8 villages are involved in groundnut cultivation.

Reason 2: Cultivation of ground nut fetches good returns to the farming household.

Reason 3: It's a cash crop and has increasingly become a regular source of income over a period of time.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Agriculture supports through schemes and services for groundnut cultivation and application of modern technology, methods.
- Banks and financial institutions provide financial support to farmers for cultivation of groundnut.
- Subsidised schemes are there to provide modern implements and irrigation facilities.
- DRDA extends supports to establish storehouses at these villages.

Product Cluster Information Sheet

Cluster location: Kuanramunda

Block Name: Kuanramunda

ITDA Name: Panposh

District: Sundergarh

Product / Activity: Maize

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 80 | 4 | 150 | Jhirmur, Chutiatola |

Major Viilages:

Jhirmur, Chutiatola, Sarandamal, Sandalki

Major Market:

Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon.

Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 households from 4 villages are involved in Maize cultivation.

Reason 2: Cultivation of maize fetches good returns to the farming household.

Reason 3: It has increasingly become a regular source of income over a period of time.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Agriculture supports through schemes and services for groundnut cultivation and application of modern technology, methods.
- Banks and financial institutions provide financial support to farmers for cultivation of groundnut.
- Subsidised schemes are there to provide modern implements and irrigation facilities.

ITDA- SUNDERGARH

Product Cluster Information Sheet

Cluster location: Tangerangpali

Block Name: Tangerangpali

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Til

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 150 | 8 | 450 | Jhariapali, Mangaspur |

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 450 households from 8 villages are involved in til cultivation.

Reason 2:

It is a traditional way of doing business which gives a good amount of income to the households.

Reason 3:

It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Ujalpur

Block Name: Tangerpali

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 850 | 9 | 450 | Ujalpur |

Major Villages:

Bansibat, Bartankela, Belsara, Jhariapali, Khutmunda, Phuldhudi, Tumapali, Ujalapur

Major market:

Sundargarh, Raygarh, Kutra, Rajgangpur, Bisra, Rourkela, Subdega.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 450 households from 9 villages are involved in vegetable cultivation.

Reason 2: Vegetable has remain main source of income for the families of these households.

Reason 3: Huge quantities of vegetables supply to different parts of the state from the region

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand in the market for vegetables is enormous and huge potential for scaling up the activities.

Product Cluster Information Sheet

Cluster location: Jhariapali

Block Name: Tangerangpali

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Sunflower

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 15 | 4 | 250 | Jhariapali |

Major Villages:

Bandhapali, Chakramal, Kenapali, Kurga

Major market:

Sundargarh, Kutra, Rajgangpur, Rourkela, Bisra

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 250 households from 4 villages are involved in sunflower cultivation.

Reason 2: Cultivation of sunflower fetches good returns to the farming household.

Reason 3: It has increasingly become a regular source of income over a period of time.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Government Department supports through schemes and services for mustard cultivation and application of modern technology, methods.
- Banks and financial institutions provide financial support to farmers for cultivation of mustard.
- Subsidised schemes are there to provide modern implements and irrigation facilities.

Product Cluster Information Sheet

Cluster location: Tangerangpalli

Block Name: Tangerangpali

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Bamboo Craft

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Number | 1000 | 4 | 200 | Tangerpalli |

Major Villages:

Tangerpali

Major market:

Sundargarh, Rajgangpur, Ropurkela, Rayagarh

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 households from 4 villages are involved in bamboo craft.

Reason 2: Traditional Craft which fetches good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- District Industries Center is there to provide technical support to the craftsmen and provide training on skill development
- DSMS, DRDA, NABARD and other agencies are there to provide marketing support.
- There is enough scope for scaling up the activities and converting it into a vibrant cluster.

Product Cluster Information Sheet

Cluster location: Lephiripara

Block Name: Lephiripara

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Groundnut

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 10 | 950 | Lephiripara,Sargipali |

Major Villages:

Badagamal, Kadomal, Didigajaharan, Lephiripara, Saurijore, Chakuli, Dhelsara, Sargipali, Sribhubanpur

Major market:

Sundargarh, Raygarh, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 950 households from 10 villages are involved in groundnut cultivation.

Reason 2: Cultivation of ground nut fetches good returns to the farming household.

Reason 3: It's a cash crop and has increasingly become a regular source of income over a period of time.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Agriculture supports through schemes and services for groundnut cultivation and application of modern technology, methods.
- Banks and financial institutions provide financial support to farmers for cultivation of groundnut.
- Subsidised schemes are there to provide modern implements and irrigation facilities.
- DRDA extends supports to establish storehouses at these villages.

Product Cluster Information Sheet

Cluster location: Lephripara

Block Name: Lephripara

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 700 | 15 | 850 | Dumabahal |

Major Villages:

Dumabahal, Beheramal, Gunjakhol, Kadalijharia, Karanjakhol, Luthurkhend, Mahulpali, Rakhyaskhol, Sipukachhar

Major markt:

Sundargarh, Rayagarh, Rajgangpur, Nuagaon,, Bisra, Rourkela.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 850 households from 15 villages are involved in vegetable cultivation.

Reason 2: Vegetable has remain main source of income for the families of these households.

Reason 3: Huge quantities of vegetables supply to different parts of the state from the region

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand in the market for vegetables is enormous and huge potential for scaling up the activities.

Product Cluster Information Sheet

Cluster location: Lephripara

Block Name: Lephripara

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Til

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 6 | 550 | Darlipali |

Major Villages:

Darlipali, Sahajbahal, Bhursidanda, Dalkijharan, Dhanjergudi, Gundiadihi

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 550 households from 6 villages are involved in til cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households.

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

- Department of Horticulture supports through schemes and services for cultivation of HYV and application of modern technology and methods
- Banks and financial institutions provide financial support to cultivators
- Subsidised schemes are there to provide modern implements and irrigation facilities
- Demand in the market for til is enormous and huge potential for scaling up the activities.

Product Cluster Information Sheet

Cluster location: Balisankara

Block Name: Balisankara

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 3500 | 13 | 1200 | Lulkidihi |

Major villages:

Birkaldihi, Dhamakpur, Dhubendand, Putudihi, Rapatjore, Sehebdera, Tatijore, Baglata, Gaik anpali, Jamdaraha, Kedapani, Khampur.

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1200 households from 13 villages are involved in paddy cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Balisankara

Block Name: Balisankara

ITDA Name : Sundergarh

District: Sundergarh

Product / Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 9 | 400 | Balisankara |

Major villages:

Balisankara, Ghoghar, Mahulgaon, Telijore, Birkaldihi, Dhamakpur, Dhubendand, Putudihi

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega., Kansbahal, Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 400 households from 9 villages are involved in vegetable cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people. It gives 500MT of surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Balishankara

Block Name: Balishankara

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Maize

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|------------------------|
| Unit | Quantity | | | |
| MT | 50 | 8 | 450 | Balishankara,Lulkidihi |

Major villages:

Dhubendand,Putudihi,Rapatjore,Sehebdera,Tatijore,Baglata,Gaikanpali,Jamdaraha

Major market:

Lahunipada,Rajgangpur,Nuagaon,Simdega,Bisra, Rourkela,Subdega.,Kansbahal,Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:450 households from 8 villages are involved in maize cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Sadar

Block Name: Sadar

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2200 | 14 | 1200 | Sadar |

Major Villages:

Beheradihi, Gitapahadi, Kuptanagar, Bijaghar, Kinkibandh, Peruaada, Kusumura, Sagbahal, unarmara, talsara, tildega,

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1200 households from 25 villages are involved in paddy cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Sadar

Block Name: Sadar

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Chilly

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 15 | 700 | Sadar |

Major Villages:

Beheradihi, Gitapahadi, Kuptanagar, Bijaghar, Kinkibandh, Peruaada, Kusumura, Sagbahal, unarmara, talsara, tildega,

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 700 households from 15 villages are involved in chilly cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Sadar

Block Name: Sadar

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: groundnut

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 5 | 5 | 65 | Sadar |

Major Villages:

Kinkibandh, Peruaada, Kusumura, Sagbahal, sunarmara, talsara, tildega,

Majormarket:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega., Kansbahal, Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 65 households from 5 villages are involved in groundnut cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people. It gives 5MT of Marketable surplus.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Rajgangpur

Block Name: Rajgangpur

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Arhar

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 12 | 1300 | Rajgangpur, Kukuda |

Mjor villages:

Alanda, Bihabandha, Dhaurbandh, Kukuda, Chinimuhul, Dubku, Goriamunda, jarurmal, Kutunia,

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega., Kansbahal, Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1300 households from 12 villages are involved in arhar cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills e

Product Cluster Information Sheet

Cluster location: Rajgangpur

Block Name: Rajgangpur

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Black gram

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 8 | 250 | Rajgangpur |

Mjor villages:

Alanda, Bihabandha, Dhaurbandh, Kukuda, Chinimuhul, Dubku, Goriamunda, jarurmal, Kutunia,

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega., Kansbahal, Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 250 households from 8 villages are involved in black gram cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Rajgangpur

Block Name: Rajgangpur

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1200 | 10 | 650 | Rajgangpur |

Mjor villages:

Alanda, Bihabandha, Dhaurbandh, Kukuda, Chinimuhul, Dubku, Goriamunda, jarurmal, Kutunia,

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 650 households from 10 villages are involved in mahua collection.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people. This product has a huge demand in and out side of the state.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Kutra

Block Name: Kutra

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 3000 | 15 | 950 | Kutra, Biringatoli |

Major villages:

Amgova, Biringatoli, gangajal, Gyanpali, Jharbeda, Kandeimunda, Katang, Kutra, Nuagaon, Pan chra, Purkapali, Rajabasa, Tarkera, Tunmura

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 950 households from 15 villages are involved in vegetable cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Kutra

Block Name: Kutra

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Til

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 120 | 9 | 720 | Kutra |

Major villages:

Amgova, Biringtoli, gangajal, Gyanpali, Jharbeda, Kandeimunda, Katang, Kutra, Nuagaon, Pan chra, Purkapali, Rajabasa, Tarkera, Tunmurr.

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega., Kansbahal, Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 720 households from 9 villages are involved in til cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Kutra

Block Name: Kutra

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Arhar

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| Qtl | 1300 | 7 | 500 | Telighana,kutra |

Major villages:

Amgova,Biringtoli,gangajal,Gyanpali,Jharbeda,Kandeimunda,Katang,Kutra,Nuagaon,Panchra,Purkapali,Rajabasa,Tarkera,Tunmura

Major market:

Lahunipada,Rajgangpur,Nuagaon,Simdega,Bisra, Rourkela,Subdega.,Kansbahal,Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:500 households from 7 villages are involved in arhar cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households . this product gives a extra income support to the local people.

Reason 3:It provides livelihood support to the local people. It enhances 3-4 months of income for the households.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Kutra

Block Name: Kutra

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Black gram

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 80 | 8 | 150 | kutra |

Major villages:

Amgova, Biringtoli, gangajal, Gyanpali, Jharbeda, Kandeimunda, Katang, Kutra, Nuagaon, Pan chra, Purkapali, Rajabasa, Tarkera, Tunmura

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega., Kansbahal, Badgaon.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 150 households from 8 villages are involved in black gram cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households. This activity enhances 2 months of income for the local people.

Reason 3: It provides livelihood support to the local people. This product has a huge demand outside the district.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Hemgiri

Block Name: Hemgiri

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Ginger

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 210 | 25 | 250 | Hemgiri, Taparia |

Major villages:

Ankelbira, Baling, Duduka, Durubaga, garjanjhor, gopalpur, hemgir, Jharpalam, julumbahal, kanaktura, kanika, kendudihi, Laikera, Munderkhai, Sumura, Topria, Tumulia.

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon. Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 250 households from 25 villages are involved in ginger cultivation. The climatic condition and the other external factors are suitable for the ginger cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households. It can be enhanced more than 3-4 months of income for the households.

Reason 3: It provides livelihood support to the local people. The local people gets all type support from the govt. for this type activity.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Hemgiri

Block Name: Hemgiri

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 4000 | 23 | 1200 | Hemgiri |

Major villages:

Ankelbira, Baling, Duduka, Durubaga, garjanjhor, gopalpur, hemgir, Jharpalam, julumbahal, kanaktura, kanika, kendudihi, Laikera, Munderkhai, Sumura, Topria, Tumulia

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon.

Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 1200 households from 23 villages are involved in vegetable cultivation. The suitable climate and the availability of ground water are the major reason for the vegetable cultivation. which not only enhances the income for the local people but also gives them the livelihood support.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households. it enhances 7-

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Hemgiri

Block Name: Hemgiri

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Tomato

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 500 | 22 | 650 | Hemgiri |

Major villages:

Ankelbira, Baling, Duduka, Durubaga, garjanjhor, gopalpur, hemgir, Jharpalam, julumbahal, kanaktura, kanika, kendudihi, Laikera, Munderkhai, Sumura, Topria, Tumulia

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon. Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 650 households from 22 villages are involved in tomato cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Hemgiri

Block Name: Hemgiri

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Mahua

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 1000 | 20 | 600 | Hemgiri |

Major villages:

Ankelbira, Baling, Duduka, Durubaga, garjanjhor, gopalpur, hemgir, Jharpalam, julumbahal, kanaktura, kanika, kendudihi, Laikera, Munderkhai, Sumura, Topria, Tumulia

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon. Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 600 households from 20 villages are involved in mahua collection.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Subdega

Block Name: Subdega

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Paddy

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 2500 | 11 | 1500 | Subdega |

Major villages:

Damkuda,Perubadhi,Ranpur,Bhagapali,Birtola,chhatasaragi,Dumerbahal,Goppur,Hamir pur,luhurenberni,Malidihi,Panchamahala,

Major market:

Lahunipada,Rajgangpur,Nuagaon,Simdega,Bisra, Rourkela,Subdega.,Kansbahal,Badgaon.

Kutra,Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:1500 households from 11 villages are involved in paddy cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3:It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Subdeg

Block Name: Subdega

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Mustard

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 50 | 4 | 200 | Subdeg |

Major villages:

Malidihi, Panchamahala, Sudarsanpur, Tiljura

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega, Kansbahal, Badgaon.

Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 200 households from 4 villages are involved in mustard cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households.

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Subdega

Block Name: Subdega

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Groundnut

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 120 | 5 | 400 | Subdega |

Major villages:

chhatasaragi,Dumerbahal,Goppur,Hamirpur,luhurenberni,Malidihi,

Major market:

Lahunipada,Rajgangpur,Nuagaon,Simdega,Bisra, Rourkela,Subdega.,Kansbahal,Badgaon.

Kutra,Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1:400 households from 5 villages are involved in groundnut cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3:It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Bargaon

Block Name: Bargaon

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Arhar

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 80 | 5 | 700 | Jharangoli |

Major villages:

Baliposh, Beheramal, Gobindpur, Jarangoli, Kustana

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega., Kansbahal, Badgaon.

Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 700 households from 5 villages are involved in arhar cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Bargaon

Block Name: Bargaon

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Vegetable

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 7000 | 10 | 800 | Bargaon |

Major villages:

Bargaon, Kinjirkela, Latagaon, Bankibahal, Bheluabahal, Kulgaon, Kumbahal, Mundagaon, Patuabeda, Talimunda

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega., Kansbahal, Badgaon.

Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 800 households from 10 villages are involved in vegetable cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):

Product Cluster Information Sheet

Cluster location: Bargaon

Block Name: Bargaon

ITDA Name: Sundergarh

District: Sundergarh

Product / Activity: Til

| Marketable Surplus | | No. of Villages | No. of HHs Involved | Sub Cluster Locations |
|--------------------|----------|-----------------|---------------------|-----------------------|
| Unit | Quantity | | | |
| MT | 90 | 6 | 500 | Bargaon |

Major villages:

Badulpani, Bamdera, Bansikar, Ekma, Geleibahal, Padampur.

Major market:

Lahunipada, Rajgangpur, Nuagaon, Simdega, Bisra, Rourkela, Subdega., Kansbahal, Badgaon.

Kutra, Biramitrapur.

Specific Reasons for Identification of Clusters (Marketable surplus, Coverage of Households, Income to Households):

Reason 1: 500 households from 6 villages are involved in til cultivation.

Reason 2: It is a traditional way of doing business which gives a good amount of income to the households .

Reason 3: It provides livelihood support to the local people.

Other Specific Reasons (Scheme support, Initiatives by different agencies, Infrastructure, markets, skills etc):