



A SUCCESSFUL MFP INITIATIVE

DONA PATTAL PROJECT

KANDHAMAL, ODISHA



Ministry of Tribal Affairs



According to the 2011 census Kandhamal district has a population of 731,952 and more than 50% of population constitutes ST Community i.e. Kandha tribes. Overall, the district is ranked as a backward district in the State of Odisha. Majority of tribal population depends upon NTFP collections which are abundantly available in the district. Siali leaves are one of the important NTFP item on which majority of tribal women depends for their livelihood for minimum 08 months in a year. Donna Pattal making is an additional activity beside agriculture/ farming for livelihood for the tribals of this area. In view of the significance of Siali leaves for the tribals of Kandhamal Dist. TRIFED decided to impart training on value addition of Siali leaves into Donna Pattal making.



Prior to training, they used to collect Siali leaves and sell it in a hand stitched plate in local market, wherein they used to earn about Rs.300/- to Rs.400/- per month per family. In order to provide marketing linkage TRIFED initiated a dialogue with Tirumala Tirupati Devasthanam Trust (TTD) for supply of Donna Pattal and secured an order for regular supply of Donna Pattal directly. After marketing tie-up made by TRIFED with TTD, Tirupati, each family member has started making minimum 100 chakies i.e. around 8000 of Siali plates. This timely order of regular supply of Donna Pattal to TTD encouraged SHG constituted in the area by PRADAN



to form a cooperative i.e. M/s. Kandhamal Women's Leafplate Cooperative Ltd (KWLCL). TRIFED identified 14 tribal SHGs of this cooperative consisting of 156 tribal female members in K. Nuagaon Block of Kandhamal district for imparting training. This training programme was conducted by TRIFED through its implementing agency, M/s. Kandhamal Women's Leafplate Cooperative Ltd (KWLCL) in association with a national level NGO i.e. M/s. PRADAN, Baliguda of Kandhamal district. TRIFED provided support to these SHGs by imparting training and distributing dona-pattal making Stitching Machines and BioMass fuelled Donna Pattal making moulding machines. TRIFED provided two nos. of stitching machines and one no. of Bio-mass fuelled moulding machine as well as working capital to each SHG.

In order to meet the demand of leaf plates for such a huge order, about one thousand tribal women leaf pluckers were also associated for supply of raw leaves to these 14 groups for preparation of finished products. The group started selling the said finished plates @Rs.40/- to Rs.50/- per 100 pieces (depending upon varieties of plates) to "Kandhamal Women Leaf-plate Coop. Ltd;" and earning good amount of income than before. It was observed that each family associated with this Co-operative earned Rs.1000-1500 per month from Silai leave operation besides their other activities. In addition to this, they are getting dividend distributed by Co-operative from their profits.

Hence, with intervention of TRIFED with this Cooperative since 2005-06, the turnover on value added products of Siali leaves has been increasing every-year and large numbers of tribal SHG members are also added to this value chain activities developed by the cooperative. Presently no direct order from TTD is available but the Cooperative has mustered enough strength to consistently increase their business and return to members. The annual turnover of the Cooperative has increased from Rs.28.50 lakhs during 2007-08 to Rs.53.00 lakhs in



2011-12 and Rs.64.00 lakhs in 2012-13 respectively. They have installed new machines and acquired new premises to meet increasing demand for their products. TRIFED also supported the Cooperative by organizing training in “Management of SHG Cooperative through NCCT, New Delhi (at Bhubaneswar Chapter) for better management and their growth.

In view to the market demands, the Cooperative has now diversified their product range from simple stitched plates to moulded buffet plates, trays etc. mixed with cardboard which are mainly demanded for higher income segment people. Success of the cooperative brought new partners and now, our member Federation TDCC of Odisha, a State Govt organisation has tied-up with this Cooperative to increase production and beneficiaries so as to provide sustainable income to larger number of tribals. TDCC of Odisha has extended working capital Rs.18.00 lakhs and Godown facility at Baliguda Sub-Division of Kandhamal district of Odisha during FY12-13 to this Cooperative. At present, about 960 families from 130 SHGs (majorities are from tribal communities) are associated with this Co-operative only in Silai leaf collection, value added production and its marketing.

