

Title of the Project:- Strengthening of Market Analysis centre for technical support in Marketing of Minor Forest Produce in Madhya Pradesh.

Why this Project:-

Madhya Pradesh is endowed with wide diversity of MFP. The collection of these MFP is an important source of self sustenance and of income. Earlier due to absence of any systematic marketing network in Central India, trade was unknown in both demand and price structure. There was lack of information on prices of MFP at different market levels. Collection of MFP does not give commensurate returns to tribals many times though several hours are put into collection; the earnings are much below minimum wages. They get low returns and are dependent on trader at the first point of sale. The market channel for MFP is long with a number of intermediaries. There is lack of awareness about the product and its market value. A state level market information project for non wood forest products was undertaken 2001 and a MIS Cell established at SFRI for market data collection, analysis and dissemination. The project has been on-going for past 16 years and useful data has been generated. In 2011, the MIS Cell was strengthened further with establishment of 5 Market Analysis Centres located in different agro climatic zones of the State viz., Chhindwara (Satpuda agro climatic zone), Bhopal (Vindyan Plateau), Katni (Kymore Plateau) Indore (Malwa Plateau) and Shivpuri (Gird Region). In the present proposal it has been proposed to make Van Dhan Vyapar quarterly News letter more informative by increasing and improving its content including information on Vindhyan herbal products.

Research Methodology :-

Survey of NTFPs traders of 5 Market Analysis Centres located in different agro climatic zones of the State viz., Chhindwara (Satpuda agro climatic zone), Bhopal (Vindyan Plateau), Katni (Kymore Plateau) Indore (Malwa Plateau) and Shivpuri (Gird Region). Collect market price and purchase price data, from district level to National Market, New Delhi for publication of Van Dhan Vyapar News letter and monitoring of MSP.

Study Design :

- Collect, analyze and report periodic market information for Van Dhan Vyapar.
- Survey in selected village markets in each zone for study of effect of MSP.
- Assist in compilation of information on availability of processed material.
- Survey for collection of selected NTFPs in M.P.

Objective of Research:-

- To strengthen the current MIS to assist in collection of market information on prices and products in local, regional & national markets.
- To monitor MSP for selected MFPs in the state and suggest improvements to ensure good returns and increase efficiency in marketing.
- To undertake study for collection of selected NTFPs.

Activities Undertaken:-

- Compilation of market information and publication of Van Dhan Vyapar.
- Compilation of information on location of village markets, market days, MFP traded, etc.
- Electronic linking with M.P. MFP Federation, TRIFED, etc.
- Collection of data with regard to prices- procurement price at first point level in different village markets /Haats.
- Quarterly market survey in all markets for publication of Van Dhan Vyapar News letter.

Cost of the project: Rs.10.00 Lakhs

Outcome of the project:- During both the years of the project (2020 to 2022), following activities has been undertaken:-

- Total 40 markets of 23 districts were surveyed. During the survey, districts namely, Katni, Panna, Satna, Sidhi, Umaria, Dindori, Shahdol, Anuppur, Tikamgarh in Katni centre, Chhindwara, Betul,

Seoni, Hoshangabad in Chhindwara centre, Shivpuri, Sheopur, Gwalior districts in Shivpuri centre, Jhabua, Alirajpur, Indore and Neemuch districts in Indore centre and Mandla, Balaghat, Raisen districts in Jabalpur centres were covered.

- Market information of commercially and economically important medicinal and Non Timber Forest Produce traded and marketed during the different seasons were recorded and collected.
- These informations were collected through personal interviews and telephonic communication.
- The market rates of total 99 important Non Timber Forest Produce was recorded and collected viz. 99 MFP species from Neemuch mandi, 58 species from Shivpuri Mandi, 56 from Indore, 41 from Lamta district Balaghat, 40 from Katni Mandi, 38 from Karahal district Sheopur, 36 from Barghat District Seoni, 34 from Betul (Betul Padhar and Chicholi), 32 from Mandla (Mandla, Anjania and Mawai), 29 from Umaria, 24 from Alirajpur, 22 from Tikamgarh, 22 from Dindori, 20 from Satna, 19 from Chhindwara (Chhindwara, Tamia, Delakhari and Damua), 18 from Gwalior (Gwalior and Mohna), 9 from Anuppur and 7 species from Pawai district Panna.
- For the monitoring of Minimum Support Price (MSP) of the notified 32 important MFPs of Madhya Pradesh, quarterly surveys were undertaken in the months of February-March 2021, May-June 2021, August-September 2021, November-December 2021, February-March 2022, May-June 2022, August-September 2022, November-December 2022 and prices of purchase of MFPs at village, block and district level traders were collected.
- During the month of February-March 2021 to November-December 2021, it was observed that the prices of Satawar root, Charota seed (*Cassia tora*), Baibirang seed (*Embelia tsjeriam cottam*), Gudmar (*Gymnema sylvestre*), Mahua flower (*Madhuca latifolia*), Konch seed (*Mucuna pruriens*), dry Aonla (*Phyllanthus emblica*), Bhilawa (*Semecarpus anacardium*), Anantmool (*Hemindesmus indicus*), Amaltash phalli (*Cassia fistula*) and Kusum lac (*Shellac*) were found on the higher side of MSP.
- The prices of Bael guda (*Aegle marmelos*), Kalmegh panchang (*Andrographis paniculata*), Achar guthli (*Buchanania lanzan*), Nagarmotha root (*Cyperus scariosus*), Honey, Mahua gulli (*Madhuca latifolia*), Palas lac (*Shellac*), Harra (*Terminalia chebula*), Dhawai flower (*Woodfordia fruticosa*) and Kutaj bark (*Holarrhena antidysentrica*) according to grading, were found on higher side in some markets in the months of February-March 2021 to November-December 2021.
- The prices of Arjun bark (*Terminalia arjuna*), Jamun guthli (*Syzigium cuminii*), Imli with seed (*Tamarindus indica*), Bahera (*Terminalia bellirica*), Giloy (*Tinospora cordifolia*), Apamarg (*Achyranthes aspera*), Karanj seed (*Millettia pinnata*), Neem seed (*Azadirachta indica*) and Sal seed (*Shorea robusta*) were found to be on the lower side of MSP in the surveyed markets, in months of February-March 2021 to November-December 2021.
- During the month of February-March 2022 to August-September 2022, it was observed that the prices of Satawar root (*Asparagus racemosus*), Baibirang seed (*Embelia tsjeriam cottam*), Gudmar (*Gymnema sylvestre*), Konch seed (*Mucuna pruriens*), dry Aonla (*Phyllanthus emblica*), Bhilawa (*Semecarpus anacardium*), Amaltash phalli (*Cassia fistula*), Mahua gulli (*Madhuca latifolia*), Nagarmotha root (*Cyperus scariosus*), Palas lac (*Shellac*) and Kusum lac (*Shellac*) were found to be on the higher side of MSP.
- The prices of Bael guda (*Aegle marmelos*), Achar guthli (*Buchanania lanzan*), Honey, Charota seed (*Cassia tora*), Kutaj bark (*Holarrhena antidysentrica*), Karanj seed (*Millettia pinnata*), Kalmegh panchang (*Andrographis paniculata*), Bahera (*Terminalia bellirica*), Dhawai flower (*Woodfordia fruticosa*), Mahua flower (*Madhuca latifolia*), Arjun bark (*Terminalia arjuna*) according to grading, has been found on higher range, in some of the markets, in the months of February-March 2022 to August-September 2022.
- The prices of Jamun guthli (*Syzigium cuminii*), Imli with seed (*Tamarindus indica*), Giloy (*Tinospora cordifolia*), Apamarg (*Achyranthes aspera*), Harra (*Terminalia chebula*), Neem seed (*Azadirachta indica*), Anantmool (*Hemindesmus indicus*), Makoi dana panchang (*Solanum*

nigrum), were found on lower side of MSP, in surveyed markets in the months of February-March 2022 to August-September 2022.

- The collected data was processed and scrutinized
- Final data was computerized and analyzed
- The Volumes of Van Dhan Vyapaar Patrika viz. Vol. 20 (1, 2, 3 and 4), Vol. 21 (1, 2, 3 and 4) and Vol. 22 (1, 2, 3 and 4) were prepared and 4000 copies were published.
- The above published issues were distributed free of cost, through post, to Hon'ble Forest Minister, Secretary of Forest, Principal Chief Conservator of Forest, Head of Forest, all PCCF, APCCF, CCF and CF of other sections, DFOs of all the Forest Division, Wild life institutes, Organizations, Farmers, Traders, Manager of Van Dhan Kendra, JFMCs members, etc.



Collection of MFPs information from Prabandhak of Chareon samiti district Balaghat



Collection of MFPs information from the trader of village Chicholi, district Betul



Collection of MFPs information from the trader of Pohri district, Shivpuri



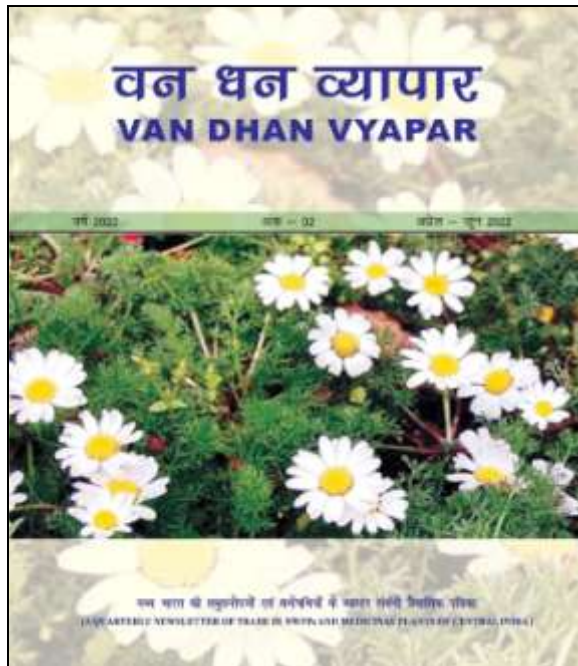
Group discussion with traders of Karahal, district Sheopur



Collection of MFPs information from the trader of village Chiraidongri



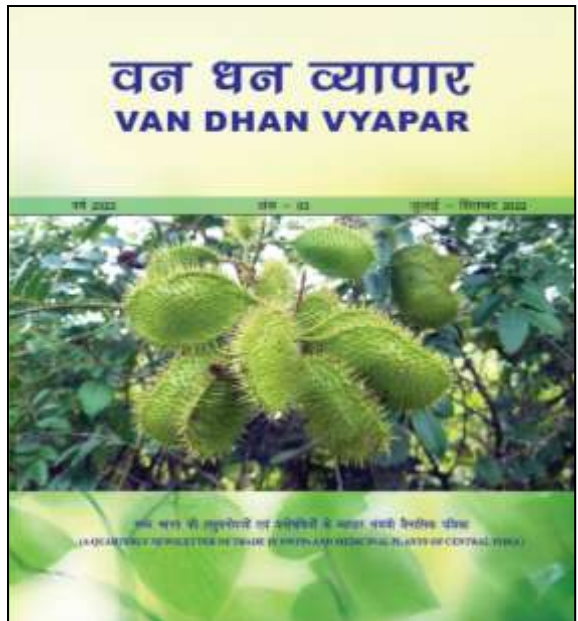
Visit to weekly market Damua, district Chindwara



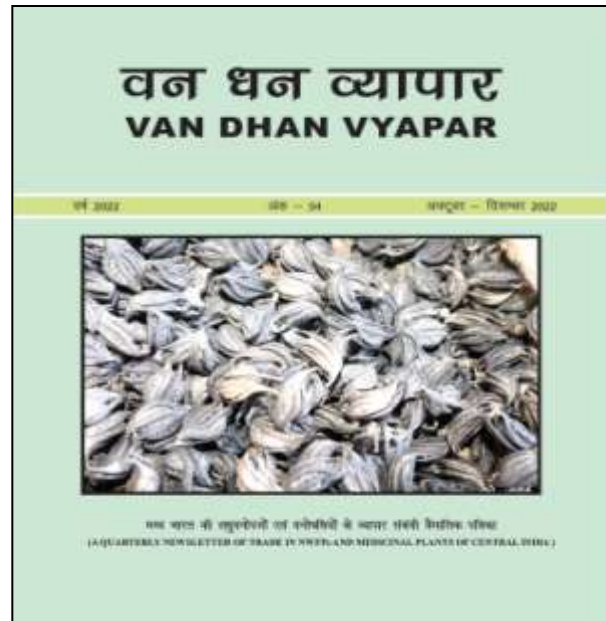
Vol. 1 (January – March) Year 2022



Vol. 2 (April – June) Year 2022



Vol. 3 (July – September) Year 2022



Vol. 4 (October – December) Year 2022