

Success stories

Tribal development through Tribal treasure

Name of the farmer : Mrs.Bindu Gouri (Gtree group)

Situation analysis:

The main tribal communities found in the district Coimbatore are Todas, Kotas, Kurumbas, Irulas, Paniyas and Kattunaikkan. Most of the tribals in Tamil Nadu are cultivators, agriculture labourers or dependent on forests for their livelihood. The tribal communities live inside the Reserved Forests, in the vicinity in fringes and outside and are also called ‘forest dwellers’. Their socio-cultural life is centered on nature. Degradation of forests has reduced the resource availability and the employment opportunities for tribals. This has affected the food availability, livelihood options and the quality of life of the tribals. Plenty of tribal resources are available in forest but due to lack of knowledge about processing and unaware of value addition these resources are not exploited /utilized properly.

Keeping this view in mind our Agribusiness school Partner Mrs.Bindhu has launched “**Tribal Treasures**”a range of products (18) from tribal resources; the whole process was facilitated and technically supported by the ICAR KVK Coimbatore.



Plan, Implement and Support:

Our Kendra has established **Agri Business School (ABS)** to educate and empower rural women. Skill development programme are primary undertaken to ensure appropriate learning, development of business modules and execution of sales and marketing. Food processing and value addition are acquiring a prominent and priority status in the country’s growth plans. The school also facilitates commercialization of food processing technologies; train self Help Groups, rural youths and entrepreneurs besides providing facilities for food processing/value addition.

Forest produces have been identified as resources to empower tribal women belongs to the areas of Bhagawathi Ammankovil, Salaivembu, Senkuttai and Irularpathi and the final products are branded as ‘**tribal treasure**’. This has about 18 tribal product ranges. The

production of which has been standardized by the Agribusiness school of our Kendra. Finer herbs are collected from above natural forest areas in Coimbatore. These herbs are identified and confirmed scientifically for its taxonomical position, shade dried and further processed without affecting any quality parameters in traditional methods. This was done by tribes themselves under supervision of scientists concerned from the Kendra. Eco friendly packing is done and their labels will give all required details. This product is identified, developed, processed and packed in the best interest of consumer's health and utmost care is taking to keep up the quality while handling. These herbal products thus developed are Millet products, dry Thulasi, Thulasi tea, Avarampoo tea, Dry Sundakai, Pirandai podi, Aarapu powder, Tamarind, Herbal wash powder, Dried Amla, Seevakai ,pulses etc;. Solar based drying was also demonstrated for uniform drying and quality production of tribal resource.

Output:

With the guidance and support of the Kendra she started small scale level food processing unit at our Kendra. She further sought the guidance of the Kendra to obtain help in acquiring food safety license, branding labelling and marketing techniques. She sold her products through her sale in gated communities, KVK exhibitions, Departmental stores and nearby towns of the district. She also uses mass media like Pothigai TV and AIR to popularise her products and promote sales.



The following are the products developed from the tribal resources and marketed. This has ensure assured income of tribal women following are

S.no	Millets	Primary products	Secondary products
1	Sorghum, .Finger millet, Pearl millet ,Little Millet, Fox tail millet, Kodo millet, Barnyard milletand, Proso millet	Flour from Sorghum, Pearl Millet, Finger Millet Malted powder from sorghum, pearl millet, finger millet Multi nutrient mix using millets Rice from little millet, foxtail millet, kodo millet, Barnyard millet, Proso millet	Cookies, murukku, halva, laddu from millets Ready mix : biriyani rice, sambar rice, tomato rice , lime rice mix from millets Puttu mix from millets

		Puffs from Sorghum	Ajjigai which is traditionally made from little millet by tribes of Nilgiris
2	Vetiver and value addition	<ul style="list-style-type: none"> ➤ Matt from the roots and leaves ➤ Scrubber from the roots ➤ Pillow from the roots ➤ Handicrafts ➤ Ayurveda drinking powder ➤ Herbal vetiver tea powder 	
3	Avarampoo and its value addition	Dried Organic Avarampoo	Tea powder
4	Arappu tree and its value addition	Herbal hair wash powder from Arappu leaves	Secondary value addition by mixing with avarampoo, hibiscus, gooseberry etc.
5	Other tribal products		
		<ul style="list-style-type: none"> ➤ Kasthuri Manjal Powder ➤ Karuvepillai powder ➤ Pirandai powder and Pickle ➤ Drumstick leaf powder and Soup mix powder ➤ Neem leaf and flower Powder ➤ Pudina leaf Powder (Mint) ➤ .Amman Pacharisi Powder ➤ .Pagarkai powder (Bitter Guard / Karela Powder) ➤ .Nochi Leaves Powder ➤ Poolan Kizhangu powder 	

Outcome:

To the state department of agriculture Government of Kerala during 2016 -2017 our ABS partner Mrs.Bindhu was proposed and submit the proposal for Millet promotion. Assistant director of Agriculture Pallakadu block was visited our Kendra. Our KVK scientist was explained about the scope of the processed millet products. Based on the visit the Government of Kerala was very much interested in millet processing with the collaboration our Kendra. In

the year 2017-2018 a pilot project has been launched in Attapadi to promote millet cultivation. A project named “**MILLET VILLAGE**”, under the leadership of Minister for Agricultural, Government of Kerala.

Eight metric tons of grains of millets has been procured from hamlets and processed by ICAR-KVK, Coimbatore. Mrs.Bindu has received **Rs.4, 50,000** as a processing cost for millet. Totally seven millet based value added products were developed and standards by our Kendra. The processed products were sold through Government outlets. Profit of the products after sale was deposited to group account. This profit was shared every month to the individuals. The processed Millet products was recognized by state department of Agriculture Government of Kerala and Kerala Agricultural University



Impact of employment generation:

Through this tribal treasure **12 tribal women get regular employment opportunity** and get additional income of **Rs.4500 / per month**. The unit is thus established as a training cum practicing center at village level to give business and employment opportunity to rural poor more particularly tribes.

