



# Project Madhuvan

*Strengthened Livelihoods of Forest Dependent Communities in  
Central India*



Mahua Jam being bottled by women SHG members at a WWF-India project site.

## About WWF-India

WWF-India is one of India's leading conservation organizations with programmes and projects spread across the country. The organization works towards the conservation of biodiversity, natural habitats and the reduction of humanity's ecological footprint. The mission of WWF-India is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature. To know more, log on to [www.wwfindia.org](http://www.wwfindia.org)

Established as a Charitable Trust on November 27, 1969, it has an experience of over four decades in the field. From a modest beginning, the organisation was propelled forward by the efforts of its founders and associates who volunteered their time and energy to lend momentum to this movement.

A part of WWF International, the organisation has made its presence felt through a sustained effort not only towards nature and wildlife conservation, but sensitising people by creating awareness through capacity building and enviro- legal activism

## Background

WWF-India has been working with communities for sustainable management of forest resources in four ecologically important areas in India - the Nilgiris and Western Ghats Landscape, Terai Arc, Western Arunachal Landscape and Satpura Maikal Landscape since 2005.

In the Satpura Maikal landscape, WWF-India has been engaging with communities to understand their livelihood patterns and the nature and extent of their dependence on forest resources. The Dindori district in Madhya Pradesh is home to tribal communities like Baigas, Gonds, Akhirs and Pankas who are dependent on the forests for their sustenance. Over 50% of the population of this district is tribal. This is also among the poorest districts in the country and has a high forest cover. For these communities, the forests are an integral part of their life with important and irreplaceable economic, social and cultural values. These communities have varying degree of dependence on forest and they also differ in manner of use of forests each have their own traditional ways of managing these resources. The communities are keen to have a better protection status of the forest areas around them and to be part of the management process. WWF India has a significant presence in the landscape for several years, with strong ties with the communities, community-based organizations, local NGOs and the local authorities.

## Proposed Interventions

Tribal communities in the proposed project areas within Dindori & Mandla districts of Madhya Pradesh depend on forested areas for a variety of natural resources. While a portion of the harvested resources is consumed within the household, the remainder is sold in local markets to augment livelihoods. Due to increasing population and economic pressures, there is a risk that existing harvesting practices may be unsustainable and may cause a decline in the availability of these resources over the long term, as experienced in the case of Amla, which has seen a significant decline in forested areas in Madhya Pradesh due to strong market demand and destructive harvesting practices such as lopping WWF India

proposes to assess and strengthen existing resource harvesting practices with an objective of ensuring sustainability and enhancing local incomes, through:

1. Demonstrating and facilitating uptake of sustainable harvesting techniques for Honey and Mahua, using successful techniques developed for other locations
2. Assess status and availability of Chiraunji and Amla, including an assessment of income potential
3. Introducing Value Addition techniques for enhanced local economic gains for specific products:
  - a. Improved purity and quality of honey through Honey filtration techniques
  - b. Local drying of Mahua produce through Solar Dryers
  - c. Oil extraction from Mahua, Til and Karanj
  - d. Revival and Promotion of traditional foods like Kodokutki
4. Developing & Strengthening Market Linkages
5. Demonstrating and promoting robust quality-control mechanisms and packaging techniques
6. Introducing self-monitoring mechanisms to ensure sustainable harvesting

Demonstrations on these techniques will be conducted in project villages, followed by comprehensive capacity building programmes on use of equipment and techniques to achieve the above. Target beneficiaries within the villages will also be given processing equipment, including filtration units, solar dryers, oil expellers, storage bins, sievers, etc. The introduced equipment will be simple in nature, manually driven and easily replicable, so as to ensure local fabrication for additional beneficiaries. For this project, 3 villages will be selected from a broader pool of 10 identified villages<sup>1</sup> within Dindori district. The population of these villages is approximately 2000- 2500 individuals. Since this is a community-level intervention, where we demonstrate our interventions and subsequently encourage participants to take them up, the exact number of beneficiaries will be shared at the time of reporting.

**Project Duration:** 9 months (1<sup>st</sup> July 2014 to 31<sup>st</sup> March 2015)

**Project Location:** 3 villages in Dindori & Mandla districts, Madhya Pradesh

#### **Impacts/Outcomes:**

- Sustainable Harvesting Protocols developed for 2-3 forest products (Chiraunji, Amla)
- Adoption of improved harvesting techniques for Honey and Mahua by selected households in 3 project villages
- Adoption of Value Addition techniques for various forest products by selected households in 3 project villages
- Larger customer base and improved quality of packaging for forest products
- Enhanced income levels for beneficiary individuals/groups selected under the project

---

<sup>1</sup> Bijauri, Boyarha, Chakmi mal, Chaura Dadar, Dadargaon, Daldal kapoti, Domuhani, Kharidih, Sonteerah & Ufri mal

## Proposed Budget:

Sr. No.	Budget Head	No. Of units	Cost per unit (INR)	Cost * number of units	Total (INR)
1	Assessment of selected Forest produce – Chiraunji & Amla*				100,000
2	Community meetings/consultations/training needs assessment/institution building	3 villages	50,000	Approx INR 50,000 per village x 3 villages – 4 meetings per village	150,000
3	Onsite trainings	6	25000	Approx INR 25,000 per training x 2 trainings per village x 3 villages	150,000
4	Exposure Visit for Beneficiaries to see successful interventions in other locations	1	80,000	1 exposure visit for selected beneficiaries from 3 villages	80,000
5	Office running/local travel/conveyance				40,000
6	Staff cost – Community Mobilizer	9 months	8,000	1 community mobilize for the project for the project duration	72,000
7	Travel (Delhi to Project Site)	3	15,000	Quarterly visit by Head – Sustainable Livelihoods & Governance / Project Coordinator to project site for review and monitoring	45,000
8	Equipment	-	-	Filtration units, Solar dryers, Oil expellers, Storage bins, Sievers, GPS Units, etc.	200,000
9	Contingencies **				50,000
	<b>SUB TOTAL</b>				<b>887,000</b>
	<b>Overheads/Management Fees (12.5%) ***</b>				<b>111,000</b>
	<b>TOTAL</b>				<b>998,000</b>

\*Surveys will be conducted within the community to assess the amount of Amla and Chiraunji harvested and consumed/sold in the last 3 seasons, including the income generated from the activity. Areas near the forested regions which are used for harvesting will also be assessed, including the number of Amla and Chiraunji trees present. Taking into account the seasonal and annual variations, an understanding of the scale and impact of the activity will be developed. Regeneration patterns for the species will also be factored in, to develop sustainable harvesting systems.

\*\*Contingencies - In case the amount is unspent it will be returned back to the donor.

\*\*\*Overheads- This includes WWF-India's head office functions such as Admin, HR, Marketing and Communication

## Monitoring & Reporting

The project would be managed by a multi-disciplinary team based in field with technical support from Secretariat.

The Programme Area on Sustainable Livelihoods and Governance based in Secretariat would be the overall lead for the project and would work in close coordination with the field team in the Satpura Maikal Landscape to deliver the project output.

The key elements of project management would be as follows-

- i. **Monitoring and Evaluation:** The M&E system would be implemented by project staff at field level with support from Secretariat. While data collection and output level monitoring would be primary responsibility of field team, the Secretariat would take lead on outcome level appraisals.
- ii. **Coordination:** The Head of Sustainable Livelihoods and Governance would be overall lead and would be responsible for external coordination.
- iii. **Reporting:** External reporting will be from the Secretariat while field team would report regularly to Secretariat on project progress. The Sr. Project Officer in the field team would be responsible for liaison with Secretariat.
- iv. **Infrastructure:** WWF- India has long-term operational and programmatic presence in the project area which would be used for setting base for the project.

At the start of the project, a detailed monthly work plan with sub-activity level details will be submitted by WWF India.

Progress on these activities will be monitored regularly and 3 quarterly reports will be submitted.

At the end of the project, a final impact report and a financial report will be also submitted to Canara HSBC Oriental Bank of Commerce Life Insurance.