



WWF

PROPOSAL

2015-16



# PROJECT MADHUVAN – Year II

Strengthening livelihoods of forest dependent communities in Central India

A project by WWF-India and Canara HSBC Oriental Bank of Commerce Life Insurance

## BACKGROUND

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Project Madhuvan, implemented by WWF-India and supported by Canara HSBC Oriental Bank of Commerce Life Insurance, aims to strengthen the livelihoods of forest dependent communities in Dindori district of Madhya Pradesh. For these communities, the forests are an integral part of their life with important and irreplaceable economic, social and cultural values. They collect forest products such as Mahua, Amla, Honey, Chiraunji, and Kendu for household consumption as well as sale in local markets to augment household incomes. Due to the 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. Further, unsustainable extraction and continuous human disturbance in the forests affects the health of the ecosystem and degrades natural forests.

Project Madhuvan, which began in July 2014 identified 3 villages in Dindori district, and worked towards introducing sustainable harvesting of honey and mahua. In the first year of the project, which is ongoing, we aim to build the capacity of local community members and village level institutions for sustainable resource use management, demonstrate sustainable harvesting techniques for major Non Timber Forest Produce such as honey and amla, and identify other NTFPs which can prove profitable through sales, to reduce pressure on honey and amla collection. Our experience of working with these 3 villages so far has proved the communities are keen to participate in such initiatives. They understand the impact of their livelihood practices on the forests, and are eager to learn sustainable ways of harvesting forest produce. Three more villages within the area have already shown interest in participating in these activities, and are partially involved in some of the activities under this project. Based on our interaction with these 3 villagers, we propose to extend Project Madhuvan into year II, by working with the 3 new villages towards the same objectives, and continuing to engage with the previous villages till they can independently carry on the harvesting practices.

### PROJECT MADHUVAN – Year II

In year II, we propose to work in 3 more villages from the baiga chak area of Dindori and Mungeli districts of Madhya Pradesh and Chattisgarh, to assess and strengthen existing resource harvesting practices with an aim of ensuring sustainability and enhancing local incomes in selected villages. Community members of these 3 villages collect the same products from the same forest areas as the previous 3 villages. Through this project, we aim to empower the community to monitor the collection of resources and also develop sustainable use and monitoring protocols.

#### Year 1 and 2 Villages:

Village	Panchayat	Forest Range	Forest Division	No. of House Holds	Population	Year
Kharidih	Kharidih	East Karanjiya	Dindori	280	1064	1
Manjhitola & Tarwatola	Kharidih	East Karanjiya	Dindori	210	790	1
Ufri	Kharidih	East Karanjiya	Dindori	66	405	1
Aurapani	Boiraha	Khuria	Mungeli	40	120	2
Bijrakachar	Bijrakachar	Khuria	Mungeli	120	630	2
Boiraha	Boiraha	Khuria	Mungeli	65	460	2

### OUR OBJECTIVES – YEAR II

We will work towards the following objectives in year II:

**Objective 1: Build capacity of local communities and existing village level institutions for sustainable resource use management.**

Local communities and village level institutions need to be empowered with adequate knowledge, information and skills on sustainable harvesting of forest products and better management of the production and sale processes. We will organize trainings and workshops with members of the 3 villages as well as involve Van Samrakshan Samitis (Joint Forest Management Committees), Mahila Mandals, and Self Help Groups to impart knowledge and importance of sustainable extraction of resources, as well as introduce methods of better quality control of the products. We will identify and document the traditional practices of resource extraction, and train them in alternative sustainable harvesting techniques. This is aimed at ensuring their products can be sold at higher profits, so that lesser quantities of extraction can bring same or more economic benefits.

**Objective 2: Identify and demonstrate sustainable harvesting techniques and value addition options for honey and mahua for effective resource collection and use.**

Honey and *Mahua* are collected in the months of March and April, and is sold for augmenting cash income for the households. We will identify innovative and simple methods of collecting these products sustainably from the forests, and demonstrate their application on ground by working with the communities to adopt the practices. We have already carried out a survey in the collection area to evaluate the honey available in the region, and trainings for local community members have begun in the first year. A federation, "Maikal Sahad Sangrahan Samuh" has been formed which has representatives from all 3 villages, and Aurapani has been made the main collection centre for honey. The target beneficiaries within the villages will also be given processing equipment, including filtration units, solar dryers, oil expellers, storage bins, sieves, etc. The introduced equipment will be simple in nature, manually driven and easily replicable, so as to ensure local fabrication for additional beneficiaries.

**Objective 3: Feasibility assessment for diversification of livelihoods - especially for Honey, Mahua, Chiraunji\*, Amla\* and Til\***

Honey and *Mahua* products are one of main source of livelihood of some of these local communities. However, they also extract *Chiraunji* and *Amla* from these forests. Currently, there is very little information available on the extent of extraction of these products, and its quality and quantity. In order to reduce pressure of honey and *mahua* extraction, we aim to identify other livelihood options such as sale of *Chiraunji* and *Amla* products, and *Til* oil. The study to understand the extraction pattern of these products, and identify whether the communities extract these for self consumption or their extraction practices has the potential of being scaled up for commercial purpose will be extended to the new villages. This will further help us identify viable diversification of livelihood options that can be introduced and accepted by villages.

*\*The commodities may change depending on on-ground requirements and weather conditions.*

**Objective 4: Strengthen quality control mechanisms of products to increase economic benefits.**

In order to bring better returns on the sale of the existing products such as honey and *Mahua*, we aim to improve the production process by training the communities in better ways of hygiene, quality control, storage and packaging. We will study their existing methods of extraction, value addition, storage, and introduce simple yet effective quality control mechanisms and value addition options like honey filtration techniques and solar drying, vacuum packed storage etc.

**Objective 5: Establish participatory monitoring mechanisms to ensure sustainable resource use.**

This entire project is based on ensuring sustainable extraction of natural resources. For this, it is important to regularly monitor the quantities of natural resources being extracted, and ensure the communities are aware of the limit of extraction. We will work with the local communities to set up a mechanism wherein they do not extract resources beyond a certain quantity, and the extraction is monitored by each individual or a group of community members designated for this role.

**Objective 6: Establish market linkages for the products sold by villages of year 1 and 2.**

Currently, the community members sell their products in local markets/haats or through traders who come to the village. Through this project, we also aim to expand the scope of sale of these products by establishing linkages with government agencies like Sanjeevani and other traders who can procure products at a better price. We will also try and link up with nearby town markets. Efforts are also ongoing to get Maikal Sahad Sangrahan Samuh certified for sustainable honey collection from the Chhattisgarh Certification Society, so that it enables them to get a better price for their product.

## THE OUTCOMES

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**Outcome 1: Two village level institutions are trained in sustainable resource use management and a measurable number of youth and women are involved in training workshops.**

**Outcome 2:** Sustainable harvesting techniques are adopted by members of all villages, and at least 300 households are direct beneficiaries of this project.

**Outcome 3:** At least one alternative livelihood option is identified and introduced to the local communities from these villages through the feasibility assessment study.

**Outcome 4:** Quality control measures are put in place for 2 products.

**Outcome 5:** Protocols developed and implemented by local communities to monitor resource extraction.

**Outcome 6:** Marketing linkages developed for the products.

### CALENDAR OF ACTIVITIES

Activity	Time Line (15th July 2015 – 14th July 2016)											
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
<b>Objective 1: Capacity Building of local communities and village level institutions</b>												
Identify a 'Community mobiliser'	✓	□	□	□	□	□	□	□	□			
Village level meetings in each village	✓	□	✓	□	□	✓	□	□	✓	□	□	✓
Selection of women, youth and HHs (Households) who will be direct beneficiaries	□	✓	□	□	□	□	□	□	□	□	□	□
Purchase of equipments	□	□	✓	✓	□	□	□	□	□	□	□	□
Capacity building workshops of village level Institutions and Gram sabha	□	✓	✓	□	□	✓	✓	□	□	□	□	□
Trainings on sustainable harvesting techniques	□	□	✓	✓	✓	□	✓	✓	□	□	✓	□
<b>Objective 2: Demonstrate sustainable harvesting techniques</b>												
Capacity building on use of equipments for value addition	□	□	✓	✓	✓	□	□	✓	✓	□	□	□
On site Demonstrations for each NTFP value addition	□	□	□	□	✓	✓	✓	□	□	✓	✓	✓
<b>Objective 3: Diversifying livelihoods</b>												
Assessment for diversification of livelihoods (Chiraunji, Amla, Til etc)	□	✓	✓	□	□	□	□	□	□	□	□	□
Demarcation of current resource use areas	□	□	□	✓	✓	✓	□	□	□	□	□	□
<b>Objective 4: Strengthen quality control mechanisms</b>												
Training on Quality Control	□	□	□	□	✓	□	✓	✓	□	✓	✓	□

and Packaging												
Local Exposure trip to a small production unit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Objective 5: Establish participatory monitoring mechanisms</b>												
Participatory development of monitoring protocols for resource use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Objective 6: Establish market linkages for the products</b>												
Identifying government agencies and traders for sale of products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conducting a marketing survey and exposure visit to markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing marketing linkages with these agencies and traders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Monitoring and Documentation</b>												
Process Documentation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Final Report and Project Briefs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

### SUPPORT COST BREAK UP

Sr. No.	Budget Head	No. Of units	Cost per unit (INR)	Cost * number of units	Total (INR)
A	<b>Field Costs</b>				
1	Assessment of selected Forest produce – Mahua, Chiraunji & Amla and Honey				60,000
2	Community Meetings/consultations/training needs assessment/institution building	12	11000	11000 x 12	132,000
3	Onsite trainings	7	15000	15000 x7	105,000
4	Exposure Visit	1	70,000	1 exposure visit for selected beneficiaries from new villages	70,000
5	Purchase of Equipments		Lumpsum	Filtration units, Solar dryers, Oil expellers, Storage bins, Sievers, GPS Units, etc. Weighing machines	150,000

6	Local travel for village visits/conveyance	12 months	6000	6000 x 12	72,000
7	Marketing survey and establishing marketing linkages		Lumpsum		75,000
<b>B</b>	<b>Admin costs</b>				
8	Staff cost – Community mobilizers	2 x 12 months	8,000	2 community mobiliser for the project for the project duration	144,000
9	Project officer	12 months	15,000	PO will supervise the Mobilisers and establish markets plus provide literacy lessons	180,000
9	Travel (Delhi to Project Site)	3	18,000	Quarterly visit by Head – Sustainable Livelihoods & Governance / Project Coordinator to project site for review and monitoring	54,000
10	Contingencies				20,000
	<b>SUB TOTAL</b>				<b>10,62,000</b>
	<b>Overheads/Management Fees (12.5%)</b>				<b>1,32,750</b>
	<b>TOTAL</b>				<b>1,194,750</b>

#### PERIOD-WISE COST BREAK UP

The cost break up for the project is detailed below. Canara HSBC Oriental Bank of Commerce Life Insurance Company will give support funds for Project Madhuvan in two instalments.

Period 1: Jul 2015-Jan 2016

Period 2: Feb 2016-Jul2016

Sl. No.	Expense Head	Total Project Cost (Rs.)	Period 1 (Jul 2015-Jan 2016)	Period 2 (Feb 2016-July 2016)
1	Human Resource Cost	3,24,000	1,62,000	1,62,000
2	Activity Cost	6,64,000	3,32,000	3,32,000
3	Administrative Cost	74,000	37,000	37,000
4	Project Management Cost	1,32,750	66,375	66,375
	<b>Total</b>	<b>11,94,750</b>	<b>5,97,375</b>	<b>5,97,375</b>

#### Monitoring and reporting

The project will continue to be managed by a multi-disciplinary team based in field with technical support from the WWF-India Secretariat in New Delhi. 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 Satpuda Maikal Landscape to deliver the project outcomes.

At the start of the project, a detailed monthly work plan with sub-activity level details will be submitted by WWF-India (given above). Progress on these activities will be monitored and reported on a six monthly period and completion of 12 months

Progress and financial reports to be submitted by WWF-India are:

<b>Report</b>	<b>Details</b>	<b>Timelines</b>
Quarterly update	Bullet points on progress made under objectives	As on (and by) 15 July 2015 (for no cost extension period for MoU for Year I)  As on (and by) 15 October 2015  As on (and by) 25 December 2015
Half yearly progress report	Technical progress report	By 31 <sup>st</sup> Jan 2016 (15 <sup>th</sup> Jul 2015 -15 <sup>th</sup> Jan 2016)
Half yearly financial reports		By 31 <sup>st</sup> Jan 2016 (15 <sup>th</sup> July 2015 -15 <sup>th</sup> Jan 2016) and 31 July 2016 (16 <sup>th</sup> Jan 2016 – 14 July 2016)
Final Impact Report		By 15 <sup>th</sup> August 2016
Final Fund utilization Report		By 15 <sup>th</sup> August 2016