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Performance Linkages of LAMPS/SHG's to Strengthen Marketing Strategies for NTFP's in Karnataka, India

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Abstract:

Co-operation as a financial framework has been thought to be the best instrument to improve financial states of the weaker areas of the community. Co-operative types of associations have been the most reasonable organizations to achieve a radical change in the states of the tribal group. The tribals were being misused by moneylenders, middlemen and merchants for a long stretch. Attributable to deficient plan for credit and for showcasing of horticulture and forest produce in the tribal ranges, it was characteristic that tribals would fall into the grasp of this misuse parcel. It was subsequently vital that the tribals were spared from mediators, money lenders and covetous merchants. Tribals must be guaranteed a reasonable cost for their farming and forest produce.

Keywords: Tribals, NTFPs, LAMPS, mediators, middlemen's, minor forest produce

1. Introduction

The collection and sale of minor forest products, for example, nectar, amla, soapnut, treemass and so on, had been an auxiliary control of tribal groups starting structure Pre-British period. As moving development and chasing were banned and the tribals got pushed into an adapted trade economy, their reliance on minor forest items for money expanded, even as their entrance to forests declined. Be that as it may, they were helpless before mediators and MFP temporary workers, who controlled access to business sectors, or forest or both.

The Bawa board of trustees prescribed that LAMPS ought to be sorted out in tribal regions on the lines of Farmers Service Societies (FSS) giving a bundle of administrations, for example, credit for creation and utilization needs, specialized direction for agribusiness and orchestrating promoting of their produce.

LAMPS as instruments of tribal improvement were being sorted out in India since 1974. Indeed, even before Bawa board's proposals, some agreeable social orders on these lines were shaped in some states especially since the First Five Year Plan. They were called 'Forest Labor Contract Societies' furthermore 'Labour Contract Multipurpose Societies'. They had as their primary target accumulation and sale of minor forest products and taking into account the credit and showcasing needs of the tribals.

The proposal of the Bawa advisory group gave new impulse to the association of LAMPS as they listed the broad objectives with which the LAMPS must be built up and the course in which they need to develop.

2. The Objectives of LAMPS are as follows

1. Promotion of subsidy-cum-loan production scheme in the fields of agriculture, horticulture, animal husbandry, irrigation, forestry, cottage and village industries.
2. Liberating the tribals from the clutches of money lenders through supply of production and consumption credit.
3. Purchase from tribals their surplus agricultural produce and forest produce.
4. Supply of essential commodities and agricultural inputs to tribal people.

The major action of the Large-sized Adivasi Multipurpose co-operatives Societies should be the obtainment and offer of minor forest produce (MFP). The critical Minor forest produce, by and large arrangements by LAMPS are Honey, Tamarind, Amla, Treemass, soapnut, Dalchinni, Antwala (Sapindus emarginatus), Gum, and Grasstuck and so on

Collection and marketing of minor forest produce is the significant wage creating action embraced by LAMPS, however there has been much broadening in the exercises of LAMPS in subsequent years, the fundamental point with which they were sorted out was to gather distinctive minor forest produces from their tribal individuals and to market them as a business wander. Expansive -sized Adivasi Multi-reason Co-operatives Societies have been in presence in 16 states and two union regions of India. They have been sorted out to give all conceivable sorts of help to the tribal populace which is ignored parcel.

2.1. Problems in the Present LAMPS (Large Adivasi Multipurpose Cooperative Societies) Arrangement

Minor Forest Products are the important sources of livelihood for tribal community in Karnataka, collection and marketing of minor forest products is the major source of income for tribals in the region followed by agriculture and agriculture labour. The majority of the Mysore district forest area such as Bandipura and Nagarhole National Park belongs to Rageev Gandhi National Reserve forest and the largest part of the forest in the Chamarajanagara region comes under the National Tiger Reserve Corridor.

The primary problem for the tribals in the study area is restriction to the forest, entry to the forest in most part of Mysuru and Chamarajanagara districts are partially restricted to tribals, this course of action made adverse impact on collection of NTFPs from the forest and cascading effects on LAMPS operations in the study area. The study attempted to focus on the problems of Tribals in respect to collection of NTFPs in the region and Problems faced by LAMPS in collection of NTFPs from Tribals, problems in marketing of NTFPs.

Furthermore the expanded consideration paid to NTFP lately comes from various elements, one is the quite elevated enthusiasm for the estimation of biodiversity, carbon sequestration and other natural capacity gave by tropical forest, and related concern with the outcomes of the utilization of these forest in ways which prompt their pulverization.

Since the inception of Large Sized Adivasi – Multipurpose Co- operative Societies (LAMPS) in spite of adverse internal and external restriction they are functionally delivering their duties and the purpose of which their established but the contemporary realities demands that the functionalities of LAMPs should be made more effective and value additions to serve the purpose of social justice and economic up liftment of the tribal communities.

Extraction, handling and showcasing of NTFPs is the wellspring of occupation and wage to a lion's share of the tribal individuals. NTFPs however have certain basic drawbacks with respect to misuse. They are cumbersome and a large portion of them don't happen in minimized territories however generally scattered , making monetary misuse is troublesome, they are frequently found difficult to reach landscape where there are no method of transportation, some of these items are effortlessly perishable and they present serious problems in harvesting, processing and storage . Lack of information, amenities, poor market infrastructure and uncertainty in the availability of NTFPs has made dealing of these products is really a big challenge to the tribals and LAMP societies.

Though LAMPS societies in Karnataka play a vital role in the marketing Minor Forest Produce, hence it works as a catalyst between Tribals and external market, due to operational hindrance, few LAMPS societies are incurring losses.

Collection of NTFP's constitute major source of livelihood of tribal's in most part of the study area followed by agriculture and non agriculture activities, with respect to the collection and marketing of NTFP's through LAMP Societies certain measures are need to receive the attention of the policy makers and administrators.

Looking at the contemporary issues in collection and marketing of NTFPs and the performance of LAMP societies, the problems or hindrances can be classified in to internal and external problems.

- **Internal problems**

- Financial indiscipline
- Lack of commitment from LAMPS employees.
- Lack of Management in context to Marketing, value addition, promotion etc.

- **External problems**

- Inadequate support from the government
- Policy conflicts between Indian Forest Act 1927 and Forest Rights Act 2006
- Failure in the implementation of forest rights acts 2006

To overcome the above mentioned obstacles the study suggested two alternative marketing models of NTFPs to examine the possibilities' to strengthen the marketing strategies for NTFPs and the associated value additions.

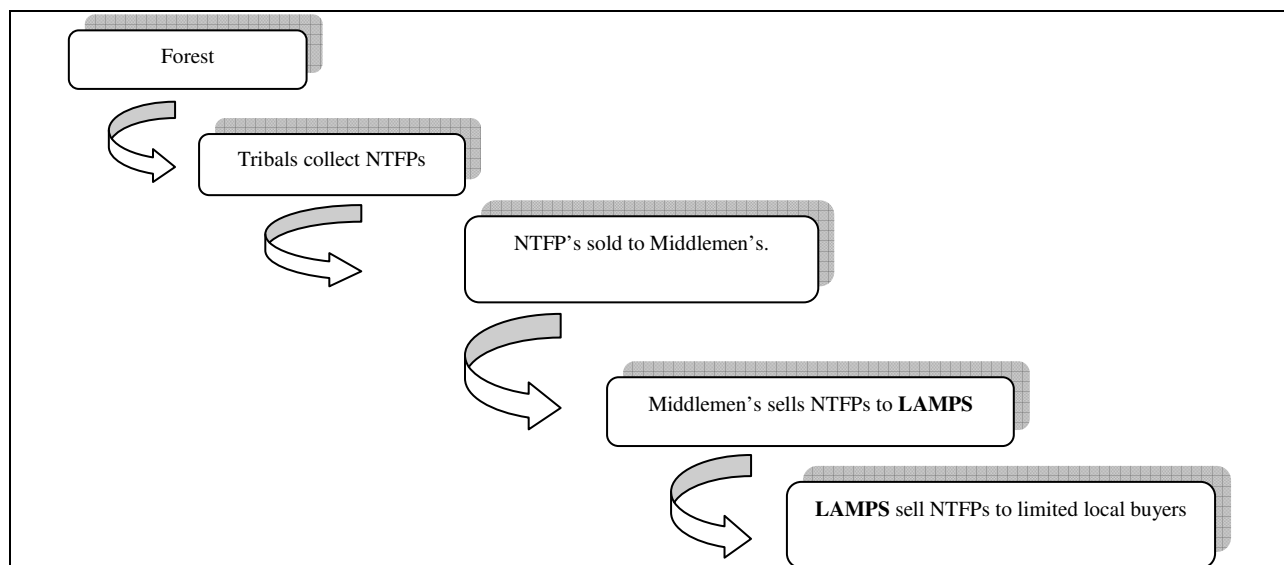


Figure 1: Existing model of NTFPs collection by LAMPS

Though co operative model is the most suitable structure for socially underprivileged section of the society this system is wrapped with many ambiguities, these hindrances divert the benefits from deprived classes, in which the real objectives of the cooperative system is not going to achieve any desired results, the above diagram reveals the existing cooperative models which is operating since many decades.

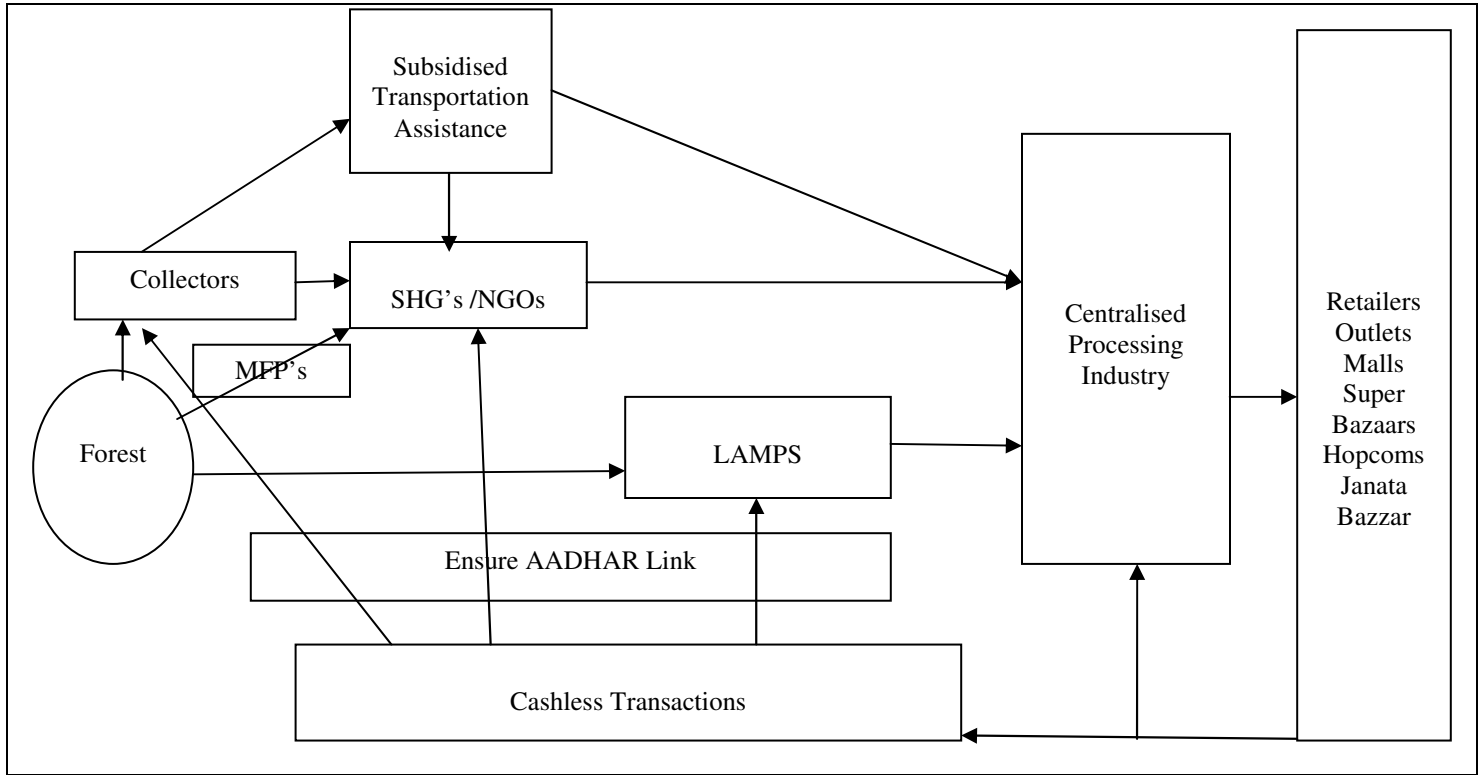


Figure 2: Suggested Model to Strengthen Marketing Strategies for NTFPs in Association with LAMS and SHG's/NGO's

As a researcher I strongly contend that in the context of emerging new millennium of economical liberalization and social justice the model suggested by my field observation what is called as SHG model to be made practically functional and commercial viable in the interest of deprived massed of tribal community and the women self help group members and it is also further suggest for my coming fellow researcher to work on the above suggest model to make it more trustworthy and reliable.

The model is the representation of successful Safal operating model where adoption of this model can be applied to the collection and marketing of NTFPs bypassing currently existing LAMPS co operative model this may avoid the hindrances which prevailed in the existing system in which the maximum share of the benefit can reach to the real needy section of the structure.

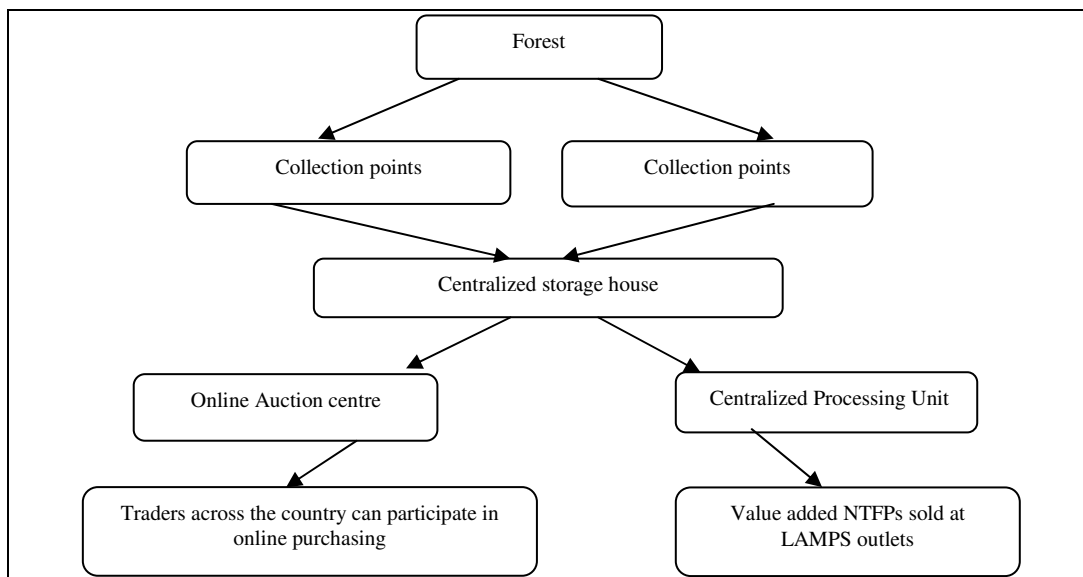


Figure 3: Proposed Safal NTFPs Collection model

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