

An Initiative resulted in rays of hope

“This story is about the recent successful experiment of Jamun's business with Mulitepadeksha, Hitkasha, Ramsaytola, & Kolupadekasha Gram Sabha.”

Supported By: Amhi Amchaya Arogyasathi



**AMHI
AMCHYA
AROGYASATHI**





Gram Sabha Mulitepadiksha

Introduction

In the heart of a dense forest far removed from the bustling Korchi market lies the small yet vibrant village of Mulitepadeksha. Encircled by lush greenery, this village thrives with a wealth of wild fruits, herbs, non-timber forest produce (NTFPs), and vegetables. Among these treasures, the Jamun, a dark black summer fruit renowned for its nutritional and medicinal properties, stands out. Despite the village's lack of proper roads and transportation facilities, its bounty has attracted traders from outside who buy and sell its produce. This relationship between villagers and traders led to exploitation. Because there is no transparency in price determination or assurance from traders about how much quantity will be bought and sold. This uncertainty often left them with unsold inventory to the villagers, due to the perishable nature of the inventory spoils and its cost bore by the villagers.

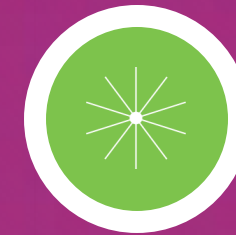


AAA'S SUPPORT

Amhi Amchaya Arogyasathi (AAA), a dedicated non-profit organization, continuously tries to empower the Gram Sabhas in the Korchi region, striving to build capacity other than Tenddu Patta. Mulitepadeksha Gram Sabha is one of the focal points of AAA's efforts. During such meetings with the field facilitator for the aggregation model of Mahua NTFP, a discussion broke out regarding Jamun's business for potential intervention. The dialogue started in the team meeting where Khileshwari (community mobilizer called NETRI) mentioned the potential of Jamun in her village Mulitepadikasha and nearby villages. Khileshwari is a very young spontaneous and dedicated potential leader from the Muletipaddikasa community and played a vital role in the collective marketing intervention.



Discovering potential



To assess the true potential of Jamun production, AAA's marketing team visited Mulitepadeksha.

While exploring, the marketing team discovered great potential in Korchi. Every year during the peak season, an impressive 10 to 12 mini trucks of Jamun are harvested. Each truck carries around 80 to 100 crates of Jamun, amounting to a total of 20 to 45 tons. However, this bustling peak season lasts only for 5 to 6 days.

Especially notable is the Mulitepadekasha Gram Sabha, which alone harvests 2 mini trucks of Jamun during the peak season. This year, the Jamun production was slightly lower than usual, possibly due to factors like climate change.



Trends during peak session

In Korchi block
10-12 mini
truck per day

One Mini
truck loads-
80 to 100
Carates

One Carete=25
kgs
Total weight=20
to 25 tons

Session days
5 to 6 days
Mulitepadekash
a's Potential = 2
to 3 Mini trucks



Gram Sabha Mulitepadiksha

Think Tank about intervention

With the support of the field facilitator and other experienced individuals from the Korchi region, a meeting was organized with the Mulitepadeksha Gram Sabha. The objective was to raise awareness and model of collective marketing of Jamun marketing and discuss the feasibility of a community-led aggregation model. During the meeting, villagers raised several critical questions:

How would the aggregation process be managed?

Who would oversee the operations?

Where would the Jamun be sold?

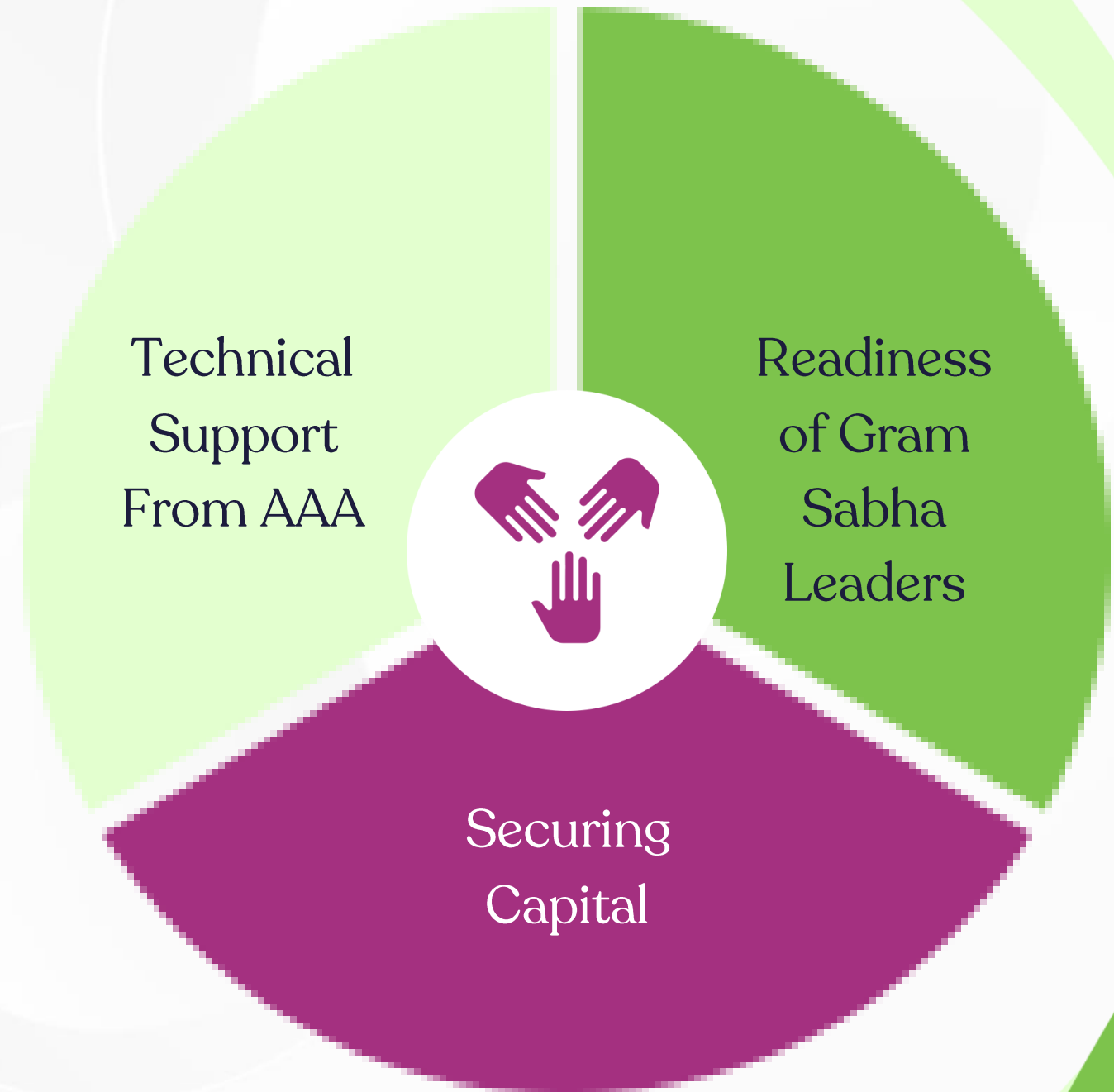
What logistical challenges might arise?





Regaining Confidence

At the next meeting, the AAA marketing team addressed all the concerns of the previous meeting after extensive research on the market. This session was instrumental in building the villagers' confidence and addressing their concerns. Gram Sabha also secured 50000 (fifty thousand loans from two Bhat Gut which had previously received support from AAA.





Gram Sabha Mulitepadiksha

Launching of the business

After gaining confidence, the Gram Sabha launched its business. Through a total of four transactions, it managed to handle 170 crates, which weighed approximately 4250 kg. To prevent price fluctuations, the Gram Sabha decided to set an average price of ₹700 to ₹800 per crate at the primary level. The average selling price was between ₹1150 and ₹1200 per crate. The Gram Sabha generated a revenue of ₹208,084 and achieved a net margin of ₹54,184. The net margin was more than 100% of the invested capital.



Launching of the business in 2024



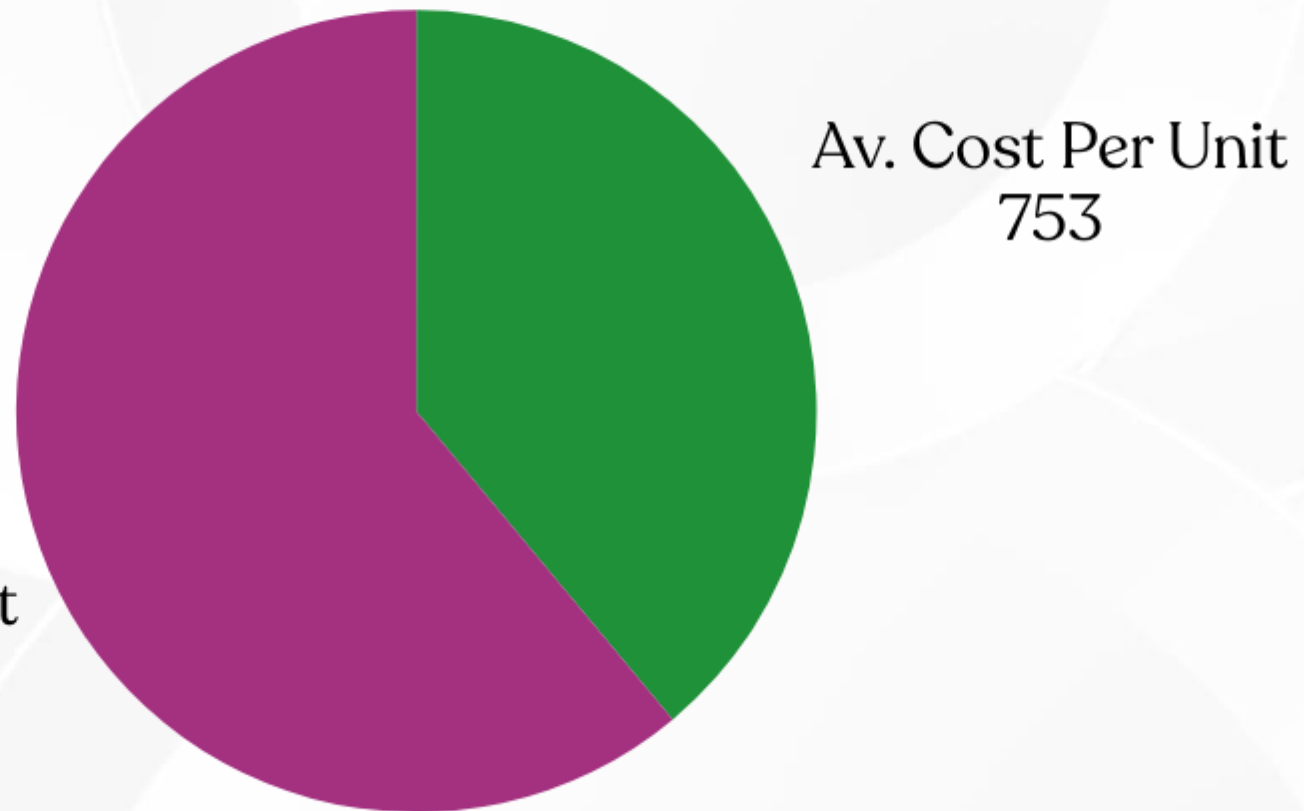
Transaction	Quantity (Karate)	Price Per Unit (BUY)	Total Price (cost)	Total Revenue (sell)	Total Expenses	Profit/loss
Ist Transacton	17.5	800	14000	16560	3500	-940
2nd Transaction	33	800	26400	37340	5500	5440
3rd Transaction	56	700	39200	74604	6920	28484
4th Transaction	64	714	45700	79580	12680	21200
Total	170.5		125300	208084	28600	54184



Gram Sabha Mulitepadiksha

Breakdown of the Business 2024

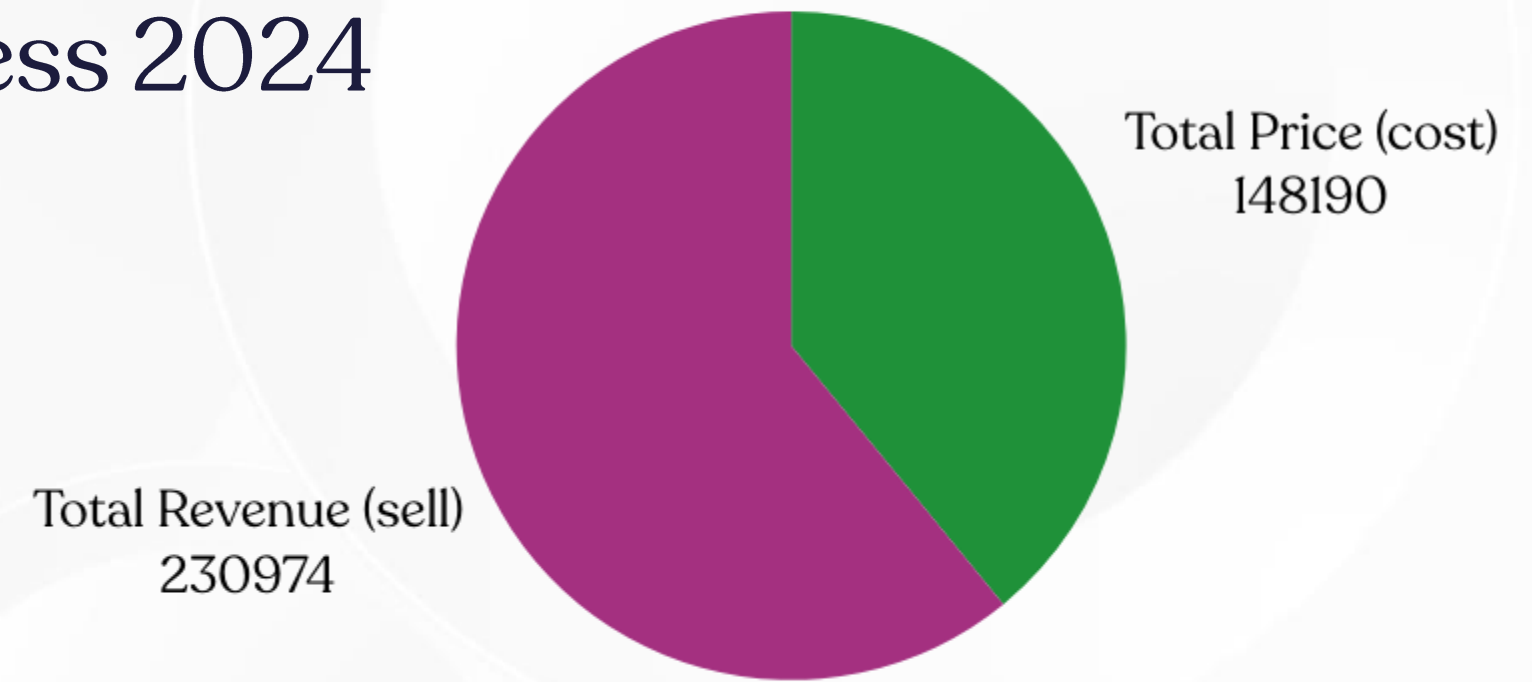
- Av. Cost Per Unit
- Av. Sell Per Unit



Av. Sell Per Unit
1181

Av. Cost Per Unit
753

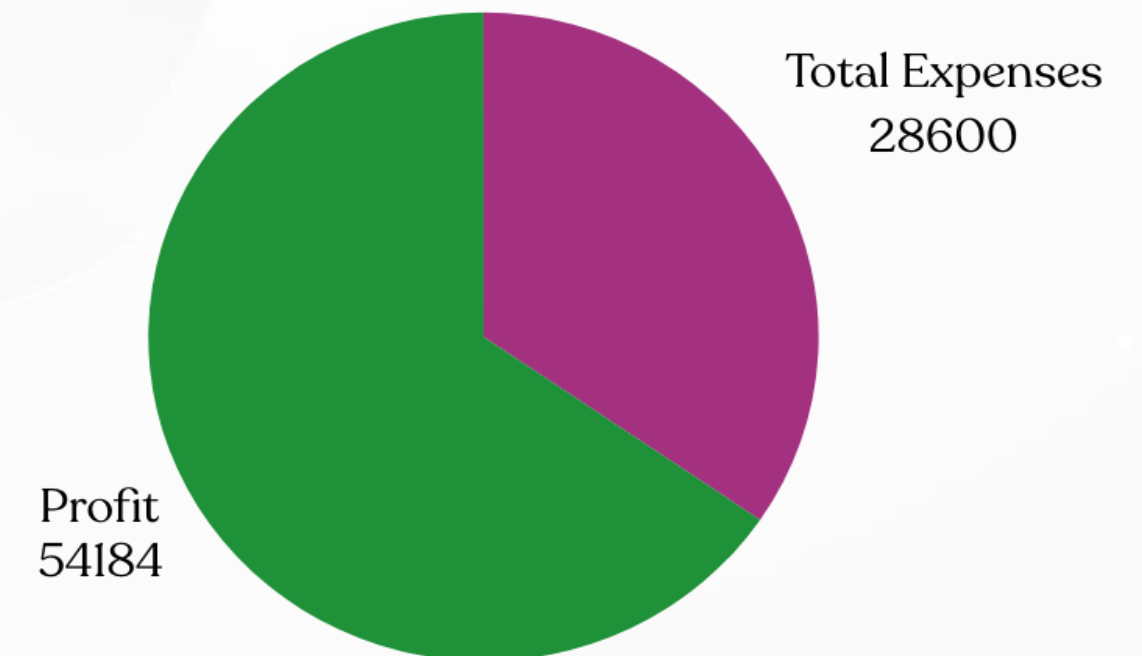
- Total Price (cost)
- Total Revenue (sell)



Total Revenue (sell)
230974

Total Price (cost)
148190

- Profit



Profit
54184

Total Expenses
28600



Participant Agency in 2025

of the whole jamun business cycle

Gram Sabha

- Mulitepadikasha
- Kolupadikaha
- Hitkasha
- Ramsaytola

No. of Farmers

- Mulitepadikasha = 32
- Kolupadikaha = 19
- Hitkasha = 15
- Ramsaytola = 9
- Total = 75





Revenue

At a Glance (Cumulative)



Total Sell Value (Revenue)

Total sell = 1143480

This includes the sale in the market after collection from the Gram Sabha. The main Market of sale was Nagpur.

Transportation and Labour Expenses

Total Expenses = 137195

This includes local-level transport in the collection of jamun from the Gram Sabha and transportation to the Nagpur Market. It also includes the Labour charges and grading charges.

Total Commission to Agent

Total Commission = 64870

This is a peculiar type of expenses that occur during the selling process. It is taken by the commission agent.

Net Revenue to Gram Sabha

Total Net Revenue = 941415

After deducting the Transport, Labour charges, and commission charges.



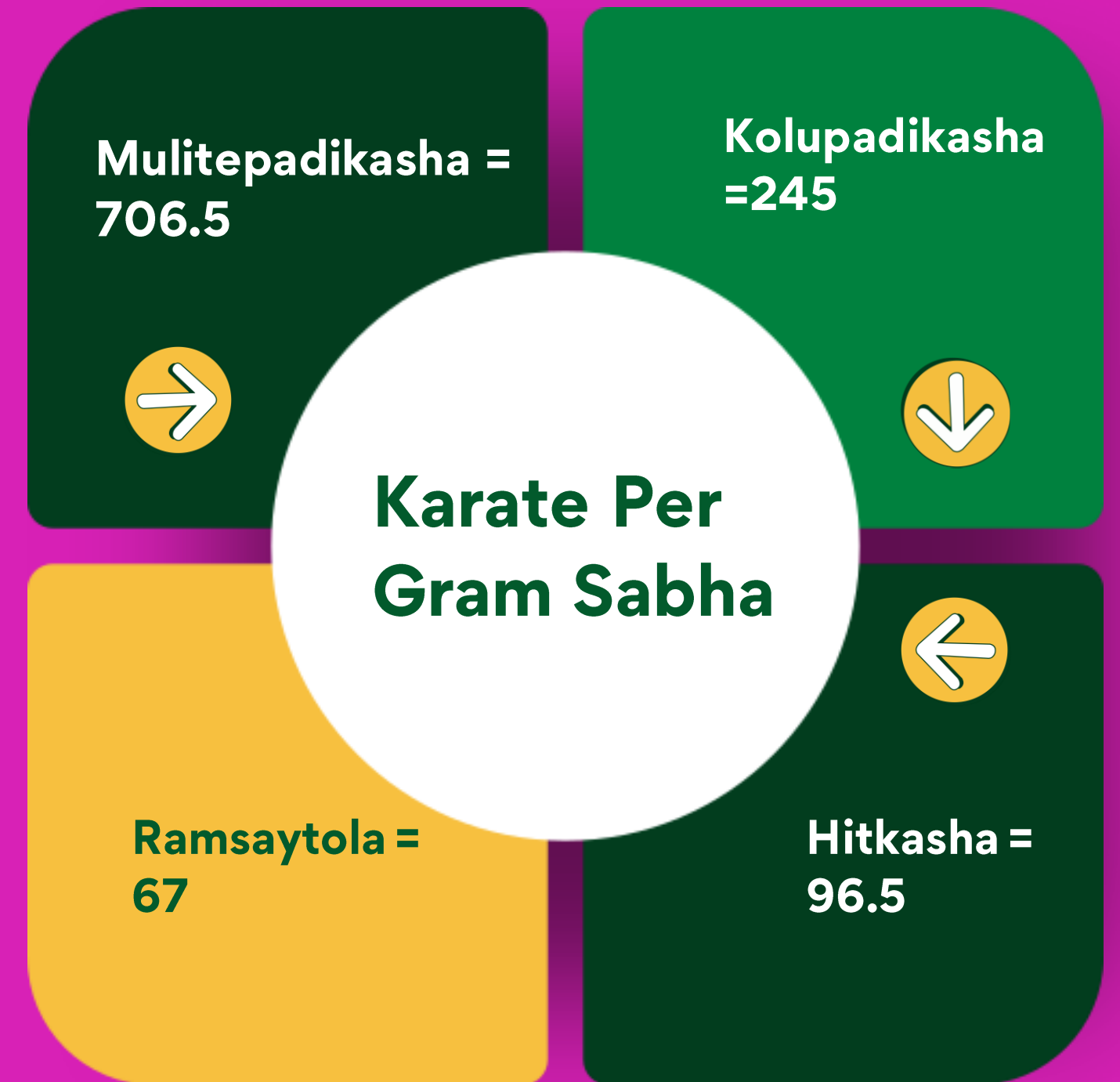
Karate

per Gram Sabha

Total Karate = 1115

The Common way of selling Jamun is per Karate in the market. A Karate is a plastic container and its capacity is around 22 to 25 kgs. If we take an average of 22 Kg per karat,e then.....

Total Weight = 24530 KGs



Revenue,

Each Gram Sabha
wise

Mulitepadikasha

Total No. Farmers = 32
Total Karate = 706
Per Karate Revenue = 1062
Per Karate Expenses 195
Per Karate Net Price = 867
Per Karate Bonus = 179
Total sell = 750598
Total Expenses = 137975
Net Price = 612623

Kolupadikasha

Total No. Farmers = 19
Total Karate = 245
Per Karate Revenue = 1044
Per Karate Expenses = 174
Per Karate Net Price = 870
Per Karate Bonus = 168
Total sell = 255991
Total Expenses = 42638
Net Price = 213353



Hitkasha

Total No. Farmers = 15
Total Karate = 96
Per Karate Revenue = 839
Per Karate Expenses = 197
Per Karate Net Price = 642
Per Karate Bonus = 105
Total sell = 81043
Total Expenses = 19070
Net Price = 61972

Ramsaytola

Total No. Farmers = 9
Total Karate = 67
Per Karate Revenue = 833
Per Karate Expenses = 184
Per Karate Net Price = 648
Per Karate Bonus = 130
Total sell = 55845
Total Expenses = 12379
Net Price = 43466



Impacts

Economic

- Total Revenue = 1143480.0
- Increase Income = 60%
- Total Human days/Income = 64 days/ 19300
- Highest Earner = 7200
- Earner Category
- 1k > 12 > 2k
- 2k > 6 > 5k
- 5k > 21 > 10k
- 10k > 13 > 20k
- 20k > 5 > 30k
- 30k > 7 > 40k
- 40k > 3 > 45k



Social

- Social Capital = Four CBOs came together
- One Strong SHG Gat is evolving
- Three to four women leaders are emerging.
- Most of the Human days were for women.





Impact of the experiment

Transformative Community Action

- Mulitepadeksha Gram Sabha's achievements demonstrate the power of community action and self-reliance.

Shielding from External Exploitation

- Bypassing external traders protected villagers from exploitation.
- Ensured villagers reaped full benefits of their hard work.
- Empowered to negotiate better terms and maintain greater control over produce.

Boosting Community Confidence

- Villagers received a fair price for their produce due to direct involvement in marketing.
- Experience boosted confidence and inspired future business ventures.
- Success galvanized the community, fostering a belief in greater potential.

Setting an Example for Others

- Mulitepadeksha Gram Sabha set a powerful example for other regional communities.
- First Gram Sabha to undertake such an innovative step.
- Sparked interest in similar initiatives among neighboring villages.



Gram Sabha Mulitepadiksha

Emerging Voice- Female Leaders

This experiment highlights the exceptional capabilities of women in leadership roles. Women have excelled in mobilizing the Gram Sabha and performing the necessary groundwork. Kheleshwari, a "NETRI" for the Gram Sabha, has proven her leadership and inspired other women, who can be seen actively working on the ground. These women meticulously managed all transaction calculations and distributed profits based on each member's contribution. Veteran leader Kumari Tai, a constant source of inspiration in Korchi, served as the backbone for the Mulitepadeksha Gram Sabha during this initiative. Yet there is a need for women to come to the final stage of negotiation and completion of the business.





Gram Sabha Mulitepadiksha

Expanding Horizon of Local Governance

Earlier efforts by AAA to build the capacity of the Gram Sabha were primarily focused on the Tendu Patta business. However, the continuous effort of AAA is now broadening the scope of local governance. The Gram Sabha is no longer limiting itself to a single NTFP but is taking responsibility for other NTFPs as well, as demonstrated in the case of Mulitepadiksha. Several Gram Sabhas and their associated bodies have also set examples by conducting business in diverse NTFPs, handling 27 metric tons of Hirda last year and more than 13 metric tons of Mahua this year cumulatively.





THANK YOU

Supported By : AAA's Marketing Team