

A STUDY ABOUT FLUCTUATION OF MARKETING VALUE OF SOME COMMON NTFP 'S ON SPECIAL REFERENCE TO BASTAR AND DANTEWADA MARKET AND THEIR IMPACT ON TRIBAL LIVELIHOOD

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Abstract

The beauty of Bastar district lies in its natural forest area and various types of Tribals. The total forest area is 7112 sqk.m which is more than 75 % of the total area of the district .Of the total population more than 70 % are Tribals like Gonds, Abhuj, Darda Maria, Bison Horn Maria, MuniaDoria, Dhruva, Bhatra, Halba etc. The Bastar District is abundantly and richly endowed with forest resources. The forests in this district can be divided in to four belts, namely, Northern mixed forests, Central Moist Region comprising of Sal belts, Teak belt zone and the Dry region comprising mixed forests. The best sal forests are found in Bastar plateau ,where sometimes it forms up to 90% of the crop in the wood. The tribes of Bastar region are known for their unique and distinctive Tribal culture and heritage in all over the world One frequently cited reason for increased prices is 'market fundamentals' as demand is thought to be outstripping supply and thus leading to increased prices. The specific focus was to identify the causes of price fluctuation for NTFP products, examine the contribution of good price toward achievement of small scale Collector's development and to find out the possible solutions on how price fluctuation can be addressed.

Fluctuation,Collectors,Forests

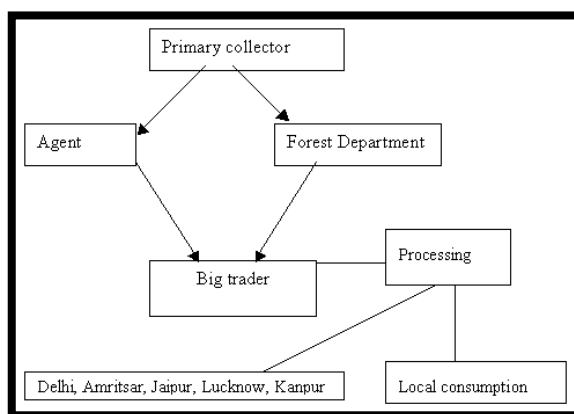
Introduction

The Tribal socio-cultural life is intimately connected with forest ecology. Forest is an inseparable part of Tribal life. "Directly or indirectly in the Tribal mind forest symbolises life in its manifold manifestations i.e. home, worship, food, employment, income and entire gamut. Tribes can, in fact, be regarded as children of the forest"(Burman, 1982). Among most of the Tribal communities, the presence of sacred-grove is noticed. It is such a concept of Tribals which ultimately manifests their world. It is believed that the deities, representing various elements of nature such as sun, rain, fire etc. reside in these sacred groves." (Ramakrishna, 1989)

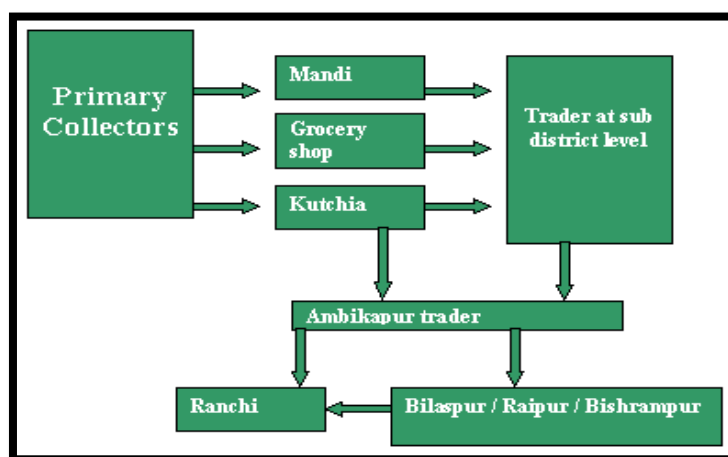
NTFP Trade

Primary collectors, due to their geographical limitations, cannot sell their goods directly to the end users or consumers. Between the producers and the end users stands a host of marketing intermediaries performing a variety of functions and bearing different tags like traders, commission agents, retailers, suppliers, wholesalers and exporters. There are groups and subgroups within the trade channel with various levels of bargaining power. But the mechanism of business control is different from that of traditional business systems denying benefits to the

procurers. The price of NTFPs is most often determined by the traders – depending on the margin they need. It is not based on demand/supply. If the latter was true – NTFP prices would be very high, in most cases. Generally the prices are only slightly higher than daily wages – not attaching any value to the forest or its availability. Though the prices need to be set according to the `free market` situation, the unorganized market and the market structure create price distortion. The following examples of trade channels in respect of two NTFPs typify the market structure generally in many states.(Anonymous 2011).



**Fig.1.1 Trade Link: NTFP Case Study of sveral species, Shivpuri, MP
 (Source: RCDC, Bhubaneswar)**



**Fig.1.2 Trade Channel: Case Study of Mahua, Bilaspur
 (Source: RCDC, Bhubaneswar)**

The above literatures enlighten that efforts have been made to study the fluctuation of marketing value of NTFPs in the sustainable livelihood pattern of the tribes in the country in general and in the Chhattisgarh state in particular.

Objectives

1. To estimate the pattern of growth in collection of major NTFP's in selected markets of nearby area.
2. To find out the economics of collection, consumption, income and employment.
3. To examine fluctuation of marketing value and price spread of major NTFPs.

Background

One frequently cited reason for increased prices is 'market fundamentals' as demand is thought to be outstripping supply and thus leading to increased prices. The specific focus was to identify the causes of price fluctuation for NTFP products, examine the contribution of good price toward achievement of small scale collector's development and to find out the possible solutions on how price fluctuation can be addressed. The marketing value of NTFP experienced in both the market as per data collected by investigator.

The forests of Bastar district, which comprises more than 70% of the total land area, constitute a variable storehouse of industrial raw material for forest based industries. The forests are located on comparatively easy terrain and it is one of the rare forest areas in the country where Sal, Teak, and miscellaneous forests naturally occur over extensive areas. Forests of the Bastar are the only area in India where hard wood and bamboo occur together in large quantities. A sal forest occurs on sandy loam and lateritic soils and definitely avoids swampy areas and dry localities. The major portion of the forest area is covered with Sal forest which mostly lies on the plateau. In the hilly region, Sal is confined to narrow valleys and on lower slopes. The best sal forests are found in Bastar plateau, where sometimes it forms up to 90% of the crop in the over wood. The Sal forests here are generally of good quality touching even all India 1st quality. The Sal forests also occur intermingled with mixed forest or large grassy blanks.

Methodology

About the area

Bastar, the Tribal district, before splitting into three districts, was one of the largest district in India, with an area of 39114 sqk.m, which was even greater than the Kerala state and some other countries like Belgium, Israel etc. In the year 1999, the district Bastar has been divided into 3 districts namely Bastar, Kanker and Dantewada. All these 7 districts come under Bastar Division with the divisionalt.

Dantewada District, also known as Dantewara District or Dakshin Bastar District (South Bastar District), is a district in the Indian state of Chhattisgarh. Dantewada is the district headquarters. The district is part of Bastar Division. Until 1998, the Dantewada District was a tehsil of the larger Bastar District. As of 2011 it is the third least populous district of Chhattisgarh (out of 18), after Narayanpur and Bijapur. The present Dantewada district has come into existence in 1998.

Sample Design

The data collected in the survey is collected by taking interview of 25 people randomly from both the Bastar and Dantewada market. The primary data were collected by the mean of comprehensive questionnaire prepared for the study .the questionnaire was in the form of improved schedule form to take interview of the person regarding NTFP's trade. Each interview took 10 to 20 minutes but the market person were generally non'- entertaining to the interview they were sufficiently literate to answer the question asked to them the secondary data was collected from D.F.O bastar and dantewada to know official price of the ntfp's .the data was generally collected on basis of price ,quantity sold ,No of collectors. , but in case some schedule question were not answered properly basically detail regarding collection hours, family participation etc. Hence, the fluctuaion was recorded easily and in possible way.

Discussion

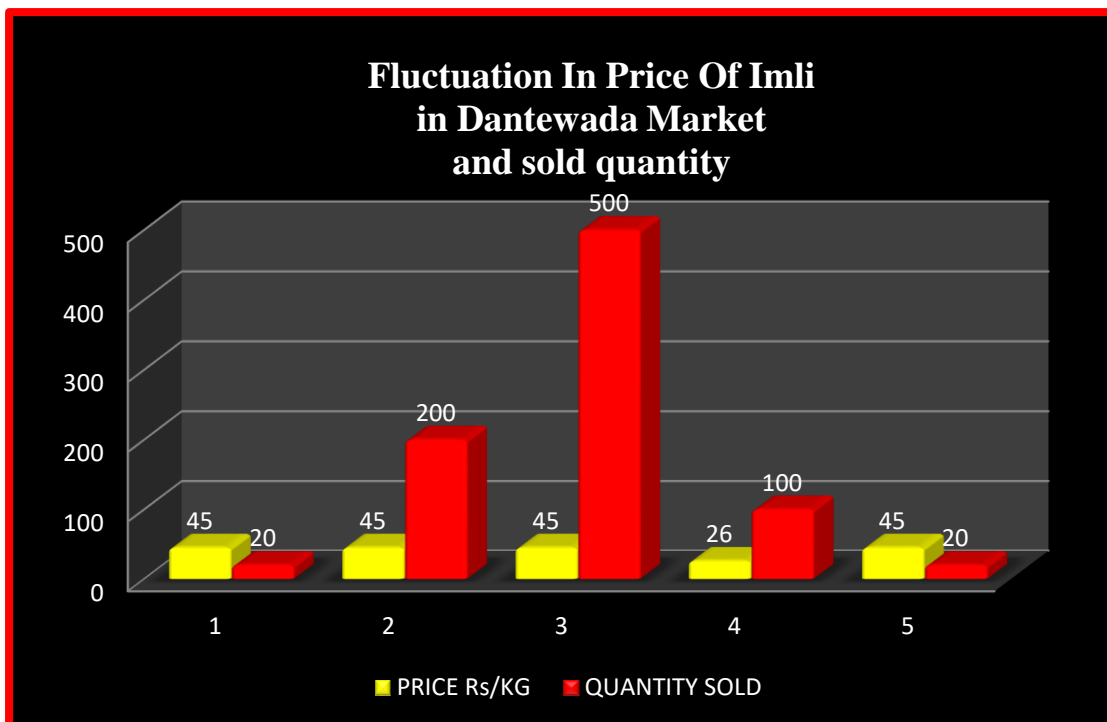
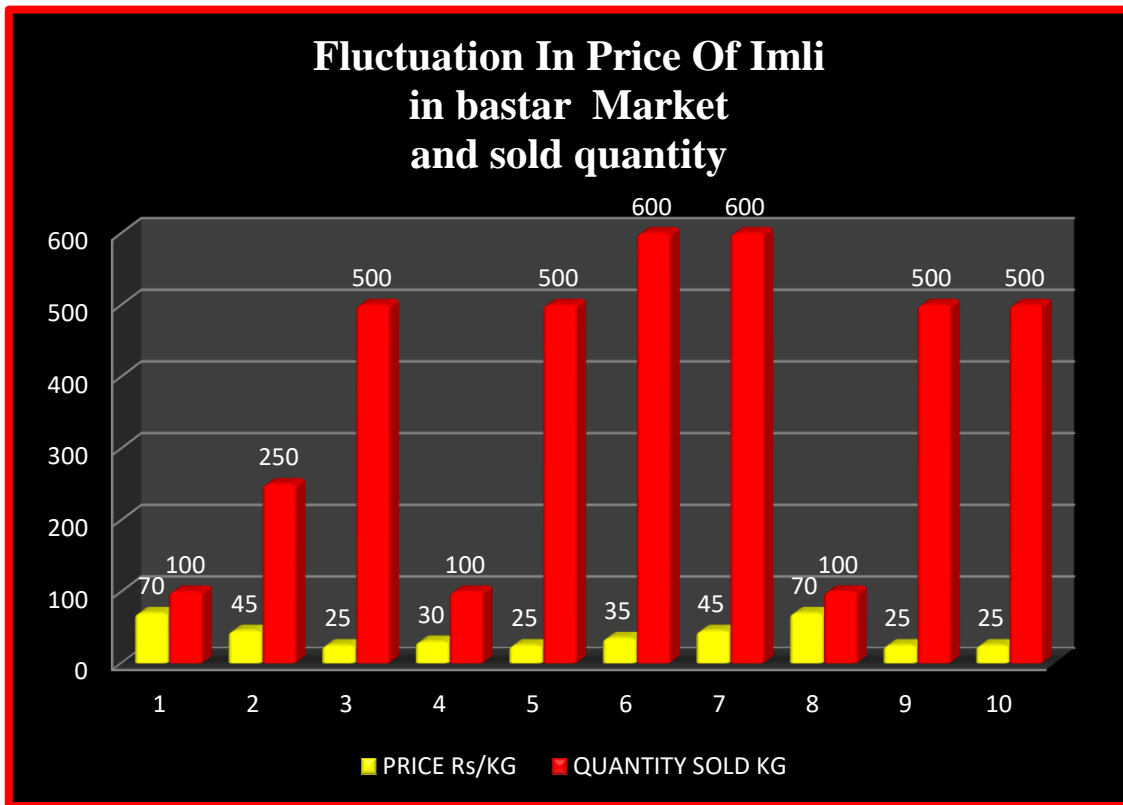
Fluctuation experienced in price of NTFP

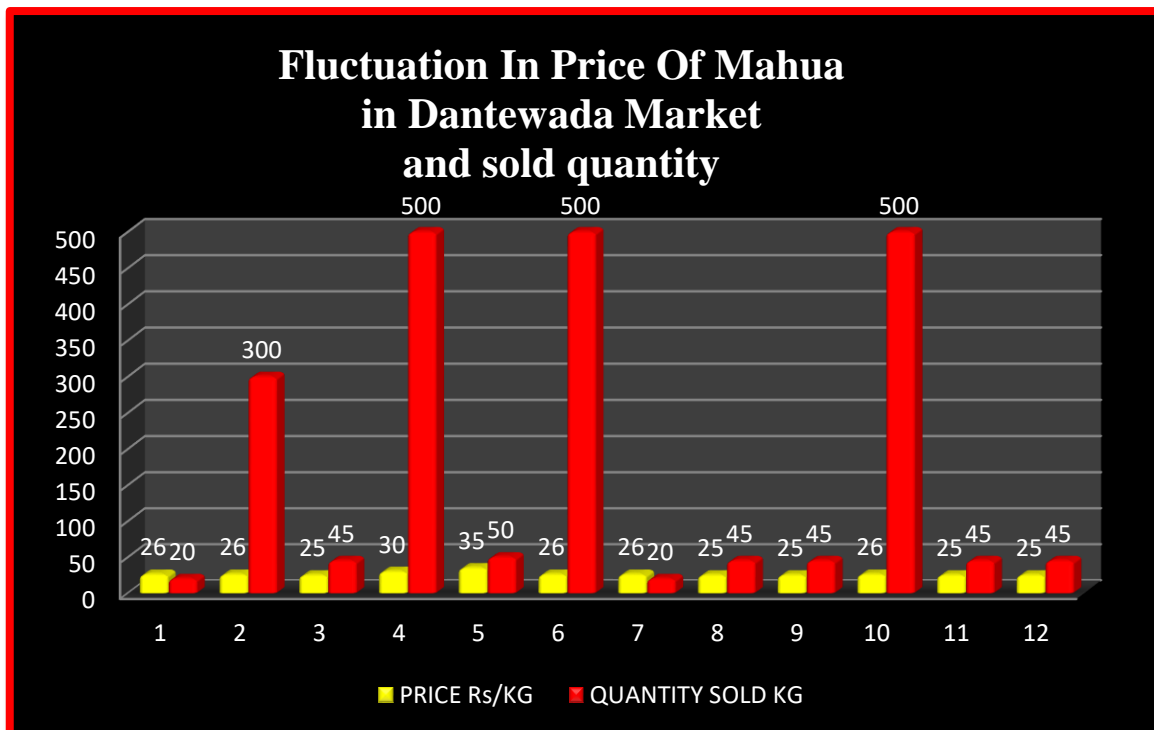
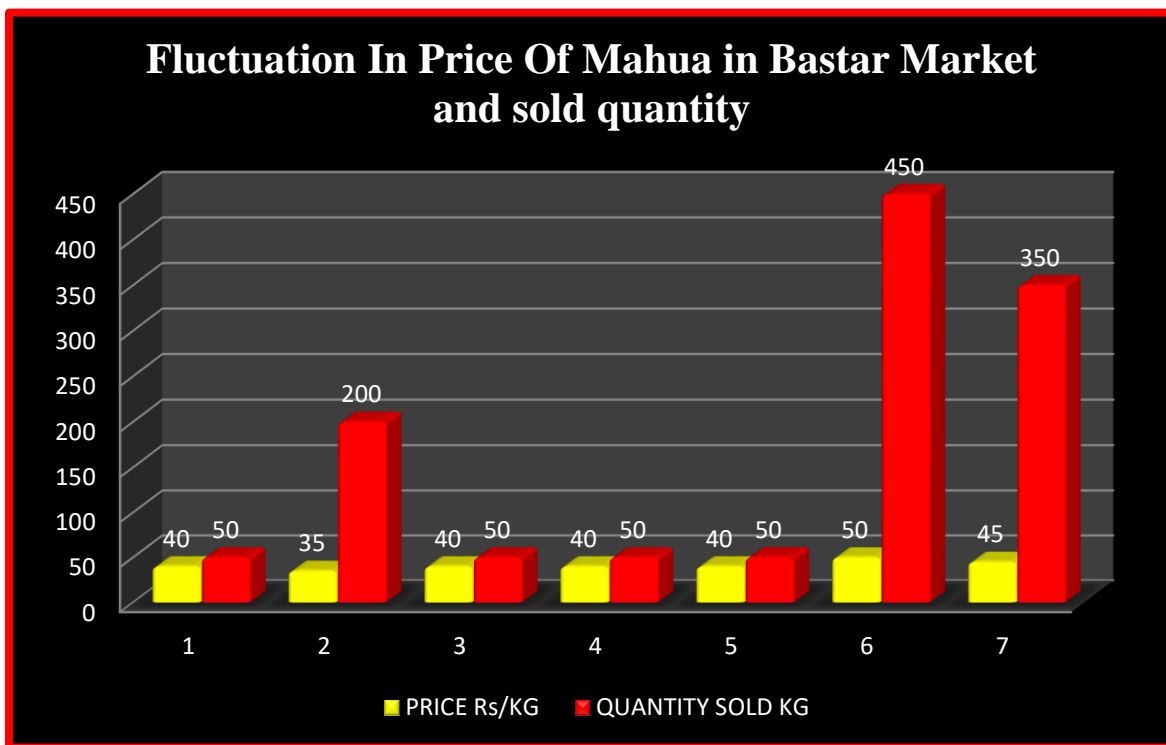
Price fluctuation is a multifaceted problem attributed by various factors which, when combined, culminate in dangerous consequences for the most vulnerable. Although high prices can technically be good news for primary collectors, price fluctuation is extremely dangerous, as farmers and other agents in the food chain risk losing their investments if prices fall. One frequently cited reason for increased prices is 'market fundamentals' as demand is thought to be outstripping supply and thus leading to increased prices. The specific focus was to identify the causes of price fluctuation for agricultural products, examine the contribution of good price toward achievement of small scale collector's development and to find out the possible solutions on how price fluctuation can be addressed. The marketing value of NTFP experienced in both the market as per data collected by investigator.

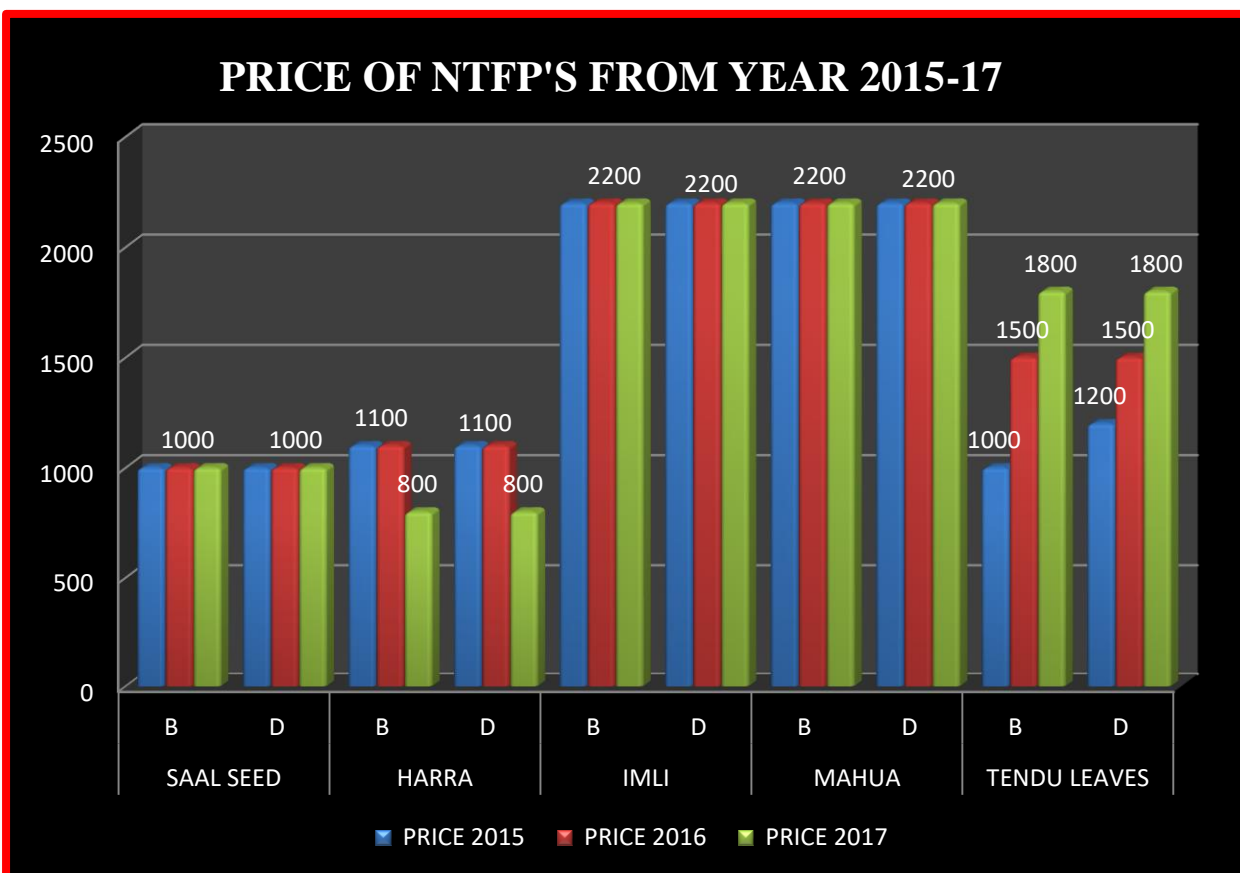
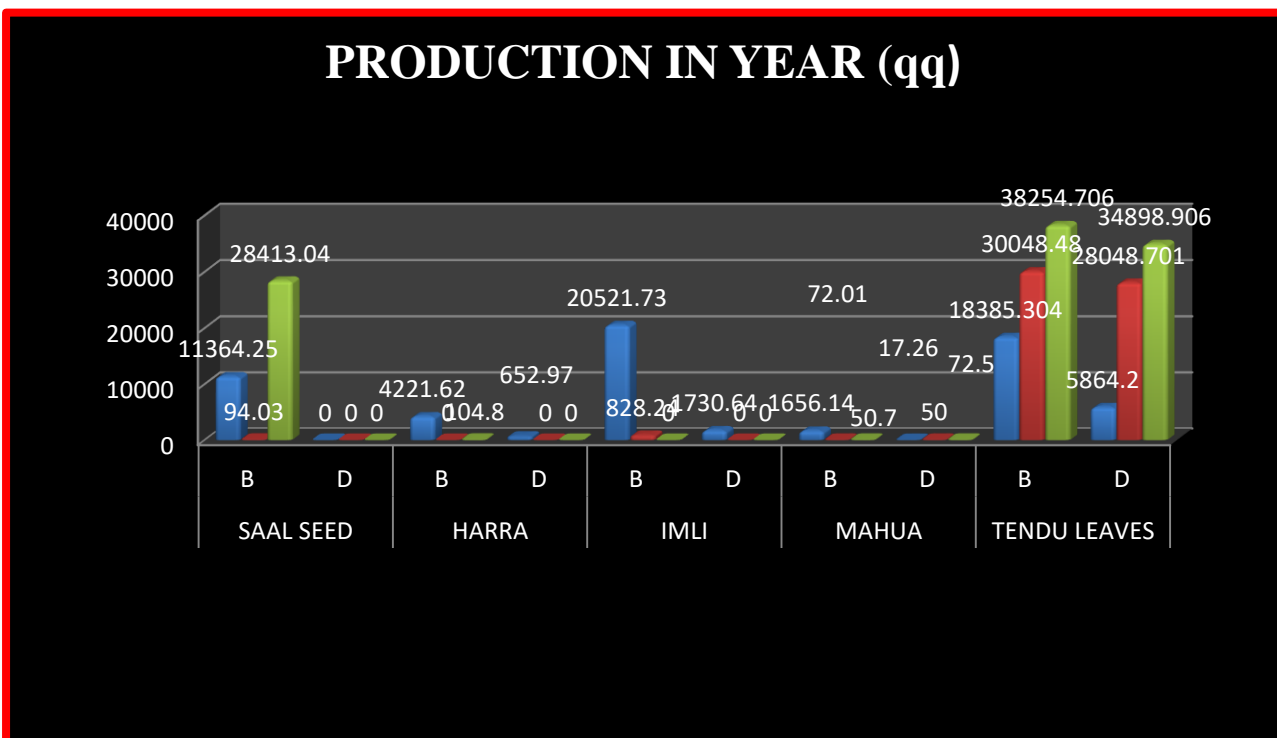
Whether from person to person or market to market is generally due to rate of procurement. The basic fluctuation experienced from person to person is due to rate of investment i.e. price of NTFP+ travelling charge + handling charge + packaging charge is equal to rate of investment. So, as per the rate of investment will increase the rate of fluctuation will increase Also,

1. Travelling charge
2. Handling charge
3. Packaging charge

These above charges is basically experienced by a seller when he or she travel from one market to another to sell NTFP.







IMPACT ON RURAL LIVELIHOOD

The Month of Jan to April is basically season to sell NTFP for rural people and in this season is generally chosen to do extra income. As we know Bastar is the only district where ethno botany sources is other main sources of income than agriculture practice and when a NTFP seller experiences fluctuation in rate of NTFP it experiences following impacts:-

1. The NTFP collected is stored for longer period as per to sale in good price which cause degradation of product
2. Mediator takes over a huge part of their income
3. The NTFP selling becomes burden full to rural people
4. Loss in huge input done during collection of NTFP
5. SHG, if developed for NTFP marketing do not get efficient profit.

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