

Aadhimalai Pazhangudiyinar Producer Company Limited – An Innovation for Community Management

About Us

➤ Aadhimalai is a producer company of indigenous people in the Nilgiris Biosphere Reserve

- ➤ Incorporated in April 2013
- ➤ Incubated by Keystone Foundation, a non-profit org
- ➤ Board of Directors 7 &

 Shareholders 1609 from the

 community



Vision

- ➤ Sustainable livelihoods for Indigenous Community members
- > Empowering community women and youth
- ➤ Social and Economic up-liftment
- ➤ Fair Trade practices

NTFP Focus

- Nilgiris Biosphere Reserve has high potential for NTFP
- The indigenous communities and forest dwellers across the Biosphere Reserve have been dependent on NTFP collection since centuries
- Procurement 20-25% higher than market value
- Focus on value addition by generating additional employment & sharing profits
- Promote conservation measures with community & Forest Department
- Sustainable Harvesting

Strategy

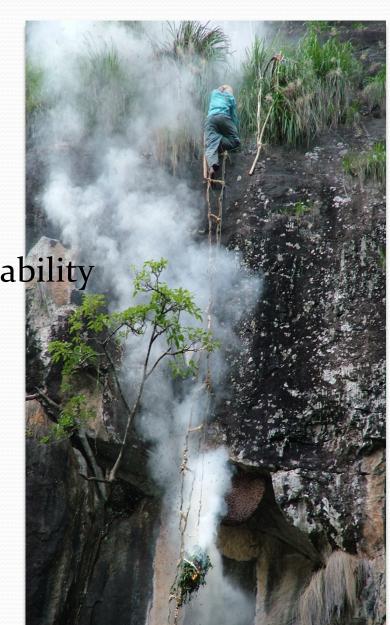
- Primary focus on procurement and production
- Work only on local produce from indigenous community members
- Volume based procurement
- Higher values for commodities
- Wholesale Marketing @ at least no profit no loss
- Village/Region centric Value addition Centres
 Employment
 Good returns
 Logistics
- Marketing & sales done by sister concern, LAST FOREST Enterprises – independent entity

Accomplishments

- > + 11,000 days of employment in the year 2018-2019
- > + 160 villages covered
- > + 3000 families benefited
- ➤ Approx 75% procurement of total availability
- ➤ Market Awareness
- ➤ Improved Quality
- ➤ 11.7 million INR turnover

Challenges

- ≥100% procurement
- **≻** Logistics
- ➤ Market price fluctuations & availability
- **≻** Adulteration
- ➤ Consumer Awareness
- ➤ Compliance & Certification



Products

- Wild Gooseberry
- Wild Fig
- Wild Honey
- Beeswax
- Broom grass
- Shikakai (Acacia Concinna)
- Soapnut
- Jamun
- Wild Mango











Learning & Recommendation

- Community Understanding Culture, Practices
- Learn local law / FRA and work in-line with those
- Involvement of Directors & community members
- Define clear policies for the Organization roles and responsibilities
- Challenging task to sell 100% of produce in the market
- Focus on Volume based procurement and value added products
- Regular training and skill up-gradation
- Workforce Mix of experienced and educated/skilled people

Takeaways

- Climatic Change
- Segregate Marketing and Production
- Communication is the key
- Focus on Training and skill development





Thank You