



**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