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Bridging Markets and Nature: Navigating Branding Challenges in Non-Timber Forest Product Commerce

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Abstract
Content discusses the diverse range of Non-Timber Forest Products (NTFPs) with a focus on their properties, applications, market dynamics, and existing challenges. Starting with the medicinal benefits of honey, the market overview includes distribution channels, flavors, and major regional players. A similar exploration is provided for natural gum, mahua, chironji, behada, tamarind, and bahava/amaltas, shedding light on their applications, nutritional value, and potential. The Minimum Support Prices (MSP) for various NTFPs are outlined, revealing the governments declared rates. The content emphasizes the hurdles and major issues faced in NTFP marketing, such as information asymmetry, lack of markets, and quality concerns. The proposed interventions and strategies include the need for branding, marketing units, and exploring government schemes for increased visibility and sustainability. The methodology involves comprehensive processes like interactions, field visits, data analysis, and researching potential market players. Key findings highlight the limited value addition practices, emphasizing the potential for development. The suggested strategy aims to establish a marketing unit, enhance value addition, improve quality, and explore various avenues for effective branding and marketing.

Keywords: NTFP (Non-Timber Forest Products), Minimum Support Price (MSP), Value addition, Branding, Marketing strategy.

Introduction

Non-timber forest products (NTFPs) possess the potential to emerge as substantial sources of revenue, yet many communities fail to fully exploit them. While some communities make extensive use of these products, their commercial value often remains modest. Small-scale producers encounter challenges when attempting to commercialize NTFPs, mainly due to the complex nature of their markets compared to traditional timber and agricultural goods. NTFPs are often confined to niche "place" markets that are small and dispersed. Additionally, the absence of established standards for NTFPs and varying consumer preferences, influenced by factors such as the market type (tourist or local) and season, further complicates matters. Prices for NTFPs fluctuate across locations and time, with buyers enforcing differing quality control standards. The cumulative effect of these factors contributes to the intricate nature of the NTFP market. This study provides a brief analysis of the NTFP potential in the area, current practices, the need for branding and marketing, and outlines strategies for future development.

Rationale of the Context

In the current business landscape, branding, communication, and marketing play pivotal roles in determining competitive capacity. The brand value of Non-timber forest product (NTFP) businesses stands out as a significant asset, and effectively leveraging it is crucial when introducing new products and services. Hence, this study underscores the importance of well- crafted brand strategies that provide a competitive advantage in the challenging business environment. The primary focus of this research is to examine branding, communication, and marketing strategies that can enhance the overall competitiveness of NTFP businesses.

Every business aspires to have its products and services in constant demand, aiming to expand its sales reserves.

Consequently, a brand serves as the indicator of a business's strength and value. Brand strategies align with organizational strategies in the business context, leveraging advantages for both the business and consumers. A brand encompasses a name, concept, word, symbol, layout, image, or combinations thereof, serving the purpose of defining, introducing, distinguishing, and differentiating products and services of a seller or selling group. However, to effectively present and sell these products, an introduction tool is required to set them apart from others. Brands can be considered the "fingerprint" of businesses, acting as a distinguishing mark that represents all assets of the business. The brand not only indicates the source of the product to the customer but also serves as a quality mark and advertising tool. As the brand establishes an identity for the product or service, competition intensifies among brands, differentiating them in terms of perceived "value" to the customer. Therefore, branding of Non- Timber Forest Product (NTFP) products is a crucial component before engaging in communication and marketing.

Importance of Brand in Terms of Marketing

An integral aspect of marketing relies on consumer recognition of the product. The brand concept manifests as the visibility feature of the product among other similar products.

1. Physical Specification: The detailed physical specifications of the organization's products are crucial for product line management, transportation, stocking, rating systems, labelling, and inventory management of various products.
2. Legal Protection: Ensuring legal protection for all values associated with the brand, such as trademarks, is essential.
3. Being the Basis of Marketing Efforts: The brand serves as a means to identify the product, enabling the implementation of a meaningful marketing program.

Situation Analysis/Current Scenario

Gramsabha, NGOs, and the Tribal department have collaborated to develop collector groups focusing on forest-based entrepreneurship-related NTFP products like Honey, Mahua, Gum, and Bamboo. The organization has assessed the potential areas for additional NTFP products, including Chironji, Tamarind, Behada, and Bahava/Amaltas.

Due to consistent efforts by the tribal department and NGOs in terms of the Forest Rights Act (FRA) and institutional building for natural resource conservation, the productivity of forests has increased. People have benefited from NTFPs such as Mahua, Gum, Chironji, and Honey as a result of these initiatives.

Table 1: Assessment of current potential for NTFP

S. No.	Name of NTFP	No. of Units Established	No. of Group Engaged	No. of Village Covered	Potential Quantum of Produce/Year (Qtl)	Quantum of Value Added Produce/Year (Qtl)
1	Honey	2	10	10	60	10
2	Gum	-	20	20	30	7
3	Mahua flower	-	50	50	1250	500
4	Mahua seed oil		5	50	20	1.5
5	Charoli	-	25	25	5	0.75
6	Behada	-	-	50	500	200
7	Tamarind	-	25	25	25	10
8	BahavaAmaltas/Lebernum	-	-	25	60	25
9	Others/Medicinal plants	-	-	-	-	-

Properties, Application & Market Overview

1. Honey

Honey stands as a rich source of antioxidants and flavonoids, effectively minimizing oxidative stress and inflammation in the body. It offers protection against heart disease and cancer while possessing antibacterial and antiseptic properties that aid in wound healing. These qualities have propelled the market for honey, especially in the context of home remedies.

The India honey market, categorized by distribution channels, includes Business to Consumer, General Trade, Modern Trade Facilities, E-Commerce, Business to Business, and sectors such as Food and Beverage, Pharmaceuticals, and Cosmetics. A variety of honey products, with multiflora, eucalyptus, ajwain, and sidr honey flavors, are presently prevalent in India. The industry is further segmented into organized and unorganized sectors, with major regional markets in Maharashtra, Tamil Nadu, Karnataka, Punjab, and Rajasthan. Key players in this industry include Dabur India Ltd, Patanjali Ayurved, Bharat Honey, and Apis India. The India honey market reached around INR 17.29 billion in 2020, with an expected growth of about 10% CAGR to reach nearly INR 30.6 billion by 2026.

Despite the immense potential, the organization has yet to take concrete initiatives regarding honey marketing. The National Bee Board reports a significant increase in honey production in recent years, offering a substantial opportunity for further exploration and development.

2. Natural Gum/Gondh

Edible gum, water-soluble and versatile in mixing with various ingredients, has been traditionally used to address ailments such as diarrhea, cough, and congestion. Gondh, or edible gum, serves as a binding and thickening agent in the food and pharmaceutical industry. India produces various gums, including karaya gum, dhawda gum, prosopis gum, khair gum, babool gum, Jhingan, palas, char, and guggul gum. Maharashtra contributes significantly to gum production, with karaya gum being used in pharmaceuticals, food, paper, textiles, cosmetics, and more.

Dhawda gum, utilized as an emulsifier and stabilizer, is crucial in various applications such as beverages, butter-containing table syrups, and the preparation of powdered, stable, oil-soluble vitamins. While the prevailing market prices vary for different grades of gum, Maharashtra consistently contributes around 139 tons of Dhawda gum annually. Other essential gums include gum arabic, gum kondagogu, saja, Jhingan, babool, palas, khair, and char. Maharashtra, with an annual contribution of approximately 114 tons, plays a significant role in the production of these gums.

The market scenario involves women self-help groups (SHGs) collecting and grading gums, emphasizing the conservation of trees for increased production. However, out of the total mapped potential of 30 Qtl, only 7 Qtl is currently utilized.

3. Mahua (Madhuca Longifolia/Indica)

The mahua flower is edible and serves as a staple food for tribal communities. Mahua preparations are employed for various health benefits, including removing intestinal worms, addressing respiratory infections, and combating debility and emaciation. The bark extract, with astringent properties, is used for dental issues, rheumatism, and diabetes. Mahua's green- fleshy fruits, containing three to four seeds, yield 35 to 47 percent of oil, making them a valuable source of edible fats with applications in medicine, soap, and biodiesel.

Table 2: Active Constituent Present in Different Parts of Madhuca Indica

S. No.	Tree part(s)	Ethno medical Uses
1.	Seeds cake	Anti-inflammatory, anti-ulcer, and hypoglycaemic activity
2.	Bark	Antidiabetic activity
3.	Flower	Analgesic activity
4.	Leaves & bark	Wound healing activity
5.	Leaves	Nephro and hepato protective avtivity, antioxidant and cytotoxic activity
6.	Leaves and stem	Antimicrobial activity
7.	Seeds	Effective to alleviate pain

Table 3: Nutritional Properties of Mahua flower

Constituents	Flower
Moisture (%)	19.8
Protein (%)	6.37
Fat (%)	0.50
Total Sugar (%)	54.06
Calcium (%)	8.00
Phosphorus (%)	2.00
Ash (%)	4.36

Table 4: Nutritional Properties of Mahua Seed

Properties	Oil Percent (%)
Refractive index	1.452-1.462
Saponification value	187-197
Iodine value	55-70
Unsaponifiable matter (%)	1-3
Palmitic C 16:0 (%)	24.5
Stearic Acid C 18:0 (%)	22.7
Oleic Acid C C18:0 (%)	37.0
Linolic Acid C18:2 (%)	14.3

4. Chironji/Charoli/Cuddapah almond (Buchanania lanzan)

Chironji, commonly known as Charoli or Cuddapah almond, holds a significant place in Indian sweets. Beyond its culinary applications, Chironji seeds are ground into powders for thickening savory sauces and flavoring butters. Additionally, they are stewed into rich, meaty kormas. Charoli seeds find use in both Ayurveda and Unani systems of medicine.

Uses of Chironji

Food: Chironji seeds are a popular ingredient in a variety of Indian sweets, such as Chironji ka Barfi, piyush, shrikhand, kheer, and halwa. They are also utilized in savory dishes like meaty kormas, lamb pepper with Chironji, Gajar ka Meetha, Hyderabadi Haleem, Charoli mutton, Malai kofta, and as a flavoring for batters and sauces.

Medicine: In Ayurvedic and Unani medicine, all parts of the Chironji tree, including its bark, fruits, roots, leaves, nuts, and kernels, are used for their medicinal properties. The gum extracted from the bark and the powder of the roots and dried leaves mixed with buttermilk serve as traditional remedies for treating conditions like cold, bowel disorders, premature ejaculation, fever, and rheumatism. Chironji gum, mixed with cow's milk, is employed in folklore medicine to relieve rheumatic pain, and the leaves act as a tonic for cardiac functions. The leaf powder is used for quick wound healing, and the juice or decoction of Chironji leaves is used in Unani medicine for blood purification, treating loss of libido, impotency, and as a digestive system tonic.

Cosmetic: Powdered Chironji seeds, blended with milk and turmeric powder, are used in India as a natural face pack to enhance the glow, complexion, and suppleness of the skin.

Nutritive Value: Buchanania lanzan (Charoli) is not only nutritional and palatable but also serves as a substitute for almonds in confectionery. The edible seed kernels of Chironji have a pleasant, slightly acidic flavor and can be eaten raw or roasted. Chironji oil, derived from the seeds, is a suitable substitute for olive and almond oils in both confectionery and indigenous medicine, especially for glandular swellings of the neck. The fruits have laxative properties and are used as an alternative medicine to relieve fever. Additionally, kernels of fruits are employed as an ointment in skin diseases. Chironji has considerable potential for employment generation, particularly for forest dwellers.

Nutritional Content in Chironji (Per Single Unit of Kernel)

Table 5: Nutritional content in Chironji (per single unit of Kerenel)

S. No.	Constituents	Details
1	Fat	59 gm
2	Protien	63-72%
3	Starch	12.1%
4	Phosphorous	528 mg
5	Ribofavin	0.53 gm
6	Niacin	1.5 gm
7	Vitamin C	5.0 gm
8	Oil	34-47
9	Mineral like calcium	279 mg
10	Vitamin like thiamine	0.69 mg

5. Behada/Tropical almond (Terminalia Bellirica)

Behada, also known as Tropical almond, has been a staple in Ayurvedic medicine for its myriad health benefits. With essential bioactive ingredients and therapeutic properties, it has been traditionally used to manage cough, cold, sore throat, digestive anomalies, cardiac issues, skin infections, and more. Behada aids in managing loss of appetite, thirst, bloating, and flatulence due to its hot potency (Ushna). It enhances digestive fire (Pachak Agni), aiding in easy digestion and also helps in managing constipation owing to its laxative nature (Rechana).

Whether in its dry or ripe form, Behada contains vital vitamins like Vitamin C, proteins, and minerals such as potassium, selenium, manganese, iron, and copper. It also houses chemical constituents like tannic acid, ellagic acid, chebulagic acid, gallic acid, oxalic acid, phyllemblin, β-sitosterol, mannitol, galactose, glucose, fructose, rhamnose,

etc. These components confer strong anti-microbial, antioxidant, anti-diarrheal, anti-asthmatic, anti-spasmodic, anti-cancer, anti-hypertensive, hepatoprotective, anti-pyretic, anti-tussive, and expectorant properties. Behada is thus considered a comprehensive remedy for various health issues, including respiratory disorders, mouth ulcers, headache, cough, skin rashes, infertility, constipation, indigestion, insomnia, obesity, and hair problems.

Behada, as a Non-Timber Forest Product (NTFP), holds a substantial potential of up to 500 to 1000 Qtl in the region. Currently, the tribal community is involved in local collection and retail marketing, reaching a potential of 200 Qtl. However, there is a lack of a model with primary value addition/grading. There is an opportunity to develop a value addition model by initiating 10-15 Self-Help Groups (SHGs) and identifying assured market players for business-to-business marketing.

6. Tamarind (Tamarindus Indica)

Tamarind, a tree with partially dried fruits used for medicinal purposes, has various health benefits. It is commonly taken for constipation, liver and gallbladder problems, and stomach disorders. Tamarind is also used to treat colds and fever, and women sometimes use it to alleviate pregnancy-related nausea. In culinary applications, tamarind is used as flavouring, particularly in Asian cooking for chutneys and curries.

The fruit pulp is edible, and the taste evolves from sour in the green, young fruit to sweeter in the ripe, mature fruit. Tamarind finds its way into Western cuisine, present in Worcestershire Sauce and HP Sauce. Tamarind paste is widely used in chutneys, curries, and traditional sharbat syrup drinks. Tamarind sweet chutney is popular in India and Pakistan, often served with snacks like samosas. Tamarind pulp is a key ingredient in flavouring curries and rice in South Indian cuisine, in the Chigali lollipop, in rasam, and in certain varieties of masala chai tea.

Across the Middle East, from the Levant to Iran, tamarind is used in savoury dishes, particularly meat-based stews, often combined with dried fruits for a sweet-sour tang.

Fruit: The tamarind fruit is an indehiscent legume or pod, measuring 12 to 15 cm (4 1⁄2 to 6 in) in length, with a hard, brown shell. The fleshy, juicy, acidic pulp matures to brown or reddish- brown color. The taste is sweet and sour, high in tartaric acid, sugar, B vitamins, and calcium. A mature tree can produce up to 175 kg of fruit per year, and various propagation methods, including veneer grafting, budding, and air layering, are employed for desirable cultivars. Such trees typically bear fruit within three to four years under optimum growing conditions.

Table 6: Composition of tamarind seed kernel

Composition	Original	De-oiled
Oil	7.6%	0.6%
Protein	7.6%	19.0%
Polysaccharide	51.0%	55.0%
Crude fibre	1.2%	1.1%
Total ash	3.9%	3.4%
Acid insoluble ash	0.4%	0.3%
Moisture	7.1%	

The fatty acid composition of the oil is linoleic 46.5%, oleic 27.2%, and saturated fatty acids 26.4%. The oil is usually bleached after refining.

Tamarind Seed Oil

Tamarind seed oil is derived from the kernels of tamarind seeds. The isolation of the kernel without the thin but tough shell (or testa) poses a challenge. Tamarind kernel powder finds application as sizing material in textile and jute processing, as well as in the manufacture of industrial gums and adhesives. De-oiling the tamarind kernel powder stabilizes its color and odor during storage.

Table 7: Fatty acid composition of tamarind kernel oil

Fatty acid	(%) Range reported
Lauric acid (C12:0)	tr-0.3
Myristic acid (C14:0)	tr-0.4
Palmitic acid (C16:0)	8.7–14.8
Stearic acid (C18:0)	4.4–6.6
Arachidic acid (C20:0)	3.7–12.2
Lignoceric acid (C24:0)	4.0–22.3
Oleic acid (C18:1)	19.6–27.0
Linoleic acid (18:2)	7.5–55.4
Linolenic acid (C18:3)	2.8–5.6

Tamarind, as a Non-Timber Forest Product (NTFP), holds potential exceeding 25 Qtl, with only 10 Qtl currently utilized. The tribal community is presently involved in local collection and retail marketing, tapping into a potential of 10 Qtl. However, there is no established model with primary value addition/grading. There exists an opportunity to develop a value addition model by initiating 10-15 Self-Help Groups (SHGs) and identifying assured market players for business-to-business or business-to-retail marketing.

7. Bahava/Amaltas/Lebernum (Cassia Fistula L)

Amaltas, also known as Bahava or Lebernum, has a rich history in Ayurvedic medicine, offering solutions for various health anomalies. The fruit is utilized in the treatment of diabetes, acting as an antipyretic, abortifacient, demulcent, and alleviating inflammation and heat in the body. The pulp around the seeds serves as a mild purgative.

Different Parts of Amaltas offer Distinct Medicinal Uses

Fruit: Indicated in rheumatism, gout, diabetes, and thoracic obstructions.

Leaves: Laxative and externally used as an emollient; poultice for insect bites, swelling, rheumatism, and facial paralysis.

Root: Tonic, febrifuge, astringent, and strong purgative; beneficial for joint pain, migraine, chest pain, blood dysentery, fever, heart diseases, and various skin diseases.

Flowers: Purgative, febrifugal, biliousness, and astringent properties; used for skin eruptions, ringworms, and eczema.

Seeds: Emetic, useful in constipation, possess cathartic properties; beneficial for jaundice, biliousness, skin diseases, swollen throat, and hypoglycemic activity.

Bark: Tonic and antidysenteric properties; used for skin complaints, leprosy, jaundice, syphilis, and heart diseases. (Source: https://www.nhp.gov.in/amaltas-cassia-fistula-linn_mtl) Despite the ample potential of Amaltas/Bahava, there is stagnancy in its collection and trading due to insufficient community knowledge about its medical uses and other benefits. With no assured market player available in the region for "B to B or B to R" marketing, only 15 to 25 Qtl out of the total potential of 60 Qtl have been utilized. There is significant potential to initiate trading with Ayurveda or Medicine companies and develop a business model through groups or federations.

Present Minimum Support Price (MSP) for NTFP

The Government of India (GOI) has established Minimum Support Prices (MSP) for various Non-Timber Forest Products (NTFPs) to ensure fair compensation to collectors and traders. Here is an overview of the declared MSPs:

Table 8: Present Minimum Support Price (MSP) for NTFP

S. No.	Name of NTFP	Minimum Support Price (MSP) Declared by GOI
1	Wild honey	INR 225 per Kg
2	Mahua	
3	Flowers (Dried)	INR 30 per Kg
4	Seed	INR 29 per Kg
5	Gum (Karaya)	INR 114 per Kg
6	Chironji pod with seeds	INR 126 per Kg
7	Behada	INR 17 per Kg
8	Tamarind (with seed)	INR 36 per Kg
9	Tamarind (de-seeded)	INR 63 per Kg
10	Bahava/Amaltas (seeds)	INR 13 per Kg

Challenges and Key Issues in NTFP Marketing

The existing hurdles and major issues in the marketing of Non-Timber Forest Products (NTFPs) create complexities in the market structure, impacting both collectors and cultivators. These challenges contribute to market imperfections and potential over-harvesting of natural resources. The following issues characterize these imperfect markets:

1. **Limited Information Flow**
   Description: intentional constraints on information from the demand side manipulate market prices in favour of certain entities.
   Impact: Disadvantages collectors and cultivators, leading to market inefficiencies and potential exploitation.
2. **Unreliable Market Information**
   Description: Lack of proper information about the demand and supply of traded products.
   Impact: Creates uncertainty, hindering informed decision-making by market participants.
3. **Market Assurance**
   Description: Absence of assured markets for collectors and cultivators.
   Impact: Increases risk and volatility, discouraging sustainable practices and investment.
4. **Medicinal Plant Characteristics**
   Description: Unique features of medicinal plants and uncertainty regarding their availability.
   Impact: Challenges in planning and cultivation due to the unpredictable nature of medicinal plant resources.
5. **Knowledge Gaps**
   Description: Inadequate knowledge about the collection, cultivation, and trading of NTFPs.
   Impact: Impairs efficiency, leading to suboptimal practices and reduced economic returns.
6. **Quality Concerns**
   Description: Issues in the collection and processing of NTFPs, affecting the quality of final products.
   Impact: Diminishes market value and consumer trust, limiting the potential for higher returns.
7. **Intellectual Property Rights Awareness**
   Description: Stakeholders not well-versed in intellectual property rights related to medicinal plant products.
   Impact: Risks potential infringements and limits the ability to leverage intellectual property for economic gains.
8. **Market Entry Barriers**
   Description: Challenges for new entrants in a closed market with scarce information.
   Impact: Restricts competition, limiting opportunities for new participants and innovation.
9. **Marginal Cost Pricing Challenges**
   Description: Problems in determining fair value for NTFPs, leading to sellers receiving inadequate compensation.
   Impact: Encourages unsustainable practices and undermines the economic well-being of sellers.

Addressing these challenges is crucial for fostering a more transparent, equitable, and sustainable NTFP market, ensuring the responsible management of natural resources and fair compensation for those involved in the supply chain.

Proposed Interventions, Strategies, and Scope Mapping

Table 9: Proposed Interventions, Strategies and Scope Mapping

S. No.	Name of the NTFP	Scope for intervention
1	Honey	• To increase in strength/ number of harvester groups to grab the potential of 60 Qtl. • To develop brand in terms of Marketing & communication. • Attractive packing and labeling with availability in wide range i.e. 50 ml, 100 ml, 200ml, 500ml & 1000 ml. • Quality improvement & assurance towards maintaining the uniqueness of the product. • It is possible to target medical shops, General stores & grocery shops to market product with a well-decided profit of marine & ToR. • Advertisement in newspaper aswell as developing pamphlets,

S. No.	Name of the NTFP	Scope for intervention
		Information brochure, visiting card & letterheads for marketing person etc. • To set up costing each volume with market analysis and set up a profit of margin (Commission). • Need to establish well equipped advance processing unit to enhance the efficiency of production and quality. • Possibility to explore for a (commission based) marketing team of youth to undergo door to door marketing of the product.

		• To develop visibly marketing outlets (movable stalls with printed banners, posters, T-shirts & caps for marketing person) at public hotspots such as markets, nearby hospitals, institutes, offices, etc. • Get listed on various Govt. & Non- Govt. forum (MAVIM, NGO networks, etc.) on NTFP across state to track events, exhibitions, etc. • To get listed on various e-trading platforms (such as trade mart, India mart, etc.) and also to develop a separate link to the organization website and addition of basket of products over it. • Designing of payment gateway (separate business Account/ UPI-OR code) to keep a track record for in cash or cashless transaction in terms of the product along with receipt to the customer. • To organize events align to the organization's activities workshop/consultation with inviting customers for a tasting of the product. • Scope to utilize social media platform for publicity of the product such as designing Facebook page. • Upsell with signage at outlets, offers promotions (discount offers, add on products, stock clear offer season's offers, festival offers, etc.) to attract customers. • Proposal can be developed for NABARD or other nationalize bank towards establishing the honey marketing business through SHG federation or group. • TRIFED Van-dhan scheme, MSRLM. • Producer company for honey harvester can be enrolled Possibility to explore for a (commission based) marketing team of youth to undergo door to door marketing of the product. • To develop visibly marketing outlets (movable stalls with printed banners, posters, T-shirts & caps for marketing person) at public hotspots such as markets, nearby hospitals, institutes, offices, etc.

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		• Get listed on various Govt. & Non- Govt. forum (MAVIM, NGO networks, etc.) on NTFP across state to track events, exhibitions, etc. • To get listed on various e-trading platforms (such as trade mart, India mart, etc.) and also to develop a separate link to the organization website and addition of basket of products over it. • Designing of payment gateway (separate business Account/ UPI-OR code) to keep a track record for in cash or cashless transaction in terms of the product along with receipt to the customer. • To organize events align to the organization's activities workshop/consultation with inviting customers for a tasting of the product. • Scope to utilize social media platform for publicity of the product such as designing Facebook page. • Upsell with signage at outlets, offers promotions (discount offers, add on products, stock clear offer season's offers, festival offers, etc.) to attract customers. • Proposal can be developed for NABARD or other nationalize bank towards establishing the honey marketing business through SHG federation or group. • TRIFED Van-dhan scheme, MSRLM. • Producer Company for honey harvester can be enrolled.
2	Gum	• Gradation of the collected gum can enhance its purity along with hike its return therefore need to undergo grading and packaging of the product. • It can be possible to capacitate 3-5 SHGs in making value addition with creating byproducts of gum such as (Laddu, Churma, chikki etc) and can be marketed through various channels with an established brand. • Need to grab potential through an increase in the number of • collection groups
3	Mahua flower	• There is the scope of gradation of product to get a higher return. • In concerning value addition, 3-5 SHGs were capacitating initially to go for byproducts of mahua flower such as mahua kishmish, chatni, jam, sharbat, candy, chatni etc. under the single basket of brand. • A storage facility can be explored through the convergence of • available resources.
4	Mahua seed oil	• There is huge scope to grab existing potential through capacitating and increasing in the number of groups of mahua seed collectors. • Scope to identify the potential market player.

S.N.	Name of the NTFP	Scope for intervention
		• Scope to intervene in value addition, branding & marketing of Mahua seed oil. • There is a scope to explore the potential of 20Qtl of Mahua Seed oil.
		• There is scope to undergo grading packaging of the produce.

5	Charoli/ Chironji	• Retailing can be done of graded and packaged sachets starting from 50 gm to 150 grams to grocery shop, daily needs, sweet marts etc. • Chironjhi seed decorticator can be installed through group contribution or convergence for efficient and time saving process. • Scope to grab 5Qtl/year or more potential with marketing through various channels.
6	Behada	• Scope to form groups for Behada collection and capacitating themfor collective marketing. • Scope to form village level collection center. • At initial level scope to identify trader/market player for assured buyback of the product. • If the whole potential grabbed then Scope to link directly with • Ayurveda company such as Baidyanath, patanjali, Vico etc.
7	Tamarind	• Scope to undergo value addition with making by-products (Chatani, candy, sharbat, juice etc) packaging, labeling and retailing. • Scope to target small scale food & beverage companies also, if reached out the full of the potential.
8	Bahava/ Amaltas/ Lebernum/	• Scope to form groups for Bahava collection and capacitating themfor collective marketing. • Scope to form village level collection center. • At the initial level scope to identify trader/market player for assured buyback of the product (Ayurveda medicine).

Methodology

This study has been conducted inclusively, employing various processes at different levels, such as interactions, meetings, field visits, analysing secondary data/resources, and researching potential market players.

Key Findings

- There are a total of 7 major NTFPs identified with measurable potential in the region.
- Only honey & Mahua are currently under the practice of value addition branding & marketing by the community and NGOs.
- Organizations are mainly involved in trading, retailing & marketing of the raw produce through federations, but no such value addition practices are found to be in practice.
- Although MSP has been decided for NTFP by TRIFED, no corresponding procurement has been observed by the department.
- Schemes such as TRIFED (Van Dhan), MSRLM & MAVIM have not yet been explored to enhance market visibility for NTFP and should be considered.
- There is a need to develop a brand with value addition to the MFPs for increased market exposure.
- There is no dedicated branding and marketing unit/team available.

Strategy

The following strategy could be explored for effective branding and marketing of minor forest produce (MFP).

- Develop a brand in terms of marketing & communication.
- Establish a small marketing unit/team to experiment with a targeted achievement within a certain time frame.
- All operational strategies shall be implemented under the supervision of the branding & marketing team.
- Increase the strength/number of MFP harvester groups to tap into the existing potential in the region.
- Add value to MFP through primary processing/grading, attractive packaging, labeling, and cost-effective trading/retailing.
- Ensure quality improvement & assurance to maintain the uniqueness of the product under a unique brand.
- Publicize in newspapers, develop pamphlets, information brochures, visiting cards, and letterheads for marketing personnel.
- Set up castings for each volume with market analysis and establish a profit margin (commission).
- Establish well-equipped advanced primary processing units in potential clusters in convergence with line departments such as TRIFED, MSRLM, State tribal dept., enhancing production efficiency and quality.
- Explore the possibility of a commission-based marketing team of youth for door-to-door marketing.
- Develop visible marketing outlets (movable stalls with printed banners, posters, T-shirts & caps for marketing personnel) at public hotspots such as markets, nearby hospitals, institutes, offices, etc.
- Get listed on various Govt. & Non-Govt. forums (MAVIM, NGO networks, etc.) on NTFP across the state to track events, exhibitions, etc., including TRIFED Van-dhan scheme, MSRLM.
- Get listed on various e-trading platforms (such as trade mart, India mart, etc.) and develop a separate link on the organization website for a basket of products.
- Upsell with signage at outlets, offers promotions, and maintain customer database (Name, Contact, email), feedback & timely follow-up.
- Explore the possibility of home delivery with online booking and a payment gateway.

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