

## Hira WSHG is model for Hill broom processing

### A success Story.....

#### Background:

**K**ulusing village is covers under Abada Gram Panchyat, which is a tribal dominated village of hilly and terraced land mass. The population of village is tribal, who are solemnly named as solely Lanjia Soura Tribe who are one among 13-PTGs existing in Orissa. They are called Lanjia Soura because of their traditional dress which they used to wear which appears like “Lanjia” or “Tail”. Similarly, the females of Lanjia Soura community use to cover the lower part of their body by handmade napkin leaving the upper part quite naked traditionally.



They speak Soura Munda language. They have scattered housing pattern. The village guardian deities are represented by wooden posts installed at the entrance of the village. They pursue shifting cultivation and prepare terrace fields for rice cultivation.



The Hira SHG has been formed in 15<sup>th</sup> December 2014 in Kulusing by consent ICDS worker. Total 14 members and their regular saving is a part of their income and it is good signal for economic enhancement and indication for bright future. The village is covering Abada OPELIP Grama Unnayana Sangha (VDC). They have gained a path of self-confidence through broom binding. A piece of wider social acceptance was also collected in the village and among and effective participation is found in broom collection and making.



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Note: Hill broom binding, Hira SHG, Kulusing

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## GOAL AND OBJECTIVES:

- To enhance returns through NTFP especially Hill broom collection, processing, value addition, marketing and networking with different agency.
- To cover other NTFP including hill broom in their regular income enhance.
- A wide spread recognition through with the model of business resilience at VDC level.
- To have access financial services, such as safe savings mechanism, credit to meet family emergencies and small IGA.



## MAIN ACTIVITIES

- ✓ Collective Saving to admission an economic sustainability.
- ✓ Internal lending- to cover emergency financial support to members of group.
- ✓ Contribution in different social activities like, support in village cleaning and safe disposal solid waste, agricultural and ailed activities alike line sowing and support in collective sowing and harvesting.
- ✓ An initiative of collective NTFP collection, processing and value addition is being a unique part of and potentiality of their activities throughout the year.



## MAJOR OUTCOME

After intervention of OPELIP the members of Hira SHG has improved skill and techniques on Broom collection, finishing, binding with rope, snickering, value addition process marketing linkages process, and convergence and networking process through the different training program. Gradation and prioritizing the products, sustainable procurement techniques was made by TDCC officers through OPELIP.

Consequently it has made 526 numbers of hill broom and demonstrated and appreciated by PD, OPELIP. They have sold





each broom INR.35/- and INR.18410.00 was the selling price. However Hira SHG has formed a new uniqueness in the project operational areas for their new initiative. The demand of hill broom is very high in urban as well as rural are of the entire district. It has developed identification in the village and became the confidence level high.

Abada OPELIP Grammya Unnayan Sangha consisting of 3 villages naming Abada, Kulusing & Sankedi. Procurement of hill broom in Kulusing village has created an opportunity for livelihood to Lanjia Soura community. Before OPELIP intervention the community has no thought on hill broom as an income opportunity. Only it used to fulfill their domestic requirement for cleaning. Some people were used to collect the hill broom and sold it in distress price. There were no collective business attitudes before intervention. They were sensitized with numbers of meetings at SHG level by OPELIP staff. For rapport building they were provided saris to all members and box to keep all records with safely. Gender sensitive confidences have been built with group and mutual support is developed.

To enhance their level of hope and income through hill broom intervention, Rs.1,00,000.00 is being provided as revolving fund for improvement on sustainable harvesting and processing with value addition. Similarly try party agreement was also made for ensuring their marketing as well as production enhancement with good quality.



## **LESSION LEARNED**

- Hira SHG obtained more skills in the field of NTFP collection, processing, negotiation and marketing.
  - Value addition became a part of processing and way to enhancement of income through ensuring good quality.
  - For good income from hill broom, market study is required.
  - Improvement is required on buyer seller interface.
  - Through the technical support unit of Shakti and LSDA requirement of market linkage.
  - To protect the plant; requirement of coaching sustainable harvesting techniques of hill broom and other available forest produces.
  - Forest conservation is a cross cutting issue to be look after.
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