



## MARKETING OF TENDU LEAVES IN KANKER DISTRICT IN CHHATTISGARH

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### ABSTRACT

The present investigation entitled “yield and marketing of tendu leaves in Kanker district in Chhattisgarh” was conducted at the Research Kanker District in Chhattisgarh, during the period of March to June 2016 - 2017. The Research was laid out in yield & marketing of tendu leaves in Kanker District in Chhattisgarh. Total cost amount of pruning is 2360800 Rs. and total selling price is 273748200 Rs and collectors profit is 91650000 Rs. In 296 villages in Koylibeda block District Kanker.

**KEY WORDS:** tendu leave production & marketing.

### INTRODUCTION

Agroforestry is the combination of agriculture and silviculture in one system where the species changes between perennials, annuals and utilization of, for example green manure, coppicing, diverging crop rotation, mulching, contour hedgerows or alley cropping. In agroforestry systems complementarily between the components is crucial to its success, and avoiding competition between different crops and trees are therefore one of the important factors to take into account when choosing species. This means that every agroforestry system must be adapted to the specific environment and socio-economic context. *Diospyros melanoxylon*, the Coromandel ebony or East Indian ebony, is a species of flowering tree in the family Ebenaceae native to India and Sri Lanka; it has a hard, dry bark. Its common name derives from Coromandel, the coast of southeastern India. Locally it is known as *temburini* or by its Hindi name *tendu*. Tendu leaves are used as a wrapper for Beedi. During the summer fresh leaves are produced by the suckers coming up from the soil. This is also enhanced by setting fire beneath Tendu tree. The fresh leaves are hand-picked by the tribals and dried in sun for 10 days. This practice is seen in Maharashtra, Madhya Pradesh, Odisha and Chhattisgarh states of India. The State Government gives the license for collection and processing of the tendu leaves through tender every year.

### MATERIALS AND METHODS

The present investigation entitled “marketing of tendu leaves in kanker district in chhattisgarh” will be conducted

at the Research Kanker District in Chhattisgarh, during the period of March to June 2016 - 2017. The Research revealed that tendu leaves production in Koylibeda block district Kanker.

The district includes seven blocks and among those Koylibeda block were selected purposely for the research work. As on Koylibeda, blocks were contents of 41 organizations. Koylibeda blocks were contents of 296 villages. In the process of marketing (buying, selling and processing) of tendu leaves, the market functionaries are either Government agency, including Laghu Vanopaj Samiti through Self Help Groups (SHGs). Primary data was collected from the selected NTFP collectors through well prepared and tested schedule. The data includes cost of different operations and manpower and time involved in collection, marketing and primary processing of different NTFPs at farm level and help by the State Government and Forest Department. Data related to marketing and export of NTFPs from Government agencies Chhattisgarh Minor Forest Produce Co-operative Federation Limited was also collected.

### RESULTS AND DISCUSSION

#### Marketing in tendu leaves

Collection of tendu leaves in terms of total quantity, rate, selling price and consumer name per organization.

**Collection of tendu leaves in terms of total quantity, rate, selling price and consumer name per organization.**

Marketing of tendu leaves in Kanker Distric

S.N	Lot No.	Organization Name	Collection quantity	Rate	Selling price	Consumer Name
1	158	Hurtarai	1900	6129	11645100	M. royals enterprises vishal nagar gondiya (MH)
2	159-A	Dunta	1900	6037	11370300	M. royals enterprises vishal nagar gondiya (MH)
3	159-B	Dunta	1800	6037	10866600	M. royals enterprises vishal nagar gondiya (MH)
4	160-A	Koylibeda	1800	6208	11174400	M. royals enterprises vishal nagar gondiya (MH)
5	160-B	Koylibeda	2300	4989	11474700	M.M.G. patel & brothers ganj road gondiya (MH)
6	161-A	Junagawdegaon	2000	5009	10018000	M. timir kumar mani bhai patel desh bandu ward gondiya (MH)
7.	161-B	Junagawdegaon	1700	5009	8515300	M. timir kumar mani bhai patel desh bandu ward gondiya (MH)
8.	162-A	Chargaon	1500	4709	7063500	M. Vyas & company C.G. club Raipur (C.G.)
9.	162-B	Chargaon	1800	6084	10951200	M. royals enterprises vishal nagar gondiya (MH)
10.	163	Manhakal	2400	6156	14774400	M. royals enterprises vishal nagar gondiya (MH)
11.	164	Kamteda	1700	4209	7155300	M. Vyas & company C.G. club Raipur (C.G.)
12.	167-A	Panawar	1800	4099	7378200	M. Farhat begam
13.	167-B	Panawar	1500	4099	6148500	M. Farhat begam
14.	168	Rengawahi	1700	3959	6730300	M. S.B.W.Udhyog Ltd Surajpur (C.G.)
15.	169	Kandadi	1300	4459	5796700	M. Syad khwaja newmuddin Haidrabad (A.P)
16.	171	Belgal	1700	4299	7308300	M. Farhat begam
17.	172	Chhote Bethiya	2000	4299	8598000	M. Farhat begam
18.	178	Pandeyga	1500	3879	5818500	M. Korla raja reddy Mancherial Telgana
19.	179	P.V. 37	1000	3039	3039000	M. Cheatn aptel G.E. road Rajnandgaon (C.G.)
20.	180	Aadafarsi	2100	4199	8817900	M. Farhat begam
21.	182-A	Machpali	1800	4383	7889400	M. Pataka industries PVT.Ltd. sadi shoap Colcatta (W.B.)
22.	182-B	Machpali	1200	4383	5259600	M. Pataka industries PVT.Ltd. sadi shoap Colcatta (W.B.)
23.	185-A	Pakhanjur	1000	2111	2111000	M. Aaysha salma
24.	185-B	Pakhanjur	500	2111	1055500	M. Aaysha salma
25.	188	Badgaon	2500	5019	12547500	M. Arbuda enterprises wardhman nagar Rajnandgaon (C.G.)
26.	189	Anhur	1500	5109	7663500	M. M.A. rauf karim nagar Telangana
27.	190	Mendra	2100	5706	11982600	M. royals enterprises vishal nagar gondiya (MH)
28.	191-A	Pratappur	1400	4609	6452600	M. Vyas & company C.G. club Raipur (C.G.)
29.	191-B	Pratappur	1200	4609	5530800	M. Vyas & company C.G. club Raipur (C.G.)
30.	192-A	P.V. 34	1600	4429	7086400	M. Arbuda enterprises wardhman nagar Rajnandgaon (C.G.)
31.	193-A	Kapsi	700	2769	1938300	M.Pravin kumar Kottak Rajnandgaon (C.G.)
32.	193-B	Kapsi	1000	2539	2539000	M. Cheatn aptel G.E. road Rajnandgaon (C.G.)
33.	194	Khairkata	2000	3969	7938000	M. Arbuda enterprises wardhman nagar Rajnandgaon (C.G.)
34.	195-A	Gondahur	1300	3289	4275700	M. Jainab sels corporation karimnagar Telangana
35.	195-B	Gondahur	1200	3289	3946800	M. Jainab sels corporation karimnagar Telangana
36.	196	P.V. 17	1000	2542	2542000	M. Dinesh kumar raiyani Rajnandgaon (C.G.)
37.	198	Pachangi	1700	4909	8345300	M. Arbuda enterprises wardhman nagar Rajnandgaon (C.G.)
		TOTAL	59100	162682	273748200	

**Season wise collection in tendu leaves**

The data regarding season wise analysis in term of the local collection of tendu leaves has been given in the Table 4.5 the NTFPs have variable abundance according to season and the collection of these NTFPs varies with the seasonal of the local people. The present situation

reflected that all the major NTFPs are available for around 1 month for tendu leaves. The availability of NTFPs is least during rainy season; the collective marketing strategy can be successfully introduced for the prominent tendu leaves, in the research area.

**Season Wise collection in tendu leaves**

S. No.	NTFPs	Season of collection	No of days collection/year
1	Tendu leaves	Apr – May	25-30 days

**Economics of collection, marketing, marketing channel and cost of production of tendu leaves**

The research study indicates that there were marketing channel for tendu.

Channel– I: Collector – CGMFPMFED- Company

The price spread analysis of Tendu leaves was represented in the table. It can be seen from that table the net price received by the collectors was highest being Rs. 1390 (92.67%) in channel–I. Is clearly indicates that the marketing charges paid by the collectors in the marketing

of tendu leaves is Rs. 110 per standard bag and the marketing charges paid by CGMFPMFED the Rs. 80 per standard bag in channel-I and the marketing efficiency accounted to channel I was 3.50 per cent respectively.

### CONCLUSION

The study shows that the marketing of tendu leaves in Kanker District. The main objective of the study is to examine production of tendu leaves, to work out consumer share in rupees and to work out cost of production of tendu leaves.

The study indicated that there is scope to increase the tendu leaves marketing. Total cost amount of pruning is 2360800 Rs and total selling price is 273748200 Rs and collectors profit is 91650000 Rs. In 296 villages in Koylibeda block District Kanker.

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