

INTERVENTIONS OF TRIBAL CO-OPERATIVE SOCIETIES IN THE MARKETING OF TRIBAL PRODUCTS IN KERALA

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Abstract: This paper discusses the interventions and role of Tribal Co-operative Societies in the marketing of non timber tribal products in Kerala with special reference to the Kannur District. The Tribal people inhabiting in the Kannavam Reserve Forest in Kannur District collect NTFPs from the forest and sell their products in the Tribal Service Co-operative Society at Nedumpoil. The NTFP collected by the Nedumpoil Society are marketed to the potential buyers through the Kerala State Federation of SC/ST Development Co-operatives Ltd., situated at Kalpetta in Wayanad District. It is emerged as a firm network of marketing the tribal products and the present paper analyses the interventions of Tribal Co-operative Societies in the Marketing of Tribal products.

Keywords: Co-operative Societies, Marketing, NTFP, Tribal Products.

Introduction: Interventions of Tribal Co-operative Societies in the marketing of tribal products are an important matter with regard to the collection and marketing of NTFPs. D.B. Yadav (et.al.) (2006)¹, S.S. Negi (2006)² and A.R. Verma (2007)³ have studied about the marketing problems of tribal products in India. Muraleedharan (2003)⁴ has studied the marketing channels and problems in Kerala.

In Kerala, most of the tribal people continue the collection and sale of NTFPs like many other states in India. The tribes inhabit in all the 14 districts of Kerala. The tribes of Kannur district live in the Reserve Forests, fringes of forests, and in the plains and they collect Non Timber Forest Products from the forests and find economic support from the sale of NTFPs. In this context, the present study aims to analyse the interventions of Tribal Co-operative Societies in the Marketing of Tribal products in Kerala with special reference to Kannur District.

Kerala State has a forest area of 11309.4754 Sq KM., which covers almost 29.1 per cent of the total land area of the state⁵. There are 35 Forest Divisions in Kerala under six Circles and Biological Park and Project Tiger, namely, Southern Circle - Kollam, High range Circle - Kottayam, Central Circle - Thrissur, Eastern Circle - Palakkad, Northern Circle - Kannur, Wildlife Circle - Palakkad, Agasthyavanam Biological Park and Project Tiger - Kottayam.

In the Northern Circle, there are four Forest Divisions such as Kozhikode Division, Wayanad North Division, Wayanad South Division and Kannur Division. These four Forest Divisions consists 431.9542 Sq.KMs.

As far as the size of Reserve Forest in Northern Circle is concerned, Kannur Division is the biggest one, which consists of 207.3923 Sq. KMs. The present study intends to understand the interventions of Tribal Co-operative Societies in the Marketing of Tribal products under the Kannur Division. There are

five Forest Ranges, namely, Kannavam, Kottiyur, Thaliparamba, Kanhangad, and Kasargod.

As per the size of Forest Ranges in Kannur Division, Kannavam is the biggest Range and it has an area of 83.9893 Sq. KMs. Therefore, for the present study, the biggest Forest Range of the biggest Forest Division of the Northern Circle of Forest is identified and it is the justification for the selection of Kannavam in Kannur District as the area of study.

As per the new list of Scheduled Tribes of Kerala (2003), there are 36 Scheduled Tribes and 13 tribal communities who are eligible for educational concessions normally allowed to Scheduled Tribes of Kerala. According to Census 2011⁶, the total Scheduled Tribe (ST) population of Kerala is 484839, which constitutes 1.45 per cent of the total population of Kerala. The number of tribal people is highest in Wayanad district, followed by the Idukki district. The Palakkad district is in the third and Kasaragod district in the fourth position in terms of tribal population. Kannur district is next to Palakkad and it has 41371 tribal populations according to Census 2011. According to Census 2001, the Paniyan is the most populous tribe with a population of 81,940 forming 22.5 per cent of the total tribal population of Kerala. The Kurichians is the second largest tribe having a number of 32,746 forming 9 per cent of the total ST population of Kerala. At the district level, Paniyan have the highest percentage in the total ST population of 56.3 per cent in Malappuram and 54.9 per cent in Kannur districts.

Collection of NTFPs in Nedumpoil Tribal Service Co-operative Society: In Kannur District, the tribes collect and sells the NTFPs in the Tribal Co-operative Society situated at Nedumpoil near Kannavam Forest Ranges. The Paniyan and the Kurichian are the two tribal communities living in the Kannavam Reserve Forest area. However, the Paniyas are the major collectors of NTFPs. The Nedumpoil Tribal Service Co-operative Society is functioning under the Kerala

State Federation of SC/ST Development Co-operatives Ltd., Kalpetta, in Wayanad District.

The Kannavam Reserve Forest is peculiar with its tribal population wherein the tribes have been settled from the time immemorial. The area selected for the study, Kannavam Reserve Forest, has the problems such as the tribal population living inside the Reserve Forest has permissions and restrictions in the use of forest. However, they are permitted to collect Non Timber Forest Products.

In Kannavam Forest range, 8272.707 hectares of land is Reserve Forests and the tribal households are scattered in it. In Kannur District, under the Tribal Service Co-operative Society of Nedumpoil, altogether 1416 Tribal Members have registered and of these 405 members are tribal women. The number of tribal men consists of 1011. These registered members only are permitted to collect NTFPs from the Reserve Forest. Each year, the Society issue pass to those who request and they can go to the forest for NTFP collection. In the year 2010, the number of passes issued to the registered tribal people is 200. In 2011, the number is 200 and in 2012 the number is 150. In 2013, it is enhanced to 200 and in 2014 it is reduced to 125.

The NTFPs collected by the tribes under the TSCS of Nedumpoil, during the last five years from 2009-10 to 2013-14, are honey, honey wax, Cheenikka, Kunthirikkam, Pathiripoov and Kazhanjikuru. The tribes sell the collected NTFPs to the Society.

Collection of NTFPs in Nedumpoil TSCS during the Five Years from 2010 to 2014: In the year of 2009-10, Kunthirikkam is the major NTFP and 2700 Kg. of Kunthirikkam is purchased by the Society for ` 108000. Honey constitutes 500 Kg. and 390 Kg. Pathiripoov, and both are purchased for an amount of ` 45000 and ` 47400.

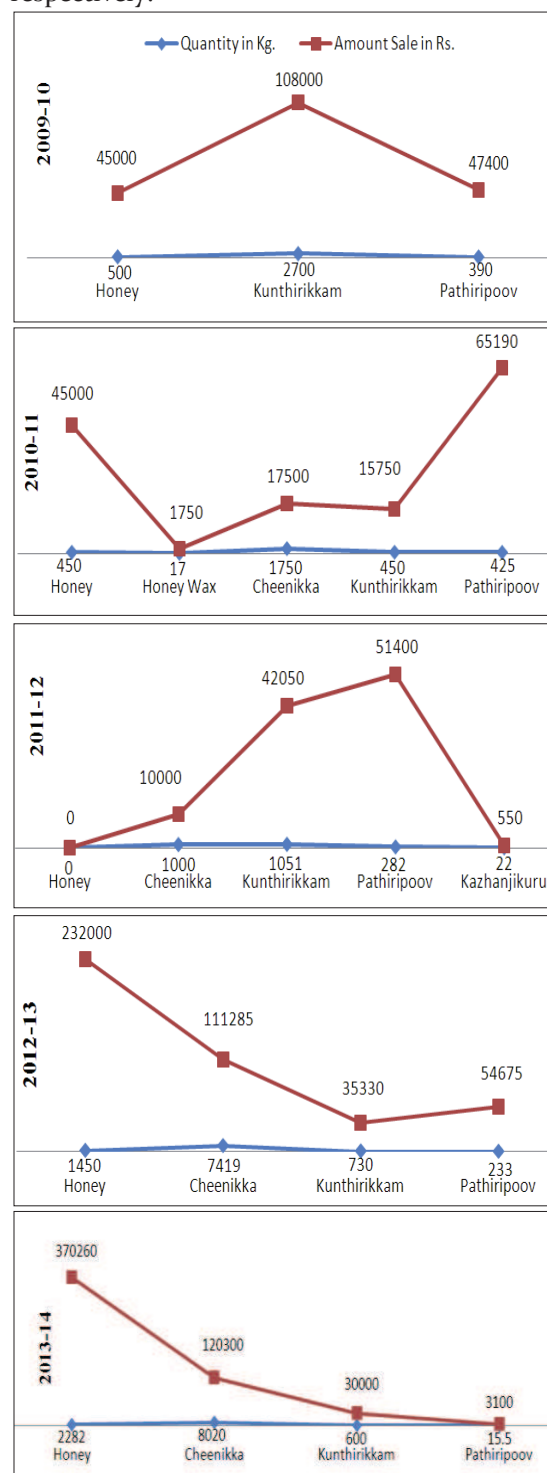
During the period 2010-11, the Pathiripoov became the major NTFP in terms of maximum price and 425 Kg. of Pathiripoov is purchased for ` 65190. Honey is in the next position and 450 Kg. of honey is purchased for ` 45000. 450 Kg. Kunthirikkam, 1750 Kg. Cheenikka and 17 Kg. honey wax are purchased by the Society for ` 15750, 17500 and 1750 respectively.

In the year 2011-12, the major NTFP in terms of total amount is Pathiripoov and 282 Kg. Pathiripoov is purchased for ` 51400. 1051 Kg. of Kunthirikkam is purchased for ` 42050. 1000 Kg. of Cheenikka and 22 Kg. of Kazhanjikuru are purchased for ` 10000 and ` 550.

In the period 2012-13 also, the major NTFP is honey and 1450 Kg. honey is purchased for ` 232000. The quantity of Cheenikka is 7419 Kg. and it is purchased for ` 111285. 730 Kg. Kunthirikkam and 233 Kg. Pathiripoov are purchased for ` 35330 and ` 54675.

In the period 2013-14, the major NTFP purchased, in terms of total amount, by the Society is honey and

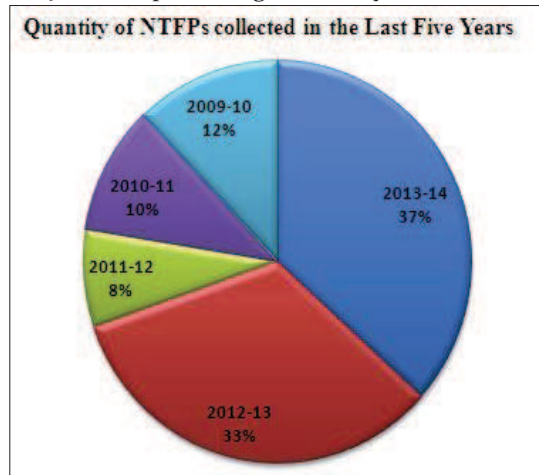
2282 Kg. is purchased at a price of ` 370260. The next item purchased is 8020 Kg. of Cheenikka at a price of ` 120300. 600 Kg. of Kunthirikkam and 15.5 Kg. of Pathiripoov are purchased for ` 30000 and ` 3100 respectively.



Source: Primary data collected by the Researcher.

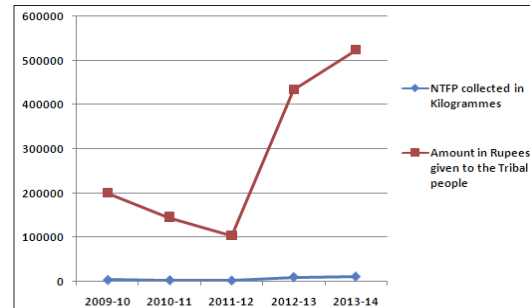
The above graphs show that the NTFP collection in the Kannavam Forest Range has increased in the last two years. The highest quantity of NTFPs are collected in the year 2013-14, which constitutes 37 per cent of the total NTFPs collected during the last five

years. In 2012-13, it consists of 33 per cent. The lowest percentage of NTFP collection occurred in 2011-12 and it comprises only 8 per cent. However, in the year 2009-10, the percentage was only 12.



The tribal people have got the maximum income through the sale of NTFPs in the year 2013-14 and they received ₹ 523660. The per capita income is derived on the basis of the number of pass issued to the tribal NTFP collectors. In the year 2012-13, they received ₹ 433290. The per capita income through the sale of NTFPs is very high in the year 2013-14 and it is

₹ 4189. In the year 2012-13, it is ₹ 2166. The lowest per capita income is derived in the period 2011-12, it is only ₹ 693. In 2010-11, it is ₹ 725 and in 2009-10 it is ₹ 1002.



Conclusions: The purchasing and storing of NTFPs are the major functions of the Tribal Co-operative Societies and with the help of the Marketing Federation, the Society markets the NTFPs to potential buyers. The study points out that with the active intervention of the Tribal Co-operative Society, the collection as well as marketing of NTFPs have increased during the last five years and it is also showing a positive growth during the last two years.

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