

Name	ATREE	GMCL	Aaharam
Area	MM Hills, Karnataka	Tamilnadu	Tamilnadu
Producer type	Tribals (Sholiga)	Medicinal Plant gathering community	Food - from dryland and semi-arid region
Producers no	15	1000	procurement from individual farmers- about 300
Customers no	-	8 pharmaceutical companies	
Customer type	Urban, bglore	companies, local community	rural supply chain
Resource	Lantana as a source timeline of its abundance started	herbs from areas where there is a resource maps	
Procurement method	Direct harvesting	sustainable collection practices	
Procurement Benefits	inform the forest dept. to replace with the local species. Removal of a weed as a benefit.	have sustainable practices with the gatherers and also develop cultivators	
Storage	-n.a.-	storage under quality processes	
Processing	Weaving	70% of the final product cost	where value adding can offset the product presentation - 30
Packing			not anything specific
Branding		Village Herb currently being tried	Aaharam

Monitoring	Customer feedback	sustainable harvest monitoring, quality check self-defined	
Training	Ccd / Husco, DDun	FRLHT	
Finance	50000	500 per group share	
Fixed		today 54 lakhs	
Working			
Training			
Infrastructure	a retail outlet being developed	store house, processing unit	a central warehousing
Products	lantana baskets, furniture	560 tonnes	-
Marketing	Currently through direct marketing in Bangalore, setting up of a shop by May 2006	60 lakhs	directly through their own networks rs. 60 lakhs
Exchange	GMCL as a marketing partner for its medical produce	buying the honey from ekta parishad (one third of the GMCL t/o from this), other groups have their own marketing linkages	expecting the various partners to respond
Income / wages	Rs. 100/- per day for the artisans	Rs. 50/- per day	rs.30-50/-
Turnover	1 year of operation (nearly 15,000 per month of trucks coming from MM hills to Bglore).	60 LAKHS	60 lakhs
Scale		increased from loss to the current scale in 5 years	scaled in operation from 0 to 60 lakhs per annum in 2 yrs

Replication	at Natham with CCD last year turnover of over a lakh rupee		already being replicated in 4 districts by SSP at Maharashtra and Gujarat
Benefits	improvement of the livelihood standards	sustained and consistent market access	
Innovative practices			
Process USP			

Sakhi (SSP)	Chetna Organic	Welfare of Weaker Sections, Orissa	
Maharashtra	AP, Maharashtra	orissa	
Supply chain	tribals, farmers		
	1000		
2700 rural families	exports		
sourced from local markets	the raw material is not that which ensures in the market, value addition provides for more returns		
sourcing from 3 districts through scouting teams	MOU with garment factories with conditions		
direct sourcing through inspection by the scouting teams which is also a consumer group			
7 days	house / rental rooms for storage		
criteria - low cost, good quality	ginning and process level control		
packing in a separate unit which is 300kms. From the maximum distance market			
Lakshmi (as brand ambassdors and awareness creators. Sakas as a brand name	chetna as a brand with markets		

market survey, invoice	testing of high risk farmers, farmer packets, ICS, internal, external, peer review		
	farmers get training from ETC, investments from 2 donors		
5 lakh investment	300,000 Euros per year from the Dutch govt.		
godowns, tempo (for rent)			
storage and rental			
rice, sugar, pulses, toiletries...30 different items	cotton, pulses, gram, maize, soya		
6% commission for the lakshmis; they make about 1500/- per month on an average	2800/- per month		
2000 families purchasing between 300 to 1500 per month - order Rs.10-15/- lakh per month in all	Rs. 1 crore of cotton, about 3 crores in the food market (currently food marketing is a failure)		

Lakshmi a women's brigade to create brand awareness and product knowledge creation among the communities, also track supplies, markets	groups have come together and have registered a society, have their own offices and have very good local peer level monitoring mechanism		
low cost purchase, speedy packaging and delivery	non-cotton crops being locally marketed currently		
utilising a database driven method to track all purchase and delivery that also tracks the profits, commission and product delivery process			