

# Pradhan Mantri VanDhan Yojana

Promoting Tribal Enterprise through  
Value Addition, Branding and Marketing of Forest Produces



## Monitoring & Evaluation – Van Dhan

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## **Monitoring & Evaluation of PMVDY**

The State Van Dhan plans under the PMVDY will be implemented by the State Nodal Department through any State Implementing Agency (SIA) / District Implementation Unit (DIU) appointed by the State. The SIA/ DIU will have the responsibility of establishing the VDVK units and supporting them in the MFP value addition work.

The State Implementing Agencies/ DIUs will regularly track & monitor the progress of the operation of the Van Dhan Kendras and will support them for carrying out the value addition work, branding & marketing of products etc. TRIFED will also support the VDVKs for their value addition, branding, marketing operations.

TRIFED has developed supporting documents for the VDVKs which includes:

- Model Business Plans
- Value Addition & Processing Modules
- List of Equipment
- Packaging & Branding Module
- Transportation Plans
- Storage Plans
- Quality Standard of MFPs

These documents will support the VDVK in planning their MFP value addition work, branding & packaging their products and marketing them.

TRIFED will develop a mobile app and web-based dashboard for overall monitoring of the Van Dhan program. The app will serve as a database for the details of the VDVK including name of the members, bank account details of Van Dhan SHGs, transaction details of the SHGs, MFP collected along with their quantities, etc.

TRIFED will conduct a third party evaluation of the Van Dhan program which will include the following steps:

- **Baseline assessment:** To measure the as-is of beneficiaries before roll out of the Van Dhan program
- **Project Monitoring:** Tracking the progress of individual tasks and comparing targets / milestones with physical and financial achievements
- **Risk Management:** Pre-empting and mapping all potential risks and their impact during the course of this programme
- **Process Evaluation:** Overseeing not only the deliverables but also evaluating program activities, and whether they have been implemented without deviation, as originally intended.
- **Participatory monitoring:** To understand from the beneficiaries whether this program has been helpful.

TRIFED has developed a risk matrix covering step-by-step operations of the VDVK, the potential risk at each stage, the stakeholders associated with it, impact of the risk, and risk management measures (including risk reduction/ risk mitigation / risk coping). TRIFED has identified risk at the following stages of the VDVK:

A. MFP Procurement / Gathering Stage

- i. Fluctuations in availability of MFPs
- ii. Variations in yield quality of MFPs
- iii. Seasonality of MFPs
- iv. Exclusion of women in collection of MFPs
- v. Bad yield of MFP in the forest for the season
- vi. Deforestation / degradation due to sustained MFP gathering

B. Van Dhan SHG Operationalization Stage

- i. Inefficiencies in setting up mechanisms for procurement / collection & disposal
- ii. Lack of willingness among SHG members for value addition work
- iii. Limited availability of infrastructure
- iv. Delay in availability of MFPs

- v. Limited access to working capital/ finance
- vi. Backlash from tribal/ forest dwellers who are not part of Van Dhan program

#### C. Capacity Building & Digitization

- i. Lack of willingness among the Van Dhan SHG members to formalize/ cluster formation
- ii. Lack of digital literacy / readiness
- iii. Mistrust in digital platform & technology
- iv. Lack of Skilled labour/ Skill training
- v. Limited / lack of experience of managing enterprise

#### D. Value Added MFP Product

- i. Limited information to gatherers about prevailing market prices for raw MFP & value added products
- ii. Lack of quality standards and grading of MFP value added products at the SHG unit level
- iii. Change in consumer preferences/ market demand of the value added MFP products
- iv. Overstocking of MFP & value added products leading to losses/ wastages/ high storage costing

#### E. Market Access

- i. Large number of formal and informal intermediaries in the MFP market segment
- ii. Influx of MFP substitutes in the market
- iii. New Government Regulations
- iv. Backlash and carteling at the trader levels

During the monitoring of the overall program, the risk management measures for each of the above identified risks will assist in the overall mitigation / reduction of the risk for the VDVks.