

**Pradhan Mantri Janjatiya Vikas Mission
(PMJVM)**

Operational Guidelines



सत्यमेव जयते

Government of India

Ministry of Tribal Affairs

F. No. 08/09/2020-Livelihood

27th March, 2023

Table of Contents

Definitions.....	1
1. Background.....	3
2. Vision	3
3. Objectives.....	3
4. General Features.....	4
5. Major activities to be supported under the scheme	6
6. Implementation Mechanism	6
7. Release of Grant.....	9
8. Monitoring & Evaluation	10
9. Operation & Maintenance (O&M) of Assets.....	10
10. Awareness Generation and Publicity	11
11. Removal of Ambiguity / Relaxation.....	11

Definitions

- A. **TRIFED**: Tribal Co-operative Marketing Development Federation of India (TRIFED), established under the Multi-State Co-operative Societies Act, 1984, is a national level cooperative body under the administrative control of Ministry of Tribal Affairs, Government of India.
- B. **Tribal Products** - means tribal natural products, tribal cultural products, services and tribal processed products. The term tribal products would be as defined in the Bye-law 1 (xxi), xxi(a), (xxi)(b) and xxi(c)(c) of TRIFED.
- C. **Minimum Support Price (MSP)** – A fair and remunerative price of a non-nationalized, non-timber Minor Forest Produce (MFP) declared by Ministry of Tribal Affairs on the recommendation of Minor Forest Produce Pricing Commission in TRIFED, at which a State Implementation Agency is required to procure to provide safety net to the MFP gatherers.
- D. **Van Dhan Self Help Group (VDSHG)** –VDSHG is a self-help group of up to twenty members (20) called beneficiaries, consisting of at least seventy percent (70%) Scheduled Tribes (STs) and engaged in gathering/collection of Minor Forest Produces (MFPs) or involved in other activities and subject to the condition that key positions in the VDSHG like President, General Secretary, etc will be manned by persons from ST community. VDSHGs, which are a part of the erstwhile sanctioned VDVks, will however continue to avail of the benefits of the scheme, if they are compliant with the guidelines of the scheme as they existed at the time of their sanction/formation.
- E. **Van Dhan Vikas Kendra (VDVK)** –A VDVk will consist of around 15 VDSHGs and have up to 300 members formed to reap economies of scale through value addition and marketing of MFPs and other tribal produce / products. VDVks, which are a part of the erstwhile sanctioned VDVks will however continue to

avail of the benefits of the scheme, if they are compliant with the guidelines of the scheme as they existed at the time of their sanction/formation.

- F. **Van Dhan Producer Enterprise (VDPE)** –An organisation formed by the members of VDVks registered under Societies or Co-operative Societies Act of the State (including Mutually Aided or Self-reliant Cooperative Societies Act by whatever name it is called) or the Producers' Company under the Companies Act 1956, as amended from time to time.
- G. **Haat Bazaars** – Local market area in a village where the procurement agencies and tribal gatherers or others buy and sell their produce.
- H. **Godowns**- Space where MFPs/ forest produce/ tribal products are stored.
- I. **Suppliers**- A supplier could be an individual tribal artisan, tribal SHGs/FPOs, Govt Organisations/Agencies working for tribals, NGOs working with tribals and where tribals are engaged as partners in profit sharing, VDVks formed under PMJVM scheme etc. Wherever the supplier is a group of individuals and or an Organisation, atleast seventy percent (70%) of the persons comprising the group /Organisation shall be tribals and subject to the condition that key positions in the Supplier organization, like President, General Secretary, etc, will be manned by persons from ST community.

1. Background

Ministry of Tribal Affairs has been implementing the two Schemes namely (i) 'Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and Development of Value Chain for MFP' (with two sub-components of MSP for MFP and Van Dhan Yojana) and (ii) 'Institutional Support for Development and Marketing of Tribal Products' with the objective of providing safety net to Forest dwelling Scheduled Tribe MFP gatherers and development and marketing of Tribal Products and Produce. In January, 2020, NITI Aayog advised the Ministry of Tribal Affairs to work out sector specific programme in a mission mode to promote tribal Livelihood. In October 2020, the Group of Ministers (GoM) for "Skill Development and Employment generation", chaired by the Hon'ble Minister of Social Justice & Employment, recommended the launch of an umbrella program viz., "Pradhan Mantri Janjatiya Vikas Mission (PMJVM) - Mera Van Mera Dhan Mera Udyam" in their final report. In this backdrop, Pradhan Mantri Janjatiya Vikas Mission (PMJVM) has been conceptualized with the merger of the above two schemes.

2. Vision

The Scheme PMJVM has the vision to facilitate and promote livelihood opportunities and entrepreneurship to the tribal population by putting in place an efficient and transparent mechanism for production, procurement, processing and marketing of tribal produce / products through establishing backward and forward linkages.

3. Objectives

The main objective of this scheme is to promote livelihood through income generation / augmentation activities for overall socio-economic development of tribals in the following ways:

- a. Increasing productivity and profitability of disadvantaged tribal households and generation of multiple livelihood opportunities through diversification and integration of production system.
- b. Building capacity of STs and other traditional forest dwellers as individuals or as members of VDSHG, VDVKs or VDPEs.
- c. Providing enabling environment to enhance access of tribal forest gatherers to minor forest produce and for value addition of MFPs for optimization of forest based sustainable livelihood;
- d. Encouraging and facilitating farm / non-farm enterprise development focused towards traditional and other skills of tribals and diversification of products/skills to meet the demand of the larger economy through sustainable and environment friendly practices.
- e. Facilitating appropriate linkages to help the tribal entrepreneurs to access finance, capacity building opportunities, acquire quality and other certifications, technological upgradation and related aspects.
- f. Providing market support through direct procurement by TRIFED or through other marketing mechanisms for tribal products / produce to facilitate income augmentation. Branding and promotion of such products / produce would be a part of this exercise.
- g. Promoting and strengthening institutional capacity of various stakeholders including TRIFED to work effectively for achieving the objectives of the scheme.

4. General Features

- a. Nature of the Scheme: The Scheme 'PMJVM' is a Central Sector Scheme wherein 100% Grant-in-aid will be provided by Government of India (GoI) to Tribal Cooperative Marketing Development Federation of India (TRIFED).
- b. Coverage of the Scheme: All States and UTs with notified tribal population or having migrated tribal population will be covered under the Scheme during 2021-22 to 2025-26.

- c. Central Implementing Agency: TRIFED will be the nodal agency at the central level for implementation of the scheme. TRIFED will implement the scheme either directly or indirectly through the State Implementing Agencies (SIAs) as per scheme guidelines.
- d. State Implementing Agency (SIA): SIAs are agencies nominated by the nodal department of the State Governments which could be semi-Government institutions and field offices of State Govt such as Tribal Development Cooperatives / Corporations, Forest Development Corporations, Minor Forest Produce Cooperatives / Federations or any other institution of the State Government having suitable expertise to undertake tribal livelihood interventions.
- e. Provision of fund under the scheme: Funds will be provided to TRIFED on the basis of proposal submitted to Ministry of Tribal Affairs as per the scheme guidelines and within the budgetary allocation.
- f. Scope of the Scheme: To establish a robust marketing mechanism for promotion of tribal produces / products by way of procuring MFPs under MSP, value addition of MFPs/ non- MFPs and through sale& purchase of various tribal products with the objective of improving the livelihood opportunities of the tribal people.
- g. Database Management: Automation and digitization of all activities under the scheme, including development of databases and portals, as well as e-commerce sites will be done by TRIFED to enable online processing of scheme activities and real-time monitoring of the progress of implementation of the scheme.
- h. Administrative Expenses: As the implementation of the scheme is being done through TRIFED, Salaries and other Establishment expenditure of TRIFED Employees/Offices will form part of the funding under the scheme.

5. Major activities to be supported under the scheme

- a. MSP Fixation and Procurement of non-nationalized, non-timber MFPs
- b. Infrastructure development / creation viz. Haat Bazars, Storage Godowns and other facilities including special projects
- c. Value addition to various MFPs, non-MFPs and other produce / products
- d. Setting up of Van Dhan Vikas Kendra (VDVK) and Van Dhan Producer Enterprises (VDPE)
- e. Sale & purchase of products made by VDVKs/VDPEs and other tribal products (eg. handloom, handicrafts etc.)
- f. Advertisement, Branding and Promotion of various tribal produces / products in the market through Organizing/Participation in various festivals / exhibitions / tribal artisan melas / Mahotsavas etc.
- g. Skill & Entrepreneurship Development
- h. Geo-tagging of VDVKs, VDPEs and other facilities/assets created under the scheme
- i. Geographical Indicators of tribal produce / products.
- j. Building/Upgradation of IT / e-commerce platforms, Digitization of Operations
- k. Survey of beneficiaries
- l. Research & Development

6. Implementation Mechanism

- a. The TRIFED will be the nodal agency at the central level for effective implementation of the scheme as per guidelines.
- b. TRIFED will sign MoU with Ministry of Tribal Affairs every financial year clearly delineating the activities to be undertaken during the respective year.
- c. TRIFED will also sign MoUs with State Nodal Departments, who will designate the State Implementing Agencies (SIAs) to implement the scheme for which 2% service charges will be payable to SIAs.
- d. Annual Action Plan / Operational Plan will be prepared by TRIFED.

- e. The Annual Action Plan / Operational Plan, approved by the Board of TRIFED as per the laid down procedures, will be submitted to the ministry to facilitate the release of Grant-in-aid.
- f. An MFP Pricing Cell (MFPPC) will be constituted under the scheme for fixation of MSP for MFPs. The MSP will be fixed / revised from time to time by MoTA on the recommendation of MFPPC. Addition / deletion of items under MSP scheme will also be undertaken on the recommendation of MFPPC and approval of MoTA.
- g. Revolving funds (100% Centrally funded) will be provided for procurement of MFPs at notified MSP as a reactive measure in case the market price of MFP falls below the notified MSP and as per the procurement plan to be submitted by the State Nodal Departments.
- h. Overhead expenditure amounting to a maximum of 20% of the value of MFPs, to be procured, will be allowed to SIAs which includes commission to be given to the Primary Procurement Agencies (PPAs). The commission to be paid to the PPAs will be at the rate of maximum 7.5% of the value of MFPs procured.
- i. The State Government will ensure timely disposal of the procured MFPs through selling them in the market. After the MFPs are disposed-off, the sale proceeds, shall be credited back to the Revolving fund. The profits, if any, will be shared among the ST gatherers. In case of losses, the replenishment of revolving funds will be in the ratio of 75:25 by MoTA and State Government. SIAs will be required to submit the commodity-wise statement of accounts in respect of transaction of procurement and disposal, duly audited by the Accountant General of State through the State Government for claiming the losses. Further, duly audited UCs with physical reports shall be required to be submitted under Van Dhan Yojana by the State Implementing Agencies through their Nodal Departments.
- j. The State government, through their nodal department, will submit the proposal relating to infrastructure development / creation to the TRIFED along

- with a Detailed Project Report (DPR) for financial support. The TRIFED will constitute a Project Appraisal Committee (PAC) for their appraisal and approval.
- k. The TRIFED will sanction a maximum amount of Rs 15.00 lakh to the State Government for setting up a Van Dhan Vikas Kendra (VDVK) for incurring the expenditure on raw material, training and capacity building, tool kits and machinery, mentoring charges, packaging and branding, transportation, storage etc. The value addition of MFPS/non-MFPS will be done at the VDVKs.
 - l. In every district, where VDVKs are sanctioned or are proposed to be sanctioned, there shall be a District Level Coordination and Monitoring Committee headed by the District Collector for overall supervision & State level Coordination and Monitoring Committee headed by the Chief Secretary.
 - m. VDVKs shall be encouraged to open bank accounts in a Scheduled / Cooperative bank and formulate its own modalities of functioning including election/selection of a President, Vice-President, Secretary and Treasurer, by whatever designation they may be called.
 - n. To promote entrepreneurship among tribals, members of VDVKs will also be encouraged to form VDPEs for which financial support will also be provided to the maximum limit of Rs. 64.00 lakh per VDPE over a period of three years. This amount shall be utilized for formation and incubation cost (including technical support agency cost, baseline survey, mobilization of tribal gatherers, organizing awareness programmes, exposure visits, professional hand holdings, and other overheads), Monitoring & Evaluation, Management Information Systems, Management cost (administrative & management), training & capacity building and supervision charges. The financial support to VDPEs may be provided on the lines of financial support being provided to FPOs under 'Formation and Promotion of 10,000 new Farmer Producer Organizations (FPOs)' scheme of M/o Agriculture.

- o. The SIAs and TRIFED will promote the VDVks / VDPEs to act as their primary procurement agencies for not only the MFPs under MSP but also as potential suppliers of various tribal products.
- p. TRIFED shall develop a portal for tribal products to eventually become a one-stop destination for all information about tribal produce/products including tribal handicrafts, handlooms, art & crafts, tribal producer groups/enterprises, value chain activities, markets, skill development trainings & modules, custom hiring centres/ training centres, trainer/trainee database and tribal entrepreneurs/artisans' database etc.
- q. TRIFED will work out modules to impart trainings for capacity building of the VDVks / VDPEs / empanelled suppliers of tribal produce / products.
- r. Aspirational Districts, Particularly Vulnerable Tribal Groups (PVTGs) and land title holders under Forest Rights Act (FRA) 2006 will be accorded special attention during implementation of the scheme.
- s. Detailed Standard Operating Procedure (SoP) for various activities under the scheme will be prepared by TRIFED.

7. Release of Grant

- a. Grants will be released to TRIFED in two instalments on production of Physical and Financial Progress Report.
- b. The first instalment of 50% of the budget will be released to TRIFED on receipt of requisition from TRIFED along with draft Annual Action Plan, draft MoU and provisional UC of grants released during the previous year.
- c. The second instalment of 50% will be released after signing of MoU and submission of approved Annual Action Plan and audited UC of grants released during the previous year.
- d. Utilization of funds and fund-flow shall follow the procedures prescribed under Public Financial Management System (PFMS), GFR and other stipulations made

by the Department of Expenditure, Ministry of Finance, Government of India from time to time.

- e. TRIFED will endeavour to achieve convergence from any other scheme of the Central or State/UT government for enhancing the financial resources to achieve the objectives of the Scheme.

8. Monitoring & Evaluation

- a. TRIFED will devise a suitable framework for regular monitoring and evaluation of implementation of the scheme.
- b. TRIFED may engage third-party agency for mid-term review and undertake social audit for evaluation of the implementation of the scheme.
- c. Web-Based Integrated Scheme Management System (ISMS): In order to effectively manage the scheme of such scale and coverage there will be a dedicated online portal and mobile app for the Scheme with Integrated Scheme Management System (ISMS) to manage the activities online. The ISMS will have in-built systems for online submission of application, MIS tracking, monitoring of physical & financial progress, sharing of reports and other tools for scheme management. The system will enable all the associated institutions and stakeholders to monitor the progress of projects and work collaboratively to ensure successful implementation of the Scheme.
- d. MoTA will periodically review the progress of the projects under the scheme.

9. Operation & Maintenance (O&M) of Assets

TRIFED through the State implementing Agencies shall ensure that the services of the facilities created under the Scheme are extended to the community in general, apart from stakeholders. VDVks /VDPEs shall be responsible for O&M of assets (building, tools kits, processing / value addition units, community retail outlets etc) created under the Scheme beyond the project duration. SIAs shall

enter into an agreement / memorandum of understanding with the stakeholders, wherever necessary for this and shall intimate the fact to the TRIFED.

10. Awareness Generation and Publicity

Awareness generation through Information, Education and Communication (IEC) should be undertaken by TRIFED to give wide publicity of the Scheme. Besides, social messages on aspects relating to the components of the scheme can be disseminated.

11. Removal of Ambiguity / Relaxation

Notwithstanding anything contained above, the Ministry may modify / relax any provision of the scheme guidelines and may also issue clarifications on ambiguities wherever found necessary during implementation of the scheme with the approval of the competent authority.

X-X-X-X-X