



OPELIP

ODISHA PVTG EMPOWERMENT & LIVELIHOODS IMPROVEMENT PROGRAMME
ST & SC Development Department
Govt. of Odisha



Programme Management Unit

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From

**Shri P. Arthanari, IFS
Programme Director, OPELIP**

To

The Special Officers of all 17MPAs

Sub: **Guidelines for opening outlet-Reg.**

Madam/Sir,

With reference to the subject cited above, I am to inform that OPELIP has developed **Guidelines for opening outlet (Annexure-1)** for promotion of products of PVTGs communities and create marketing opportunity for locally available produced/products. A cross MPAs. In this connection all are instructed to come up with the proposals of interested PVTG Youths for such kind of interventions in OPELIP. The proposals should reach PMU within **7 days**.

Yours faithfully.


Programme Director

Memo no. 1415 date. 17/04/2023

Copy to the Chief Functionaries of FNGOs for information and necessary action.


Programme Director

Operational Guidelines for Opening Outlet across MPAs



Odisha PVTG Empowerment and Livelihoods Improvement Programme - OPELIP -

- PROGRAMME MANAGEMENT UNIT-

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Guidelines for opening Outlet across MPAs

A. Overview:

The overall goal of “Odisha PVTGs Empowerment and Livelihoods Improvement Programme (OPELIP)” is to achieve enhanced living conditions and reduced poverty of the target group households. This is sought to be achieved through realizing the development objective of enabling improved livelihoods and food and nutrition security for PVTG households. The strategy to be followed is to build the capacity of the target households, secure them their entitlements over land and forests, improve their agricultural practices for higher production, promote income-generating micro-enterprises as alternate livelihoods, ensure access to education, health and other services and improve community infrastructure. ST&SC Development Department of Odisha has taken steps to provide support for tribal empowerment and enhancement of their capacity and capability to take up various livelihood activities in a sustainable manner. “Odisha PVTGs Empowerment and Livelihoods Improvement Programme (OPELIP)” was launched on 18th March 2016, operated in 90 Grampanchayat under 22 blocks in twelve districts of Odisha. The programme targets 13 Particularly Vulnerable Tribal Groups (PVTGs) the most socio-economically backward segments and disadvantaged of the Indian population. The areas and villages they live in are amongst the most under developed areas of the State of Odisha. Though the livelihood pattern of each PVTG is different, largely they derive their income from collection of Non-Timber Forest Produces (NTFPs), shifting cultivation, settled agriculture and casual labour. Agriculture is rain fed, subsistence oriented and rain-fed paddy is cultivated largely for food security. Pulses and other cereals, millets, horticulture and vegetable crops are grown in pockets. Livestock rearing is limited due to lack of support services. Very limited processing/ value addition is carried out of both NTFPs as well as agriculture. The poor road connectivity, poor electrification, lack of transportation facilities, negligible access to communication and lack of support services, affect the livelihood choices of the PVTGs. The emphasis has given on building capacities and capabilities of implementers and stake holders to effective implementation of project components, building institutions and nurturing them to take charge of themselves and majorly focusing on improving the livelihood of households through opening of outlets across MPAs.

This guideline is meant for individual who wants to open outlet for marketing of products of PVTGs at the MPA areas. All beneficiaries of PGs, SHGs, UG etc. promoted/supported by OPELIP are eligible for the opening of outlet at PVTGs areas. Prior to selection of individuals for opening of outlet, all documents related to the outlet like VDC resolution, BDP, bank details, bank details, catalog of products, etc. should be consolidated, prioritized & recorded and maintained in a separate file for future reference.

B. Objectives:

The purpose of the activities is to create marketing opportunity among the PVTGs to sell their products in the interior areas so that it would ensure income security, reduce drudgery and easy access to fair markets for the PVTGs and developing marketing collectives.

C. Proposed Activities:

Opening of outlets will be supported among individuals of PGs/SHGs/UGs identified in the VDA through collectively. The activities will be chosen by the MPAs based on availability of resources and/or context and assessment of potential.

D. Eligibility Criteria

Opening of outlet will be supported for availing marketing opportunity as well as increasing local consumption and increase income through marketing of NTFPs among PVTGs across MPAs. It will be given to the individual member who are involved in SHGs/PGs/UGs across PVTG villages for enhancing income and marketing of tribal produced.

E. Potential assessment:

A potential assessment will be done by the MPAs which is based on the need of local areas as well as potential products available and availability of the resources for running the outlet for long. Hence, selection / identification should be prepared through following criteria:

1. Interest candidate must be from PVTG community.
2. There will be 50% own contribution of the candidate for opening outlet.
3. Candidate should sell the products which are indigenous and local.
4. Candidates should show interest to sell some of products proposed or availed by the MPAs/SHGs.
5. Candidate must bear the cost of the running business activities of the outlet.
6. Candidate is responsible for any damage or loss of the outlet.
7. A detail project report will be prepared and shared with PMU for approval of the project.
8. Candidate must give priority to the locally available products made by PVTGs other than the prohibited ones.
9. There must be one sign board of OPELIP in front of the outlet.

F. Selection Procedure:

1. Opening of outlet will be decided by MPA.
2. Selection and opening of outlet will be based on the assessment of MPA.
3. Priority will be given to the person having better knowledge on NTFPs/traditional products and entrepreneurship skills.
4. The person must be from PVTGs community.
5. The person should be above 21 years old.
6. Preference should be given to female candidates.

G. Tripartite agreement

A tripartite agreement will be done among the MPA, Concerned VDC and outlet owner for opening outlet under OPELIP with terms of references (ToRs) for smooth functioning of the outlet.

H. Documentation / records:

1. A resolution of the VDA is to be enclosed and opening of case record for the said activity.
2. Case records with due procedures should be followed for implementation of activities.
3. Correspondence documents with the MPAs will be included.
4. Documents of tripartite agreement
5. All documents related to the outlet
6. Catalog for locally available products.
7. Business Development Plan (BDP) / Micro Investment Plan (MIP) must be prepared and submit to PMU for necessary guidance and approval. At the same, it should be kept for reference and action.
8. The unit approval letter received from PMU will be enclosed with the case record.
9. Proper documentation through GPS photo of the outlet will be communicated.
10. The Social Mobiliser, LRFO and CI&NO are to ensure timely support and guidance for smooth functioning of the outlet.
11. The VDC/FNGO/MPA will keep a photocopy of the issued cheque to group and all sanction documents copies for further audit and visiting of officer's reference.

Check List:

S N.	Documents Required for outlet-Case Record	Submitted (Yes/No)
1	Application for opening outlet	
2	VDC Resolution copy	
3	Business Development Plan	
4	Bank details	
5	Photocopy of Bank passbook/Cancelled Cheque	
6	PMU Approval Copy	
7	Copy of Letter by SO to Bank for fund release	
8	Outlet photo	
S N.	Outlet-Operational Records and activities	Updated (Yes/No)
1	Sales and Purchase Register	
2	Daily Transaction Register	
3	Physical Monitoring and support by LRFO/SM at least once in a month	
4	Random visit and document verification by PM/SO	
5	Catalog of all products to be sold	

I. Marketing:

Marketing is a key issue of any products or goods and MPA/FNGO can facilitate for conducting a potential assessment for marketing. Whatever a group produces (goods or service) that should have a readymade market either in locally or in the region, or have a clear and feasible strategy to develop that market through already established relationships. Goods or services should be sold without a lengthy wait. A market survey must be done well before the products goes or enter to market. An outlet must facilitate the sales of locally available tribal/NTFP products so that producers will get benefits through marketing of their products.

J. Role & Responsibility of MPA & FNGO:

1. Facilitate VDC for timely disbursement of fund.

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Odisha PVTG Empowerment Livelihood Programme (OPELIP)*

2. Providing handholding support and market linkage opportunity for outlet.
3. Organise Capacity Building programme as per requirement to develop entrepreneurship skills etc.
4. Guide outlet for timely for better performance of the outlet.
5. The Social Mobiliser (SM) / Livelihood & Rural Finance Officer (L & RFO) are to monitor the activities of opening of outlet.
6. The MPA shall verify the registers regularly during their visit to the opening of outlet and note their observations.

K. Sustainability:

1. Selected individual should enhance their additional incremental income of the particular activity in subsequent years.
2. The MPA is responsible for the growth of activity in subsequent years.
3. Projection of growth plan should be prepared for next 3 years & 5 Years.
5. Individual has to take care of maintenance of the outlet for long run.

(Annexure-1)

Draft MoU for Outlet

This Memorandum of Understanding (MoU) is entered on ----- day of ----- 20-- between:

- i. The _____ MPA (hereinafter called the first Party),
- ii. _____ Village Development Committee (hereinafter for the 2nd Party) &
- iii. _____ owner of the outlet (hereinafter for
the 3rd Party)

1. Preamble

Under OPELIP, outlets are being provisioned to earn incremental income or help tribal communities, is executed at VDC level in OPELIP programme villages. The objectives of the opening of outlet are as follows:

2. Objectives:

- i. To facilitate the marketing of products locally available and enhance income of the PVTGs
- ii. To support PVTGs for selling of NTFPs products/ locally available products
- iii. To run the unit throughout the year effectively, efficiently and profitably

This MoU defines the roles and responsibilities of all the parties to this MoU, so as to enable them to work together as partners.

3. Scope of the MoU

The three parties undertake to co-ordinate, collaborate, support and manage the outlet including operation and maintenance of the implements.

4. Duration of the MoU

Five years and further it will be extended by first party/PMU OPELIP/STSCDD.

5. Roles and Responsibilities of First Party

The first party agrees to undertake the following roles and responsibilities:

- i. 1st party will do an assessment of availability of infrastructure for setting up outlet (Feasibility study)
- ii. 1st party will do an assessment of the demand raised for opening of outlet
- iii. 1st party will ensure training and capacity building programme
- iv. 1st party will ensure marketing linkage facility as well as monitor for the functioning of outlet

6. Roles and Responsibilities of Second Party

- i. 2nd party will raise the demand opening of outlet among the individuals who is a member of SHGs/PGs/UGs
- ii. 2nd party will coordinate with 1st party and 3rd party for opening of outlet
- iii. 2nd party will check the books of accounts, register and follow up for the smooth functioning of outlet.

7. Roles and Responsibilities of the Third Party

The third party agrees to undertake the following roles and responsibilities:

- i. 3rd party will identify infrastructure and invest 50% his/her contribution and facilitate the opening of outlet
- ii. 3rd party will decide the cost of user charges and take the responsibility of maintenance of the opening of outlet.
- iii. 3rd party will maintain all documents for legal procedurals and smooth functioning of the units.
- iv. 3rd party will ensure the quality of the products and transparency for the running unit for long.

8. Termination of the MoU

- ii. The first party can terminate the MoU on the occurrence of one or more of the following events after reasonable notice:
 - a. Mismanagement of the outlet by 3rd party
 - b. Not properly functioning of the outlet
 - c. Misutilised of outlet by the 3rd party
 - d. Not maintaining of proper books of records/information

9. Disputes

Any disputes between the parties arising out of this MoU shall be settled, in the first instance, through mutual and amicable consultation. If the dispute is not settled through such consultation, the matter shall be referred for arbitration to the Special Officer, MPA.

For first party	For second party	For third party
..... Special Officer, MPA President & Secretary President & Secretary
Witnesses¹	Witnesses	Witnesses
Name and Address	Name and Address	Name and Address
Signature.....	Signature.....	Signature.....

(Annexure-2)

Requisition for new Outlet under OPELIP

SI No.	Particulars	Information
1	MPA Name	
2	Name of the place for opening outlet	
3	Name of the SHG/PG/UG	
4	VDC Name	
5	GP Name	
6	Block Name	
7	Type of outlet/ Activity	
8	Total Budget Amount as per AWP&B - 2022-23	
9	Group Contribution in Rs.	
10	Fixed Investment (Specify Cost of Machine, other equipment detail separately)	
11	Working capital Investment (Specify detail of cost break up like type of raw material and quantity, training cost if any etc.)	
12	Machinery detail (Company Name & Capacity)	
13	Name of person to operate the outlet	
14	Name and designation of Member in the group to operate the unit	
15	Contact number of the Group Leader	
16	Availability of Infrastructure to set up the Unit (pl. specify in detail)	
17	Operated by (Electric/Solar/other)	
18	Status of electrification, Solar panel installation etc	

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19	Number of Villages to serve by the outlet Unit	
20	Number of Households to be benefitted	
21	Business Development Plan Prepared (Yes/No)	
22	Average Turnover Planned per month/year as per Business Plan	
23	Quantity of Production in Quintal/Kg/Pieces/Liter etc	
24	Amount of Production in Rs.	
25	Expected Profit per month to the group	
26	where is the market	
27	Business Plan of the Unit Submitted (Yes/No)	
28	Group Resolution for operating the Unit (Yes/No)	
29	VDC Resolution for selection of Unit (Yes/No)	
30	Bank detail of candidate (for fund transfer from VDC)	

Name and Signature of Team Leader (FNGO)

Name and Signature
of Social Mobiliser

Name and Signature of Project Manager

Name and Signature
of Special Officer