



## OPELIP

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



## Programme Management Unit

TDCCOL Building, 2<sup>nd</sup> Floor, Bhoi Nagar,  
Bhubaneswar-751022, Tel: (91) 674 – 2542709  
Tele-fax: 2541772, Email: [support@opelip.org](mailto:support@opelip.org)

Letter No. 3889/1 Date: 12.08.21

**From**

**Mr. P Arthanari, IFS  
Joint Secretary to Govt. ST & SC Dev. Dept.,  
Programme Director, OPELIP**

**To**

**All the Special Officer, Micro Project agency**

**Sub:**

**Execution of Pick-up Van for Marketing under CCD 2020-21  
funding**

Sir,

It is to inform you that, PMU has prepared a detailed guideline on Pick up Van for marketing. There is a provision of total 17 no of pick-up vans (Rs. 6.8 Lakhs) one in each MPAs under CCD 2020-21. The funds for the same has already been released. The OAIC has already been communicated to provide these vehicles at the VDC level. The guideline should be followed meticulously for implementation.

The JAO, AO and LRFO should select the vibrant VDC for this purpose immediately within **18.8.2021** and inform the PMU for immediate implementation. The attached information should be submitted to PMU by **18.8.2021** for further action from this end.

Enclosure: As above

Yours faithfully,

*P. Arthanari*  
12/8/21  
**Programme Director**

Memo No. 3890/Date: 12.08.21

Copy to FNGO Chief of concerned MPAs for information and necessary action.

*P. Arthanari*  
**Programme Director**

Name of MPA:

<b>S I N o</b>	<b>Name of stationed VDC where the vehicle will be kept</b>	<b>Name of Village</b>	<b>Name of President and Secretary of stationed VDC</b>	<b>Name of the participating VDCs</b>	<b>Name of villages of participating VDCs</b>	<b>Name of President and Secretary of participating VDCs</b>	<b>Address of stationed VDC with phone no for registration</b>	<b>Date and Resolution copy of VDC</b>
				1				
				2				
				3				
				4				
				5				
				6				
				7				
				8				

## Pick Up Van for Facilitating Marketing of SAP and NTFP

### Background:

Diversified agriculture and horticulture crops are grown in MPA areas. There are availability of MFP and NTFPs in the project villages coming under MPAs. Gathering of NTFPs for consumption and trade is carried out by all PVTGs and occupies a significant space in the PVTGs' livelihood basket. The challenge is the marketing of such products.

### Objectives:

1. To address the marketing of SAP, NTFP and other produces.
2. To link the villages with cold storage and local haat thereby improving market access
3. To link processing units, work sheds, nurseries and multipurpose storage godowns
4. Facilitate in distribution of agricultural and allied inputs

### Selection:

1. A vibrant **PVTG VDC** should be selected
2. Village or nearby villages having more production of SAP or availability NTFPs and having crop /horticultural clusters should be selected
3. The villagers should also be interested in giving 60 % user charges

### Implementation:

1. Vehicle to be purchased in the name of the lead or stationed VDC where the vehicle will be kept
2. The vehicle will cater the need of 7 to 8 nearby PVTG VDCs. Accordingly, resolutions should be made in the stationed VDC where the vehicle will be stored/kept as well as all the participating VDCs.
3. The president and secretary of all the VDCs to form a committee to manage this. The LRFO should organise meeting on monthly basis for effective and economical use of the vehicles
4. The vehicle will also be used for processing units for carrying raw materials and processed produces, work sheds, Nurseries
5. The vehicle can also be used for carrying the input materials such as fertilisers, seeds, planting materials during cropping times.
6. The VDC will collect the user charges of 60 % of local rate/cost
7. The user charges will be deposited in the VDC account
8. The user charges will be utilized for driver, fuels, minor repair/maintenance of vehicle
9. The JAO/AO/LRFO should select the VDC
10. The nearby SHGs/PGs/FIGs/CIGs will take this vehicle for different uses such taking the produces to the local haat for marketing. Taking the products to and from the cold storage to market and back.
11. The vehicle should be used properly so that there will be income year-round from this vehicle.
12. VDC should maintain separate record for this purpose. The LRFO should help the VDC for recording such details and make it profitable.

*Shruti*