

REVENUE MAXIMIZATION VERSUS TRIBAL WELFARE IN KENDU LEAF TRADE IN ODISHA

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ABSTRACT:

Kendu Leaf was nationalized in 1973 in Odisha to promote tribal welfare but the study finds that revenue maximization has been prime target in Kendu Leaf trade in Odisha. In this context, the objectives of the paper are to analyze the revenue, commission, profit and market chain of Kendu Leaf trade in Odisha, India. The study is based on secondary data collected from reports of the Department of Forest, Govt. of Orissa and Reports of Tribal Research centre, Bhubaneswar. The study in this paper focuses on most important and commercially viable nationalized NTFPs, namely Kendu Leaf. Procurement price is arbitrarily fixed by Government of Odisha & it does not change frequently. Kendu Leaf trade provides more than 70 % of total forest revenue to Government of Odisha. Marketing margin analyses help to know how the total sale value of Kendu leaf is distributed among primary collectors, cost, commission and Royalty of Government (Net Profit). The profit is 44 % which goes to Government of Odisha as royalty but primary collector receives only 16 % in Odisha. The cost constitutes 33 % of total sale value of Kendu Leaf. The primary collectors (Mostly tribes) get very low price for Kendu leaf collection.

KEY WORDS: commission, Kendu Leaf, Procurement Price, Royalty, Profit
