



P-GREEN
— SOLUTIONS —
SUSTAINING GROWTH, SHARING PROSPERITY

JAWADHU HILLS INITIATIVE

Promoting Ecological Conservation & Tribal Entrepreneurship — Executive Summary



Jawadhu Hills Women Entrepreneurs showcase their honey and millet produce under the BAYA brand.

Nestled in the Eastern Ghats of Tamil Nadu, Jawadhu Hills is home to the Malayali tribal community, whose livelihoods have long depended on forests, rain-fed farming and livestock. Since 2022, the RGR Cell of Tamil Nadu Agricultural University – an associate initiative of Tata Trusts, supported by Titan Company – has worked alongside 200 tribal households across 10 villages to build durable, market-linked livelihoods through goat-rearing, vegetable cultivation and the sale of forest produce such as honey, tamarind and custard apple.

This executive summary presents the results of an independent impact assessment and market study commissioned to validate Phase 1 outcomes and chart a roadmap for Phase 2 – scaling the model to 50 villages and roughly 4,000 households across Jawadhu Hills.

200

Direct beneficiary
households (Phase 1)

106

Households crossing
Rs. 1 lakh/year income

10

Villages reached
across 3 years

6

Commodities studied for
Phase 2 value chains

**PANDHI GREEN SOLUTIONS &
INNOVATIONS PRIVATE LIMITED**

CIN : U74909UT2024PTC017352

+91 70113-75378

www.p-greensolutions.com

apandhi@p-greensolutions.com

16/3, Old Survey Road, Dehradun Kty,
Dehradun, Dehradun- 248001, Uttarakhand





P-GREEN
— SOLUTIONS —
SUSTAINING GROWTH, SHARING PROSPERITY

SIX VALUE CHAINS, ONE VISION

What Phase 1 built — and what Phase 2 will scale

Goat-rearing has been the single most effective driver of income growth, with over half of surveyed beneficiaries earning more than Rs. 1 lakh from this activity alone. Around it, a set of six commodity value chains – honey, custard apple, little millet, horse gram, tamarind and milk – offer complementary, scalable income streams for Phase 2.



Honey – India's fastest-growing natural sweetener market, and Javadhu's most differentiated product.



Milk – the largest untapped opportunity, with strong farmer demand for a structured dairy partnership.



Vegetables (Trellis) – the second-largest income contributor, averaging Rs. 10,000/beneficiary.



Custard Apple & Horticulture – collectivised sale has already reduced distress selling.

Little millet and horse gram align with Tamil Nadu's renewed state-level push on millets and underutilised pulses, while tamarind – already produced at scale by the existing Van Dhan tribal producer company – offers a foundation for closer institutional coordination in Phase 2.

**PANDHI GREEN SOLUTIONS &
INNOVATIONS PRIVATE LIMITED**

CIN : U74909UT2024PTC017352

+91 70113-75378

www.p-greensolutions.com

apandhi@p-greensolutions.com

16/3, Old Survey Road, Dehradun Kty,
Dehradun, Dehradun- 248001, Uttarakhand





SCALING IMPACT: PHASE 2

A village-saturation approach across 50 villages

50

Villages targeted
in Phase 2

~4,000

Households to be
reached

Rs. 6.5 Cr

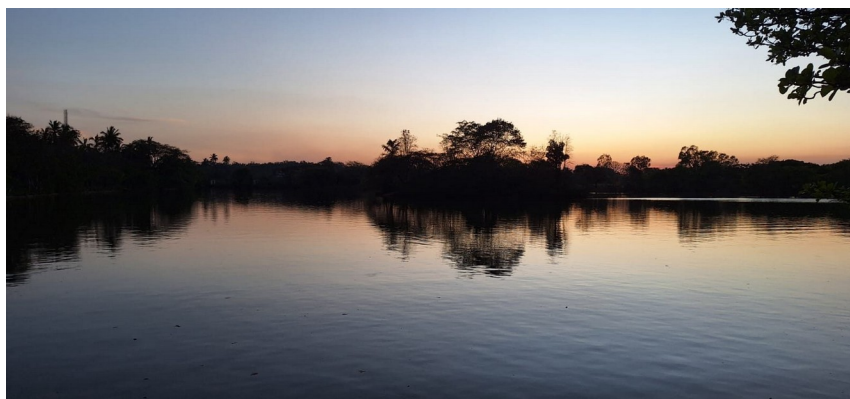
Estimated
3-year outlay

3 yrs

Implementation
horizon

Key recommendations

- Reconstitute a unified Federation covering all 50 project villages, once the legal status of the existing entity is resolved.
- Invest in a dedicated honey value chain – an in-house processing facility, revived “Baya” branding, and a two-member marketing team.
- Strengthen agricultural extension – roughly one service provider per 4–5 villages – to lift vegetable, millet and horse gram incomes through better seed access and market linkages.
- Pursue a phased dairy partnership with an established milk producer company to convert strong farmer interest in cattle into a structured income stream.
- Put in place the human resources, budget and monitoring framework needed to execute the plan over a three-year horizon.



Jawadhu Hills at dusk – the landscape and communities this initiative is built around.

This summary is drawn from the full Impact & Needs Assessment and Market Study report prepared for the RGR Cell's Jawadhu Hills programme. For the complete findings, value-chain analysis and Phase 2 business plan, please contact P-Green Solutions & Innovations.

**PANDHI GREEN SOLUTIONS &
INNOVATIONS PRIVATE LIMITED**

CIN : U74909UT2024PTC017352

+91 70113-75378

www.p-greensolutions.com

apandhi@p-greensolutions.com

16/3, Old Survey Road, Dehradun Kty,
Dehradun, Dehradun- 248001, Uttarakhand

