



**ADDRESS**

**TDCCOL**

TRIBAL DEVELOPMENT COOPERATIVE CORPORATION OF ODISHA LIMITED  
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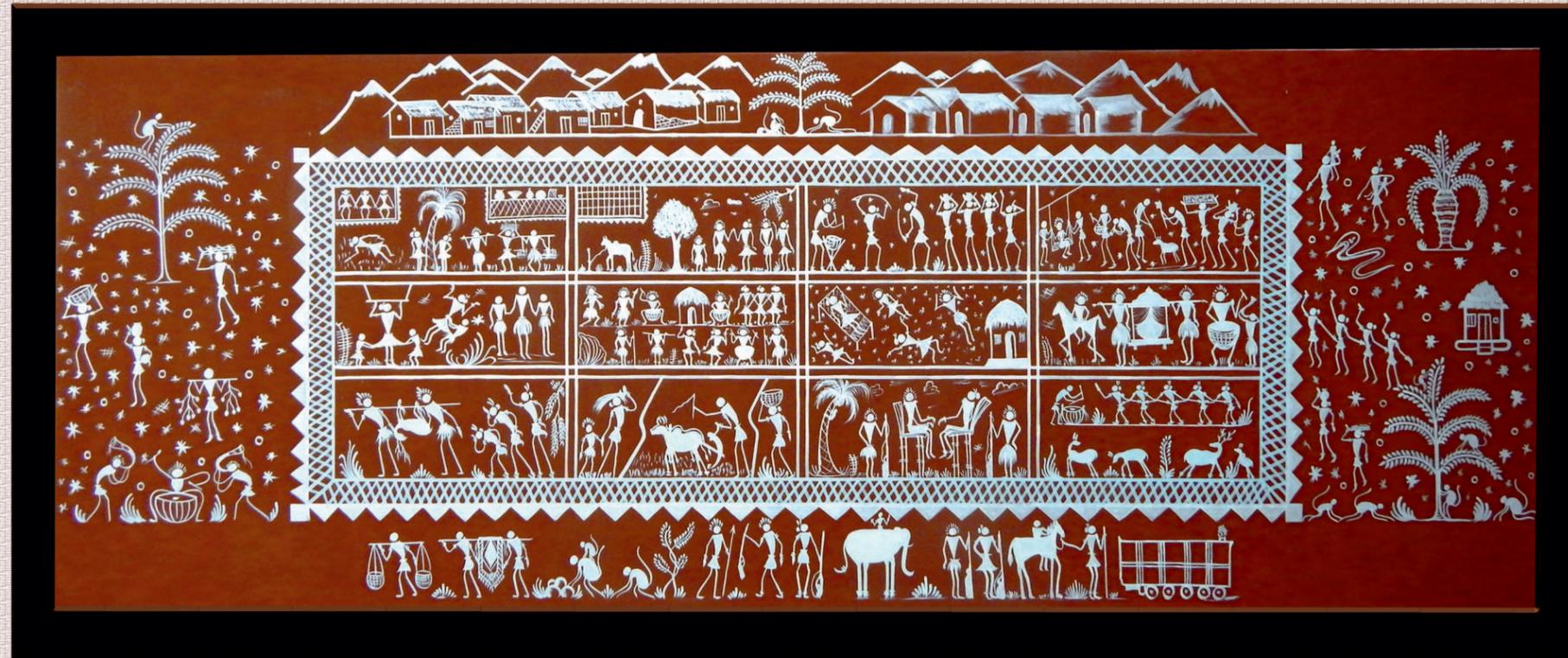
## About TDCCOL

Since 1964, the Tribal Development Co-operative Corporation of Odisha Limited (TDCCOL) has been spearheading the socio-economic development of the diverse Scheduled Tribe Community of Odisha. Functioning as an apex Co-operative under the administrative control of the Scheduled Tribe and Scheduled Caste Development Department, Government of India, the TDCCOL is relentlessly working towards ensuring a secured livelihood and sizeable income for the tribal community by:-

- Meting out fair, remunerative prices to procure Minor Forest Products (MFPs) and Surplus Agricultural Produce (SAP) followed by innovative Marketing Strategies to promote them
- Arranging for the processing of the aforesaid products into finished goods for sale
- Setting up Fair Price Shops for the Tribal Community to be able to fulfil their daily needs with affordable essential commodities
- Facilitating 'consumption cum production' loans for the marginalized tribals, thereby protecting them from unscrupulous moneylenders

With a network of 15 branches spanning 12 districts in Odisha, TDCCOL has been persistently marketing Minor Forest Produce (MFP) and Surplus Agricultural Produce (SAP), for strengthening the vocational capabilities of the local tribal population at the grass-root level. Additionally, various handicraft and handloom clusters have also been set up for enhancing the production of products like Dokhra, Terracotta, Tribal Paint, Horn Work, Lacquer Work and so on. Even local produce such as native vegetables grown by individuals have been promoted, owing to TDCCOL's assured marketing and fair-price initiatives.





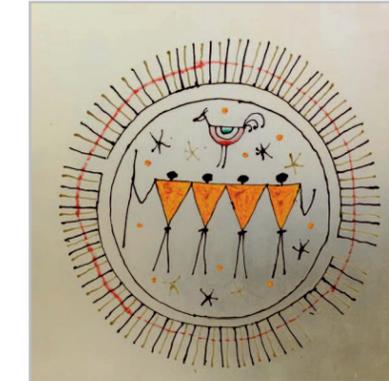
\* -a form of Soura Wall Painting of Rayagada District

Rich, diverse and majestic, handicrafts are the part of rich heritage of the Scheduled Tribes of Odisha. Mostly created from scratch with one's bare hands or the use of very simplistic tools, these works of art depict the enamouring creativity of the native communities. These traditional handmade objects can be classified under multiple categories, depending on the aesthetics, functionality, materials used and production technique. Here's a look at the exemplary tribal handicrafts of Odisha, extensively promoted by TDCCOL:-

**Idital Painting-** These are vibrant paintings on Tussar Silk, a traditional art perfected by the Soara Tribals of Rayagada and Gajapati since generations. Given the gradual decline of this art form, TDCCOL has been taking active steps to promote the same. Ways have been devised to drive up the profit ability quotient by training Idital Artists to paint on other bases such as Glass, Canvas, Ceramics etc.



Exterior Wall painting



Canvas Painting



Framed Canvas Painting



Glass Framed Tribpaintings



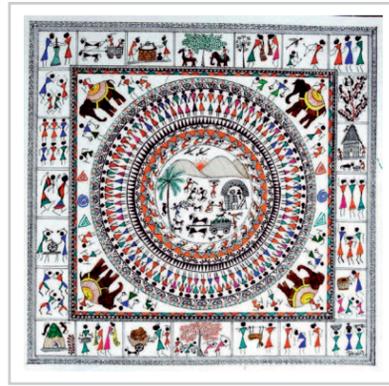
Wall Painting



Canvas Painting



Canvas Painting



Glass Framed Trippaintings



Glass-Framed Tribe Paintings



Glass Tortoise



Wine Glass



Glass Tumbler



Round Jalli



Square Jalli



Wall Clock Round



Wall Clock Square





**Ceramic China-** Owing to the efforts of TDCCOL, trained Idital artists are being hailed for their art work, especially on ceramics. Travelling to attend Trade Fairs in China, Singapore Delhi, Mumbai and Bhubaneswar, the beautiful collection of designer cups, plates and other dinnerware has been showcased by the artists themselves.



Designer Ceramic Cups



Designer Ceramic Pot



Designer Ceramic Pot



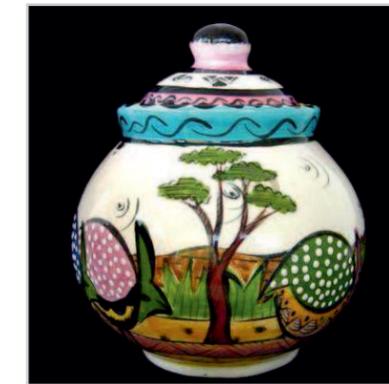
Designer Ceramic Plates



Designer Ceramic Pot



Designer Ceramic Pot



Designer Ceramic Pot



Designer Ceramic Pot

**Horncraft**- One of the most ancient and specialized form of Tribal Handicrafts, Horncraft is the core competence of the Santhals, Orans and Marijas for centuries. Tribal communities from Keonjhar, Mayurbhanj, Balasore, Paralakhemundi and Cuttack also specialize in horncraft. Ethically sourced from the corpses of cows and buffaloes, the horns are stunningly transformed into wondrous pieces of art. Here's a look at the horncraft artifacts promoted by TDCCOL:-



Mukuta Jagannath



Sankha Padma



Horn Hand



Whistle



Pocket Comb



Handle Comb

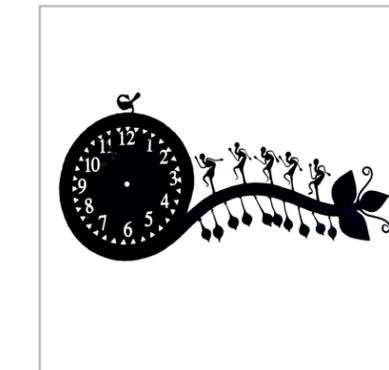
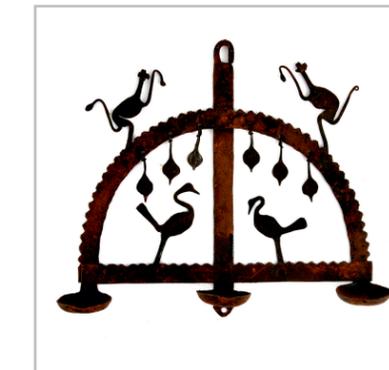
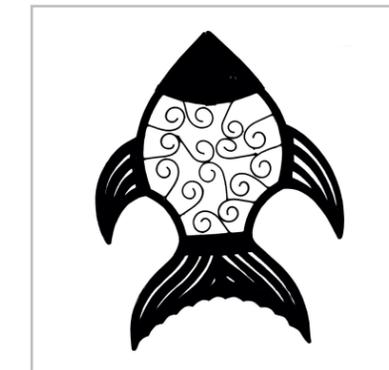


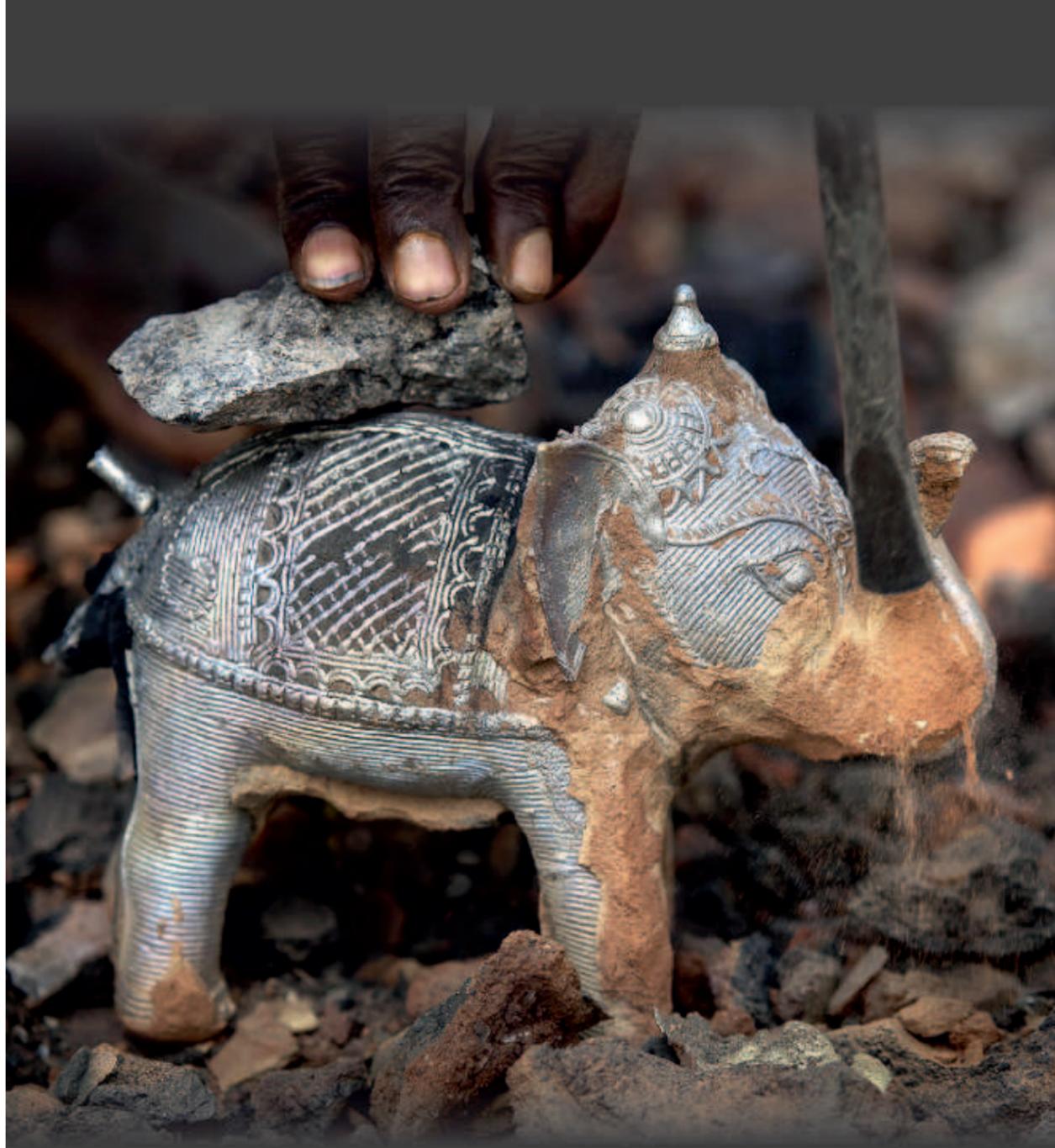
Ladies Small Comb



Bird Feeding Statue

## Home Decors





\* Small Elephant

Statue

## Dokra

Amongst Tribal Handicrafts, Dokra is a highly distinguished art form that seamlessly blends metallurgical skills, wax techniques and artistic inesse. Widely practiced by tribal families in Dhenkanal, Mayurbhanj and Rayagada, is 4500-year old art. The Tribal Development Co-operative Corporation of Odisha Limited has been particularly focusing on the marketing and promotion of Dokra handicrafts. The riveting range of products include captivating brass and bronze igurines, holy idols, showpieces and jewelry, to name a few.



Tribal Jewelry



Tribal Jewelry



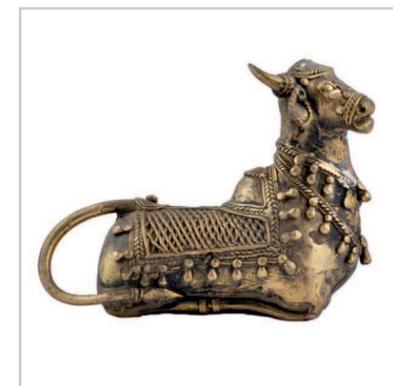
Tribal Jewellery  
(Necklace)



Tribal Jewellery  
(Necklace)



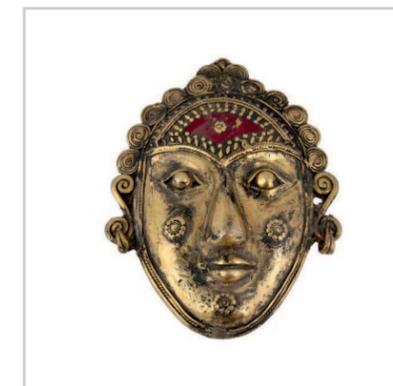
Bullock Cart Statue



Bull Statue



Buddha Statue



Goddess Durga Face

**Home Decors**

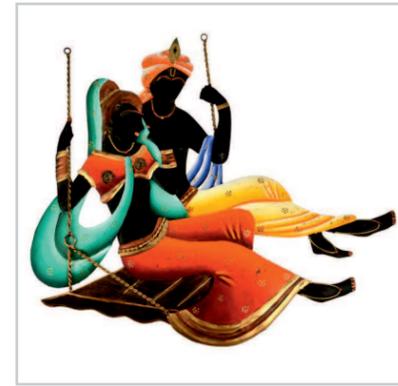


**Wrought Iron**- TDCCOL's collection of Odia Tribal Handicrafts is virtually incomplete without a glance at this exemplary set of colorful wrought iron showpieces. Feast your eyes on the majestic miniature Lord Krishna with Radha on a swing, divine Lord Ganesha Head with confluence of Sun God and Om Symbol, Musical Instrument Showpieces, Decorative Tribal Wall Clock, Folk Music Figurines and of course, Lord Krishna playing the lute!

**Home Decors**



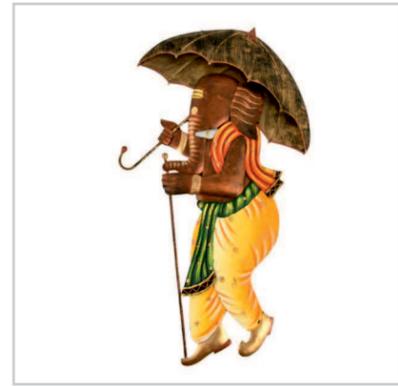
**Lacquer**- Prepared using the resinous secretion of the Lac Insect, the art of making shellac or lacquer from Lac, and thereon molding the same to create a colorful set of Lac Bangles, Plate and Bowls showcases the amazing artistic prowess of Tribal Lacquer Artists.



**Radha Krishna Swing Statue**



**Tribal Couple Statue**



**Lord Ganesh Statue**



**Lord Krishna Statue**



**Lacquer Plate & Bowl (Set)**



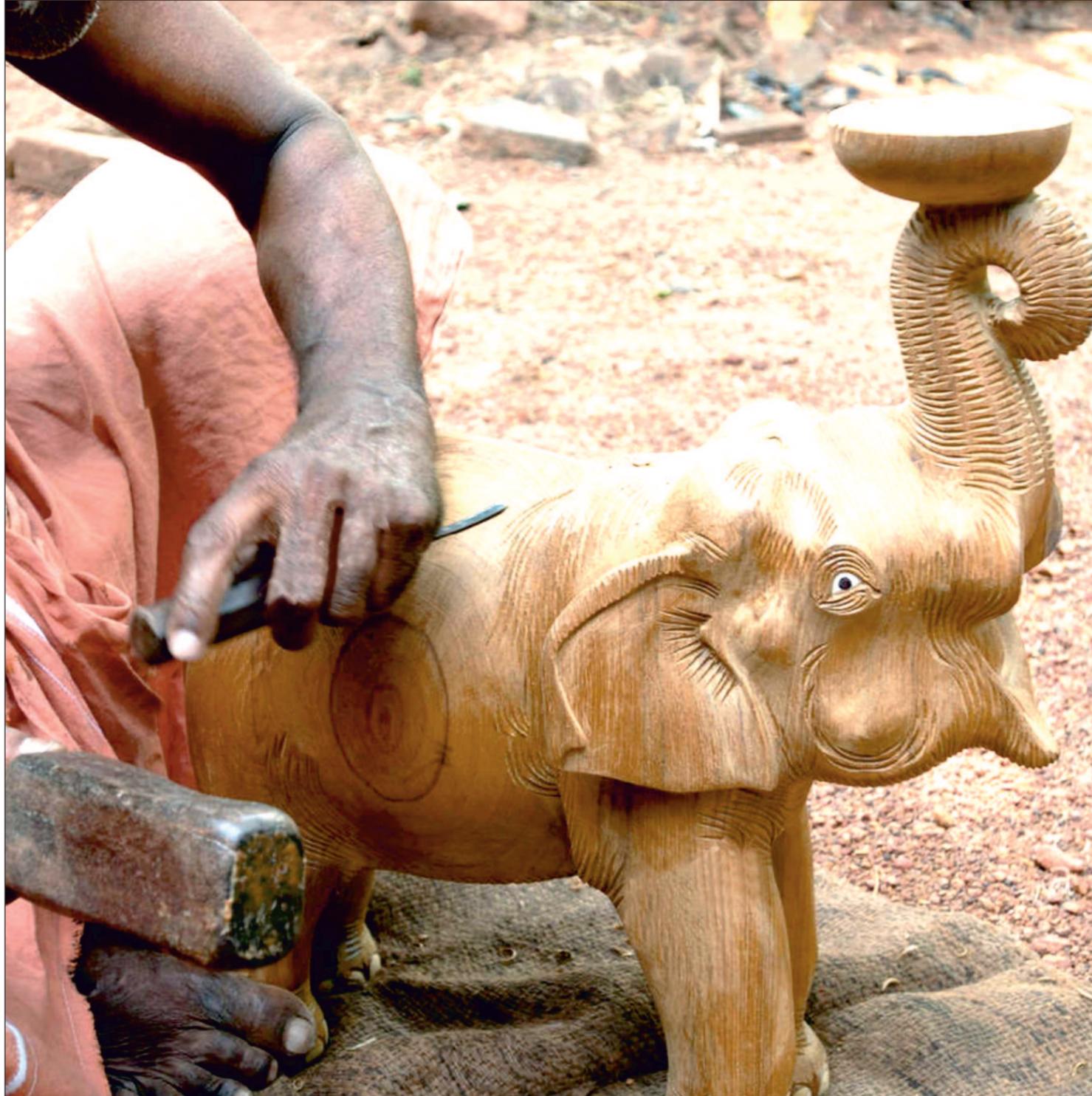
**Lacquer Bangals**



**Lacquer Bangals**



**Lacquer Bowl**

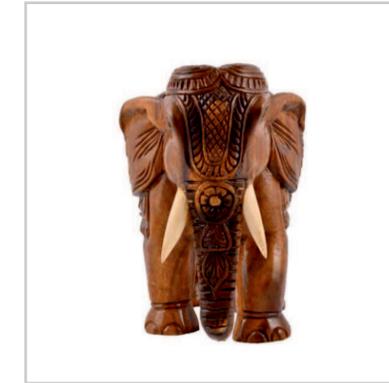


## Woodencraft

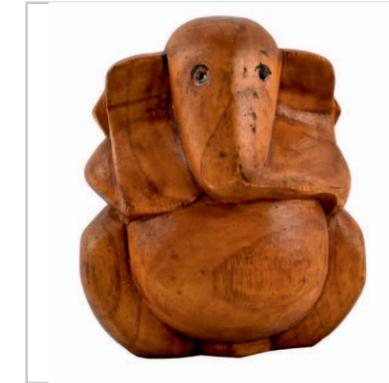
Sal wood being the most commonly used wood variety by Odisha's tribal woodencraft artists, the alluring woodwork collection is a fine display of their skills and creativity. Intricate wood carving and minute handiwork is a specialty of tribals from Nabarangpur, Kalahandi and Nuapada.

### Wooden- other items

Attractive would be an understatement for the kind of handiwork showcased by the tribal woodcraft artists of Odisha. From a meticulously carved wooden elephants and rhinos, to divine idols of Lord Shiva, Goddess Lakshmi, Lord Hanuman, Lord Buddha, Nataraja, Goddess Durga and so on, the attention to detail is absolutely unparalleled.



Elephant Statue



Appu Ganesh

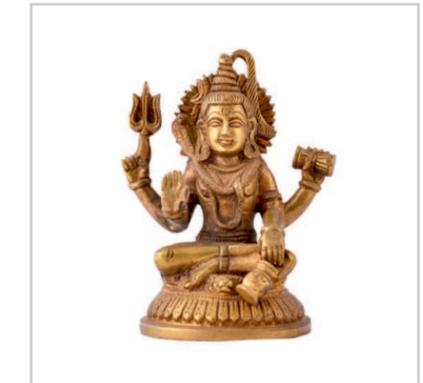
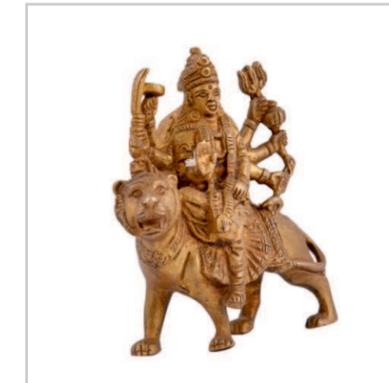
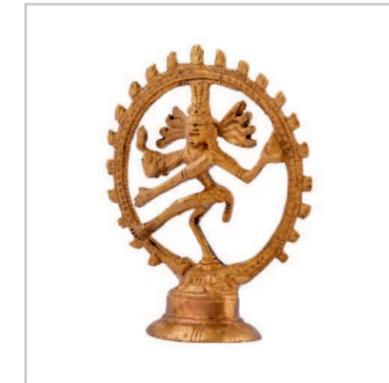


Bullock Cart



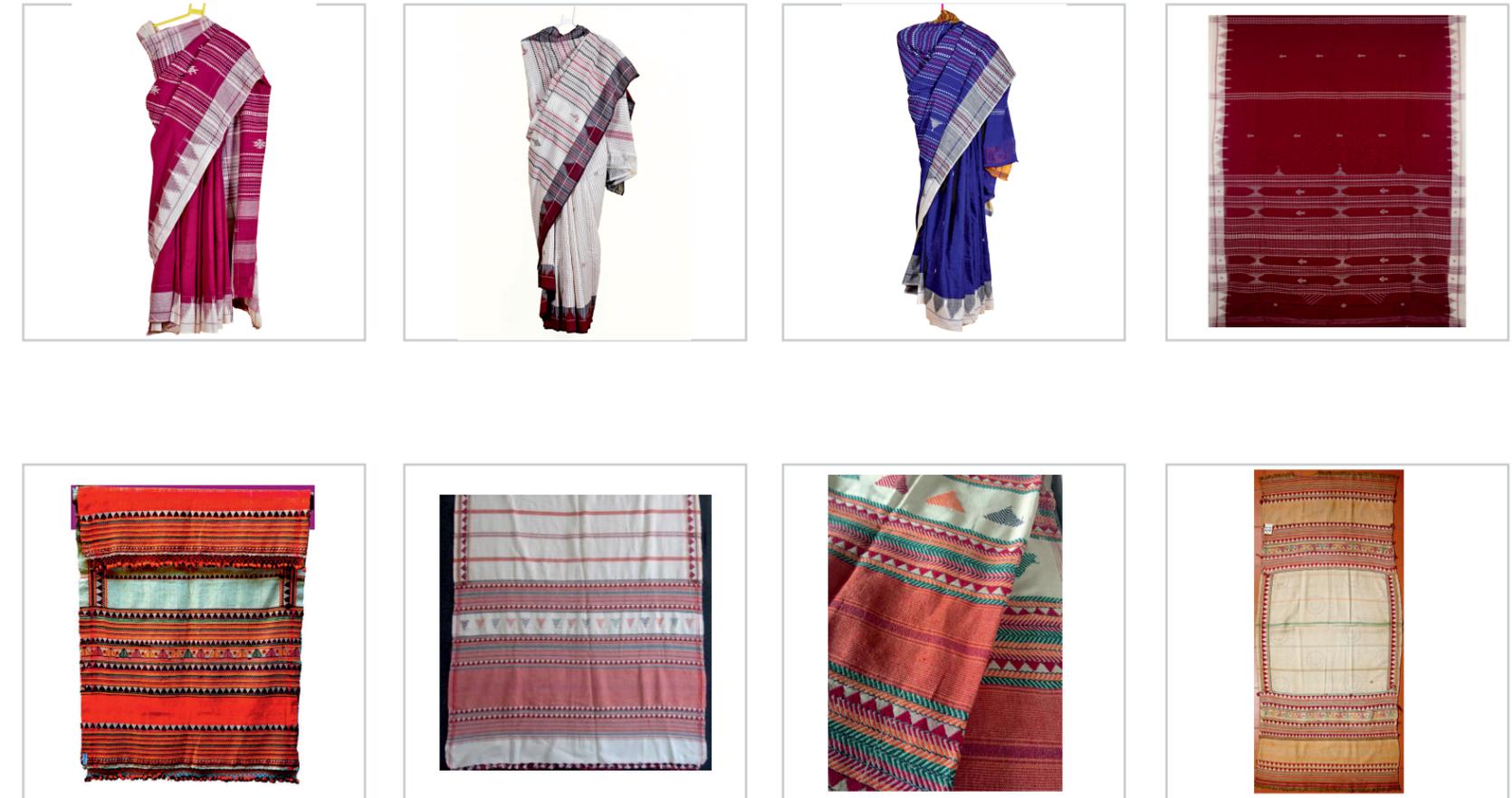
Wooden Ganesh (Sidhi)

### Other Home Decors



# Tribal Handloom Products

Weaving has been the mainstay of tribal communities in Odisha since time immemorial. Owing to the advent of modern textile machines, the traditional handloom industry is facing threat of decline. TDCCOL has been consistently working towards promoting the skills of tribal weavers by encouraging them to embrace modern technology to enhance their traditional practices. The team works with communities from different parts of the state such as Dongoria Kondh for their specialty knitted shawls, Bhattoda and Dhurua tribes of Kotpad for Mirgan weave clothes and so on. Here's a look at the handloom collection available at various TDCCOL outlets:-





## Turmeric

Turmeric is an important commercial spice crop grown by the PVTGs of Odisha for their livelihood. It is grown mostly in Kandhamal and to some extent in Koraput, Nayagarh & Keonjhar districts. The annual production of turmeric in the State is around 45000 MT. Odisha contributes about 21% of India's as turmeric cultivation in terms of area and Kandhamal makes up for over 50% of State's share. It is mostly grown by the tribals (PVTG) in the month of May-June. Average productivity of Turmeric in Odisha is about 200 Qtls/Ha and in Kandhamal district, the product is organic in nature by default and has the best international certification of organic quality. Organic farmers, by tradition have never used synthetic chemical inputs.

Turmeric contains bio-active compounds with powerful medicinal properties. It also acts as a natural anti-inflammatory compound and increases the anti-oxidant capacity of the body. Turmeric also prevent cancer and lower the risk of heart disease.

## Tribal Agricultural Products

The surplus agricultural produce of tribal farming communities from across Odisha, is being extensively promoted and marketed by TDCCOL. Only when they get fair and remunerative prices for agricultural commodities, whole or processed, the marginalized tribes will be encouraged to continue their indigenous farming practices. A wide range of agricultural and forest products are procured at fair prices from tribal farmers and sold at TDCCOL outlets with the brand name 'Adisha'.

### Whole Agricultural Produce



#### Whole Turmeric

The scientific name of *Curcuma longa*. This characteristic yellow rhizome-spice is absolutely indispensable to Indian cooking. Hailed as a super-food worldwide today, it is a proven natural antiseptic and anti-inflammatory product.



#### Ragi Whole

The scientific name of Ragi or Finger Millet is *Eleusine coracana*. This self-pollinating cereal is rich in amino acid methionine. It can be relished as a breakfast porridge, upma or indigenous Ragi cake.



#### Kidney Beans (Rajma)

The scientific name of Rajma or kidney beans is *Phaseolus vulgaris*. Not only is this legume hailed a delicacy, but it is also a fantastic source of protein, folate, iron and thiamine.



#### Scented Rice

These naturally aromatic, native rice varieties are grown in the rural zones of Koraput. The most popular types include Kolaajeera, Kolakrushna, Limchuri and Bagurichuri.



#### Hand Pounded Brown Rice

(Usuna Dhinki Kuta)

The most popular boiled rice variety of Odisha, Usuna Dhinki Kuta has a brownish color owing to the presence of bran in the grains, which is absent in the modern-day, white polished rice varieties. This indigenous rice is nutritious and low on glycemic index.



#### Mustard Seeds

The scientific name of black mustard is Brassica nigra. Mustard seeds are commonly used for tempering in Indian cuisine, bestowed with several therapeutic benefits and distinctive flavor.



#### Maize

The scientific name of Maize or Corn is Zea mays. A common staple food, it is also one of the oldest known cereals to mankind, rich in carbohydrates, dietary fiber and essential minerals like magnesium and phosphorus.



#### Salaphula Rice

Salaphula is a native rice variety with exceptional texture, taste and aroma. This semi-deep water rice grown in the lowlands of Mayurbhanj has high market value, particularly because it is offered as 'Bhog' to the Lord during Vaishnava Festivals.



## Niger Seeds

Niger is a minor oilseed crop i.e. grown predominantly under rainfed condition. Niger crop is sown under rainfed situation in Kharif & Rabi as a sole crop or mixed crop with millets or pulses in Odisha, the total area under cultivation of niger in the state is above 360 thousand hectares and average annual production is 24000 MT. The crop is mostly grown in the districts like Keonjhar, Mayurbhanj, Koraput, Kalahandi and Kandhamal.

Niger seed is used as human food as a major source of protein [25 -35%] & contains 37-47% oil. The oil is used for culinary purposes, manufacturing paints and soft soaps and for lighting and lubrication. Niger seed cake is a valuable cattle feed particularly for milch cattle. Niger also used as green manure for increasing soil organic carbon.

## Processed Agricultural Produce



### Horsegram Dal

The scientific name of Horsegram (Kulith or Kollu Dal) is Macrotyloma unilorum. Rich in iron and molybdenum, it is commonly served to jaundice patients in rural



### Lemon Grass Oil

The scientific name of Lemon Grass is Cymbopogon citrates. Lemon Grass Oil is known to have antifungal properties, and is also a commonly used pesticide and preservative. The pleasing smell also makes it a common oil used in aromatherapy.



### Pigeon Peas (Kandula Dal)

Grown in the mountainous zones of Rayagada, Kandula Dal or Pigeon Peas is a local delicacy. Replete with protein, vitamins and minerals, this legume is scientifically known as Cajanus cajan.



### Turmeric Powder

Processed from 100% pure, indigenously-grown turmeric, this turmeric powder is ideal for day-to-day cooking as well as for various home remedies.



### Ragi Powder

From mouth-watering Ragi Laddoos, to sumptuous Ragi Upma and Ragi Porridge, this 100% pure Ragi or Finger Millet Powder is an abundant source of essential minerals.

## Minor Forest Product

Be it Sal Leaves, Sal Seeds, Mahua, Karanj Seeds, Hill Broom, Harida or Bahara, tribal communities have always been associated with the collection and processing of rare, prized and useful forest products. With the advent of modern-day technology, their humble collection of forest products has not been getting the desired infrastructural support or market facilities. TDCCOL has been championing the rights of the forest tribes in this realm, procuring these minor forest products and establishing linkages with traders within and outside of Odisha. Retail sale of these products is also being carried out under the brand name 'Adisha', available at all TDCCOL outlets.

## Whole Forest Products



### Blackpepper

The scientific name of Golmaricha or Black Pepper is Piper nigrum. It is a prized spice used extensively across world cuisines, imparting a sharp, spicy taste and appetizing flavor to multiple delicacies.



### Cinnamon (Dalchini)

The scientific name of Dalchini or Cinnamon is Cinnamomum verum. From adding a rich flavor to tea and coffee, to enhancing the delectability of various curries, this is a spice par excellence.



### Sikakaya

The scientific name of Sikakaya or Shikakai is Acacia concinna. Shikakai is a very popular haircare product, and forms the base of most Ayurvedic Shampoos.



## Sesamum

Sesamum is a very ancient oilseed crop. It has many agricultural advantages. The lead productivity districts in Odisha are Bhadrak, Gajapati, Balasore, Kalahandi & Jagatsinghpur. The sesamum production in the state is 15.74% of the total oilseeds production and second highest in order. Sesamum is grown in 403000 Ha in the State and average annual production 85.85 thousandMT.

Sesamum seeds are used either decoated or whole in sweet such as sesamum seed bars and halwa. The oil contains natural antioxidants which prevents rancidity. It is also used in the preparation of cosmetic creams and as a carrier for medicines. The stocks remaining after threshing are also used as a fuel.

### Processed Products Forest



#### Neem Powder

The scientific name of Neem is *Azadirachta indica*. A much-revered medicinal plant, the leaves of the neem tree are carefully dried and powdered to yield this 100% pure neem powder, commonly used for skincare, treatment of ulcers, wounds etc.



#### Mustard Oil

This mustard oil brought forth by the tribal communities boasts of impeccable purity, unlike various adulterated branded versions in the market. This is one of the most popular cooking oils as far as native cuisines are concerned.



#### Pongamia Oil (Karanja Oil)

Karanja Oil or Pongamia Oil is sourced from the seeds of the *Millettia pinnata* pods, a tree that commonly grows in rural belts of eastern Odisha. Traditionally used as a medicine for skin ailments, this is also used for lighting lamps and making soap.



#### Lac Tree Oil (Kusum Oil)

The Kusum tree (*Schleicera oleosa*) is also known as Ceylon Oak or Lac Tree. This Oil extracted from its seeds, is a home-remedy for burns, itching, acne as well as for massaging to alleviate muscle pain.



#### **Trifalla Powder**

Trifalla is a commonly used Ayurvedic cure for constipation, inflammation etc. It is a natural detoxifier and also boosts immunity. Trifalla powder is made of Harida, Amla and Bibhitaki.



#### **Ashwagandha Powder**

Regular consumption of regulated quantities of Ashwagandha powder (preferably dissolved in warm water or milk and honey) is known toward of depression, aid fertility and even has anti-cancer properties. It is a small shrub with yellow flowers and scientific name Withania somnifera.



#### **Java Plum (Jamun Seed Powder)**

Java Plum or Jamun is known by the scientific name of Syzygium cumini. While the Jamun fruit is a boon for diabetics, Jamun Seed Powder is a popular native medicine for digestive disorders.



#### **Water Hyssop (Brahmi Powder)**

Brahmi or Waterhyssop is a perennial creeper known by the scientific name of Bacopa monnieri. This much-revered herb is excellent for hair-care and skincare.



## **Myrobalan (Harida)**

Odisha with diversified topographic, variable climatic condition and vast forest area is suitable for Myrobalan cultivation. The tribals such as Paraja, Kandha, Kutiakandha mostly depend on collection and marketing of myrobalan for their livelihood. It is collected from the month of December and continue upto March.

Myrobalan is a medium to large deciduous tree growing up to 30 metres tall and called as king of medicines and always listed first in the Ayurvedic material medica because of its extra ordinary power of healing. In addition to the amazing benefits it also helps prevent stomach infection, act as antioxidant, control glucose level, prevent cancer and keep the heart healthy.



**Deseeded Tamarind**

The scientific name of Tamarind is *Tamarindus indica*. This pod-like pulpy fruit is one of the most common souring agents used widely in Asian cuisine.



**Deseeded Bahada**

Bahada or Bibhitaki is an ancient herb and one of the three constituents of Trifala Powder. It is scientifically known as *Terminalia bellirica* and possesses natural antibacterial properties.



**Gooseberry (Deseeded Amala)**

The scientific name of Amala or Gooseberry is *Phyllanthus emblica*. Meticulously cleaned and deseeded, this traditional fruit can be consumed daily for various health benefits like boosting immunity and alleviating heart diseases.



**Pingu Oil**



**Hillbroom**

Hill Broom Grass is abundantly grown in the rural belts of Nuagada, Raigada and Gumma blocks of Ganjam District. This is the most common grass variety for manufacturing brooms.



# Tamarind

Odisha is one of the prime supplier of dried tamarind. Odisha tamarind is best known for its superior quality. It is mostly grown in the districts like Rayagada, Kalahandi, Mayurbhanj, Gajapati, Nawarangpur, Koraput, Keonjhar, Kandhamal, Sundargarh & Sambalpur. The average production of tamarind in the state is about 5000 MT.

Tamarind is major source of livelihood for the forest dwellers and particularly the PVTGs. Collection of tamarind doesn't require special skills. It has a tremendous scope for value addition at primary level. Tamarind is an excellent source of vitamin D, vitamin C, potassium, magnesium, iron, thiamine, phosphorus, riboflavin and fibre. In addition to the amazing benefits of tamarind, it helps to lighten skin, cures acne, prevent hair loss, work as antiseptic, helps in blood purification, prevent cancer, improves nerve function and so on.

# TDCCOL Outlets

TDCCOL manages 11 Tribal World Outlets where the above listed products are available for sale. Every purchase that you make at Tribal World enables the marginalized tribal community to reach a step closer towards emancipation. So go ahead and purchase these top-notch, reasonably-priced and hand-made indigenous products at various Tribal World Outlets across Bhubaneswar, Rourkela, Koraput, Baripada and Nabarangapur.

Sl no.	Name of Outlet	Location
1	Tribal World, Rupali	Rupali Square, Bhubaneswar
2	Tribal World, Airport	BPI Airport, Bhubaneswar
3	Tribal World, Unit-1	Circular Market, Unit-1, Bhubaneswar
4	Souvenir Shop, RTI	SCST RTI Campus, CRP Square, Bhubaneswar
5	Tribal World, Puri	District Tourist Office, Bhubaneswar
6	Tribal World, Baripada	Near Chhau Padia, Baripada
7	Tribal World, Rourkela	Railway station Square, Rourkela
8	Tribal World, Koraput	Near Chandan Pokhari, Koraput
9	Tribal World, Nabarangpur	Block Office, Nabarangapur
10	Tribal World, Rayagada	Bus Stand Square, Rayagada
11	Tribal World on Wheels	Head Office, TDCCOL, Bhubaneswar