

Launching of “DIRECT TO CONSUMER” scheme of ICFRE at IFP, Ranchi

Lac is a valuable forest produce of insect origin. Lac insect is reared by the mostly tribal community living in forest or forest fringe villages. The villagers are used to cultivate lac on Palas (*Butea monosperma*), Kusum (*Schleichera oleosa*) and Ber (*Zizyphus mauritiana*), but the management of these host plants are not so easy due to their bigger character and crown expanse. Additionally, women are unable to perform silvicultural and lac management practices on these heavy shape host plants. To change the tradition of lac cultivation a short height lac host plant namely *Flemingia* sp. has been introduced which is easy to propagate, and manage for kusmi lac cultivation even by women and children also. Thus, with special emphasis of Dr. V.K.Bahuguna, DG, ICFRE, to improve the rural livelihood of forest fringe villagers of all over the country, lac cultivation on *Flemingia* sp. has been incorporated in “DIRECT TO CONSUMER” scheme of ICFRE.

Under this scheme the project entitled “Exploration of Lac cultivation on non-traditional host *Flemingia* sp. and its possibility in sustainable plantation forestry” has been launched by Sri Rameswar Das, Director, IFP Ranchi on 31 August 2012 at Jiwri village of Khunti district of Jharkhand. In this programme at first stage a total 10000 *Flemingia* plants has been distributed to the farmers to promote Lac cultivation on *Flemingia*. In this occasion Dr. Arvind Kumar, Head, Forest Protection Division and PI of this project was with director, IFP and he ensured to provide all the technical support for lac cultivation to the farmers. Dr. Sharad Tiwari, Head Extension Division was also present on this launching session at Jiwri village and he extended his good wishes and ensured to conduct the extension activities time to time at village level.

