1. **Project Title:** *Tribals NeemGuard* Startup Initiative
2. **Introduction:**

Malaria remains a pressing global health issue, especially in regions with vulnerable populations like tribal communities residing in forested areas, where access to preventive measures is scarce. This proposal presents a pragmatic approach to establish a Neem Oil production startup aimed at preventing Malaria in 10 tribal villages within Odisha state, India. The Tribal NeemGuard Startup seeks to empower tribal communities **by providing sustainable livelihoods through income generation** while contributing to **malaria prevention through the production and distribution of neem oil**—a natural and effective preventive measure.

This initiative addresses the dual objectives of economic development for tribal populations and the urgent need for sustainable, natural solutions to combat malaria.

1. **Project Overview:**

In 2023, *Jeevan Rekha Parishad (Lifeline)*, with support from *The Advocacy Project,* initiated a community campaign to eradicate malaria from 10 tribal villages near the Chandaka forest regions in Khurda district, Odisha, India. Through this intervention, it was discovered that tribal communities utilize Neem tree leaves and seeds to create mosquito-repelling smoke and apply Neem oil on their skin as a natural deterrent. However, the high cost of Neem oil poses a significant challenge, equivalent to a day's wage and lasting only about a week.

As a solution, JRP proposes a groundbreaking initiative—a startup to produce neem oil at lowest price for the residents of all ten villages.

1. **Beneficiaries**

4.1 3,000 extremely vulnerable individuals tribal people in ten villages

* 500 Pregnant women
* 1500 Children below 5 years
* 300 People with disabilities
* 700 senior citizens above 60 years of ago

4.2 7,000 other individuals at risk

1. **Goal 1 – Establishing neem oil production unit (Outcome: Setting up a community-based neem oil production unit with necessary infrastructure and technology.)**

**Activities:**

- Identify and finalize the location for setting up a community-based neem oil extraction and processing unit.

- Provide necessary equipment and tools for efficient oil extraction, including machinery, storage facilities, and quality control measures.

1. **Goal 2 – Empowering tribal women (Outcome: 50 tribal women trained and empowered on neem oil extraction and processing techniques along with wheat flour processing, providing them with a sustainable platform to fight malaria across 10 villages.)**

**Activities:**

- Formation of a Women’s NeemGuard Cooperative.

- Conduct training sessions on cooperative management.

- Comprehensive training on Neem cultivation, oil extraction, product manufacturing, packaging, labeling, branding, wheat flour processing, entrepreneurial skills, financial literacy, and marketing strategies.

1. **Goal 3 – Promoting Malaria Prevention (Outcome: Increased awareness, adoption of preventive measures, and reduced incidence of malaria within the targeted tribal populations.)**

Activities:

- Collect Neem seeds from the community and distribute Neem oil at minimal cost.

- Organize demonstration workshops on Neem oil usage and its effects on malaria prevention, focusing on pregnant women, lactating mothers, and children.

1. **Goal 4 – Improving Income Generation Opportunities (Outcome: Increased economic empowerment and financial stability of tribal women.)**

Activities:

- Produce Neem oil and wheat flour from Neem seeds and wheat.

- Establish distribution channels to reach local tribal and potential city markets.

- Sell Neem oil at affordable prices and collect minimal processing costs for wheat flour from neighboring villagers.

1. **Education and community engagement (Outcome: Strengthened community bonds and social capital through collaborative efforts, ensuring equitable distribution of benefits among the 10,000 target population.)**

Activities:

- Monthly meetings of the Women’s cooperative for record-keeping and data sharing.

- Educate the community through wall paintings on the importance of using natural neem-oil as sustainable solutions in protect from malaria.

- Conduct a multimedia campaign (Pala) on the benefits of neem oil in preventing malaria.

- Facilitate the cultivation of 500 Neem trees in collaboration with local forest dept, ensuring sustainable farming practices to ensure long-term Neem availability in the regions.

- Organize a mass awareness campaign through community meetings, posters, and educational materials, emphasizing the benefits of neem oil in preventing malaria.

1. **Startup Sustainability:**

10.1 Community Ownership:

- Transfer knowledge and skills to the tribal community for long-term sustainability.

- Establish mechanisms for continued support and mentorship.

10.2 Market Sustainability:

- Diversify Neem Oil products to meet various market demands.

- Explore export opportunities for Neem Oil and related products.

1. **Project Budget:**

Total: Rs. 6,40,000/- ($8000).

*A detailed budget breakdown is provided in a separate Excel spreadsheet.*