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The Model Tribal Village is an initiative by Rallis and TCSR to implement interventions and activities in tribal villages where opportunities to enrich the lives of those who live there- Under the Model Tribal village programme, various interventions are undertaken. Support from the Government in terms of various schemes for Tribal is also considered. One of the interventions has been Strawberry Cultivation at Kirmire village in Palghar, something that was previously unheard of in the region. The pioneers are Sangita and Chandu Doke, along with 5 more families, who were supported and guided by our NGO partner All India Institute of Local Self Governance. The Government Agri department supported by providing 450 saplings of strawberry which was planted on 3 gunthas of land, and the crop was then nourished by drip irrigation. Additionally, consistent follow-ups and timely back-stopping assistance was provided as well as liaising with Government support, which was crucial to ensure the success of this intervention, which was the first-of-its-kind in the region.

Due to these efforts, the very first harvest resulted in 52 kgs of strawberries, out of which 43 kgs were sold in the market for Rs. 8500. The remaining 9 kgs the participating families distributed free of cost to the rest of the villagers. And the value of this initiative extends beyond just the monetary profits as it also expands avenues of possible livelihood for local tribes.

