



Weeds to wealth: Turning India's invasive plant species into livelihood generating products

The Lantana Collective

Why We Exist

Lantana is one of the world's most invasive weeds.

It has taken over nearly 40% of the forests in MM Hills and BR Hills, where the Soliga tribal communities live.

It's so dense and thick that even animals find it hard to walk through it. It's so stubborn that even when lantana is burned away, it grows back.

The problem is that the Soliga communities are hunter gatherers, who rely on the Non-Timber Forest Products (NTFPs), like wild honey and Indian gooseberries, to earn their daily living.

Even before lantana took over, they were living on less than \$1/day.

But when lantana took over the forests, it significantly reduced their ability to earn the small livelihood they had.



Ashoka Trust for Research in Ecology and the Environment (ATREE), has been working with the Soliga communities for over 20 years.

Through their research, they realized that this stubborn weed could actually be used as a new material, to make anything from custom art pieces to furniture.

Given the fact that cane and bamboo were becoming harder to source and find, ATREE thought lantana could be a sustainable alternative.



Our Goal:

By 2030 we will create livelihoods for 10,000 people through the removal of 500,000 hectare of invasive plant species from Indian landscapes.

Our Lantana Artisans

The Soliga community have proved to be incredibly skilled lantana artisans.

They have been working with the Elephant Family in the United Kingdom, and the Shola Trust in India since 2019 to create bespoke lantana art pieces (life size elephants).



Foray into Furniture

We would like to share the craftsmanship of the Soliga community with the world. We are working with Social Venture Partners to create a sustainable business around furniture products and home accessories.

This serves a dual purpose. First it will help the Soliga community have a sustainable livelihood.

But not only that, it will remove lantana from these forests.





Sofa Set [1 three-seater + 2 single-seaters + 1 teapoy]

This simple sofa set is the epitome of sustainable living.

₹ 25,000





Three Seater Sofa

The three-seater from our sofa set.

₹ 8,000



Coffee Table

Bring lantana to the center of your living room.

₹ 6,000



Tea Chair

Sit on it, adorn it, place your cup of tea on it. It won't let you down.

₹ 1,800



Tea Tray

You can serve tea, or keep your keys and wallet safe.

₹ 1,125



Pineapple Table Piece

Our favourite conversation starter.

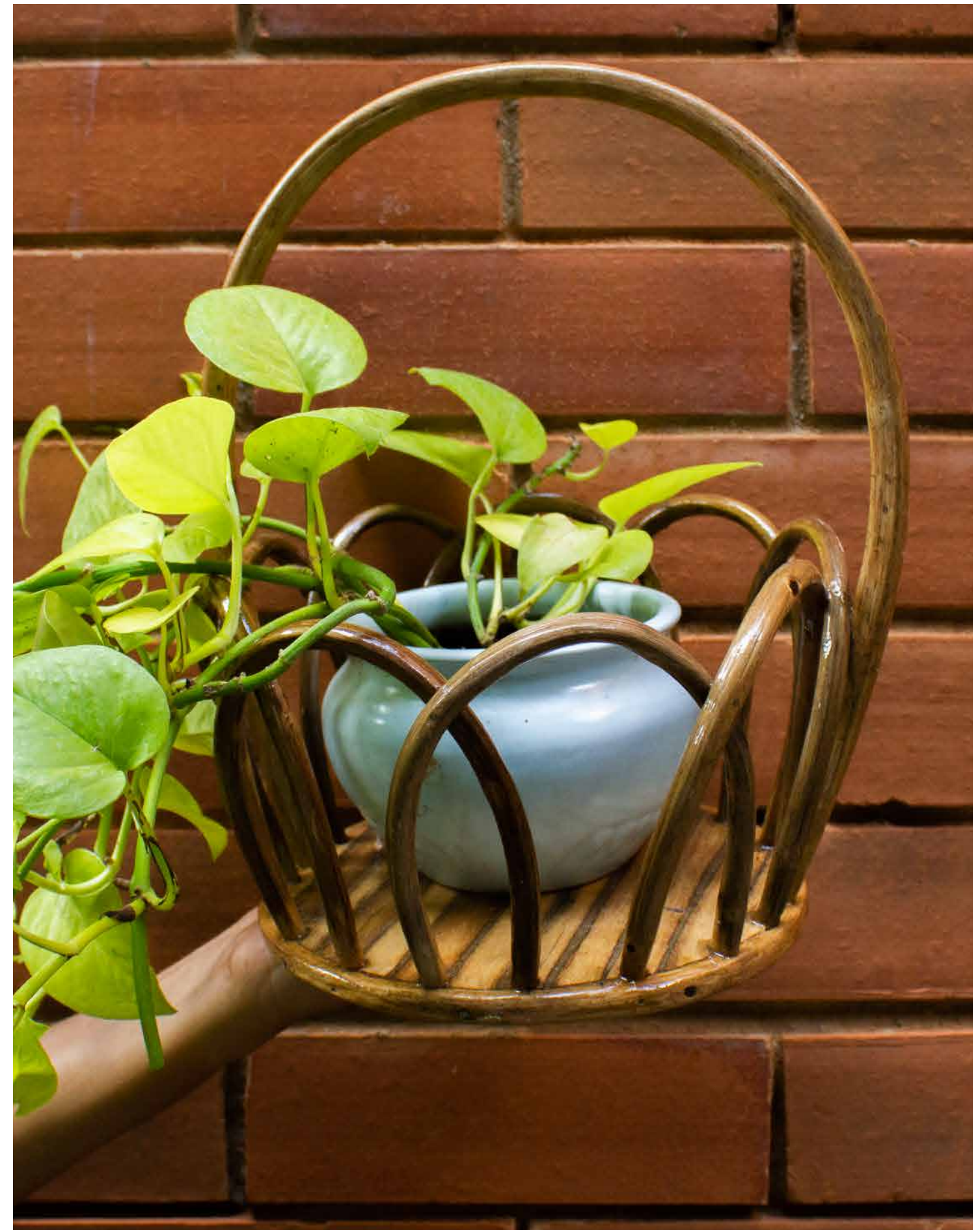
₹ 1,500



Bloom Gift Basket

Will hold plants, books and all things beautiful.

₹ 550



Butterfly Gift Basket

Best paired with a friendly plant.

₹ 400



Pen Stand

Functional and quirky.

₹ 225



Orchid Planter

This planter takes us back to a simpler time.

₹ 225



Single Bed

Sweet dreams are made on this.

₹ 12,000



Corner Stand

The perfect place to keep your odds and ends.

₹ 1,100



Simple Chair

This chair gets the job done.

₹ 2,200



Clothes Basket

Throw in your laundry or keep freshly folded linen.

₹ 1,500



Lantana Craft Centre is a Micro-Enterprise owned by the Soliga artisans at Malai Mahadeshwara Hills.

It is registered under Societies Registration Act, 1860 (Reg.No 119/2009-10)

For Enquiries, Kindly contact

Dr. Harisha R P (9986348919),
email: hari@atree.org

Mr. Narayanan (9449203638)

<http://www.lantanacrafts.org/>

All photos photographed by ATREE
'Lantana Elephants' Photo Courtesy: The Shola Trust