

GOVERNMENT OF INDIA
(MINISTRY OF TRIBAL AFFAIRS)
RAJYA SABHA
UNSTARRED No. 1406
TO BE ANSWERED ON 22.09.2020

CONSULTING AGENCIES ATTACHED WITH THE MINISTRY

1406. DR. VINAY P. SAHASRABUDDHE:

Will the Minister of TRIBAL AFFAIRS be pleased to state?

- (a) the number of consulting agencies attached with the Ministry and its affiliated bodies, the details thereof;
(b) the major works which have been accomplished by these agencies during the last three years; and
(c) how much amount has been allocated to these agencies during the last three years?

ANSWER

MINISTER OF TRIBAL AFFAIRS
(SHRI ARJUN MUNDA)

(a) No consulting agency is attached with the Ministry of Tribal Affairs. One consulting agency namely M/s Deloitte LLP had been attached with Tribal Cooperative Marketing Development Federation of India (TRIFED), an autonomous body under the Ministry, from 01.04.2018 to 31.07.2020.

(b) M/s Deloitte LLP was involved in the following broad activities:

- (i) Preparation & operationalization of long-term perspective plan and strategies for TRIFED.
(ii) Assisting the Management in Conceptualizing, Planning, and Implementing Flagship Programs of the Ministry and repositioning and institutionally strengthening TRIFED to assume a pan India role.

M/s Deloitte LLP helped TRIFED on convergence, including Agri/Floriculture/Horticulture/ Medicinal& aromatic plants / other interventions, supported by strong Branding & Marketing to ensure round-the-year income generating opportunity. The Convergence partners include M/o MSME (SFURTI, ESDP), AYUSH/NMPB, ICAR, MoFPI (FSSAI, FME), District Mineral Funds, Article 25(1) grants and CSR.

(c) : The detail of fund allocated to the consulting agency during last three year is as under:

S. No.	Period/Financial Year	Amount allocated(Rs.)
1.	2018-2019	Rs.94 ,00,000
2.	2019-2020	Rs.94 ,00,000
3.	2020-21 (upto 31.07.2020)	Rs.31,33,000
	Total	Rs.2,19,33,000

NOTE ON THE SCALING UP OF RETAIL MARKETING DEVELOPMENT OPERATIONS

TRIFED is engaged in generating livelihood opportunities for tribal communities through marketing development of the natural products collected / produced or items created by them in terms of handicraft, handloom and other items. All its activities are aimed at creating livelihood opportunities and sustaining the same on a regular basis. The empanelment of tribal artisans and procurement of various tribal products by them is the core initiative for generating livelihood opportunities for tribal communities. As part of achieving the above core initiative, TRIFED undertakes Retail Marketing of tribal products for providing sustainable livelihood to tribal artisans and tribal entrepreneurs.

M/s Deloitte LLP as Consulting Agency was engaged for the preparation & operationalization of long-term perspective plan and strategies for TRIFED. They assisted the management in Conceptualizing, Planning, and Implementing Flagship Programs of the Ministry and repositioning and institutionally strengthening of TRIFED to assume a truly pan India role.

With the association of the PMU from the year 2018-19 TRIFED repositioned itself for scaling up of Retail Marketing Activities, the details of the achievements are enumerated in following paragraphs:

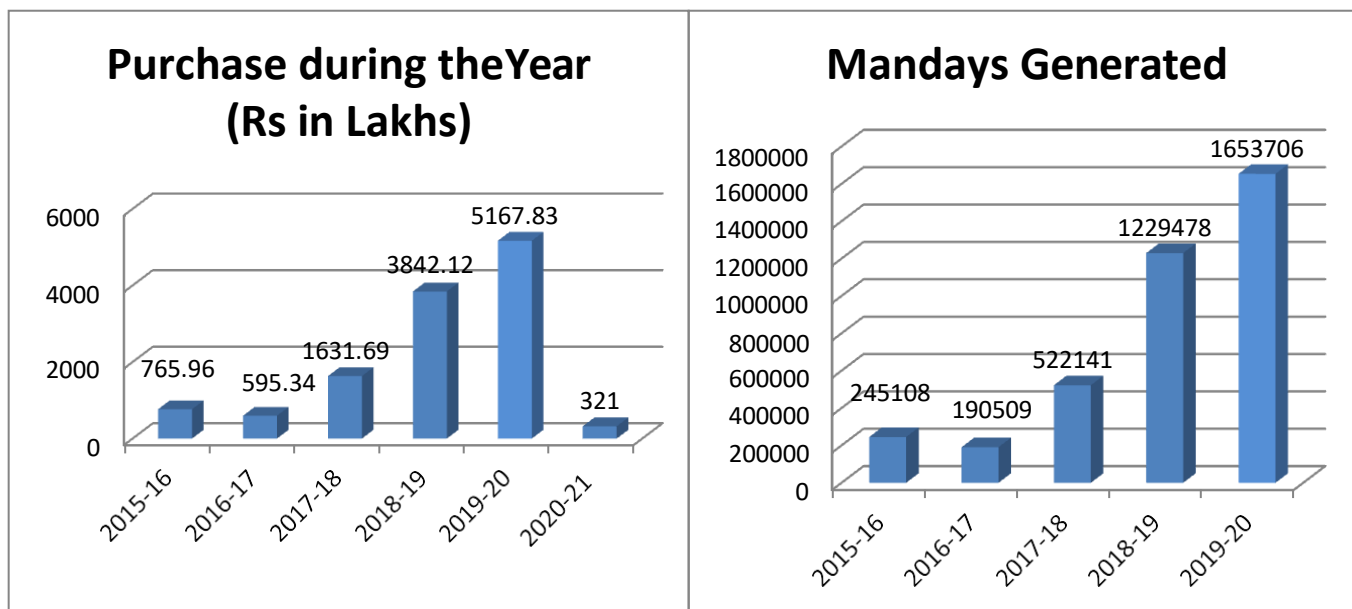
I. SOURCING AND MARKETING OF HANDLOOM AND HANDICRAFTS:

1. Purchase:

TRIFED is engaged in generating livelihood opportunities for tribal communities through marketing development of the natural products collected / produced or items created by them in terms of handicrafts and handlooms. All its activities are aimed at creating such opportunities and sustaining the same on a regular basis. Empanelment of tribal artisans and procurement of the products produced by them is the core initiative for generating livelihood opportunities for tribal communities.

Concerted efforts for scaling up of Retail Marketing Activities resulted in quantum increase in procurement of Rs.1631.69 Lakhs in 2017-18 to Rs. 3842.12 Lakhs in 2018-19 and Rs. 5167.83 lakhs (Provisional) in 2019-2020 worth of tribal products. TRIFED has empanelled 1662 tribal suppliers which include from an individual tribal artist to small groups consisting of a few artisans in terms of SHG to a larger conglomeration of tribals associated as part of Cooperatives, State Govt. Organizations etc.

The above purchases during financial year 2019-20 has been made from 1662 Tribal Producers generating 16.54 lakhs mandays. This is an increase of 217% during the financial year 2019-20, in comparison to financial year 2017-18. In the current financial year (1.4.2019 to 31.8.2020) purchases for an amount of Rs.3.21



crores have been made.

During the financial year 2020-21, it is planned to make procurement of Rs.11500 lakhs of tribal products generating livelihood of 36.80 lakhs mandays for tribals.

2. Tribal Artisan Mela (TAM):

TAMs are organized with a view to identify new artisans and new products at the sourcing level in States/Districts/Villages for expanding the tribal producers base. Emphasis on strengthening & expanding supplier base and an equal emphasis on creating sustainable marketing system is crucial to a balanced growth of livelihood opportunities for tribals on a sustainable basis. Taking steps in this direction during financial year 2019-20, 21 TAMs were organized at Lakhimpur Kheri (Uttar Pradesh), Bolangir (Odisha), Nalgonda (Telangana), Banswara (Rajasthan), Pithoragarh (Uttarakhand), Srikalahasti (Andhra Pradesh), Jhabua (Madhya Pradesh), Mandla (Madhya Pradesh), Ranchi (Jharkhand), Kokarajhar (Assam), Kohima (Nagaland), Imphal (Manipur), Kisama (Nagaland), Tura (Meghalaya) - 2, Dimapur (Nagaland) - 3, Guwahati (Assam) - 2, Kamrup (Assam), wherein 610 artisans participated and exhibited their crafts.

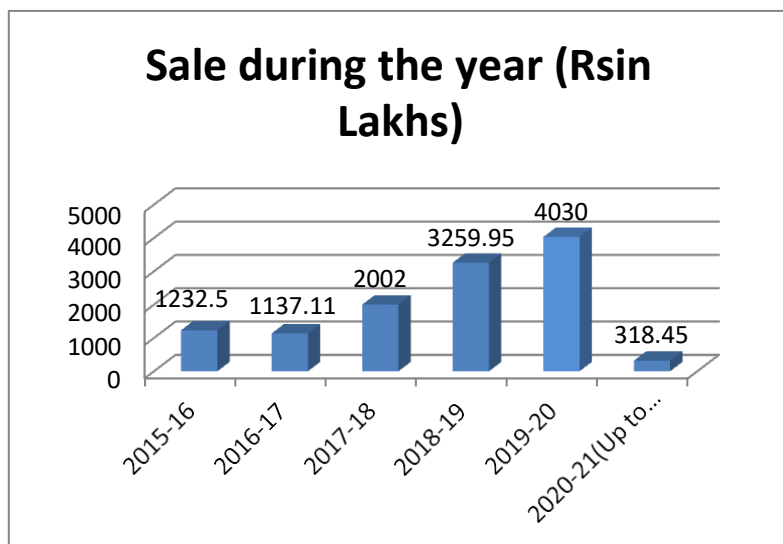
Among other initiatives for expansion of supplier base, Suppliers conference was organized at New Delhi where about 250 tribal suppliers participated from across the country to finalise the supply orders for each Region for the financial year.

A major drive shall be initiated to empanel tribal suppliers during financial year 2020-21. So far 716 artisans have been enrolled during the year taking the total to 2089.

In order to ensure that livelihood opportunities are available to greater number of tribal artisans and the same are available on sustainable basis to those who are already associated with this initiative, it needs an efficient and equally extensive marketing system. TRIFED is engaged in creating institutional framework for such marketing system. As part of this initiative during the year 2019-20 TRIFED has taken following initiatives:

3. Sales:

The quantum jump in sale from 2017-18 onwards can be seen from the details given hereunder. Record sale of Rs. 40.30 crore (Provisional) was achieved during financial year 2019-20. This is an increase of 23.62% in the Financial Year 2019-20 in comparison to the sales made in the financial year 2018-19.

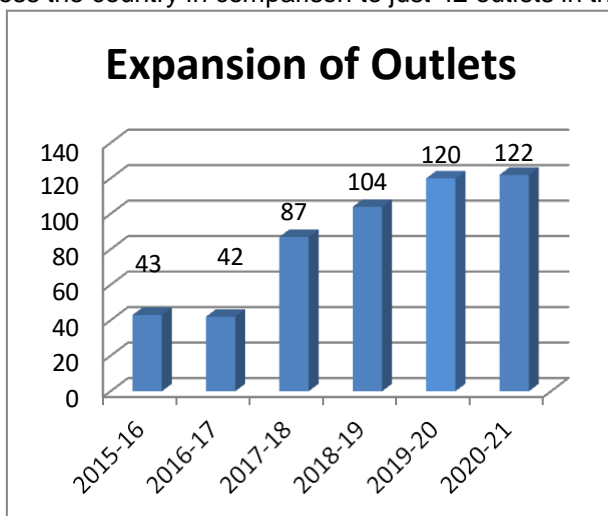


Sales target of Rs. 95.00 crore has been fixed for the financial year 2020-21.

In the current financial year (as on 31.8.2020) sale for an amount of Rs. 3.18 crores only has been achieved due to COVID 19 situation in the country. Under the revised marketing strategy efforts are being made for enhancing the sale through e- market platform of TRIFED i.e. www.tribesindia.com and also through other major e- commerce portals like Amazon, Snap deal, Flipkart, Paytm, and GeM portal. TRIFED is also creating the e-market place for providing a virtual platform to the tribal artisans for marketing their own products and also inventory of TRIFED's 80 units of TRIBES India and Regional Office Godowns are being linked with e-market place.

4. Expansion of Outlets:

TRIFED through establishment of Tribes India outlets enhanced its outreach for marketing of tribal products, which can be seen from details given below. By 2019-2020 Tribes India network of outlets was 122 Outlets i.e. 74 own Sales outlets, 33 outlets on consignment sale and 15 franchisee outlets located across the country in comparison to just 42 outlets in the year 2016-17.



To scale up the sales operations, in line with the objectives of TRIFED for providing marketing support to maximum number of tribal artisans and increase the sales of tribal products expeditiously, besides opening of own outlets and consignment arrangements following introduced a new concept of expansion through:

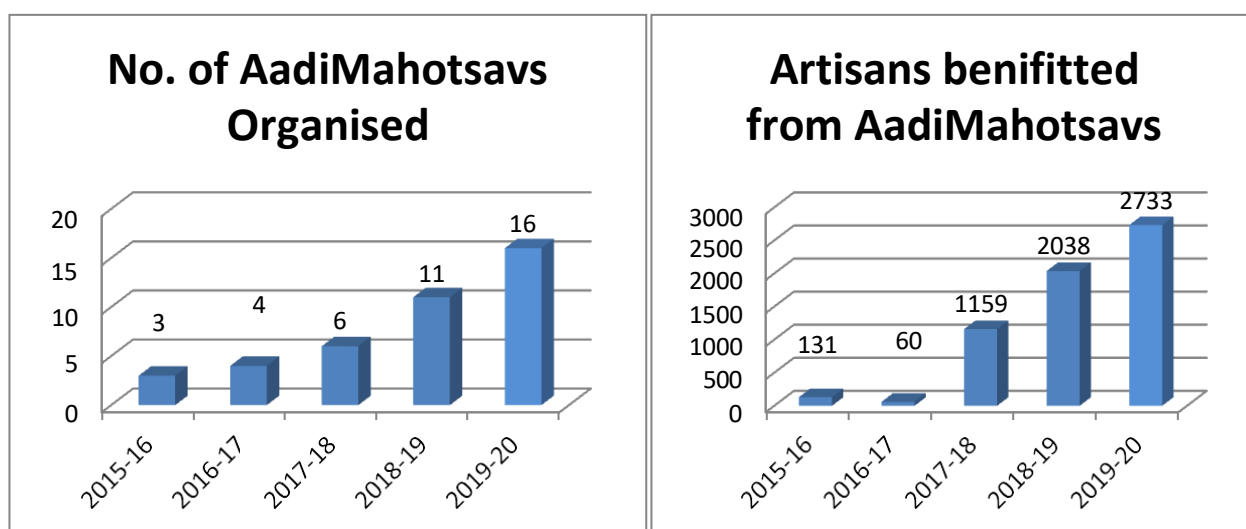
- Franchise, in which no manpower and infrastructure of TRIFED is required, except payment of commission ranging from 10-25% on net sales to the Franchise. On these lines, an arrangement is further being put in place with industry partners for expansion of franchisee outlets wherein entrepreneurs shall operate franchisee of Tribes India for promotion & sale of tribal products.
- A special drive was to establish TRIBES INDIA outlet at airport and by 2019-20 Tribes India outlets were opened in Airports of Ahmedabad, Chennai, Jaipur, Goa, Coimbatore, Trivandrum, Udaipur, Kolkata, Pune. In the current financial year TRIBES INDIA outlet was opened in

Prayagraj Airport. Besides, TRIFED is approaching other Airports for setting up of Tribes India Outlets. Presence of Tribes India Outlets at these Airports will not only be a good opportunity to market tribal products but also would help promote “Tribes India” as a brand among target customers.

5. Exhibitions:

National Tribal Festival “Aadi Mahotsav”- TRIFED started a new concept of organizing National Tribal Festival ‘Aadi Mahotsav’—Festival of Craft, Culture, Cuisine and Commerce in all major cities across the country. The event comprised of display and sale of tribal art and craft, tribal medicine & healers and tribal cuisine, tribal craft demonstrations and tribal folk performance in the evenings. All these put together under one roof provided a glimpse of the rich traditional culture of tribal communities to the general masses.

The increase in this activity can be seen below. Sixteen (16) such events at Ooty, Shimla, Indore, Leh, Vishakaptnam, Pune, Noida, Bhubaneswar, New Delhi, Jaipur, Pondicherry, Bhopal, Goa, Lucknow, Prayagraj and Ranchi were organized during the last financial year 2019-20. These Aadi Mahotsavs resulted in providing direct benefit to 2733 Tribal artisans who participated in the events where combined sale was Rs.12.51 Crores and purchase orders worth Rs.12.50 Crores for the participating artisans.



Just after the announcement of Union Territory status for Ladakh in August, 2019, a mega tribal event Aadi Mahotsav was organized at Polo Ground, Leh – Ladakh wherein more than 200 tribal artisans from across the country participated and realized a sale of Rs. 34.92 Lakhs. The nine day National Tribal Festival was inaugurated by Shri Arjun Munda, Hon’ble Union Minister for Tribal Affairs on 17th August, 2019 at Polo Ground, Leh in presence of Smt. Renuka Singh, Hon’ble Union Minister of State for Tribal Affairs, Shri Jamyang Tsering Namgyal, Hon’ble Member of Parliament, Ladakh, Shri Gyal P. Wangyal, Hon’ble CEC, Ladakh Autonomous Hill Development Council, Leh and other dignitaries.

The event was also attended by leaders from various religious organizations like LBA, Anjuman Moin-ul-Islam, Immamia, Moravian, Hindu Trust, Sikh Associations, All Gonpa Associations etc.

During the month of the November, 2019, TRIFED also organized Aadi Mahotsav from 16th to 30 November, 2019 at Palika Park and Dill iHaat, INA, New Delhi wherein 444 tribal artisans/cooks from across the country participated and provided glimpses of the rich traditional culture from their tribal communities. The event was inaugurated by Shri Amit Shah, Hon’ble Union Home Minister in a glittering ceremony on 16th November 2019. Sh. Arjun Munda, Hon’ble Union Minister of Tribal Affairs presided and Smt. Renuka Singh, Hon’ble Minister of State of Tribal Affairs, was the guest of honour.

The Aadi Mahotsav was attended by more than 1,000 tribal Artists & Artisans from 24 states, who showcased their products and skills. The festival featured exhibition-cum- sale of tribal handicrafts, handloom and tribal culture through over 200 stalls. These included hand woven cotton, wool, and silk fabrics, woodcrafts, tribal jewellery, metal craft, terracotta, bead-work, masques and other objects. They also showcased compelling paintings. Besides, the Mahotsav displayed a vast variety of natural products like forest honey, tamarind, herbs, spices from Southern States, dry fruits from Ladakh, J&K and Himachal Pradesh, apples, etc. The Mahotsav was a roaring success and in the course of 15 days, Tribal Artisans transacted business worth Rs20 crores. A special feature of the festival this year was the visits

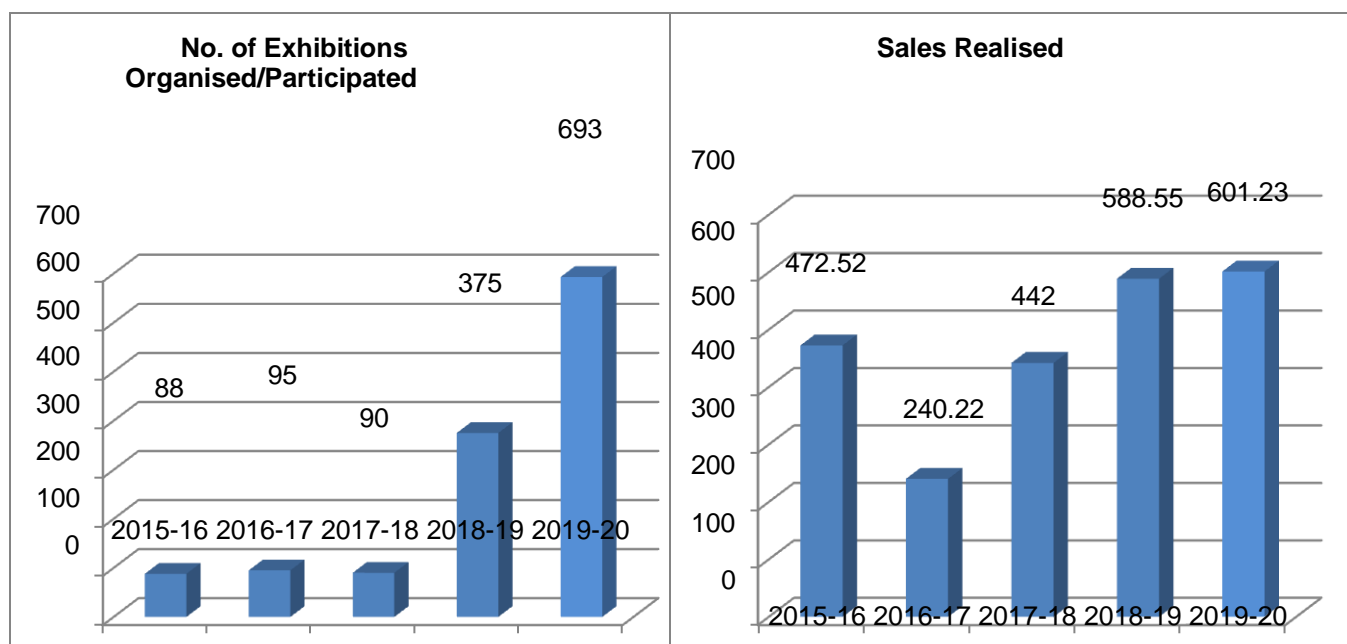
and attendance by eminent personalities and dignitaries, and artists of national repute which included Sh. Om Birla, Hon'ble Speaker Lok Sabha; Smt. Anusuiya Uikey, Her Excellency, the Governor of Chhattisgarh; Sh. Narendra Singh Tomar, Hon'ble Union Minister of Agriculture & Farmers Welfare and Rural Development; Sh. Dharmendra Pradhan, Hon'ble Union Minister of Petroleum & Natural Gas; Sh. Faggan Singh Kulaste, Hon'ble Minister of State for Steel.

In the financial year 2020-21, it is planned to organize 18 number of such National Tribal Festivals "Aadi Mahotsav" at various places across the country once the situation of the Covid 19 pandemic is out.

Mini Exhibitions:

TRIFED organised/participated in about 693 exhibitions at State Capitals, important cities and tourist places like New Delhi, Surajkund, Noida, Hyderabad, Jagdalpur, Vadodara, Raipur, Bilaspur, Vijayawada, Guwahati, Korba, Kirandul, Kohima, Chennai, Bhilai, Dhuvri (NE), Prayagraj, Bachel, Dehradun, Bongaigaon, Mussoorie, Gangtok, Dimapur, Imphal, Buxar, Bangalore, Kokrajhar, Kaziranga, Daman, Diphu, Tejpur, Maurigaon, Viskhapatnam, Jaipur, Udaipur, Rourkela, Bhubaneswar, Pune, Mumbai, Ranchi, Surat, Ahmedabad, Nainital, Lucknow, Gwalior, Jabalpur, Bhopal, Badrinath, Ranthambore, Coimbatore, Bangalore, Pondicherry, Kolkata, Chandigarh, Ambikapur, Durg, Shillong, Puri, Nasik, Nagpur, Bokaro, Rishikesh, Indore, Ujjain, Khajarah, Jhajjar, Manali, Goa, Kanyakumari, Ooty, Pinjore, Amritsar, Kohima, Kutch, Imphal, Tatanagar, Jorhat, Mount Abu, Varanasi, Jammu, Nagpur, Ranthambore, Ooty, Kota, Leh, Chitrakoot, Rajganjpur, Birmitrapur, Balishankara and Sundergarh generating a sale of around Rs. 601.23 Lakhs.

In the current financial year due to COVID 19 situation, TRIFED has established an e-market place for providing marketing platform for tribal artisans for marketing their own products.



6. E-Commerce:

TRIFED has established its own E-commerce portal www.tribesindia.com and also present on all major e-commerce portals like Amazon, Snapdeal, Flipkart, Paytm, and

Gem. An aggressive publicity through digital and social media is being planned for systematically use these channels for promoting tribal products as a source of authentic genuine tribal products. As part of this initiative, TRIFED has made the sales of Rs.

71.50 lakhs in financial year 2019-20. In the current financial year the entire stock of 80 units of TRIFED i.e. TRIBES India outlets and godowns of the Regional Offices are being linked with the e-market place. In the current financial year (as on 31.8.2020) purchases for an amount of Rs.41.27 Lakhs been made.

7. Convergences and Promotion:

"Strategies for Promoting & Marketing of Tribal products":

TRIFED has initiated institutional arrangements with like-minded agencies for seeking alliances and forging partnerships for optimization of resources. Under this initiative, a Workshop on "Strategies for

Promoting & Marketing of Tribal products” conducted in the lawns of Tribes India, 9, Mahadev Road on 14 February, 2020 at 4.30 pm bringing together various stakeholders including officials from Ministry of Commerce, Ministry of MSME, Ministry of Rural Development, Ministry of Tourism, Ministry of Tribal Affairs, ITDC, EPCH, Academia, Industry associations viz. FICCI, CII, ASSOCHAM, DICCI, top advertising consultants, top Designers, Social Sector, ecommerce groups like Snapdeal, Flipkart, etc. for deliberating and finalizing a Plan of Action to revamp and expand the Tribes India #Go Tribal campaign. Shri Piyush Goyal, Hon’ble Minister of Commerce & Railways was the Chief Guest, presided by Shri Arjun Munda, Minister of Tribal Affairs, Smt Renuka Singh Saruta as Guest of Honour in the presence of Shri Ramesh Chand Meena, Chairman & Shri Pravir Krishna, MD, TRIFED.

Under this initiative, Tribes India is proud to announce the association with Ritu Beri Designs to promote Indian tribal crafts and culture across the country and the world. The iconic global fashion designer, Ms. Ritu Beri has very graciously accepted to be the Chief Design Consultant for Tribes India. By partnering with TRIFED as the Chief Design Consultant of Tribes India, Ms. Beri can help make Tribes India a household name with her demonstrated and well-established expertise in the fashion world. Because of her experience of working with different countries across the globe, Ms. Beri knows how to adapt to a region’s culture and touch the hearts of the locals.

Tribes India Interior Design Studio

In order to promote tribal art & culture among urban population, Tribes India offers a wide range of products to decorate living and work spaces. Under this initiative, each piece and service provided has a story to tell about our Tribals residing in remote areas of the country. It is a journey from the forests to houses/offices, bringing the Tribal culture at doorsteps. Some of the recent clientele include Ministry of Tribal Affairs, Department of Bio Technology, Office of Chief Election Commission, FSSAI, Dr Ambedkar International Centre, Parliament House etc.

Tribes India Calendar

As part of promotional strategy, TRIFED released wall & table top Calendars for the year 2020 promoting traditional Tribal School of Paintings Warli, Pithora, Gond, Saura.

TRIBES INDIA Fashion Show

As special feature of National Tribal Festival – Aadi Mahotsav, Tribes India organized “Fashion Show” of tribal dresses, jewellery and accessories. During the year 2019-20, fashion shows were organised at New Delhi, Jaipur and Ranchi.

Besides, Ritu Beri in association with Tribes India and SurajKund authorities organised a first of its kind fashion show Naturally North East, “The Naga Narrative” during the 34th Surajkund International Craft Mela 2020 at Surajkund. This fashion show showcased the naga weave with modern touch and various other products from Northeast states. The North Eastern part of India has a rich crafts tradition of its own. It is a place where the personality of every tribe lies in its design style.

Strengthening TRIFED

TRIFED initiated this exercise and has made institutional arrangement with various Central/State Govt./ other Organisations and reputed fashion designers for undertaking various activities by using its resources and infrastructure for undertaking activities right from identification of tribal artisans, imparting trainings and sale of tribal products. The MOUs has been signed with the provision of periodic reviews with different Organisations to leverage their core strength to drive marketing development programme for tribal products. Some of the important among them being MSME, Usha International Ltd, NIFT, North East Farm Sales Promotion, Institute of Home Economics (Delhi University), Central Silk Board, NSIC etc and renowned Fashion Designers like Ms. Rina Dhaka, Ms. Ritu Beri, Ms. Rosy Ahluwalia, Ms. Winky Singh, Ms. Neera Nath, Ms. Tara Bhuyan etc.

Go Tribal Campaign

“Go Tribal by TRIBES INDIA” campaign which comprise of number of innovative activities to be undertaken to promote use of tribal handicrafts, handlooms and natural products was launched by the Hon’ble Minister of State for Tribal Affairs, Smt. Renuka Singh at the glittering ceremony organised by TRIFED/Ministry of Tribal Affairs at India Habitat Centre on 28.06.2019. Team TRIFED proudly announce Go Tribal Campaign to the Country, which aims to take tribal products through TRIBES INDIA to every household of the Country.

8. Digitisation: For effective monitoring evaluation and maintenance of records a drive was initiated for digitisation to keep records systematically in an orderly manner on different dashboards (updated in real-time) as detailed below.

- (i) All stocks are maintained on a state of the art **Retail Inventory Software** on a real time basis which also tracks the purchases, receipt of stocks, status, transfers and sales.
- (ii) A dynamic dashboard is being maintained for tracking and analyzing retail institutional sales of Tribes India for 123 outlets spread across the country.
- (iii) Embracing and adopting E-Commerce – Adapting to rapid shifting towards online shopping, TRIFED developed its own e-commerce platform www.tribesindia.com and mobile application for more outreach. Besides this also partnered with major e-commerce giants like Amazon, Flipkart, Snapdeal, Paytm and GEM to further amplify its sales.
- (iv) Revamped TribesIndia.com to make it a state of art website.
- (v) Digitisation of records of TRIFED for easier handling and safe storage.

Implementation of the Scheme on Mechanism for Marketing of Minor Forest Produce and Development of the Value Chain

The Scheme for MSP for MFP and development of value chain was started by the Ministry of Tribal Affairs in the FY 2013-14 with an objective of providing fair price to MFP gatherers, enhance their income level and ensure sustainable harvesting of MFPs. The objective of the MSP for MFP scheme is to establish a framework for ensuring fair prices for the tribal gatherers, primary processing, storage, transportation etc. while ensuring sustainability of the resource base.

TRIFED on behalf of the Ministry of Tribal Affairs has been coordinating implementation of the Scheme on '**Mechanism for Marketing of Minor Forest Produce and Development of the Value Chain**'. The Scheme is envisioned as a game-changer for tribal livelihood and income generation by providing a fair deal in the trade of minor forest produces.

Broadly, the Scheme on MSP for MFP has been divided into following three components to facilitate at tribal livelihood and income enhancement:

Component 1 : Procurement of MFPs at Minimum Support Price.

Component 2 : Establishment of Infrastructure Support including modernization of haat bazars and setting up of primary aggregation/ storage facilities

Component 3 : Supporting additional income generation through training of tribals on value addition to MFP (Van Dhan Vikas Karyakram)

M/s Deloitte LLP as Consulting Agency in TRIFED has assisted in drafting the scheme guidelines and their implementation of during their tenure in TRIFED. The brief of the same is given below:

F/Y : 2018-19 :

- Drafting of the revised guidelines of the Scheme which was notified by the Ministry of Tribal Affairs (MoTA) vide order dated 26thFebruary 2019 in supersession of the earlier guidelines (dated 03.01.2014) aligning it to the Cabinet Approved Scheme.
- Preparation of proposal for enhancement of MSP rates for existing 24 MFPs included in the MSP Scheme.
- Prepared proposal for including additional 26 MFPs to expand the coverage of the scheme with pan-India focus.
- 19 MFP procurement proposals were processed in consultation with Consulting Agency and submitted to the Ministry for release of revolving funds.
- Number of participating States increased from existing 7 to 18 States and MOU executed as instrumentality of the Scheme as token of their willingness.
- Assisted in organising “ National Level Workshop on ‘Mechanism for Marketing of Minor Forest Produce through Minimum Support Price and Development of Value Chain for MFP’ on behalf of the Ministry of Tribal Affairs on 28th February 2019.
- For publicity of MSP For MFP Scheme and Van Dhan Yojna, Project Management Unit assisted for organising 10 State Level Advocacy Workshops including one Regional Workshop in South India.

F/Y 2019-20:

- Assisted in conducting 200 meetings and discussions with the States, 3 National level advocacy workshops and 8 State level advocacy workshops with participations from Chief Ministers, Ministers, Principal Secretaries, representatives from State Nodal Departments, Implementing Agencies, Mentoring Organizations, Tribal SHG members etc. for sensitizing them about the Van Dhan program and assisting them in preparation of State Van Dhan plan for establishing VDVVs.
- Prepared “Resource documents” including Operational Procedures for implementation of Van Dhan Yojna by States. These documents form integral part of scheme guidelines, which facilitates the preparation of Van Dhan proposals and their implementation by the States.

- Assisted in processing of Van Dhan proposal received from States. 1126 VDVKs were sanctioned in 21 States & 1 UT under Van Dhan Yojana.
- Assisted in organising meeting of all the ST Member of Parliament (MPs) and other dignitaries on 11 Feb 2020 at Maharashtra Sadan, New Delhi for a workshop on Van Dhan and tribal entrepreneurship development.
- Prepared and assisted in preparing project proposal for Entrepreneurship & Skill Development Programme (ESDP) to the MSME Ministry and held in organising National Workshop with national Institutions (like IITs/IIMs and social sector Organisations), State Nodal Departments, Implementing Agencies for discussing the modalities for conducting training to Van Dhan beneficiaries under Van Dhan –ESDP Program.
- TRIFED in collaboration with MSME initiated the 'Tech for Tribals' program for supporting the Van Dhan Kendras with advanced level trainings under the ESDP program of MSME. National level workshop was conducted on 20 Jan 2020 with the Institutions (like IITs/IIMs and social sector Organisations), State Nodal Departments, Implementing Agencies for discussing the modalities for conducting training to Van Dhan beneficiaries under Van Dhan -ESDP Program.

F/Y 2020-21(Till July, 20)

- PMU assisted organising Webinar meetings with State Nodal Department, State Implementing Agencies, Mentor Organisation and MFP Gatherers during the COVID-19period.
- Assisted in organising VC meeting with Chief Minister of States and member of parliament of reserved constituencies.
- Coordinated with UNICEF and organised Webinar with MFP Gatherers for undertaking preventive measure against ongoing covid while undertaking procurement.
- Approval of 2 Van Dhan Kendras for Rajasthan State.
- Developed of DASHBOARD for monitoring the MSP For MFP Scheme and Van Dhan Vikas Karyakram.
- Assisted in developing Convergence models for implementation of Van Dhan Phase II, by convergence Van Dhan scheme with schemes of other Ministers/Departments for taking tribal development program to next level.

The PMU team assisted TRIFED in all activities. As a result, the achievement under the scheme is the highest ever in terms of number of MFPs involved, procurement value and states involved, since the beginning of implementation of the scheme. Besides the procurement of MFPs worth Rs.148 Cr. under the scheme, the States have further procured MFPs worth Rs. 797 Cr. utilizing their own funds. The effective implementation of the Government procurements in States must have boosted overall MFP trade (include private) to the tune of Rs. 2000 Cr. across all states, thus injecting much needed funds in tribal economy in the present adverse times. With the systems and processes gaining ground, it is expected that quantum of procurement will increase further. Under Van Dhan around 150 Van Dhan Kendras are production stage producing various value-added products and have sold Rs.200 Lakhs of these products till date.

STATEWISE PROCUREMENT UNDER THE MSP FOR MFP SCHEME

	Till 11.09.2020	
State	MFP Procured (MTs)	Value of MFP
		(In Rs. lakhs)
Chhattisgarh	46,857.00	10,653.00
Odisha	14391.23	3041.24
Gujarat	772.97	341.29
Telangana	5323	235.19
Jharkhand	53.93	196.84
Madhya Pradesh	280.72	96.1
Andhra Pradesh	229.67	94.7
Karnataka	18.46	41.54
Assam	58.56	34.79
Maharashtra	121.54	31.54
West Bengal	101.43	28.44
Nagaland	31.01	12.4
Rajasthan	7.01	5.92
	68246.53	14812.99

Details of Van Dhan sanctioned to States :

Sl. No.	States/UT	No. of VDKs Sanctioned States (21) /UT(1)	Amount Sanctioned For VDKs (Rs. in lakhs)
1	Andhra Pradesh	75	1064.00
2	Assam	50	750.00
3	Bihar	8	81.50*
4	Chhattisgarh	139	2085.00
5	Goa	1	15.00
6	Gujarat	116	1740.00
7	Ladakh (UT)	10	150.00
8	Jharkhand	39	569.70
9	Karnataka	19	285.00
10	Kerala	13	195.00
11	Madhya Pradesh	86	1290.00
12	Maharashtra	64.00	960.00
13	Manipur	77	1155.00
14	Mizoram	44	581.55
15	Nagaland	78	1170.00
16	Odisha	156	2269.25
17	Rajasthan	<u>27</u>	<u>402.20</u>
18	Sikkim	80	1200.00
19	Tamil Nadu	7	105.00
20	Telangana	17	255.00
21	Tripura	17	226.25
22	Uttar Pradesh	5	59.55
Total		1128	16609.00

*Approved in the F/Y 2019-20. Funds yet to be transferred to Bihar State.
