

Government of India
Ministry of Development of North Eastern Region

RAJYA SABHA
UNSTARRED QUESTION NO.1777

To be answered on
Thursday, March 16, 2023/ 25 Phalguna, 1944 (Saka)

Question
Promoting entrepreneurship in the North Eastern region

1777 SMT. PHULO DEVI NETAM:

DR. L. HANUMANTHAI AH:

Will the Minister of Development of North Eastern Region be pleased to state:

- (a) the details of progress made by Government in promoting entrepreneurship with the collaboration of Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) and Ministry of Development of North Eastern Region (DoNER) and India Post for providing logistics support;
- (b) the percentage of people who got livelihood opportunities with this intervention; and
- (c) the increase in the share of products from the North-East in India's exports after the implementation of the Scheme?

ANSWER

The Minister of the Ministry of Development of North Eastern Region

[Shri G. Kishan Reddy]

- (a) Under the scheme "Marketing and Logistics Development for Promoting Tribal products from North Eastern Region (PTP-NER)", the Ministry of Tribal Affairs aims to strengthen livelihood opportunities for tribal artisans through increased efficiency in procurement, logistics and marketing of tribal products from North Eastern states. A memorandum of understanding in this regard has been entered into by the Tribal Cooperative Marketing Development Federation of India (TRIFED) with the North Eastern Handicrafts and Handloom Development Corporation (NEHHDC), a Central Public Sector Enterprise under the Ministry of Development of North Eastern Region, on 01.02.2023 for the implementation of this scheme in the NER. 14 TRIFED Regional Offices have signed agreements with India Post as their logistics partner for delivery of orders generated on the e-commerce portal of Tribes India.
- (b) & (c) The "Marketing and Logistics Development for Promoting Tribal products from North Eastern Region (PTP-NER)" scheme envisions directly enhancing the livelihood of additional 6000 tribal artisans and tribal producers across the North East Region.
