

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
RAJYA SABHA
UNSTARRED QUESTION NO- 1898
TO BE ANSWERED ON- 07/08/2024

AADI MAHOTSAVA

1898 SMT. RANJEET RANJAN:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) whether Government has any proposal to organise Aadi Mahotsava at regional level; if so, the details thereof and if not, the reasons therefor; and
- (b) whether any B2B meet is also proposed to be a part of it, if so, the details regarding it's social impact on Tribal communities particularly in Chhattisgarh?

ANSWER

MINISTER OF STATE FOR TRIBAL AFFAIRS
(SHRI DURGADAS UIKEY)

(a) & (b): Under the scheme of Pradhan Mantri Janjatiya Vikas Mission (PMJVM), the Ministry of Tribal Affairs provides financial support to Tribal Co-operative Marketing Federation of India (TRIFED) for organizing 'Aadi Mahotsav' wherein individual tribal artisans/producers, tribal SHGs, Agencies/Organizations from across the country including Chhattisgarh are invited to promote their products through display and sale directly to the customers. B2B meetings are included as one of the many activities under Aadi Mahotsav at times. These events provide an opportunity to tribal artisans to interact directly with art lovers for getting their feedback about their taste and preferences, which helps them in modifying their product designs and creations. It is planned to organize around 07 Aadi Mahotsav at regional level in the current financial year, a tentative calendar of which is given below:

S. No.	City	State	Tentative Schedule
1	Ahmedabad	Gujarat	October, 2024
2	Ranchi	Jharkhand	October, 2024
3	Puducherry	Pondicherry	November, 2024
4	Jaipur	Rajasthan	December, 2024
5	Bhopal	Madhya Pradesh	December, 2024
6	Hyderabad	Telangana	January, 2025
7	Bhubaneswar	Odisha	January, 2025
