

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
RAJYA SABHA
UNSTARRED QUESTION NO- 3654
TO BE ANSWERED ON- 02/04/2025

MOUS BETWEEN TRIFED AND NIFT & HPMC

3654 SHRI SADANAND MHALU SHET TANAVADE:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) the specific outcome-based targets that have been set under the MoUs with NIFT and HPMC to enhance tribal entrepreneurship;
- (b) the manner in which Government plans to ensure that the partnership with NIFT and HPMC translates into better market access and higher income for tribal entrepreneurs;
- (c) the measures taken to integrate tribal products into national and international markets beyond the existing TRIBES India platform; and
- (d) the number of tribal artisans expected to be benefitted from these initiatives in terms of skill development and employment generation?

ANSWER

MINISTER OF STATE FOR TRIBAL AFFAIRS
(SHRI DURGADAS UIKEY)

(a) and (b): TRIFED has entered into collaboration with organisations like NIFT and HPMC to encourage tribal entrepreneurship in February, 2025. The MoUs, have been signed to support the tribal artisans with following main objectives:

- i. Improving product designs.
- ii. Infusion of technology.
- iii. Enhancement of market access.

These MoUs aim to strengthen and spread the tribal products and promoting their culture in various parts of the country. These collaborations aim to provide wider market access through their online and offline platforms and assist in sustainable livelihoods to all sections including PVTGs. The initiatives will drive entrepreneurship, skill development, and global recognition of tribal craftsmanship.

(c) and (d): TRIFED undertakes retail marketing of tribal products through TRIBES India Outlets as well as E-Commerce & Exhibitions. Partnerships with various organisations may expand the reach of tribal products by prioritizing their inclusion in production clusters, providing direct market access and implementing fair pricing mechanisms. TRIFED has facilitated onboarding of more than 13,000 products made by tribal artisans/ producers on ecommerce platforms. On receipt of specific proposals, TRIFED may scale up similar partnerships with other organizations to further enhance the market reach of tribal products.
