

GOVERNMENT OF INDIA  
MINISTRY OF TRIBAL AFFAIRS  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO- # 3026**  
TO BE ANSWERED ON- 18/03/2026

**TRIBAL ENTREPRENEURSHIP AND ‘VIKSIT BHARAT’**

3026 # SHRI CHUNNILAL GARASIYA:

SHRI RAJIB BHATTACHARJEE:

SHRI MITHLESH KUMAR:

SHRI DEEPAK PRAKASH:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) the number of tribal entrepreneurs supported through concessional loans for startups by the National Scheduled Tribes Finance and Development Corporation (NSTFDC) during the financial year 2025–26;
- (b) the current status of the “Aadi Mahotsav” and the progress of its transition to round the year e-commerce models on platforms like ONDC and GeM through TRIFED; and
- (c) the initiatives taken to promote tribal tourism (homestays) in North-Eastern and Central India to provide sustainable livelihoods along with the preservation of cultural heritage?

**ANSWER**

MINISTER OF STATE FOR TRIBAL AFFAIRS  
(SHRI DURGADAS UIKEY)

**(a):** National Scheduled Tribes Finance & Development Corporation (NSTFDC), a Central Public Sector Enterprise (CPSE) under Ministry of Tribal Affairs, provides concessional loans to the eligible Scheduled Tribe persons for undertaking income generation, self-employment and livelihood activities. The loan assistance is given under its various schemes like Term Loan Scheme, Adivasi Mahila Sashaktikaran Yojana (AMSY), Micro Credit Scheme for Self Help Groups (MCF) and Adivasi Shiksha Rrinn Yojana (ASRY). During 2025-26, 56,944 beneficiaries have been assisted under various loan schemes of NSTFDC.

**(b):** Under Pradhan Mantri Janjatiya Vikas Mission (PMJVM), Tribal Cooperative Marketing Development Federation of India (TRIFED) organizes promotional events like Adi Mahotsav to provide tribal artisans a platform to directly sell their products, interact with customers and showcase tribal culture, cuisine and heritage. During the current financial year (till February 2026),

two Aadi Mahotsavs have been organized. The details of Aadi Mahotsavs organized during last 3 years is given below:

Sl. No	Year	No. of Aadi Mahotsav Organised	Places
1	2022-2023	2	Indore (15-27 November, 2022) & Delhi 16-27 February, 2023)
2	2023-2024	4	Rourkela (7-16 April, 2023), Ahmedabad (24 October-03 November,2023), Jamshedpur (7-20 October,2023) & Delhi (10-18 February, 2024)
3	2024-2025	5	Ahmedabad (13-20 October,2024), Chennai (15-24 November,2024), Jaipur (29 November – 08 December,2024), Bhopal (20-30 December,2024 & Delhi (16-24 February, 2025)

To promote year-round marketing beyond physical events, TRIFED has strengthened its digital outreach through its e-commerce platform [www.tribesindia.com](http://www.tribesindia.com), which was relaunched on 10<sup>th</sup> June, 2025 with improved user experience for domestic and international customers. At present, around 6,000 products are available on the platform. Further, 1,339 tribal products have been onboarded on the Open Network for Digital Commerce (ONDC) to expand online market access.

**(c):** Hon'ble Prime Minister launched Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DAJGUA) on 2<sup>nd</sup> October, 2024. The Abhiyan comprises of 25 interventions implemented by 17-line Ministries. One such intervention under DAJGUA implemented by the Ministry of Tourism is the Tribal Home Stays under Swadesh Darshan scheme. Under this scheme, 1000 Tribal Home Stays will be supported with up to Rs 5 lakh per unit for new construction, up to Rs 3 lakhs for renovation and Rs 5 lakh for village community requirement in 30 states/UTs across India including North-Eastern and Central India.

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