

GOVERNMENT OF INDIA
(MINISTRY OF TRIBAL AFFAIRS)
LOK SABHA
STARRED QUESTION NO.†*124
TO BE ANSWERED ON 05.03.2018

HANDICRAFTS OF TRIBAL COMMUNITIES

†*124. SHRI SANJAY KAKA PATIL:

Will the Minister of TRIBAL AFFAIRS be pleased to state:-

- (a) whether the Government proposes to formulate a project for popularizing the handicrafts of various communities in the tribal areas in the domestic and global markets and if so, the details thereof;
- (b) whether the Government also proposes to consult the members of various communities in the tribal areas for the purpose and if so, the details thereof;and
- (c) whether collaboration with any agency for the said purpose is likely to take place and if so, the details thereof?

ANSWER

MINISTER OF TRIBAL AFFAIRS
(SHRI JUAL ORAM)

(a) to (c): A Statement is laid down on the Table of the House

Statement referred to in parts (a) to (c) of the Lok Sabha Starred Question No. †*124 for 05.03.2018 regarding “Handicrafts of Tribal Communities”.

(a) Yes, Madam. The Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) which is a cooperative society registered under the Multi-State Cooperative Societies Act and is under the administrative control of the Ministry of Tribal Affairs, has been promoting marketing of tribal products which have created outreach effect within the country and abroad. These efforts include popularising tribal handicrafts.

TRIFED markets tribal products through its 37 own outlets, 34 outlets on consignment basis and 21 franchisee outlets and exhibitions in the country. Besides, TRIFED has also been marketing various tribal products through e-commerce portal like Amazon.com, Flipkart.com, Paytm, Snapdeal.com, GeM, eshop.tribesindia.com to reach out to the global masses. Placing the tribal handicrafts on such portals also helps popularize them.

Tribal handicrafts are showcased in Tribal carnivals, various melas, festivals and exhibitions in the country and abroad mainly through TRIFED's participation with a view to popularize and enhance their sales.

Further, Ministry of Textiles, Office of the Development Commissioner (Handicrafts) has been implementing various schemes for promotion and development of handicraft in the country including tribal areas under National Handicraft Development Programme (NHDP) and Comprehensive Handicrafts Cluster Development Scheme (CHCDS). The **NHDP** has following components.

1. Dastkar Shasktikaran under Ambedkar Hastshilp Vikas Yojana (AHVY).
2. Design & Technology Upgradation (DTU)
3. Human Resources Development (HRD)
4. Direct Benefit to Artisan (DBT).
5. Infrastructure and Technology Support (ITS)
6. Research and Development (R&D)
7. Marketing Support and Services (MSS).

Comprehensive Handicrafts Cluster Development Scheme (CHCDS) has following components:

1. Mega Cluster (MC).
2. Special Projects under Integrated Development and Promotion of Handicraft (IDPH).

(b) The Ministry extends financial assistance to Tribal Cooperative Marketing Development Federation of India Ltd. (TRIFED) for organizing Tribal Artisan Mela (TAM), Aadishilp and Aadichitra to showcase various tribal art forms at National Level. Besides this, the Ministry of Tribal Affairs extends financial assistance to Tribal Research Institutes (TRIs) set up by the State Governments/Union Territories with the aim to preserve and promote Tribal culture, heritage, arts and crafts through Research and Documentation. Under the scheme, funds are provided to TRIs to organize 'Exchange visits' for the Tribal to visit other parts of the State/Country with the objective of getting wider perspective of culture and traditions. In addition, TRIs also organize 'Tribal Festivals' for the preservation, promotion and dissemination of tribal art and culture and traditional

sports events. Interaction in such events provides informal consultation with the concerned tribals from various communities.

(c) The Office of the Development Commissioner (Handicrafts), in order to give exposure to artisans to wider domestic market, marketing events like Gandhi Shilp Bazar, Craft Bazar, Exhibitions, Hiring of Stalls are being organized where as International fairs and exhibitions abroad, folk craft festivals, Road shows, stand alone shows and cultural exchange programmes are being organised to provide International market to all artisans of the country including tribal artisans.

TRIFED has signed a Memorandum of Understanding (MoU) with National Institute of Fashion Technology (NIFT) to improve the marketability of its products and establish “Tribes India” as a brand. The partnership envisages development of product range of tribal products at State-levels; development of new design products in identified categories of tribal products, development of training modules for skill upgradation in areas of product development, packaging, display etc.

To reap greater benefits for the tribal artisans and expand their retail trade all over the country and the world, TRIFED has developed e-commerce portal **www.tribesindia.com** for sale of all its hand crafted products.

To further popularize tribal products and amplify their sales, TRIFED has made arrangements with other online marketing giants like Snapdeal, Amazon, Paytm, Flipkart and GeM for all its products to reach out to the masses.

Ensuring genuine and authentic tribal products for artefacts lovers through the online portals while promoting Tribes India as a brand creates lasting loyalty for tribal products.

Number of products presently available on various e-commerce portals as on 22.02.2018 are tabulated below:

Sl. No.	Portal	No. of products uploaded and live
1	Amazon	1113
2	Paytm	785
3	Snapdeal	759
4	Flipkart	705
5	GeM	939
6	Tribes India	315
	Total	4616
