

**GOVERNMENT OF INDIA
MINISTRY OF CULTURE**

LOK SABHA

**UNSTARRED QUESTION No. 4614
TO BE ANSWERED ON 22.07.2019**

TRIBAL ART AND CULTURE

4614: SHRI HIBI EDEN

Will the **Minister of CULTURE** be pleased to state:

- (a) Whether the Government is aware of existing programs or schemes that help promote tribal art in the international art forum;
- (b) If so, the details thereof;
- (c) Whether the Government plans on promoting the tribal paintings and handicrafts on e-commerce sites which will also help generate income for the artists; and
- (d) If so, the details thereof and the process by which it is likely to be achieved?

MINISTER OF STATE (INDEPENDENT CHARGE) FOR CULTURE AND TOURISM

(SHRI PRAHLAD SINGH PATEL)

ANSWER

- (a) & (b):** Government of India has a number of schemes to promote tribal art both in domestic as well as international market. Ministry of Tribal Affairs has been implementing a scheme “Institutional Support for Development and Marketing of Tribal Products/Produce”. Under the scheme, Tribal Cooperative Marketing Development Federation of India (TRIFED) has been implementing retail marketing activity in which TRIFED procures various tribal handicrafts, handloom and natural products and markets the same through a network of Tribes India outlets and exhibition across the country. Ministry of Culture also operates a scheme for promotion of international cultural relations under which Festivals of India are organized abroad showcasing various art forms including tribal arts.
- (c) & (d):** Besides through retail outlets and exhibitions across the country, TRIFED also has made arrangements with various online marketing portals for promotion and sale of tribal handicraft, handloom and natural products including tribal paintings. TRIFED has been promoting and selling these tribal products on its own e-commerce portal www.tribesindia.com and also through other e-marketing channels like Amazon.com, Flipkart.com, Paytm, Snapdeal.com and GeM so as to make these tribal products available to masses in India and abroad. The above online portals are being promoted through Social Media like facebook, Youtube, google, etc. for creating awareness among masses.