

GOVERNMENT OF INDIA
(MINISTRY OF TRIBAL AFFAIRS)
LOK SABHA
UNSTARRED QUESTION NO.4686
TO BE ANSWERED ON 22.07.2019

GLOBAL LAUNCH OF “TRIBES INDIA”

4686. SHRI VINOD KUMAR SONKAR:
SHRI RAJA AMARESHWARA NAIK:
DR. SUKANTA MAJUMDAR::

- (a) whether the Government has launched “Go Tribals Campaign by Tribes India” under which a number of innovative activities have been planned to be undertaken to promote use of tribal handicrafts, handicrafts and natural products;
- (b) if so, the details thereof;
- (c) whether the Government is also planning for Global Launch of “Tribes India” through Amazon Global Selling;
- (d) if so, the details thereof;
- (e) whether under a joint collaboration with “I Am Khadi” foundation TRIFED is introducing Khadi Kurtas and Jackets to its collection;
- (f) if so, the details thereof; and
- (g) the other new steps taken by the Government for welfare of tribals in the country?

ANSWER

MINISTER OF STATE FOR TRIBAL AFFAIRS
(SMT. RENUKA SINGH SARUTA)

(a)& (b) Yes, Sir. TRIFED, a Multi-State Cooperative Society under the Ministry of Tribal Affairs launched the campaign on 28.06.2019.

(c)& (d) Products available under Tribes India brand & outlets can also be procured through Online retailers like Amazon, flipkart, etc. with whom TRIFED has entered into Memorandum of Understanding (MoU).

(e)& (f) No, Sir. TRIFED has not introduced Khadi Kurtas and Jackets in collaboration with "I Am Khadi" foundation. However, in order to commemorate the 150th birth anniversary of father of nation, Tribes India/TRIFED is promoting Khadi based products made by tribal artisans.

(g) Besides continuing the existing schemes for tribal welfare, the Ministry of Tribal Affairs under its scheme of ‘Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and Development of Value Chain for MFP’ has included 26 additional Minor Forest Produces for which Minimum Support Price has been notified in December 2018/ January 2019. Also better facilities for skill upgradation and value addition for MFPs in the form of Van Dhan Kendras for providing better monetary return to the MFP gatherers have also been included.
