

Government of India
Ministry of Development of North Eastern Region
LOK SABHA
Unstarred Question No.5102

To be answered on
Monday, April 3, 2023/Chaitra 13, 1945 (Saka)

Question
Promotion of Entrepreneurship

5102. SHRI VINCENT H. PALA:

Will the Minister of DEVELOPMENT OF NORTH EASTERN REGION be pleased to state:

- (a) the details of progress made by the Government in promoting entrepreneurship with the collaboration of TRIFED with Ministry of DONER and India Post for providing logistics supports;
- (b) the percentage of people who got livelihood opportunities with this intervention; and
- (c) the details of the increase in the share of products from the North East in India's exports thereafter?

ANSWER

The Minister of the Ministry of Development of North Eastern Region
[Shri G. Kishan Reddy]

(a) Under the scheme "Marketing and Logistics Development for Promoting Tribal products from North Eastern Region (PTP-NER)", the Ministry of Tribal Affairs aims to strengthen livelihood opportunities for tribal artisans through increased efficiency in procurement, logistics and marketing of tribal products from the North Eastern states. A memorandum of understanding in this regard has been entered into by the Tribal Cooperative Marketing Development Federation of India (TRIFED) with the North Eastern Handicrafts and Handloom Development Corporation (NEHHDC), a Central Public Sector Enterprise under the Ministry of Development of North Eastern Region, on 01.02.2023 for the implementation of this scheme in the North Eastern Region (NER). 14 TRIFED Regional Offices have signed agreements with India Post as their logistics partner for delivery of orders generated on the e-commerce portal of Tribes India.

(b) & (c) The PTP-NER scheme envisions directly enhancing the livelihood of additional 6000 tribal artisans and tribal producers across the NER.
