

GOVERNMENT OF INDIA  
MINISTRY OF TRIBAL AFFAIRS  
**LOK SABHA**  
**UNSTARRED QUESTION NO- †520**  
TO BE ANSWERED ON- 24/07/2023

**ART FESTIVALS**

†520. SHRI PARBATBHAI SAVABHAI PATEL:  
SHRIMATI GEETA KORA:  
SHRI PRADEEP KUMAR SINGH:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) the names of the States across the country where the Art festivals have been organized this year to generate awareness about the tribal culture;
- (b) the measures taken/being taken by the Ministry to promote tribal jewellery, paintings and other materials made by tribal artists from all over the country, particularly of Jharkhand, Gujarat and Bihar;
- (c) whether any measures are being taken by the Ministry to make these artefacts recognised in foreign countries also; and
- (d) if so, the details thereof?

**ANSWER**

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

**(a) & (b):** Under the scheme of ‘Support to TRIs’, Ministry of Tribal Affairs provides financial assistance to State Governments, based on their proposals, for organizing State level festivals such as Hornbill festival of Nagaland, Pawl-kut festival of Mizoram , Medaram Jatara of Telangana. Apart from these, funds are provided for craft melas, painting and art competitions based on proposals received from State Government.

Further, TRIFED is the implementing agency for the Pradhan Mantri Janjatiya Vikas Mission (the PMJVM), which has been formulated with the merger of the two existing schemes for promotion of tribal livelihood, i.e. “Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and Development of Value Chain

for MFP” and “Institutional Support for Development and Marketing of Tribal Products/Produce”.

Under the scheme of Institutional Support for Development and Marketing of Tribal Products/Produce, empanelment of tribal artisans and procurement of various tribal products from them is the core initiatives for generating livelihood opportunities for tribal communities across the country. As part of achieving the above core initiative, TRIFED undertakes retail marketing of tribal products through TRIBES India Outlets, E-Commerce & Exhibitions.

These schemes have provided livelihood opportunities to the tribal beneficiaries in terms of making tribal products and supplying the same to TRIFED as well as selling them in different exhibitions with the help of TRIFED. This marketing opportunity has helped increase their income. Additionally, the beneficiaries associated with TRIFED have been receiving market exposure for their products as also improving their marketing skills by way of interacting with the customers directly in different exhibitions. In the last quarter Tribal Artisan Empanelment Melas were organized in Khunti, Saraikela, Simdega, Gumla, Dhumka Districts of Jharkhand and West Champaran district of Bihar for empanelment of tribal artisans, SHGs etc.

Ministry of Tribal Affairs (MoTA) has organized “Aadi Mahotsav” in collaboration with Tribal Cooperative Marketing Development Federation of India (TRIFED) on 16.02.2023 to 27.02.2023 as part of the National Tribal Festival at Major Dhyan Chand National Stadium in Delhi showcasing tribal culture on the national stage and promoting their rich tribal heritage, culture, crafts, cuisine, commerce and traditional art. The event saw participation by various stakeholders, individual tribal artisans, tribal SHGs, Agencies/Organizations working with tribals communities. During the current financial year 2023-2024, TRIFED organized one regional level Aadi Mahotsav from 7<sup>th</sup> April 2023 to 15<sup>th</sup> April 2023 at SAIL Exhibition Ground, Rourkela, Odisha and one Aadi Bazaar from 02-11 June 2023 at Mussoorie, Dist Dehradun. TRIFED also participated in National Tribal Festival organized by Ministry of Tribal Affairs in collaboration with Govt. of J&K from 7-8<sup>th</sup> July, 2023 at Srinagar. Besides, TRIFED organized Aadi Mahotsav, Aadi Bazaar, Aadi Chitra events. The main objective in holding these events is to provide an opportunity to tribal artisans to interact directly with lovers of tribal art, artefacts and other products including tribal jewellery and enabling them to get their feedback about their taste and preferences, which helps them in modifying their product designs and creations accordingly. The event also includes tribal cultural performances and cuisines, which is an attempt to present tribal art and culture in holistic manner.

**(c) & (d):** TRIFED also organizes Aadi Mahotsav festival in Delhi and at state level Aadi Mahotsavs, Aadi Bazaar, Aadi Chitra and other related events from time to time as a part of branding and promotion, skill development, organization of festivals/events, etc. and funds are allocated as per requirement. TRIFED has been marketing tribal products through its

own shops called “*TRIBES India*” & through Franchise Outlets and outlets of the state emporia on consignment basis. TRIFED markets these tribal products through 100 own outlets, 11 outlets on consignment basis and 8 franchise outlets. TRIFED also markets tribal products through its own e-commerce portal [tribesindia.com](http://tribesindia.com) and also through other e-marketing channels like Amazon, Flipkart, Snapdeal and GeM. The idea is to make these tribal products available to masses in India and abroad. Besides, TRIFED also makes promotional activities of their products through various publicity and advertisement measures like Press, Electronic, Digital and social media, which include advertisement through newspapers, Radio FM, posters, banners/hoardings, leaflets, standees, mobile vans, local TV Channels, web-based portals like Youtube, Facebook, Google, etc. to create awareness and help generate demand for these products. Apart from this, TRIFED in order to promote tribal products in the international market has sent tribal products to Indian Missions/Embassies abroad to set up Atmanirbhar Bharat Corners there. Till date 53 such Atmanirbhar corners have been set up in Indian Missions abroad.

Besides, TRIFED also participates in few exhibitions abroad organized by other organizations like Export Promotion Council for Handicrafts (EPCH), India Trade Promotion Organisation (ITPO) etc. for promotion of tribal art and craft in other countries.

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