

GOVERNMENT OF INDIA
(MINISTRY OF TRIBAL AFFAIRS)
LOK SABHA
UNSTARRED QUESTION No.2221
TO BE ANSWERED ON 02.12.2019

AADI MAHOTSAV

2221. SHRI GAJANAN KIRTIKAR:
SHRI SANJAY SADASHIV RAO MANDLIK:
SHRI BIDYUT BARAN MAHATO:
SHRI SUDHEER GUPTA:
SHRI PRATAPRAO JADHAV

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

- (a) whether the Government celebrated National Tribal Festival-Aadi Mahotsav recently in New Delhi and if so, the details thereof;
- (b) the aims and objectives along with the main theme of the Aadi Mahotsav;
- (c) the number of tribal artisans and artists from different regions of the country who participated in the said Mahotsav;
- (d) the financial benefits likely to be accrued by the tribal artisans by such Mahotsavs;
- (e) whether the Government proposes to organize more such Mahotsav's in the current financial year in various cities across the country; and
- (f) if so, the details thereof and funds allocated and released by the Union Government for the same?

ANSWER

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

(a) to (e): Ministry of Tribal Affairs (MoTA) organised National Tribal Festival titled "Aadi Mahotsav" in collaboration with Tribal Cooperative Marketing Development Federation of India (*TRIFED*) in Delhi during 2018.

(b): The main aim of organising National Tribal Festival (Aadi Mahotsav) is to showcase glimpses of rich cultural heritage of tribal people across the country through unique forms of folk dances, songs, cuisine, exhibition and demonstration of traditional skill in painting, art and craft, medicinal practices etc. The 15day long festival includes sale of tribal artefacts, tribal medicine, tribal cuisine besides tribal craft demonstrations, Tribal folk performances and fashion shows.

(c): During 2018, more than 350 tribal artisans and artists from 23 States, 80 Tribal Chefs from more than 20 States and 14 dance troops comprising more than 200 Artists participated in the festival and displayed/sold their various handicraft and handloom products through 196 stalls set for the purpose.

(d): During 2018, business of more than Rs. 18.00 crores was generated, which was 4 times as compared to 2017-18 (Rs. 4.5 crore in 2017).

(e) & (f): During the current financial year, besides the festival being organised at New Delhi (16-30 November 2019), the Ministry and TRIFED has so far organised eight such festivals at Ooty, Leh, Shimla, Vishakhapatnam, Noida, Pune, Indore and Bhubaneswar wherein about 1050 tribal artisans participated and realized direct sales of about Rs. 3.30 crores. Funds have already been provided to TRIFED for organising such festival at following locations:

Sl. No.	Place	Fund allocated / released to TRIFED (Rs in lakhs)
1.	Varanasi	40.00
2.	Goa	40.00
3.	Ranchi	40.00
4.	Dilli Haat	400.00
5.	Jaipur	40.00
6.	Lucknow	40.00
7.	Bhopal	40.00
8.	Puducherry	40.00
9.	Prayagraj	40.00
10.	Bangalore	40.00
11.	Patna	40.00
12.	Hyderabad	40.00
13.	Ahmedabad	40.00