

GOVERNMENT OF INDIA
(MINISTRY OF TRIBAL AFFAIRS)
LOK SABHA
STARRED QUESTION NO. *315
TO BE ANSWERED ON: 16.03.2020

MARKETING OF TRIBAL PRODUCTS

*315 SHRI B.B. PATIL:

Will the Minister of Tribal Affairs be pleased to state:

- (a) whether the Government plans to take any initiative in order to market the products made in remote tribal villages;
- (b) if so, the details thereof;
- (c) whether the Government has conducted any assessment of the challenges being faced by the tribal communities of the country; and
- (d) if so, the details thereof?

ANSWER

MINISTER OF TRIBAL AFFAIRS
(SHRI ARJUN MUNDA)

- (a) to (d): A Statement is laid down on the Table of the House.

Statement referred to in parts (a) to (d) of the Lok Sabha Starred Question No. *315 for 16.03.2020 regarding “Marketing of Tribal Products”.

(a)& (b): Ministry of Tribal Affairs (MoTA) has taken various initiatives to market the products made by the tribal people which include the following:

(i) The Ministry provides funds to State and TRIFED for organizing tribal festivals wherein the tribal artists and artisans showcase and sell their products.

(ii) MoTA provides funds to TRIFED and State Governments for marketing of tribal products by empaneling tribal suppliers comprising of individual tribal artisans, tribal SHGs, Organisations/ Agencies/NGOs working with tribals. Total number of suppliers/producers empanelled with TRIFED as on 31.12.2019 is 1304.

(iii) TRIFED also organizes Tribal Artisan Mela (TAM) at District/Tehsil level as an exercise to reach tribals located in interior tribal areas and source tribal art and craft directly from them. Through this initiative, Tribal Artisans are invited to an exhibition area where they display their art and craft items.

(iv) TRIFED is also engaged in direct sale of tribal products including art & craft items through its network of Tribes India Showrooms, exhibitions, Aadi Mahotsav, online e-commerce portal etc.

(c)& (d): This Ministry has conducted evaluation study for the scheme “Institutional Support for Development and Marketing of Tribal Products/Produce” through Indian Institute of Public Administration (IIPA) during the year 2019-20. The assessment of challenges being faced by the STs in marketing their products reveals lack of credit linkage, inadequate exposure to new designs, lack of penetration of TRIFED below the level of State capitals, Patenting issues and Lack of funds for scaling-up of products.
