

GOVERNMENT OF INDIA
(MINISTRY OF TRIBAL AFFAIRS)
LOK SABHA
UNSTARRED QUESTION NO. 3611
TO BE ANSWERED ON: 16.03.2020

ONLINE PLATFORM TO PROMOTE TRIBAL HANDICRAFTS

3611. SHRI VIJAY KUMAR DUBEY:
SHRI CHIRAG KUMAR PASWAN:
SHRI REBATI TRIPURA:

Will the Minister of Tribal Affairs be pleased to state:

- (a) whether the Government has any proposal to introduce online platforms to promote tribal handicrafts in near future;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor; and
- (d) the details of plan outlay and procedure for implementing any such proposal in the near future?

ANSWER

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

(a) to (d): Ministry of Tribal Affairs through Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) has already developed an e-commerce portal 'tribesindia.com' and also using e-marketing channels like Amazon.com, Flipkart.com, Paytm, Snapdeal.com and GeM to market tribal products including promotion of tribal handicrafts. Under this initiative, the sale realized through various e-commerce portals is given below:

Sl. No.	Year	(Rs in Lakh)
1	2016-17	2.3
2	2017-18	5.5
3	2018-19	25.49
4	2019-20 (as on 29.02.2020)	67.69
