

GOVERNMENT OF INDIA
(MINISTRY OF TRIBAL AFFAIRS)
LOK SABHA
UNSTARRED QUESTION NO. 102
TO BE ANSWERED ON: 19.07.2021

TRIBES INDIA AND TRIFOOD

102 . R. BEESETTI VENKATA SATYAVATHI:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) whether the Government has undertaken any initiatives to tie up with e-commerce retailers or whether it has launched its own platform to market the products of TRIBES INDIA and TRIFOOD
- (b) if so, the details thereof, of such initiatives; and
- (c) the details of the amount spent on such marketing initiatives till date?

ANSWER

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

(a) to (c): Tribal Cooperative Marketing Development Federation of India Limited (TRIFED), under the Ministry of Tribal Affairs, has its own E-commerce portal www.tribesindia.com to market tribal products. It is also present on all major e-commerce portals like Amazon, Snapdeal, Flipkart, Paytm, and Gem. TRIFOOD Scheme is a joint initiative of the Ministry of Food Processing Industry, Ministry of Tribal Affairs and TRIFED. Under this scheme, tertiary value addition centres are being set up by TRIFED at Jagdalpur in Chhattisgarh and Raigad in Maharashtra at a cost of approximately Rs.11 crore.
