

GOVERNMENT OF INDIA
(MINISTRY OF TRIBAL AFFAIRS)
LOK SABHA
UNSTARRED QUESTION NO. †2239

TO BE ANSWERED ON: 02.08.2021

TRIBAL PRODUCTS PROVIDED IN INTERNATIONAL MARKET

†2239. SHRI PARBHUBHAI NAGARBHAI VASAVA:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

the names of various schemes being run by the Ministry to promote tribal products and provide national and international markets access to tribal entrepreneurs including the details thereof?

ANSWER

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

The Ministry of Tribal Affairs provides funds to TRIFED for marketing of tribal products by empaneling tribal suppliers comprising of individual tribal artisans, tribal SHGs, Organisations / Agencies / NGOs working with tribals etc under the scheme 'Institutional Support for Marketing and Development of Tribal Products / Produce'. TRIFED is also engaged in direct sale of tribal products, including art & craft items through its network of Tribes India Showrooms, exhibitions, Aadi Mahotsav. Further marketing is done through online e-commerce portal developed by TRIFED and also online retailers like Amazon, Flipkart etc. The details of funds granted to TRIFED for the marketing activities during the last three years are as under:

(Rs. in crore)

Year	Funds released to TRIFED
2018-19	62.50
2019-20	118.50
2020-21	95.00
