

GOVERNMENT OF INDIA  
(MINISTRY OF TRIBAL AFFAIRS)  
**LOK SABHA**  
**UNSTARRED QUESTION NO. †3290**  
TO BE ANSWERED ON 09.08.2021

**TRIFED**

†3290. SHRI VISHNU DATT SHARMA:  
DR. ARVIND KUMAR SHARMA:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) whether efforts are being made by the Government to increase the sale of tribal craft and products and visibility and export thereof through Tribal Co-operative Marketing Development Federation of India (TRIFED);
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

**ANSWER**

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

(a): The Ministry of Tribal Affairs provides funds to Tribal Co-operative Marketing Development Federation of India (TRIFED) for marketing of tribal products by empaneling tribal suppliers comprising of individual tribal artisans, tribal Self Help Groups (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

(b) & (c): The following efforts have been made by TRIFED to increase sales of tribal craft and products:

(i) TRIFED has established a network of 141 Outlets including franchisee outlets located across the country as on 30.06.2021. During 2019-20, 1662 tribal suppliers were empaneled and procurement of Rs. 5167.83 lakhs worth of tribal products was made. During the financial year 2020-21, procurement for an amount of Rs. 1709 lakh was made and 2802 tribal artisans were empaneled.

(ii) Tribal Artisan Mela (TAM) are organized with a view to identify new artisans and new products at the sourcing level in States/Districts/Villages for expanding the tribal producers base. During financial year 2019-20, 21 TAMs were organized in different States, wherein 610 artisans participated and exhibited their crafts. For expansion of supplier base, suppliers' conference was organized at New Delhi in 2020-21 where about 250 tribal suppliers participated from across the country to finalise the supply orders for each Region. In 2020-21 24 virtual and three on ground TAMs were organized by TRIFED across the country.

(iii) During pandemic, TRIFED launched an e-market place [www.tribesindia.com](http://www.tribesindia.com) for tribal artisan/suppliers to sell their products.

(iv) TRIFED organises National Tribal Festival 'AadiMahotsav' – Festival of Craft, Culture, Cuisine and Commerce in all major cities across the country. The event comprises of display and sale of tribal art and craft, tribal medicine and tribal cuisine etc. Sixteen (16) such events were organized during the financial year 2019-20 in different parts of the country. These Aadi Mahotsavs resulted in providing direct benefit to 2733 Tribal artisans who participated in the events where combined sale was Rs.12.51 Crores and purchase orders worth Rs.12.50 Crores for the participating artisans. In August, 2019, a mega tribal event Aadi Mahotsav was organized at Leh – Ladak hwherein more than 200 tribal artisans from across the country participated and realized a sale of Rs. 34.92 Lakhs.

(v) During the month of the November, 2019, TRIFED also organized Aadi Mahotsav from 16th to 30 November, 2019 at Palika Park and DilliHaat, INA, New Delhi wherein 444 tribal artisans/cooks from across the country participated. The festival featured exhibition-cum-sale of tribal crafts and products through over 200 stalls. In the course of 15 days, Tribal Artisans transacted business worth Rs. 20 crores. Due to pandemic situation across the country, during the financial year 2020-21 TRIFED organized only one Aadi Mahotsav from 1<sup>st</sup> February to 15<sup>th</sup> February, 2021 at Dilli Haat INA, New Delhi wherein 1000 tribal artisans/cooks from across the country participated.

(vi) TRIFED has established its own E-commerce portal [www.tribesindia.com](http://www.tribesindia.com) and also present on all major e-commerce portals like Amazon, Snapdeal, Flipkart, Paytm, and Gem for promoting tribal crafts and products. As part of this initiative, TRIFED made sales of Rs. 71.50 lakhs in financial year 2019-20.

(vii) TRIFED has received inquiries from 18 Indian Missions/ embassies abroad for variety of products. TRIFED has already dispatched stocks amounting to Rs.8.34 lakhs to New York for International Yoga Day, Rs. 2.48 lakhs to Budapest Embassy Hungary, Rs. 3.34 lakhs to Embassy of Croatia and another order of Rs. 2.56 lakhs to India Consulate New York, USA.

(viii) A workshop on "Strategies for Promoting & Marketing of Tribal products" conducted on 14 February, 2020 bringing together various stakeholders including central Ministries, corporations, academia, industry associations, advertising consultants, designers, ecommerce groups like Snapdeal, Flipkart, etc. to revamp and expand the TribesIndia # GoTribal campaign.

(ix) "Go Tribal by TRIBES INDIA" was launched on 28.06.2019 to promote use of tribal handicrafts, handlooms and natural products.

(x) Van Dhan Vikas Karyakram, an initiative under the Scheme 'Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and Development of Value Chain for MFP', targets livelihood generation for tribals by harnessing the wealth of forest i.e. Van Dhan. Under this programme, tribal community owned Minor Forest Produce centric multi-purpose Kendras are set up through Tribal Cooperative Marketing Development Federation of India (TRIFED) in the districts with significant tribal population. The Kendras acts as common facility centres for procurement cum value addition to locally available Minor Forest Produce. Value addition of raw produce helps increasing the value of the MFP considerably and consequently the income of the gatherers. State-wise details of Van Dhan Vikas Kendras established in the country is given at **Annexure**.

## State-wise details of Van Dhan Vikas Kendras sanctioned along with beneficiary details

States	No. of Forest Gatherers benefitted	Amount Sanctioned (Rs. in lakhs)	No. of VDVks (consisting of 15 vandhan SHG in each VDVk) Sanctioned
Andhra Pradesh	77658	3882.9	263
Assam	37786	1920	128
Bihar	1630	81.5	8
Chhattisgarh	41700	2085	139
Dadra & Nagar Haveli and Daman & Diu	302	15	1
Goa	3000	150	10
Gujarat	34424	1721.2	116
Himachal Pradesh	262	13.1	1
Ladakh	3000	150	10
Jharkhand	11601	569.7	39
Karnataka	11448	572.4	39
Kerala	7732	385.25	28
Madhya Pradesh	32100	1605	107
Maharashtra	79350	3960	264
Manipur	60390	2996.8	200
Meghalaya	11835	584.1	39
Mizoram	46168	2306.55	159
Nagaland	61800	3090	206
Odisha	46807	2269.25	156
Rajasthan	57292	2832.2	189
Sikkim	23800	1169.05	80
Tamil Nadu	2100	105	7
Telangana	5100	255	17
Tripura	9039	436.95	32
Uttar Pradesh	7191	359.55	25
Uttarakhand	3605	179.95	12
Total	677120	33695.45	2275

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