

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO- 3963
TO BE ANSWERED ON- 28/03/2022

TRIBES INDIA AND TRI-FOOD

3963. DR. SANJEEV KUMAR SINGARI:

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 Tri-Food
- (b) if so, the details thereof, of such initiatives; and
- (c) the amounts spent on such marketing initiatives till date

ANSWER

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

(a) to (c): Ministry of Tribal Affairs through the Tribal Cooperative Marketing Development Federation of India (TRIFED) has tied up with e-commerce retailers namely; Amazon, Flipkart, Snapdeal ,Big Basket and GEM with a view to provide platforms to market the products produced by Scheduled Tribes. TRIFED has also its own e-commerce platforms i.e. tribesindia.com (for domestic market), tribesindia.org (for international market) for the purpose. During the current financial year 2021-22 , TRIFED has incurred an amount of Rs 52,65,202/- on such marketing initiatives.
