

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO- 5185
TO BE ANSWERED ON- 04/04/2022

TRIFED IN WEST BENGAL

5185. SHRI RAJU BISTA:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) the details of the projects undertaken under Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) and the number of retail outlets located in West Bengal;
- (b) whether any TRIFED outlet has been opened in Darjeeling and Kalimpong districts and if so, the details thereof; and
- (c) the details of agencies involved and number of beneficiaries under TRIFED in Darjeeling and Kalimpong districts?

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' in tribal dominated States/UTs including West Bengal. 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 lakh)		
Institution	2018-19	2019-20	2020-21
TRIFED	6250.00	11850.00	9500.00

(b): Currently there is no retail outlet in the district of Kalimpong. The details of retail outlets located in various Districts of West Bengal including Darjeeling under the brand name of “Tribes India” are as follows:

1. Tribes Shop - Darjeeling at Hayden Hall Institute, 42 Laden La Road, Darjeeling, West Bengal -734101.
2. Tribes Shop - Airport at NSCBI Airport Arrival Gate No 1(A)&1 (B), Kolkata-700052.
3. Tribes Shop - LIC at S N Banerjee Road esplanade Kolkata-700013.
4. Tribes Shop - EZCC at EZCC, Broadway Road, IB-Block, Sec-III, Salt Lake City, Kolkata-700106.

(c): The agencies empanelled with TRIFED, under Regional Office West Bengal from the district of Darjeeling and Kalimpong are listed below:

From Darjeeling District:

1. Agency Name: MIM Tea Estate, Andrew Yule & Company Limited (An undertaking of the Govt. of India)
Address: Sukhia Pokhri, Darjeeling.
Number of Tribal beneficiaries: 101
Empanelled since: Financial Year 2014-15

From Kalimpong District:

1. Artisan Name: Norden Tshering Lepcha
Address: Samdong-II, Kashyog, Block Algarah, District- Kalimpong.
Number of Tribal beneficiaries: 1
Empanelled since: Financial Year 2019-20
