

GOVERNMENT OF INDIA
(MINISTRY OF TRIBAL AFFAIRS)
LOK SABHA
UNSTARRED QUESTION NO- 1174
TO BE ANSWERED ON- 25/07/2022

NSTFDC

1174 SHRI CHANDRA SEKHAR SAHU:
DR. PRITAM GOPINATHRAO MUNDE:
SHRI RAHUL RAMESH SHEWALE:
SHRI GIRISH BHALCHANDRA BAPAT:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

(a) the details of eligibility criteria for an institution to get selected for marketing support assistance scheme by National Scheduled Tribes Finance & Development Corporation (NSTFDC);

(b) the number of Institutions that have been selected and received financial support under the marketing support scheme by NSTFDC during 2021-2022 and the funds spent on the scheme;

(c) whether any efforts have been undertaken by the Government to market unique local products such as tribal handicrafts, apparel, forest products through TRIFED India recently; and

(d) if so, the details thereof and the number of institutions benefitted?

ANSWER

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

(a): In accordance with the prevailing guidelines of National Scheduled Tribes Finance & Development Corporation (NSTFDC), the eligibility criteria to avail financial assistance including Marketing Support Assistance is that the institution should be the Central/ State/ UT owned organizations/ National level federations and having an agreement with NSTFDC. The concessional loan provided by NSTFDC are meant for the ultimate beneficiaries who are Scheduled Tribes, Self Help Groups and Cooperative Societies having minimum 80% or more Scheduled Tribes members and fulfilling the income eligibility criteria.

(b): During 2021-22, NSTDC extended Marketing Support/ Working Capital Finance of ₹ 2.23 crore through NABKisan Finance Ltd, a subsidiary of NABARD.

(c) & (d): Ministry of Tribal Affairs is implementing the following two schemes (which have now become sub-components of the Pradhan Mantri Janjatiya Vikas Mission

(PMJVM) for socio-economic development of tribal communities across the country through TRIFED as the Nodal Implementing Agency):-

1. Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and development of Value Chain for MFP.
2. Institutional Support for Development and Marketing of Tribal Products/Produce.

Under the scheme of Institutional Support for Development and Marketing of Tribal Products/Produce , TRIFED has established a network of 119 Outlets (i.e. 98 own Sales outlets, 14 outlets on consignment sale and 7 franchisee outlets) located across the country through which unique tribal products like handicrafts, handlooms, apparel, forest product/produces etc. of different regions of the country are showcased and sold with the objective to provide a national exposure/popularity for tribal products.

Products made by tribals artisans (grower and collectors) are also promoted for sale and are available online i.e. www.tribesindia.com and other online platforms such as Amazon, Sanpdeal, Flipkart, Paytm and GeM in order to ensure that tribal products reach customers who are out of reach of retail outlets across the country.

In addition to above, participation of Tribal Artisan/suppliers is ensured through exhibition, melas etc. to ensure wider marketing and advertisement of tribal products.

Benefits of above marketing operations are reaching to 2282 nos. of suppliers, of tribal products by tribal producers, who are empanelled with TRIFED which are of many categories like individuals, NGOs, SHGs, Coop. Societies including Governments Organisations working with tribals for this purpose.
