

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO- 2951
TO BE ANSWERED ON- 12/12/2024

PROMOTION OF TRIBAL PRODUCE

2951. SHRI SUKANTA KUMAR PANIGRAHI:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

(a) whether the Government has taken any steps to promote the sale and marketing of tribal produce in the country, particularly for Odisha, especially for Kandhamal Parliamentary Constituency and if so, the details thereof;

(b) whether the Government has taken any recent initiatives to enhance the value chain of tribal products including organic and handicraft items ensuring fair pricing and market access for tribal communities and if so, the details thereof;

(c) the measures being implemented to ensure the involvement of tribal artisans and producers in national and international markets for their products;

(d) whether the Government is encouraging collaboration between tribal producers and Non-Governmental organizations (NGOs) or corporate partners to enhance the reach of tribal produce and if so, the details thereof; and

(e) the impact of these efforts on the livelihood and socio-economic status of tribal communities of Odisha?

ANSWER

MINISTER OF STATE FOR TRIBAL AFFAIRS
(SHRI DURGADAS UIKEY)

(a) to (c): The Ministry of Tribal Affairs through its agency namely Tribal Co-operative Marketing Development Federation of India (TRIFED) is implementing the scheme 'Pradhan Mantri Janjatiya Vikas Mission' (PMJVM) wherein TRIFED provides backward linkages through empanelment of tribal artisans / suppliers for procurement of tribal products including organic & handicraft items and forward linkages through sale of these products in the market through its '*Tribes India*' outlets and e-commerce portal '*tribesindia.com*' apart from other e-marketing channels like Amazon.com, Flipkart.com, Paytm, Snapdeal.com and GeM. So far, TRIFED has empaneled 4990 tribal artisans / suppliers for this purpose. The details of procurement and sale made by TRIFED from tribal communities during the last three years are given below:

S. No.	Year	Procurement (Rs in Lakhs)	Sale (Rs in Lakhs)
1	2021-2022	2900.33	4342.32
2	2022-2023	1520.31	3574.09
3	2023-2024	1804.16	3607.22

In addition, TRIFED also organizes and participates in national and international festivals, melas etc. to provide platforms to the tribal artisans to showcase their products and connect them to the potential buyers giving thereby an opportunity to enhance their entrepreneurship activities.

(d) to (e): Under PMJVM scheme the Ministry also provides funds to TRIFED for establishment of Van Dhan Vikas Kendra (VDVKs) for value addition activities of Minor Forest Products (MFPs) & non-MFPs. So far, 173 VDVKs amounting to Rs. 2479.25 lakhs impacting about 50,000 tribal beneficiaries have been sanctioned in the State of Odisha. A VDVK from Kandhamal Parliamentary constituency of Odisha has partnered with a corporate agency to supply turmeric from the region.
