

GOVERNMENT OF INDIA  
MINISTRY OF TRIBAL AFFAIRS  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 2332**  
TO BE ANSWERED ON: 13.03.2025

**PROMOTION OF TRIBAL PRODUCTS**

†2332. DR. RANI SRIKUMAR:

DR. PRASHANT YADAORAO PADOLE:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) whether the Government has taken specific measures to promote tribal products like honey and handicrafts from Nilgiris district, paddy (rice-based products) from Bhandara district and lac from Gondia district under initiatives like the One District One Product (ODOP) scheme and Tribal Cooperative Marketing Development Federation of India (TRIFED) and if so, the details thereof;
- (b) the details of funds allocated, disbursed and utilized for marketing and capacity- building initiatives for the said products during the last three years;
- (c) the number of tribal artisans, honey producers, farmers and lac producers from the said districts who have directly benefitted from these initiatives, disaggregated by gender and tribal group;
- (d) the steps taken to ensure sustainable harvesting practices and biodiversity conservation while promoting honey and handicraft production; and
- (e) whether the Government has any plans to expand the market reach of these products through e-commerce platforms and if so, the timeline drawn and strategy proposed in this regard?

**ANSWER**

MINISTER OF STATE FOR TRIBAL AFFAIRS  
(SHRI DURGADAS UIKEY)

(a) to (d) Tribal Cooperative Marketing Development Federation of India Ltd. (TRIFED) is the implementing “Pradhan Mantri Janjatiya Vikas Mission” (PMJVM) scheme of Ministry of Tribal Affairs for socio-economic development of tribal communities across the country. Under the scheme, empanelment of tribal artisan and procurement of various tribal products from them is a core activity for generating livelihood opportunities for tribal communities. To achieve the same, TRIFED undertakes retail marketing of tribal products through TRIBES India Outlets, E-Commerce & Exhibitions. The details of tribal artisans empanelled with TRIFED from Nilgiris, Bhandara and Gondia Districts are as under:

Sl. No.	State	District	No. of Empanelled Suppliers/ Producers	No. of Tribal families associated	Products
1	Tamil Nadu	Nilgiris	7	64	Handicraft items like Coaster, Wall Hanging, Key Chain, Bag, Purse, Pouch, Stole, Shawl, Muffler, Cushion Cover, Table Mat, Runner, Face Mask, Cup, Jar, Plates, Vase, Cap, Woolen Shirts, etc.
2	Maharashtra	Bhandara	7	821	Agarbatti, Saree, Stole, Turmeric, Kurta, Shirt, Tassar Silk Product, Stole, Suit, Duppatta etc.
3	Maharashtra	Gondia	6	1202	Sun Mask, Candle Stand, Mahua Laddu, Arjun Sal, Mahua Rab, Agarbatti, Tamarind, lac products etc.

Besides, under the Van Dhan Vikas Kendra component of PMJVM scheme, 6 VDVKs with 628 members in Nilgiris district, 4 VDVKs with 1,200 members in Bhandara district, and 10 VDVKs with 3,000 members in Gondia district have been sanctioned. A total of Rs 241.4 lakhs have been sanctioned for these 20 VDVKs in aforesaid districts of Tamil Nadu and Maharashtra respectively to support livelihood activities.

(e) TRIFED has been promoting tribal products through its in-house domestic and international e-commerce websites. TRIFED has integrated its in-house brand, Tribes India, into the Open Network for Digital Commerce (ONDC). Through buyer apps of ONDC these products are available for purchase to consumers. Besides, for expanding market reach of these products, TRIFED also plans to list these products on esteemed online marketplaces.

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