

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
LOK SABHA
UNSTARRED QUESTION No. 2391
TO BE ANSWERED ON: 13.03.2025

EMPOWERING MARGINALIZED TRIBAL COMMUNITIES

2391. SMT. SMITA UDAY WAGH:

SHRI GAJENDRA SINGH PATEL:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) the specific measures being taken to ensure that the benefits of partnerships with entities/entrepreneurs reach the most marginalized tribal communities, particularly in Maharashtra and Madhya Pradesh;
- (b) whether any financial or logistical support would be provided to tribal artisans to help them expand their businesses on e-commerce platforms and if so, the details thereof; and
- (c) whether the Government is considering expanding such collaborations with other rural development institutions to further promote self-reliance among tribal communities in the country including Maharashtra and Madhya Pradesh and if so, the details thereof?

ANSWER

MINISTER OF STATE FOR TRIBAL AFFAIRS
(SHRI DURGADAS UIKEY)

(a) to (c) 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 including Maharashtra & Madhya Pradesh. Under the scheme of Institutional Support for Development and Marketing of Tribal Products/Produce empanelment of tribal artisan and procurement of various tribal products from them is the core initiatives for generating livelihood opportunities for tribal communities. As part of achieving the above core initiative, TRIFED undertakes retail marketing of tribal products through TRIBES India Outlets, E-Commerce & Exhibitions. Partnerships with various organisations may expand the reach of tribal products by prioritizing their inclusion in production clusters, providing direct market access and implementing fair pricing mechanisms.

Besides, under the scheme of Pradhan Mantri Janjatiya Adivasi Nyay Maha Abhiyan (PM JANMAN), TRIFED has sanctioned 506 Particularly Vulnerable Tribal Groups (PVTG) Van Dhan Vikas Kendras (VDVKs) in various states including Maharashtra & Madhya Pradesh across the country to promote socio-economic upliftment of marginalized PVTGs.

TRIFED has facilitated onboarding of more than 13,000 products made by tribal artisans/producers on ecommerce platforms.
