

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
LOK SABHA
UNSTARRED QUESTION No. 2415
TO BE ANSWERED ON: 13.03.2025

MOU BETWEEN TRIFED AND TEA TRUNK

2415. DR. VINOD KUMAR BIND:

SHRI RADHESHYAM RATHIYA:

SHRI PRATAP CHANDRA SARANGI:

SHRI NABA CHARAN MAJHI:

SHRI GODAM NAGESH:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) the manner in which the TRIFED-Tea Trunk MoU specifically contributes in expanding the market outreach of tribal products;
- (b) the details of expected economic benefits from the MoU for tribal artisans;
- (c) whether TRIFED and Tea Trunk explore digital and e-commerce platforms to maximize the reach of tribal products; and
- (d) if so, the details thereof?

ANSWER

MINISTER OF STATE FOR TRIBAL AFFAIRS
(SHRI DURGADAS UIKEY)

(a) to (d) The MoU between TRIFED and Tea Trunk was signed on 17.02.2025 with the objective to expand market access for tribal artisans and improve income by integrating tribal products into Tea Trunk's retail and online platform. The collaboration aims to enhance visibility of tribal products in premium markets, attracting a wider customer base, while improving branding, packaging and quality standards. The partnership may also streamline supply chains reducing costs and maximizing economic benefits for artisans.
