

GOVERNMENT OF INDIA  
MINISTRY OF TRIBAL AFFAIRS  
**LOK SABHA**  
**UNSTARRED QUESTION No. 3261**  
TO BE ANSWERED ON: 20.03.2025

**STRATEGIC PARTNERSHIP BETWEEN TRIFED AND OTHER INSTITUTIONS**

†3261. SHRI RADHESHYAM RATHIYA:  
SMT. MAHIMA KUMARI MEWAR:  
SHRI DAMODAR AGRAWAL:  
SMT. HIMADRI SINGH:  
DR. MANNA LAL RAWAT:  
SMT. SMITA UDAY WAGH:  
SHRI NABA CHARAN MAJHI:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) the details of the institutes with which the Tribal Co-operative Marketing Development Federation of India (TRIFED) has entered into collaboration to encourage tribal entrepreneurs and if so, the details thereof;
- (b) the specific performance indicators set to measure the skill development of tribal artisans under the partnership between TRIFED and Rooftop;
- (c) whether regular audits are proposed to be conducted to assess/ensure the effective implementation and outcomes of this Memorandum of Understanding (MoU) and if so, the details thereof;
- (d) the steps taken to ensure that the benefits of this initiative reach the most marginalized tribal artisans, including Particularly Vulnerable Tribal Groups (PVTGs);
- (e) whether TRIFED has developed any accountability measures to monitor that the tribal artisans are deriving tangible economic benefits from this initiative in terms of skill development, employment generation and market expansion in the country including Jalgaon, Maharashtra and if so, the details thereof;
- (f) the number of tribal artisans likely to be benefitted from this collaboration and the projected impact on their income and livelihood opportunities; and
- (g) whether the Government proposes to scale up similar partnerships with other organizations to further enhance the market reach of tribal products and if so, the details thereof?

**ANSWER**

MINISTER OF STATE FOR TRIBAL AFFAIRS  
(SHRI DURGADAS UIKEY)

- (a) TRIFED has entered into collaboration with organisations like Tea Trunk, National Education Society for Tribal Students (NESTS), Mahatma Gandhi Institute of Rural Industrialization (MGIRI), Meesho, Indian Federation of Culinary Association (IFCA), TORAJAMELO Indonesia, Andhra Pradesh Girijan Cooperative

Corporation Ltd (APGCC), Hindustan Computers Limited (HCL) Foundation, Reliance Retail, Himachal Pradesh Horticultural Produce Marketing and Processing Corporation Limited (HPMC), National Institute of Fashion Technology (NIFT), Rooftop etc to encourage tribal entrepreneurship.

(b) to (f) The MoUs, including with Rooftop have been signed in February, 2025 to support the tribal artisans with following main objectives:

- i. Improving product designs.
- ii. Infusion of technology.
- iii. Enhancement of market access.

These MoUs aim to strengthen and spread the tribal products and promoting their culture in various parts of the country including Jalgaon, Maharashtra. These collaborations aim to provide wider market access through their online and offline platforms and assist in sustainable livelihoods to all sections including PVTGs. The initiatives will drive entrepreneurship, skill development, and global recognition of tribal craftsmanship.

(g) On receipt of specific proposals, TRIFED may scale up similar partnerships with other organizations to further enhance the market reach of tribal products.

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