

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
LOK SABHA
UNSTARRED QUESTION No. 3427
TO BE ANSWERED ON: 20.03.2025

MOU SIGNED BETWEEN TRIFED AND TEA TRUNK

3427. SHRI BIPLAB KUMAR DEB:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) the manner in which TRIFED-Tea Trunk Memorandum of Understanding (MoU) specifically contributes to expanding the market outreach of tribal products, especially in Tripura;
- (b) the expected economic benefits from the MoU for tribal artisans;
- (c) whether TRIFED and Tea Trunk are exploring digital and e-commerce platforms to maximize the reach of tribal products from Tripura; 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 signed in February, 2025 with the objective to expand market access across the country including Tripura for tribal artisans and to improve their income by integrating tribal products into Tea Trunk's retail and online platform. The collaborations aim to enhance product 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.
