

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
LOK SABHA
UNSTARRED QUESTION No. 5373
TO BE ANSWERED ON: 03.04.2025

PROMOTION OF TRIBAL HANDICRAFTS

5373. DR. M P ABDUSSAMAD SAMADANI:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) whether the Government is taking special initiatives to promote the commercial viability of tribal handicrafts in the country;
- (b) if so, the details thereof along with the financial assistance, skill development programmes and marketing support extended to tribal artisans;
- (c) whether the Government has collaborated with e-commerce platforms and international markets to enhance the reach of tribal handicrafts and if so, the details thereof;
- (d) the total funds allocated and utilized for promotion of tribal handicrafts during the last five years; and
- (e) the steps taken to ensure that middlemen do not exploit tribal artisans and they receive fair prices for their products?

ANSWER

MINISTER OF STATE FOR TRIBAL AFFAIRS
(SHRI DURGADAS UIKEY)

(a) to (e) 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 PMJVM, empanelment of tribal artisans and procurement of various tribal products from them is the core initiative for generating livelihood opportunities.

As part of achieving the above core initiative, TRIFED undertakes retail marketing of tribal products through TRIBES India Outlets, E-Commerce & Exhibitions. TRIFED has integrated its in-house brand, Tribes India, into the Open Network for Digital Commerce (ONDC) and through buyer apps of ONDC, the tribal products are available for purchase by consumers. Besides, for expanding market reach of these products TRIFED plans to list these products on online marketplaces.

Additionally, under the scheme of PMJVM, financial assistance up to Rs. 15 lakhs is provided to State Implementing Agencies for training, value addition of MFP, farm, and non-farm products and produces. This equips tribal communities associated with VDVks with the necessary skills to engage in value-addition activities and generate sales, supporting their livelihood and fostering self-reliance.
