

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
LOK SABHA
UNSTARRED QUESTION No. †4396
TO BE ANSWERED ON: 19th MARCH, 2026

Tribal Entrepreneurship through NSTFDC

†4396. Shri Dhairyasheel Sambhajirao Mane:

Shri Chavan Ravindra Vasantao:

Shri Captain Brijesh Chowta:

Shri P C Mohan:

Shri Sudheer Gupta:

Shri Bhojraj Nag:

Dr. Manna Lal Rawat:

Shri Lavu Sri Krishna Devarayalu:

Shri Damodar Agrawal:

Shri Madhavaneni Raghunandan Rao:

Dr. Hemant Vishnu Savara:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

(a) the number of tribal entrepreneurs supported through the National Scheduled Tribes Finance and Development Corporation (NSTFDC) with concessional credit for start-ups during 2025–26, State-wise and district-wise;

(b) the present status of “Adi Mahotsav” organized by Tribal Cooperative Marketing Development Federation of India (TRIFED) and its transition into a year-round e-commerce model through TRIFED on platforms such as ONDC and GeM, including participation of tribal artisans and Self-Help Groups, State and district-wise;

(c) the initiatives taken to promote “Tribal Tourism” particularly Homestays in the North-East, Central India and also Rajasthan, Andhra Pradesh and Chhattisgarh to provide/ensure sustainable livelihoods while preserving cultural heritage; and

(d) the measures undertaken to strengthen marketing linkages, digital onboarding and capacity building of tribal producers to ensure sustained income generation under these initiatives?

ANSWER

MINISTER OF STATE (TRIBAL AFFAIRS)
(SHRI DURGADAS UIKEY)

(a): National Scheduled Tribes Finance & Development Corporation (NSTFDC), a Central Public Sector Enterprise (CPSE) under Ministry of Tribal Affairs, provides concessional loans to the eligible Scheduled Tribe persons for undertaking income generation, self-employment and livelihood activities. The loan assistance is given under its various schemes like Term Loan Scheme, Adivasi Mahila Sashaktikaran Yojana (AMSY), Micro Credit Scheme for Self Help

Groups (MCF) and Adivasi Shiksha Rrinn Yojana (ASRY). The detail of funds released and number of beneficiaries assisted under various schemes of NSTFDC during the current year up to 13.03.2026 is given below:

(₹ in lakh)

Sl. No.	Name of the State	Amount	No. of beneficiaries
1	Andhra Pradesh	5.00	750
2	Assam	5.00	341
3	Chhattisgarh	784.31	3439
4	Gujarat	2335.64	7831
5	Himachal Pradesh	232.03	549
6	Jammu & Kashmir	1522.60	476
7	Jharkhand	897.53	997
8	Karnataka	10.00	390
9	Kerala	481.18	718
10	Ladakh	779.41	86
11	Madhya Pradesh	1872.10	1522
12	Maharashtra	2032.77	1607
13	Manipur	22.70	20
14	Meghalaya	433.09	1474
15	Mizoram	4175.70	1487
16	Odisha	153.00	7524
17	Tamil Nadu	928.84	6183
18	Telangana	5450.05	16773
19	Tripura	615.47	356
20	Uttarakhand	50.44	9
21	West Bengal	1343.52	4412
	Total	24130.38	56944

(b): Under Pradhan Mantri Janjatiya Vikas Mission (PMJVM), Tribal Cooperative Marketing Development Federation of India (TRIFED) organizes promotional events like Adi Mahotsav to provide tribal artisans a platform to directly sell their products, interact with customers and showcase tribal culture, cuisine and heritage. During the current financial year (till February 2026), two Aadi Mahotsavs have been organized. The details of Aadi Mahotsavs organized during last 3 years is given below:

Sl. No	Year	No. of Aadi Mahotsav Organised	Places
1	2022-2023	2	Indore (15-27 November, 2022) & Delhi 16-27 February, 2023)
2	2023-2024	4	Rourkela (7-16 April, 2023), Ahmedabad (24 October- 03 November,2023), Jamshedpur (7-20 October,2023) & Delhi (10-18 February, 2024)
3	2024-2025	5	Ahmedabad (13-20 October,2024), Chennai (15-24 November,2024), Jaipur (29 November – 08 December,2024), Bhopal (20-30 December,2024 & Delhi (16-24 February, 2025)

To promote year-round marketing beyond physical events, TRIFED has strengthened its digital outreach through its e-commerce platform www.tribesindia.com, which was relaunched on 10th June, 2025 with improved user experience for domestic and international customers. At present, around 6,000 products are available on the platform. Further, 1,339 tribal products have been onboarded on the Open Network for Digital Commerce (ONDC) to expand online market access.

(c): Hon'ble Prime Minister launched Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DAJGUA) on 2nd October, 2024. The Abhiyan comprises of 25 interventions implemented by 17-line Ministries. One such intervention under DAJGUA implemented by the Ministry of Tourism is the Tribal Home Stays under Swadesh Darshan scheme. Under this scheme, 1000 Tribal Home Stays will be supported with up to Rs 5 lakh per unit for new construction, up to Rs 3 lakhs for renovation and Rs 5 lakh for village community requirement in 30 states/UTs across India including North-Eastern and Central India, Rajasthan, Andhra Pradesh and Chhattisgarh.

(d): Under PMJVM, TRIFED undertakes various initiatives to strengthen marketing linkages and promote tribal products through physical outlets, exhibitions and digital platforms. Tribal artisans, Self Help Groups and producers are being onboarded on e-commerce platforms including ONDC and Tribes India to enhance market access. Capacity building is also undertaken through training programmes for members of Van Dhan Vikas Kendras (VDVKs) on value addition, product development, packaging and branding to support sustained income generation for tribal producers.
