

GOVERNMENT OF INDIA  
(MINISTRY OF TRIBAL AFFAIRS)  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 1252**  
To BE ANSWERED ON 25.07.2016

**PROMOTION OF TRIBAL CULTURE**

1252. SHRI MAHEISH GIRRI:  
SHRIMATI MEENAKASHI LEKHI:

Will the Minister of TRIBAL AFFAIRS be pleased to state:-

- (a) whether the Government is aware of the share of traditional tribal art and craft in the domestic market as well as abroad, if so, the details thereof;
- (b) the details of exhibitions/festivals organised by the Government to showcase and promote traditional tribal heritage and culture in the country as well as abroad during each of the last three years and the current year, State/UT-wise and country-wise;
- (c) the other steps taken/being taken by the Government to preserve and promote cultural heritage, tribal art, facts, literature etc. of tribals in the country;
- (d) whether the Government intends to organise tribal cultural festivals in other parts of the country apart from Delhi; and
- (e) if so, the details thereof and if not, the reasons therefor?

**ANSWER**

MINISTER OF STATE IN THE MINISTRY OF TRIBAL AFFAIRS  
(SHRI JASWANTSINH SUMANBHAI BHABHOR)

(a) Traditional art and craft has created a niche in the domestic market as well as abroad. Under Ministry of Tribal Affairs, Tribal Cooperative Marketing Development Federation of India Ltd.(TRIFED) is providing marketing support to tribal products through its network of showrooms known as TRIBES INDIA.

(b) TRIFED has been organizing and participating in exhibitions like Aadishilps, Aadichitra, Octava etc. for promoting and marketing of tribal products art and crafts within the country and abroad.

Besides this, during the year 2015, a National Festival namely VANAJ was organized from 13<sup>th</sup> to 18<sup>th</sup> February 2015 in New Delhi to showcase tribal art, craft, food, literature, medicines and also display and sale of tribal arts and craft. More than 900 participants from various States participated in this event.

The details of exhibition/festival organized by the Government to showcase and promote traditional heritage and culture in the country as well as abroad during each of the last three years and current year, State/UT wise and country-wise is given at Annex-I.

(c) The Ministry extends financial assistance to Tribal Cooperative Marketing Development Federation of India Ltd.(TRIFED) for organizing Tribal Artisan Mela(TAM), Aadishilp and Aadichitra to showcase various tribal art forms at National Level. Besides this, the Ministry of Tribal Affairs extends financial assistance to Tribal Research Institutes(TRIs) set by the State Government/Union Territories under the Scheme of “Grant-in-aid to TRI” with the aim to preserve and promote Tribal culture, heritage, arts and crafts through Research and Documentation. Under the scheme, funds are provided to TRIs to organize ‘Exchange visits’ for the Tribal to visit other parts of the State/Country with the objective of getting wider perspective of culture and traditions. In addition, TRIs also organize ‘Tribal Festivals’ for the preservation, promotion and dissemination of tribal art and culture and traditional sports events.

(d)&(e) Details of tribal cultural festivals which TRIFED intends to organize in other part of country apart from Delhi as also participate therein are at Annex-II.

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**ANNEX-I**

**Information in reply to part(b) of Lok Sabha Unstarred Question No.1252 for 25.07.2016 by Shri Maheish Girri and Shrimati Meenakashi Lekhi regarding ‘Promotion of Tribal Culture’.**

**“Aadishilp”**– The details of Aadishilp exhibition organized are given below:

<b>Year</b>	<b>No. of Aadishilp organised</b>	<b>Places</b>	<b>No. of artisans participated</b>
2013-14	2	Delhi and Bhopal (Madhya Pradesh)	100
2014-15	3	Delhi, Lucknow (UP) and Bhopal (Madhya Pradesh)	134
2015-16	3	Delhi, Lucknow (UP) and Bhopal (Madhya Pradesh)	131
2016-17 (as on 15.07.2016)	1	Dharamshala (Himachal Pradesh)	07

**“Aadichitra”**–The details of Aadichitra exhibition organized are given below:

<b>Year</b>	<b>No. of Aadichitra</b>	<b>Place</b>
2013-14	17	Bangalore (Karnataka), Goa, Chennai (Tamil Nadu), Mumbai-2 nos (Maharashtra), Darjeeling (West Bengal), Dehradun (Uttarakhand), Indore (Madhya Pradesh), Hyderabad- 2 nos (Andhra Pradesh), Jaipur (Rajasthan), Delhi-2 nos, Pune (Maharashtra), Vadodra (Gujarat), Ahmedabad (Gujarat) and Kolkota (West Bengal).
2014-15	14	Delhi (2), Bangalore (Karnataka), Darjeeling (West Bengal), Nagpur (Maharashtra), Ahmedabad (Gujarat), Bhubaneswar (Odisha), Surat (Gujarat), Pune (Maharashtra), Chennai (Tamil Nadu), Hyderabad (Andhra Pradesh), Chandigarh, Coimbatore (Tamilnadu) and Mumbai (Maharashtra).
2015-16	9	Bangalore (Karnataka), Hyderabad (Telangana), Darjeeling (West Bengal), Delhi, Chennai (Tamil Nadu), Pune (Maharashtra), Vishakhapatnam (Andhra Pradesh), Chandigarh and Mumbai (Maharashtra).

**OCTAVE:** a dance festival of North Eastern Region. The details of events participated are given below:

<b>Year</b>	<b>No. of Octave</b>	<b>Place</b>	<b>No. of Artisans Participated</b>
2013-14	1	Mumbai, Maharashtra	50
2014-15	1	Panaji, Goa	60
2015-16	1	Vadodara, Gujarat	60

During the year 2015-16, a National Festival namely VANAJ was also organised from 13<sup>th</sup> to 18<sup>th</sup> February, 2015 in New Delhi to showcase tribal art, craft, food, literature, medicines and display and sale of tribal arts and craft.

- TRIFED participates in various exhibitions all over the country for marketing and promotion tribal products. TRIFED participating more than 80 exhibitions every year across country.
- TRIFED participates in international exhibitions/trade fairs through Export Promotion Council for Handicrafts (EPCH) and India Trade Promotion Organisation (ITPO) in various countries for display and sale of tribal products sourced from tribal artisans. The details of International Exhibitions participated by TRIFED during last three years is given below:

Sl. No.	Financial Year	Name of International Exhibition/Country
1	2012-13	AFL ArtigianoInfiera, Milan, Italy
2	-do-	International Spring Fair 2013, Birmingham, UK
3	2013-14	Import Shop Berlin, Germany
4	-do-	AFL ArtigianoInfiera, Milan, Italy
5	2015-16	AFL ArtigianoInfiera, Milan, Italy

**Information in reply to parts (d) and (e) of Lok Sabha Unstarred Question No.1252 for 25.07.2016 by Shri Maheish Girri and Shrimati Meenakashi Lekhi regarding “Promotion of Tribal Culture”.**

TRIFED intends to organise and/ participate in following exhibitions in the current financial year for marketing and promotion of tribal products:

- (i) **Aadishilp:** 5 more Aadishilp exhibitions are planned to be organized at Delhi, Bhopal (Madhya Pradesh), Lucknow (U.P), Allahabad (U.P)/ Dehradun (Uttarakhand) and Bangalore (Karnataka)/ Chennai (Tamil Nadu).
- (ii) **Aadichitra:** 10 Aadichitra exhibitions are planned to be organized at Ahmedabad (Gujarat), Bangalore (Karnataka), Chennai (Tamil Nadu)/ Goa, Delhi NCR, Pune, Mumbai (Maharashtra), Darjeeling (West Bengal), Hyderabad or Vijayavada or Amarawathi (A.P), Jaipur (Rajasthan) and Chandigarh or Kullu (H.P) or Shimla (H.P).
- (iii) **Octave** is planned to be organized at Ajmer (Rajasthan) in the month of September, 2016.