

Promotion of tribal culture and tribal product

1752. SHRI C.M. RAMESH: Will the Minister of CULTURE be pleased to state:

(a) the details of steps taken by Government to promote tribal culture, tribal products in the country, exports made during the last three years; and

(b) the number of Exhibitions that have been organised across the country to promote tribal products in the country, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF CULTURE (SHRI PRAHALAD SINGH PATEL): (a) To protect, preserve and promote various forms of folk art and culture including tribal culture throughout the country, the Government of India has set up seven Zonal Cultural Centres (ZCCs) with headquarters at Patiala, Nagpur, Udaipur, Prayagraj, Kolkata, Dimapur and Thanjavur.

These ZCCs organize various cultural activities and programmes wherein artists from tribal regions are engaged to promote their culture in other regions of the country. Tribal products are also showcased during various Festivals/Mahotsavs viz. Rashtriya Sanskriti Mahotsavs, OCTAVE, Kumbh Mela, Aadi Mahotsavs, Shilpgram/Kalagram Melas, Orange City Craft Melas, Atulya Bharat organized by seven ZCCs. For this purpose, stalls are provided to tribal people to showcase their products.

Tribal Cooperative Marketing Development Federation of India (TRIFED) is a national-level apex organization functioning under the administrative control of Ministry of Tribal Affairs, Government of India which is the only body of the Government of India at the national level engaged in marketing and development of tribal products including art and craft items.

TRIFED has been implementing a Scheme namely “Institutional Support for Development and Marketing of Tribal Products/Produce” of the Ministry of Tribal Affairs to promote tribal products and culture of different tribal communities of the country.

TRIFED has initiated a concept of organizing Tribal Artisan Mela (TAM) at District/Tehsil level as an exercise to reach tribals located in the interior tribal areas and source of tribal art and craft directly from the tribal artisans/group of artisans. Under this initiative, TRIFED in association with State Government/Organisations invites Tribal Artisans to an exhibition area where they display their art and craft items.

TRIFED has also been marketing tribal products through its own shops called “TRIBES India” and through Franchise Outlets and outlets of the state emporia on consignment basis. Tribal products are also promoted in the country by TRIFED

through various publicity and advertisement measures like Press, Electronic, Digital and Social Media.

Details of exports of handicraft/artifacts made by the empanelled tribal artisans of TRIFED from various States during the last three (3) years are given below

Sl. No.	Year	Amount (₹ in lakhs)
1.	2016-17	0.00
2.	2017-18	0.00
3.	2018-19	4.20

(b) TRIFED has organized/participated in the following exhibitions across the country to promote tribal products, details of which are given as under:—

Aadi Mahotsav (a National Tribal Craft Expo):

Sl. No.	Year	Place
1.	2015-16	Delhi, Bhopal and Lucknow
2.	2016-17	Dharamshala, Allahabad, Bhopal and Delhi
3.	2017-18 (renamed as Aadi Mahotsav)	Delhi, Jaipur, Bhopal, Ranchi, Chandigarh and Guwahati
4.	2018-19	Ahmedabad, Hyderabad, Indore, Delhi, Jaipur, Bhopal, Prayagraj, Mumbai, Puducherry, Patna and Goa
5.	2019-20 (as on 30.06.2019)	Two at Ooty and Shimla

OCTAVE (a dance festival of North-Eastern Region):

Year	Places
2016-17	Ajmer and Bhilwara
2017-18	Madgaon, Goa
2018-19	Puri, Hyderabad, Nagpur and Delhi

100th anniversary of massacre of Jallianwala Bagh

1753. Shri Shwait Malik: Will the Minister of CULTURE be please to state:

(a) the details of developments projects that have been sanctioned to mark the 100th anniversary of massacre at Jallianwala Bagh;