

GOVERNMENT OF INDIA
(MINISTRY OF TRIBAL AFFAIRS)
RAJYA SABHA
UNSTARRED QUESTION NO. #1254
TO BE ANSWERED ON: 11.02.2021

PARTNERSHIP BETWEEN TRIFED AND DIVINITI

1254 # MS. SAROJ PANDEY:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

(a) whether it is a fact that an agreement has been made between Tribal Co-operative Marketing Development Federation of India (TRIFED) and Shree Swarnam Divine Products Private Limited (DIVINITY) for the empowerment of tribals, if so the details thereof;

b) whether income of tribals would be increased from the said agreement and the manner in which this agreement would prove useful for the tribals; and

c) whether this agreement would develop the skills of tribals and the extent to which this agreement would prove to be helpful in the livelihood of tribals?

ANSWER

MINISTER OF STATE FOR TRIBAL AFFAIRS
(SMT. RENUKA SINGH SARUTA)

(a) to (c): Yes, sir. Tribal Cooperative Marketing Development Federation of India (TRIFED) has signed a Memorandum of Understanding (MoU) with Shree Swarnam Divine Products Private Limited (DIVINITY) to promote tribal products and to develop the skill of tribal artisans. The MoU envisages to appoint DIVINITI as a Franchise to help curate, design and add value to the existing products being marketed by TRIFED primarily for corporate gifting. DIVINITY has exclusive tie-ups with various corporates and sectors like automobiles etc, which could provide new avenues for the market to tribal products which in turn would benefit the tribal artisans and producers. The agreement with DIVINITY would also be helpful for enhancement of skills of the tribal artisans thereby creating opportunities for income generation.
