

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
RAJYA SABHA
STARRED QUESTION NO- *270
TO BE ANSWERED ON- 22/12/2021

PROMOTION OF TRIBAL GOODS AS A PART OF THE VOCAL FOR LOCAL CAMPAIGN

*270. SHRI SUJEET KUMAR:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) the steps undertaken by Government to promote tribal goods as a part of the Vocal for Local campaign to expand their market;
- (b) whether any awareness campaigns have been organized by the Ministry to provide knowledge of tradable tribal goods to the tribal communities of various States so far, in this financial year; and
- (c) whether any financial aid is being provided by Government to the tribal communities of Odisha to encourage production and collection of tribal goods so far, since the COVID-19 outbreak?

ANSWER

MINISTER OF TRIBAL AFFAIRS
(SHRI ARJUN MUNDA)

- (a) to (c): A Statement is laid down on the Table of the House.

Statement referred to in reply to parts (a) to (c) of Rajya Sabha Starred Question No. *270 for answer on 22.12.2021 tabled by Shri Sujeet Kumar regarding ‘Promotion of tribal goods as a part of the vocal for Local Campaign’.

(a) & (b): The Ministry of Tribal Affairs has been implementing the scheme of “Institutional Support for Development and Marketing of Tribal Products/Produce” through Tribal Co-Operative Marketing Development Federation of India (TRIFED). Under the scheme, efforts are made to support marketing and development of tribal products including promotion of Vocal for Local including training and skill up-gradation regarding creation of supply chain etc. Details of steps taken in this regard are given below:

- i. TRIFED provides marketing platform for tribal products through its network of 145 Outlets i.e. 97 own Sales outlets, 33 outlets on consignment sale and 15 franchised outlets located across the country as on 30.10.2021.
- ii. Ministry provides funds to TRIFED and State Governments for marketing of tribal products by empaneling tribal suppliers consisting of individual tribal artisans, tribal SHGs, Organisations/Agencies/NGOs working with tribals. Total number of suppliers/producers empaneled with TRIFED as on 31.10.2021 is 2915.
- iii. TRIFED also organizes Tribal Artisan Mela (TAM) at District/Tehsil level as an exercise to reach tribals located in interior tribal areas and source tribal art and craft directly from them. Through this initiative, Tribal Artisans are invited to an exhibition area where they display their art and craft items.
- iv. TRIFED organizes National Tribal Festival ‘Aadi Mahotsav’—Festival of Craft, Culture, Cuisine and Commerce in all major cities across the country. The event incorporates display and sale of tribal art and craft, tribal medicine & healers and tribal cuisine, tribal craft demonstrations and tribal folk performance.
- v. TRIFED has established its own E-commerce portal www.tribesindia.com and is also present on all major e-commerce portals like Amazon, Snapdeal, Flipkart, Paytm, and Gem for promotion and marketing of tribal products.

(c) As per the information received from TRIFED, the details of procurement, sales including e-commerce sale in the state of Odisha through TRIBES India outlets during the last 2 financial years as on 30.11.2021 is given below:

(Rs. in lakhs)				
Sl. No.	Year	Procurement	Sales	E-Com.
1	2020-2021	55.40	92.02	1.80
2	2021-2022 (Upto 30 th Nov., 2021)	32.24	79.43	11.50

TRIFED has established a network of 4 TRIBES India Outlets and 152 Nos. of tribal artisans have been empaneled in the State of Odisha as on 31.11.2021.
