

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
RAJYA SABHA
UNSTARRED QUESTION NO- # 2378
TO BE ANSWERED ON- 23/03/2022

TAKING TRIBAL CRAFT AND PRODUCTS TO INTERNATIONAL LEVEL

2378 # DR. SUMER SINGH SOLANKI:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) whether Government is making efforts to accelerate growth of the tribal craft and products to the international level through Tribal Cooperative Marketing Development Federation of India Limited (TRIFED);
- (b) if so, the details thereof; and
- (c) if not, the details of the efforts proposed to be made in future?

ANSWER

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

(a) to (c): The Ministry of Tribal Affairs provides funds to Tribal Co-operative Marketing Development Federation of India (TRIFED) for providing marketing support to tribal gatherers and artisans through procurement of tribal products and produce and facilitating sale through retail outlets as well as different e-commerce Platforms, as well as by organising exhibitions, melas, mahotsavs, supplier meets, etc. TRIFED has empanelled tribal products suppliers comprising of individual tribal artisans, tribal Self Help Groups (SHGs), Organisations / Agencies / NGOs working with tribals etc. to accelerate growth of the tribal craft and products. Tribesindia.com is the e-commerce portal through which TRIFED promotes and sells products made by the tribals of India, through its 14 regional offices. In addition to this, TRIFED Regional Offices have accounts with the leading 3rd party marketplaces like Amazon, Flipkart, Snapdeal etc.

TRIFED has made arrangements for sending tribal products to 63 Indian Missions/Embassies abroad to set up Atmanirbhar Bharat Corners. As on date 42 such Atmanirbhar corners have been set up in Indian Missions abroad. To promote tribal art & craft in the International market,

TRIFED is constantly following up with such Indian Missions/Embassies abroad to promote website: www.tribesindia.org on their social media platforms. TRIFED has an established presence on the e-commerce front. Currently, more than 8000 SKUs are live on www.tribesindia.com.

TRIFED has been organising Aadi Mahotsav in different parts of the country, where tribal artists exhibit their products. Products of various artisans which are detailed below:

Sl. No	Financial year	No. of Aadi Mahotsav exhibitions organized	No. of tribal beneficiaries benefitted by way of participation
1	2018-19	18	1692
2	2019-20	19	2258
3	2020-21	7	377
4	2021-22	1	288

The quantum of handicrafts/artifacts that were exported during last 3 years and current year by TRIFED are given below:-

Export Details of Tribes India Products from 2018-19 to 2021-22 :

S NO.	COUNTRY NAME	YEAR	No of pieces	Stock Value (Rs. in Lakhs)
1	Singapore	2018-19	400	4.20
2	Brazil	2019-20	40	2.02
3	Srilanka	2019-20	100	2.41
4	USA	2021-22	1100	4.97
5	Hungary		293	1.54
6	Dhaka		66	2.72
7	Germany		165	1.69
8	Turkey		12	0.22
9	Mozambique		52	3.52
			2228	23.59
