

**GOVERNMENT OF INDIA  
TRIBAL AFFAIRS  
LOK SABHA**

UNSTARRED QUESTION NO:5197  
ANSWERED ON:25.04.2003  
PROMOTION OF TRIBAL PRODUCTS  
RAMSHETH THAKUR

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

- (a) whether the Government have taken any steps to promote tribal arts and handicrafts;
- (b) if so, the details thereof;
- (c) whether the brand name of `Tribes` is being promoted to sell goods made by the tribals in various parts of the country; and
- (d) if so, the number of outlets set up under the brand name of `Tribes`, location-wise?

**Answer**

THE MINISTER OF TRIBAL AFFAIRS (SHRI JUAL ORAM):

(a) and (b) Yes, Sir. The Ministry of Tribal Affairs have taken steps to promote tribal arts and handicrafts through the Tribal Cooperative Marketing Development Federation of India Ltd. (TRIFED). An outlet, `TRIBES` has been opened for the display and sale of tribal crafts at 9, Mahadev Road, New Delhi, with a view to accelerate the economic development of tribals, through the sale of their products on a sustainable basis. `TRIBES` has been promoting tribal crafts by inviting the artisans to their premises to demonstrate their skills and sell their products. `TRIBES` also takes part in various exhibitions in the country.

(c) In order to promote their brand name in other parts of the country, `TRIBES` participates in craft exhibitions and State festivals at different places in the country like Delhi, Orissa, Madhya Pradesh, Andhra Pradesh, Rajasthan, etc.

(d) At present, the `TRIBES` shop is located at 9, Mahadev Road, New Delhi and no other outlet has been opened by TRIFED.