

**GOVERNMENT OF INDIA
TRIBAL AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:4566

ANSWERED ON:07.09.2012

TRIFED

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Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) the number of own/consignment outlets established by Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) for marketing of goods produced by tribals in the country during the last three years and the current year, State-wise;
- (b) the details of participation of artisans in above outlets during the said period, State-wise;
- (c) whether artisans belonging to Odisha are not getting representation in proportion to their number/population in the State; and
- (d) the remedial measures taken by the Government in this regard?

Answer

MINISTER OF STATE IN THE MINISTRY OF TRIBAL AFFAIRS (SHRI MAHADEO SINGH KHANDELA)

(a): TRIFED has opened following new own outlets and made tie up with Government /Other Agencies for marketing of goods produced by tribals in the country during last three years and current year, state-wise :

1. Own outlets established :

| Year | State | Outlets Established at |
|--------------------|------------------|----------------------------|
| 2009-10 | Madhya Pradesh | Bhopal |
| | Delhi | Dilli Haat, INA, New Delhi |
| | Odisha | Bhubhaneswar |
| 2010-11 | Himachal Pradesh | Shimla |
| | Maharashtra | |
| | Mumbai | |
| | Madhya Pradesh | |
| | Indore | |
| 2011-12 | | |
| | Himachal Pradesh | Manali |
| | Gujarat | Surat |
| | Rajasthan | Jaipur |
| 2012-13 | Delhi | Hotel "The Ashok", New |
| (as on 03.09.2012) | Delhi | |
| | Madhya Pradesh | Khajuraho |
| Total | 11 | (Eleven) |

2. Tie up with Government /other Agencies

| Year | State | Consignment Outlets at |
|--------------------|----------------|------------------------|
| 2009-10 | Madhya Pradesh | Mirgnayani, Indore |
| | Jharkhand | Biponi , Jamshedpur |
| | Rajasthan | Neemrana Palace |
| 2010-11 | Bihar | Sonali, Patna |
| 2011-12 | Tamilnadu | Poompuhar , Coimbatore |
| | Kerala | Cauvery, Ernakulam |
| | Goa | DFS , Goa |
| 2012-13 | Nil | Nil |
| (as on 03.09.2012) | Total | 7 (Seven) |

(b): There is no direct participation of artisans in these outlets as such. However, all products displayed and sold through these Outlets are sourced from the empanelled tribal suppliers located across the country.

(c): 84 Tribal artisans/suppliers have been empanelled in Orissa from whom the products are being purchased. All these crafts are

being sourced by TRIFED through its empanelled suppliers in Odisha, which are displayed and sold through its own Outlets and outlets on consignment basis located across the country.

(d): To give adequate opportunity to the tribal artisans, TRIFED organises Tribal Artisan Mela (TAM) in the tribal inhabited districts and imparts handicraft development trainings for tribal artisans for their economic development through Income Generation in the handicraft sector in various crafts such as Tribal paintings, Dokra (Metal) craft, Sabai Grass, Lacquer craft, Appliqué work etc. TRIFED also organizes National Tribal Craft Expo called "ADISHILP" and painting exhibitions called "adi Chitra" where selected paintings of tribal artists empanelled with TRIFED are displayed for sale. TRIFED participates in international exhibitions/trade fairs through Export Promotion Council for Handicrafts (EPCH)/India Trade Promotion Organization (ITPO) in various countries for display and sale of tribal products sourced from tribal artisans. TRIFED has taken one showroom at Dilli Haat, INA and 8 stalls at Dilli Haat Pitampura, Delhi, on lease from Delhi Tourism and Transportation Development Corporation, New Delhi where tribal artifacts are showcased and sold. Empanelled artisans are also invited for live demonstration and sale of their crafts directly to the customers.