

**GOVERNMENT OF INDIA  
TRIBAL AFFAIRS  
LOK SABHA**

UNSTARRED QUESTION NO:2049

ANSWERED ON:08.03.2013

MARKETING AND PROMOTION OF TRIBAL PRODUCTS

J Helen Davidson;Joshi Shri Pralhad Venkatesh;Sainuji Shri Kowase Marotrao

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

- (a) the details of schemes implemented by the Government for the marketing and promotion of tribal products ;
- (b) the assistance provided by the Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) in marketing of tribal products during each of the last three years and the current year, State/UT-wise;
- (c) the activities being undertaken by the Government towards development of TRIFED during the said period;
- (d) the number of tribal families benefitted from TRIFED during the said period, State/UT-wise and the steps taken/being taken to increase enrolment of beneficiaries thereunder; and
- (e) the steps taken by the Government to give encouragement to tribal products and to provide remunerative prices for their products?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF TRIBAL AFFAIRS (SMT. RANEE NARAH)

(a): The Central Sector scheme of "Market Development of Tribal Products/produce", under the Ministry of Tribal Affairs is aimed at marketing and promotion of tribal products. Under this scheme Grant-in-Aid is provided to Tribal Cooperative Marketing Development of India Ltd (TRIFED), a national level apex Cooperative Organisation under the administrative control of Ministry of Tribal Affairs, Govt. of India, for marketing development of tribal products which includes arts, crafts, natural, organic products, minor forest produce & other allied activities.

(b) to (e): TRIFED has 13 Regional Offices across the country which identify and source tribal products for marketing through its retail marketing network of TRIBES INDIA outlets. TRIFED has been sourcing various handicraft, handloom and natural & food products through its empanelled suppliers across the country. Main activities undertaken by the TRIFED include:

- (i) Retail Marketing Development Activity
- (ii) Minor Forest Produce (MFP) Activity
- (iii) Skill up-gradation Training in the Handicrafts
- (iv) Research & Development activities

The details of tribal products purchased from individual tribal artisans, tribal SHGs, Organisations/ Agencies/NGOs working with tribals during last 4 years are given below:

(Rs. in lakh)

SL.NO.	YEAR	Purchase tribal products
1	2008-09	681.78
2	2009-10	609.34
3	2010-11	656.35
4	2011-12	719.58
5	2012-13	880.55 (as on 28.2.2013)

Government of India is meeting the requirement for funds and other activities of TRIFED including salaries & establishment costs through Grant –in-aid from the Ministry of Tribal Affairs under the Central Sector Scheme

Details of suppliers for sourcing of tribal products and number of tribal beneficiary families and training beneficiaries are annexed (Annex- I to III)