

**GOVERNMENT OF INDIA
TRIBAL AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:4293
ANSWERED ON:20.04.2015
TRIBAL HANDICRAFTS IN FOREIGN COUNTRIES
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Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) whether the Government has any proposal to promote Indian tribal arts and artifacts abroad;
- (b) if so, the details thereof and if not, the steps taken in this regard;
- (c) the number of exhibitions that have been organized by the Government in foreign countries during the last three years;
- (d) the number of tribals that have benefitted from the said exhibitions at present; and
- (e) the quantum of export of handicrafts/artifacts manufacture by tribal from various States including Odisha during the last three years, year-wise?

Answer

MINISTER OF STATE IN THE MINISTRY OF TRIBAL AFFAIRS (SHRI MANSUKHBHAI DHANJIBHAI VASAVA)

(a): To promote Indian tribal arts and crafts, the Tribal Cooperative Marketing Development Federation of India Ltd.(TRIFED), a Multi-State Cooperative Society under Ministry of Tribal Affairs, has been participating in International Exhibitions abroad.

(b) & (c): The details of International Exhibitions where TRIFED had participated during last three years are given below:

Sl. No.	Financial Year	Name of International Exhibition	Date of Exhibition
1	2011-12	AFL Artigiano Infiera, Milan, Italy	3-11 December, 2011
2	2011-12	Intergift Spain	14-18 September, 2011
3	2012-13	AFL Artigiano Infiera, Milan, Italy	1-9 December, 2012
4	2012-13	Intenational Spring Fair 2013, Birmingham, UK	2-7 February, 2013
5	2013-14	Import Shop Berlin, Germany	13-17 November, 2013
6	2013-14	AFL Artigiano Infiera, Milan, Italy	30 November - 8 December, 2013

(d) & (e): The participation in International Exhibitions by TRIFED envisages promotion of tribal art and craft among potential buyers abroad. Besides realization of sales during exhibitions, these events have created awareness about the unique tribal products and encourage the potential buyers to purchase tribal products directly from outlets of TRIFED in India, which results in increase in purchase of tribal products to that extent from tribal suppliers. Moreover, the participation in International Events has a long term effect in terms of promotion of tribal art and craft among foreign buyers.