

**GOVERNMENT OF INDIA  
TRIBAL AFFAIRS  
LOK SABHA**

STARRED QUESTION NO:284

ANSWERED ON:10.08.2015

Promotion and Marketing of Tribal Products

Kesineni Shri Srinivas;Meghwal Shri Arjun Ram

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

- (a) the details of the schemes under implementation for the marketing and promotion of tribal products and artefacts;
- (b) whether there is any proposal for online retailing of these products and if so, the details thereof and if not, the reasons therefor;
- (c) the assistance provided by the Tribal Cooperative Marketing Development Federation of India Limited in marketing of tribal products during each of the last three years and the current year, State/UT-wise; and
- (d) whether the Government has conducted any study to assess rise in income and improvement of living condition of tribals on account of institutionalised procurement of products and commodities and if so, the details thereof?

**Answer**

MINISTER OF TRIBAL AFFAIRS  
(SHRI JUAL ORAM)

(a) to (d): A Statement is laid down on the Table of the House

Statement referred to in reply to part (a) to (d) of the Lok Sabha Starred Question No. \*284 for 10.08.2015 regarding Promotion and Marketing of Tribal Products

(a): The Ministry of Tribal Affairs implements a scheme 'Institutional Support for Development and Marketing of Tribal Products/Produce' for promotion of tribal products and artefacts. Under this scheme, Grants-in-Aid is provided to Tribal Cooperative Marketing Development Federation of India Limited (TRIFED), State Tribal Development Cooperative Corporation (STDCC), State Forest Development Corporation (STDCs), Minor Forest Produce (Trading and Development) Federations(MFPTDFs) etc. for the following activities:-

- (i) Market intervention
- (ii) Training and skill up-gradation of tribal Artisans, Craftsmen, MFP gatherers etc.
- (iii) R&D/IPR activity and
- (iv) Supply chain infrastructure development.
- (v) Trade Information System

(b): Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) has launched an e-commerce portal for online sale of tribal products at [www.tribesindia.com](http://www.tribesindia.com). TRIFED has also made arrangements with M/s Jasper Infotech Pvt Ltd. for online sales of tribal products on their online portal [www.snapdeal.com](http://www.snapdeal.com) w.e.f. 07.04.2015.

(c): The details of 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 are at Annex.I.

(d): No such study has been conducted.