

**GOVERNMENT OF INDIA
TRIBAL AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:4483

ANSWERED ON:08.08.2014

MARKETING AND PROMOTION OF TRIBAL PRODUCTS

Mahato Shri Bidyut Baran

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 in the country especially in Jharkhand;
- (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 including Jharkhand;
- (c) the activities being undertaken by the Government towards development of TRIFED during the said period;
- (d) the number of tribal families benefited from TRIFED during the said period, State/UT-wise and the steps taken/being taken to increase enrolment of beneficiaries there under; and
- (e) the steps taken by the Government to give encouragement in tribal products and to provide remunerative prices for their products?

Answer

MINISTER OF TRIBAL AFFAIRS(SHRI JUAL ORAM)

(a): This Ministry provides Grants-in-Aid to Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) and the State Tribal Development Co-operative Corporations/ Federations under the Scheme of Institutional Support for Development and Marketing of Tribal Products/Produce. The scheme covers the all the states with ST population including Jharkhand and grant is provided for the following activities:-

- (i) Retail Marketing Development Activity
- (ii) Minor Forest Produce (MFP) Marketing Development Activity
- (iii) Vocational Training, Skill Up-gradation and Capacity Building of ST Artisans and MFP Gatherers.
- (iv) Research & Development /IPR Activity.

(b): The details of assistance provided by the Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) in Marketing of tribal products are at Annex-I.

(c): Efforts are made to enhance grants to TRIFED within the available resources commensurate with the overall objectives, its achievements and matching the marketing development activities for the tribals. From the year 2011-12 onwards, there has been constant increase in the grants to TRIFED as under:

Year	Grants (in Rs. Lakhs)
2011-12	2200.00
2012-13	3224.00
2013-14	3431.00
2014-15	3500.00

(d): The details of number of tribal families benefited from the activities of TRIFED during the said period, State / UT wise under these activities are at Annex-II.

(e): In addition to provide support to the institutions for development and marketing of tribal products and produce, the Government has recently launched a Centrally Sponsored Scheme namely Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and Development of Value Chain for MFP as a measure of social safety for MFP gatherers. The

Scheme seeks to establish a system to ensure fair monetary returns for their efforts in collection, primary processing, storage, packaging, transportation etc. It also seeks to get them a share of revenue from the sales proceeds with cost deducted. It also aims to address other issues for sustainability of process.