

GOVERNMENT OF INDIA  
(MINISTRY OF TRIBAL AFFAIRS)  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 1070**  
TO BE ANSWERED ON 17.12.2018

**TRIBAL FESTIVAL AADI MAHOTSAV**

1070: Dr. Heena Vijaykumar Gavit:  
Shri Satav Rajeev:  
Shri Dhananjay Mahadik:  
Shri P.R. Sundaram:  
Shri Mohite Patil Vijaysinh Shankarrao:  
Dr. J. Jayavardhan:  
Shrimati Supriya Sule;

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) whether the Government has organized Aadi Mahotsav tribal festival;
- (b) if so, the details thereof along with aims and objectives thereto;
- (c) the main theme of the event;
- (d) the number of tribal artisans and artists from different States participated in the festival;
- (e) the financial benefits that the tribal artist got out of this festival; and
- (f) whether the Government has organized similar event in the past and if so, the details thereof along with achievement achieved in organizing such festival?

**ANSWER**

MINISTER OF STATE IN THE MINISTRY OF TRIBAL AFFAIRS  
(SHRI JASWANTSINH BHABHOR)

(a) to (e): Yes Madam. The Ministry of Tribal Affairs (MoTA) has been organizing the National Tribal Festival called "Aadi Mahotsav" in collaboration with Tribal Cooperative Marketing Development Federation of India (TRIFED) to showcase Tribal Craft, Culture, Cuisine and Commerce in a holistic manner. The 15 day long festival usually held in the month of November comprises of display and sale of tribal art & craft, tribal medicine & healing practices, tribal craft demonstrations, tribal cuisine and folk performances.

During the year 2018, this event was held in New Delhi from November 16 – 30. More than 430 tribal artisans and artists from around 20 States participated in the festival and displayed/sold their wares through 159 stalls set up at Dilli Haat for the purpose. A direct sale of Rs.305 Lakhs was made during the fortnight. Besides, TRIFED also placed purchase orders to the tune of Rs.12.80 crores in favour of the artisans/suppliers for sourcing of their products. Besides, 76 tribal chefs from different States also presented various tribal culinary delicacies.

Another added attraction was presence of 14 dance troupes comprising of more than 200 artists who presented exquisite tribal folk performances in the evenings. Acclaimed cultural troupes have presented well known folk dance forms like Siddhi Dhamal from Gujarat, Chau folk dance from Jharkhand, Manipuri tribal dances, dance troupe from Leh and Ladakh, Rajasthan Folk singers. The cultural programmes were organized with active support of the NCZCC, Ministry of Culture, Government of India.

Besides the national tribal festival in the capital, similar events were also organized from 12-21 October, 2018 at Indore, 20 October-3 November, 2018 at Ahmedabad and from 27 October-5 November, 2018 at Hyderabad. During these 3 festivals at Indore, Ahmedabad, and Hyderabad, around 438 artisans have participated and realized a direct sale of Rs.425 lakhs.

(f): Similar events were also held at New Delhi and 5 other places at Jaipur, Bhopal, Ranchi, Chandigarh and Guwahati in the last financial year. In these events, a total business of Rs. 500 Lakhs was transacted by tribal artisans comprising of direct sale of Rs.442 Lakhs made by tribal artisans and Rs.60 Lakhs worth inventory sourced by TRIFED. The Festival showed exquisite craftsmanship of tribal artisans. This included beautiful sarees, dress materials, jewelry, bamboo & cane products, paintings and hundreds of other items. Almost 800 Artisans and Artists from 27 States participated in the Mahotsav and sold their products and displayed their crafts and skill through more than 200 stalls that was set up for them. Stage programs of tribal dances and folk songs conducted daily were a great attraction every evening. 85 Tribal Chefs from 25 states showcased tribal delicacies.