

GOVERNMENT OF INDIA
(MINISTRY OF TRIBAL AFFAIRS)
LOK SABHA
UNSTARRED QUESTION NO. 1269
TO BE ANSWERED ON 11.02.2019

TRIBAL DRINK (MAHUA)

1269. SHRI PRALHAD JOSHI:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) whether the Government has taken any steps to popularise tribal products across the country and increase its market share;
- (b) if so, the details thereof;
- (c) whether there are any plans to popularise the tribal drink Mahua; and
- (d) if so, the details thereof?

ANSWER

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

(a) to (b) The Tribal Cooperative Marketing Development Federation of India Limited (TRIFED), a multi-State Cooperative Society under the Ministry of Tribal Affairs, is promoting and marketing tribal products, tribal art and crafts within the country and abroad by providing marketing support to tribal products through its network of 31 retail outlets “TRIBES INDIA”, 37 consignment outlets of various State Emporia and 16 franchisee outlets. It also organizes exhibitions like National Tribal Craft Expo called “Aadi Mahotsav” etc. in which it promotes and markets tribal products. It also facilitates the participation of tribal artisans to enable them to interact directly with art lovers to assess the market needs. In the last three years, it has begun providing e-commerce platforms to the tribal artisans to sell their products. Towards this, TRIFED has entered into agreements with e-commerce platforms like Snapdeal and Amazon who will offer their customers various tribal products and produce through their portals www.snapdeal.com and www.amazon.com respectively to facilitate online sale. On the request of the Ministry of Tribal Affairs, Ministry of Commerce has also made provision for sale of tribal products through TRIFED on www.gem.gov.in.

(c) & (d) Ministry has not taken any such decision.
