

**GOVERNMENT OF INDIA
TRIBAL AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:2550
ANSWERED ON:14.03.2006
PROMOTION OF MARKETING OF TRIBAL PRODUCTS
Mahto Shri Tek Lal

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) whether the Government is considering to promote the marketing of tribal products/produce;
- (b) if so, the details thereof; and
- (c) the contribution of TRIFED in this regard?

Answer

MINISTER OF TRIBAL AFFAIRS (P. R. KYNDIAH)

(a) to (c) The promotion and marketing of tribal products/produce is being done through the Tribal Cooperative Marketing Development Federation of India Ltd. (TRIFED). TRIFED undertakes the promotion and marketing of tribal handicrafts and processed/value-added Minor Forest Produce (MFP) and Surplus Agricultural Produce (SAP) through a series of marketing and development initiatives, e.g.:

Direct sale through their eleven sales-outlets called `TRIBES India` and by consignment sales through twenty State Level Organisations located in 22 cities in various States. TRIBES India is also engaged in exporting handicrafts abroad.

Retail marketing of tribal MFP products like Honey, Hill Brooms, Shikakai, Soapnut, Amla and Medicinal Powders besides organically grown agricultural produce like Rajma, Cashew, Red Chilli, Turmeric etc.

TRIFED promotes these tribal products by participating in exhibitions and melas also and displaying these items.

TRIFED also organizes Tribal Artisan Melas in which they invite tribal artisans to display their skills and sell their products as well.

In January 2006 TRIFED organised a National Tribal Craft Expo in Delhi at the Delhi Haat for display and sale of art and craft of tribals of various States.

TRIFED also imparts training to tribals so as to upgrade their skills and to educate them on ways of sustainable collection as well as improved quality of Minor Forest Produce in respect of MFP products like wild honey extraction, production of Hill Brooms, making of leaf-plates/leaf-cups (pattals/donnas) etc. It is also proposing to impart training to gum pickers/collectors.

TRIFED has started a project for cultivation and marketing of medicinal plants (like Safed Musli) at Jagdalpur, Distt. Bastar, Chhattisgarh.