

# SCHEMES FOR PROMOTION OF TRIBAL HANDICRAFTS

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Replying today an un-starred question of Shri Tharaniventhan M S, the Union Minister of State for Tribal Affairs Shri Durgadas Uikey informed Lok Sabha today that the Ministry of Tribal Affairs, through the Tribal Cooperative Marketing Development Federation of India (TRIFED), implements the scheme Pradhan Mantri Janjatiya Vikas Mission (PMJVM) to support tribal artisans and promote tribal handicrafts across the country. This includes marketing support through empanelment of tribal artisans / SHGs and procurement of tribal products from them. These products are sold via 'TRIBES INDIA' outlets, e-commerce platforms such as TribesIndia.com, Amazon, Flipkart, GeM etc. A total number of 5927 suppliers/producers are empanelled with TRIFED as on 31.03.2025, which are associated with 3,05,485 families. It includes 2 artisans/suppliers associated with 912 families in Arani Lok Sabha Constituency, Tiruvannamalai District.

Besides, TRIFED also provides support through skill development training, packaging, branding, entrepreneurship training etc. through Van Dhan Vikas Kendras (VDVKs) under PMJVM and Pradhan Mantri Janjati Adivasi Nyaya MahaAbhiyaN (PM-JANMAN). Under PMJVM, 624 VDVks have been sanctioned with 1,84,544 associated members in five southern states (Andhra Pradesh, Karnataka, Kerala, Telangana, and Tamil Nadu). Similarly, under the PM JANMAN scheme, 175 VDVks have been sanctioned with 12365 associated members in these five States.

(d) TRIFED currently operates 13 Tribes India outlets/franchisee partners in the State of Tamil Nadu, These outlets showcase a wide range of handcrafted items made by tribal artisans, including textiles, handicrafts, organic produce, and traditional art forms. TRIFED has empaneled 46 tribal artisans/suppliers, associated with 3,315 families from whom regular procurement is carried out in Tamil Nadu. To expand this network, TRIFED conducts Tribal Artisan Empanelment Melas (TAeMs) across the state, providing opportunities for more artisans and suppliers to be onboarded.

(e) To provide global market access for tribal artisans, TRIFED engages with international bulk buyers and explores strategic partnerships through participating in international trade fairs and expos - domestically and internationally. TRIFED is also pursuing collaborations with Indian Missions abroad to strengthen its presence in international markets and search the opportunities for their sales promotion. Over the years TRIFED has exported various tribal products belonging to the broad categories like metal craft, pottery, paintings, jewellery, textiles, gifts & assortments as well as cane & bamboo etc.

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