



Government to promote tribal products in international markets: Union Minister of Commerce and Industry

Shri Piyush Goyal calls for united efforts to empower tribal communities and showcase their craftsmanship worldwide

Shri Goyal calls for the transformation from “Van Dhan to Vyapar Dhan,”

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Union Minister of Commerce & Industry, Shri Piyush Goyal has said that all tribal products with export potential will be fully supported by the Department of Commerce through various channels, including e-commerce platforms, international warehouses for product display and sales, as well as wholesale and retail trade networks. Shri Goyal said this while addressing the Tribal Business Conclave 2025 in New Delhi today in the august presence of Union Minister of Tribal Affairs Shri Jual Oram.

Organized by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, in collaboration with the Ministry of Tribal Affairs and Ministry of Culture, the conclave marked a historic moment during Janjatiya Gaurav Varsh, commemorating the 150th birth anniversary of Birsa Munda.

Commerce Minister informed the Conclave that a scheme is currently being developed to strengthen export promotion efforts to ensure that tribal products gain the visibility and market access they rightfully deserve in both domestic and global markets.

Shri Goyal said that both domestic and international markets offer immense opportunities for tribal goods and crafts, and that the Government is taking necessary measures to harness this potential in the coming years.

The Minister emphasised that the Prime Minister believes that the nation can truly prosper only when the indigenous people prosper. He said that India's growth and development depends on ensuring that progress reaches every household, particularly those in tribal and remote regions. Shri Goyal reiterated that the upliftment of tribal and indigenous communities remains a top priority for the Government, reflecting its commitment to inclusive and sustainable development.

Shri Goyal paid tribute to Birsa Munda and said that he showed direction and leadership to the tribal community. He added that the nation must draw inspiration from Birsa Munda's life and follow his footsteps to uplift the tribal community, enhance livelihoods, and ensure that every tribal household is filled with happiness and prosperity. Shri Goyal recalled Birsa Munda's words, "Our land, our kingdom," and said that the tribal community has historically faced immense deprivation and hardships.

The Minister lauded the tribal community for preserving its values, handicrafts, and traditional skills despite numerous challenges. He said that the way tribal communities have kept their history and heritage alive through resilience and dedication is truly commendable. He expressed deep respect for the strength and determination of the tribal community and said that their contribution to India's cultural and social fabric is invaluable.

Shri Goyal noted that the Ministry of Tribal Affairs and the Department of Commerce have jointly played a pivotal role in promoting trade and commerce of tribal and indigenous products. He said that schools, colleges, universities, trade bodies, and government institutions have together ensured that quality tribal products from the remotest corners of the country reach marketplaces and consumers across India.

The Minister highlighted that the Government has implemented various schemes and initiatives aimed at improving the welfare of tribal communities. He noted that the President of India, Smt. Droupadi Murmu, stands as a proud and capable representative of both the nation and the tribal community. He mentioned that 3,900 Van Dhan Kendras have acted as catalysts for the upliftment of 12 lakh members of the tribal community.

Shri Goyal informed that the budget allocation for the Ministry of Tribal Affairs has been increased by 50 per cent this year. He added that under the PM-Janman Yojana, approximately 50 lakh families belonging to particularly vulnerable tribal groups have benefitted, with Rs. 24,000 crore disbursed to improve their quality of life.

He said that the tribal community of India is deeply proud of its roots, culture, and traditions. He informed that the fee for obtaining Geographical Indication (GI) tags has been reduced by 80 per cent—from Rs. 5,000 to Rs. 1,000—to encourage more tribal products to be registered and to ensure that India's history and traditions are preserved through their crafts and heritage.

Concluding his address, Shri Goyal called for the transformation from "Van Dhan to Vyapar Dhan," envisioning that tribal and indigenous products should reach international platforms, truly realising the vision of "Local Goes Global." He urged all stakeholders to work together to achieve this shared goal of empowering tribal communities and showcasing their craftsmanship to the world.

FICCI and PRAYOGI also supported the conclave as Industry Partner and Knowledge Partner, respectively. The event celebrated tribal resilience and creativity while positioning tribal enterprise at the heart of India's development agenda for Viksit Bharat @2047.

The event witnessed participation from over 250 tribal enterprises, with 150 exhibitors and more than 100 tribal start-ups showcasing their innovations at the "Roots to Rise" pitching platform. The initiative provided a direct connection between entrepreneurs, investors, corporates, and government buyers, creating a vibrant ecosystem for collaboration and growth.

The conclave included six high-impact panel discussions and four masterclasses that engaged more than 50 eminent voices from government, academia, and industry. The sessions focused on themes such as investment and partnerships, skilling and empowerment, sustainability and geographical identity, and branding and market innovation.

Buyer-seller meets were also organised to create actionable pathways for market access, skill development, and policy recommendations aimed at strengthening tribal value chains from villages to global markets.

A cultural showcase featuring a thematic pavilion and traditional performances celebrated tribal heritage under the theme “Tribal Bharat @2047: Sustaining Culture, Scaling Commerce.”

Key Announcements at the conclave

1. Launch of Gramya Yuva Arth Niti (GYAN) Lab: A Public Policy Interactive Lab developed by the Ashank Desai School of Public Policy, IIT Bombay, and PRAYOGI Foundation, with support from the Ministry of Commerce and Industry. The GYAN Lab brings together field experience, technology, and policy to design and test new models for tribal and rural enterprises. Through real-time pilots, policy frameworks, digital innovation, and capacity-building, it will create scalable solutions for inclusive and sustainable enterprise growth. In the coming year, the Lab will roll out pilots such as the Tribal Entrepreneurship Index and micro-equity based incubation models, turning field learning into policy action. This collaboration between government, academia, and industry is a major step toward empowering India’s tribal communities through enterprise and innovation launch of Gramya Yuva Arth Niti – GYAN,

2. Tribal Affairs Grand Challenge: Announced by the Ministry of Tribal Affairs in association with Startup India and DPIIT, this initiative invites startups and enterprises to design high-impact solutions for tribal communities, offering visibility, mentorship, and funding support.

3. Roots to Rise: Pitching Session Outcomes

- After two rounds of screening, 115 enterprises were selected, of which 43 possess a DPIIT registration number. 10 incubators agreed to provide incubation support to the selected enterprises. 57 enterprises received interest for investment from more than 50 VCs, investors including AIF, VCs, angel investors, who participated with a total commitment of more than INR 10 crore.
- 33 enterprises attracted investor interest from organizations such as IFCI Venture Capital Funds Ltd. and Arora Venture Partners.
- These startups and enterprises have created around 1,500 direct employment and more than 10,000 indirect employments, cumulatively serving over 20,000 tribal people in various sectors.

4. Another notable outcome was the high engagement on the **Government E Marketplace**, resulting in 60+ registrations and over 50 positive inquiries for TBC products.

5. Distribution of GI Certificates - The event also featured the distribution of **Geographical Indication (GI) certificates**, celebrating the artistry of tribal artisans from across India. Crafts and products such as Kannadippaya (Bamboo Mat) of Kerala, Apatani Textile of Arunachal Pradesh, Marthandam Honey of Tamil Nadu, Lepcha Tungbuk of Sikkim, Bodo Aronai of Assam, Ambaji White Marble of Gujarat, and Bedu and Badri Cow Ghee of Uttarakhand received due recognition for

their uniqueness and cultural heritage. The recognition marks a significant step in enhancing market access, brand value, and national visibility for tribal products empowering artisans and preserving India's rich indigenous legacy.

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