

Ministry of Tribal Affairs Launches “RISA: Timeless Tribal” - A Premium Signature Brand

Centered on Tribal Weaves, Embroidery and Crafts to Preserve Heritage and Create Sustainable and Aspirational Livelihood for Tribal Artisans

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In a pathbreaking initiative to bring India’s rich tribal heritage to the forefront of global fashion and lifestyle, the **Minister of Tribal Affairs, Shri Jual Oram** launched a dedicated premium signature brand, **“RISA: Timeless Tribal,”** on 18th March 2026 at Sunder Nursery, New Delhi in the august presence of Smt. Savitri Thakur, Hon’ble MoS Women and Child Development, Smt. Ranjana Chopra, Secretary of Tribal Affairs, Shri Anant Prakash Pandey, Joint Secretary of Tribal Affairs, Shri M. Rajamurugan, MD TRIFED, and renowned designer Shri Manish Tripathi.



Addressing the gathering, **Shri Jual Oram, Hon’ble Minister of Tribal Affairs** remarked that *“tribal crafts are timeless yet undervalued, and platforms like Bharat Tribes Fest and RISA are bridging this gap through market access and fair profit-sharing.”*

Smt. Savitri Thakur, Hon’ble MoS Women and Child Development highlighted the government’s sustained efforts towards inclusive tribal growth, stating that *“through various platforms, tribal development is being ensured at every step by the Government, and initiatives like BTF and RISA are*

strengthening this ecosystem—enhancing market access and enabling tribal communities to play a larger role in the vision of Vocal for Local.”

Smt. Ranjana Chopra, Secretary, Ministry of Tribal Affairs, emphasized the need for equitable value distribution, noting that *“despite rising demand, profits often do not reach tribal artisans; RISA aims to ensure fair, grassroots-level profit-sharing.”* She further highlighted that the name ‘RISA’ is inspired by Tripura’s traditional handwoven stole - an enduring symbol of identity, culture, and everyday elegance worn by both men and women. Much like the widely recognized *gamchha* across India, RISA carries a similar familiarity and functional relevance, making it both deeply rooted in its origin and relatable nationwide. By retaining the name, the brand honours its authentic tribal roots while positioning it as a textile that can be embraced across the country, seamlessly bridging local heritage with a shared Indian identity.

Renowned designer Shri Manish Tripathi emphasized that design in India has always transcended the boundaries of formal studios, noting that, *“Design in India has never been confined to studios; it lives in its people, its traditions, and its timeless cultural memory. RISA is not just a brand but a co-creation, where every weave, every motif, and every detail is shaped by the hands of artisans, who are the true custodians of this legacy.”*

Delivering the vote of thanks, **Managing Director, TRIFED, Shri M. Rajamurugan** expressed his sincere gratitude to all partners, artisans, designers, and stakeholders who contributed to the successful unveiling of RISA. He highlighted that rooted in rich traditional knowledge yet aligned with contemporary design sensibilities, RISA stands today as a powerful symbol of community-led production and inclusive growth, reflecting the strength, creativity, and enterprise of India’s tribal communities.

The premium signature brand, RISA, aims to move with an ambitious vision to preserve tribal looms and craft traditions, and to draw focus and generate interest among discerning consumers towards tribal fabric/apparel, embroideries and handicrafts. The initiative aims to create a unique brand identity for tribal products, ensuring that the intricate craftsmanship of India’s ethnic communities finds its rightful place in premium domestic and international markets. **RISA is designed to bridge the gap between traditional techniques and contemporary demand**, in the first phase the project will encompass 10 clusters covering 5 tribal weaves, 2 embroideries and 3 crafts, **as noted by N. S. Raji, Deputy Secretary, Ministry of Tribal Affairs.**

Objectives guiding the initiative involves:

- **Design Intervention:** Creation of new designs for tribal weaves, embroideries, and handicrafts and produce newer products thereafter. It will also build a replicable framework of new designs and patterns for craft revival, product development, and artisan integration.
- **Capacity Building:** Training and capacity building of tribal weavers and artisans to enhance their skills for high-end production for high-value markets and ensuring significant jump in their income. This will empower tribal communities, especially women both economically and socially.
- **Infrastructure:** Development of weaving and handicraft clusters will be undertaken. The project also aims establishment of stitching units in the existing weaving clusters.
- **Premium Packaging:** The National Institute of Design (NID) Haryana has developed sustainable, eco-friendly premium packaging tailored for the custom-tailored segment.

The product launch revolves around **Strategic Partnerships with** renowned fashion designers engaged by **the National Design Centre (NDC)**. Renowned designers including **Abu Jani Sandeep Khosla, Manish Tripathi, Anju Modi, Gaurav Jai Gupta, and Sameera Dalvi** are partnering with the Ministry in this project.

The first phase of the RISA launch features a curated selection of some of India’s most iconic weaves and crafts.

S. No.	Weaves/ embroidery	Communities Involved	State/UT
1.	Eri silk	Bodo	Assam
2.	Santal cotton	Santal	Jharkhand
3.	Changpa Pashmina	Changpa	Ladakh
4.	Kotpad cotton	Mirgan	Odisha
5.	Muga silk	Miri (Mising)	Assam
6.	Dongria embroidery	Dongria Kondh	Odisha
7.	Toda embroidery	Toda	Tamil Nadu

Besides, the brand will also showcase specialized Handicrafts including **Longpi Pottery** (Manipur), **Turtuk Brass Cutlery** (Ladakh), and the world-renowned **Dokhra Art** (Chhattisgarh).

RISA serves a vital socio-economic purpose, marking a new chapter in the preservation of India’s unique cultural motifs while driving the economic upliftment of its tribal heartlands. Aligned with the vision of Hon’ble Prime Minister Shri Narendra Modi for a Viksit Bharat, the initiative strengthens the role of tribal communities as key contributors to India’s growth story, promoting sustainable livelihoods, value addition, and global recognition for indigenous craftsmanship.

RISA: Past Forward - Inspired by the Past, Imagined for the Future!









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