



Department of Posts Partners with TRIFED to Boost E-Commerce of Tribal Products Across India

MoU signing reflects Government's commitment to promoting tribal livelihoods by integrating them into the digital economy

Department of Posts will ensure seamless pickup, transmission, and delivery of tribal products to customers across the country

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In a significant step towards empowering tribal artisans and promoting indigenous products, the Department of Posts (DoP), Ministry of Communications, has entered into a Memorandum of Understanding (MoU) with the Tribal Cooperative Marketing Development Federation of India (TRIFED), under the Ministry of Tribal Affairs.

The partnership aims to establish a robust, reliable, and cost-effective logistics framework to support the delivery of products sold through TRIFED's e-commerce platform, including the Tribes India e-marketplace.

Under the MoU, the Department of Posts will provide end-to-end logistics solutions for all e-commerce orders placed through TRIFED's online channels. Leveraging its vast nationwide network and last-mile connectivity, Department of Posts will ensure seamless pickup, transmission, and delivery of tribal products to customers across the country.

The collaboration is designed to strengthen market access for tribal artisans and entrepreneurs by enabling efficient order fulfilment and enhancing customer experience. The Department of Posts will also provide shipment tracking, regular MIS reporting, and API integration with TRIFED's digital platform to facilitate smooth order processing and logistics management.

As part of the arrangement, a Book Now Pay Later (BNPL) account will be created for TRIFED under the National Account Facility, enabling streamlined booking and payment processes for shipments through Speed Post.

TRIFED, on its part, will ensure proper packaging, labelling, and sharing of order-related information to facilitate efficient logistics operations. The initiative will cover pick-ups from multiple regional offices across the country, ensuring wide geographic coverage and operational efficiency.

This partnership reflects the Government's commitment to promoting tribal livelihoods by integrating them into the digital economy. By strengthening logistics support for tribal e-commerce, the initiative is expected to enhance income opportunities for tribal communities, expand the reach of authentic tribal products, and contribute to inclusive economic growth.

The MoU will be valid for an initial period of two years, with provisions for periodic review and extension based on mutual agreement.



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