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QUESTION DETAILS

MINISTRY OF : TRIBAL AFFAIRS

RAJYA SABHA
UNSTARRED QUESTION NO 2973
TO BE ANSWERED ON 18.07.2019
Go Tribal Campaign

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2973. Shri G.C. Chandrashekhar

Will the Minister of TRIBAL AFFAIRS be pleased to state:-

(a) whether Government has launched "Go Tribal Campaign" by Tribes India under which a number of innovative activities have been planned to be undertaken to promote use of tribal handicrafts, handicrafts and natural products;
(b) if so, the details thereof;
(c) whether Government is also planning for Global Launch of "Tribes India" through Amazon Global Selling;
(d) if so, the details thereof;
(e) whether collaboration with "I Am Khadi" foundation, TRIFED is introducing Khadi Kurtas and Jackets to its collection;
(f) if so, the details thereof; and
(g) the other new steps taken for welfare of tribals?
Answer
(a)& (b) TRIFED has launched this campaign on 28.06.2019.
(c)& (d) Products available under Tribes India brand & outlets can also be procured through Online retailers like Amazon, flipkart, etc. with whom TRIFED, a Multi-State Co-operative Society under the Ministry of Tribal Affairs, has entered into Memorandum of Understanding (MoU).
(e)& (f) No, Sir. TRIFED has not introduced Khadi Kurtas and Jackets in collaboration with "I Am Khadi" foundation. However, in order to commemorate the 150th birth anniversary of father of nation, Tribes India/TRIFED is promoting Khadi based products made by tribal artisans.
(g) Besides continuing the existing schemes for tribal welfare, the Ministry of Tribal Affairs under its scheme of 'Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and Development of Value Chain for MFP' has included 26 additional Minor Forest Produces for which Minimum Support Price has been notified in December 2018/ January 2019. Also better facilities for skill upgradation and value addition for MFPs in the form of Van Dhan Kendras for providing better monitory return to the MFP gatherers have also been included.

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