सत्यमेव जयते

ट्राईफेड TRIFED

tribes india ट्राइब्स इंडिया

PMVDY

Tribal Co-Operative Marketing Development Federation of India Limited
Ministry of Tribal Affairs, Govt. of India

TRIFED's Journey-
A Report to All Friends and Partners of Tribes

Prime Minister's Vision

"We will establish 50,000 '*Van Dhan Vikas Kendras*' in the tribal areas of the country to ensure the availability of primary processing and value addition for forest produce and to provide employment fortribals and increase tribal income."

- Sankalp Patra LokSabha 2019 Page 33 under Section, strengthening "Sabka Vikas"

"Incremental progress not enough, India needs high jump"

Hon'ble Prime Minister Shri. Narendra Modi - Aug 15,2019

*Prime Minister emphasized the **need to fast-track country's growth and development** in his Independence Day speech from the Red Fort in Delhi.*

Achieving the Constitutional commitment of raising the status of Tribals

The **73rd and 74 amendments to the Constitution in 1993, t**he Provisions of the Panchayats (Extension to Scheduled Areas) Act, **1996 (PESA)** and the **Forest Rights Act, 2006 (FRA)** aims to empower tribals living in the forest with various privileges including minor forest produces and minor minerals. **Proper implementation of PESA and FRA will provide dignity of life to the tribal population and help achieve socio-economic wellbeing.**

Livelihood and Employment Opportunity for Tribals

Marketing of MFP through MSP and Development of value chain for MFP

Engaging 50 Lakh+ Forest Dwelling Gatherers in Gathering and gainful Value Addition supported by strong Branding & Marketing

Institutional Support for Development and Marketing of Tribal Products/ Produce

Engaging 5 Lakh+ Artisans in gainful employment through Procurement, Branding, Packaging and Marketing

Uchit daam
Haq se maang!

MSP for MFP

Minimum Support Price for Minor Forest Produces Scheme

Launched- 2013-14

- ✓ Ensured fair & remunerative prices to tribal gatherers
- ✓ Instrumental in raising market prices above MSP
- ✓ National coverage of MFPs – currently 87
- Scheme has 2 components
  - Procurement of MFPs
  - Infrastructure Development – Procurement Centers
- MFP Procurement
  - Procurement through GOI Fund
  - Procurement through State Funds
  - Procurement by Private Traders
- Infrastructure Development
  - Godowns @ 3.25 Lakhs
  - Modernization of Haat Bazaar@5 Lakhs
  - Common Facility Sheds @8 Lakhs

July 2021

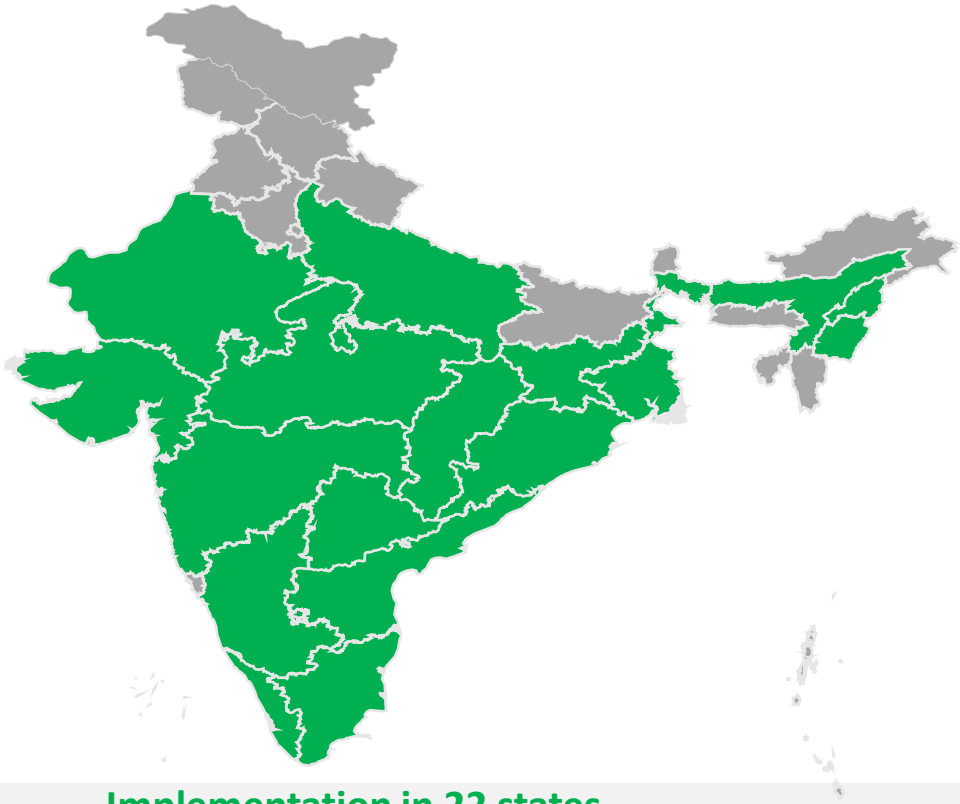
₹ 3,841+ Crores
Direct. Benefit to Tribal

55 Lakh+ Beneficiaries

₹ 321.21 Cr
GoI Funds

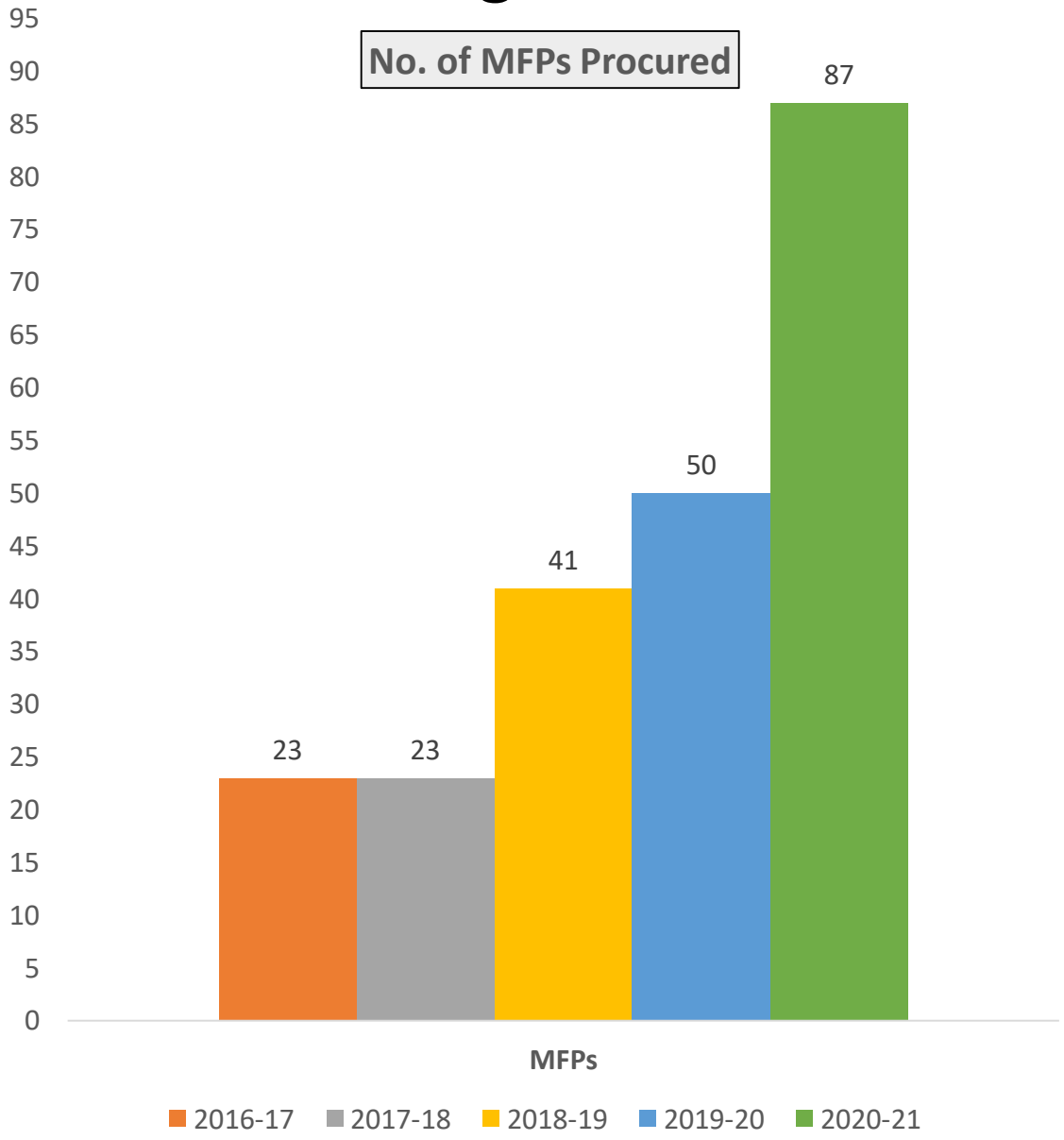
₹ 1521.82Cr
State Funds

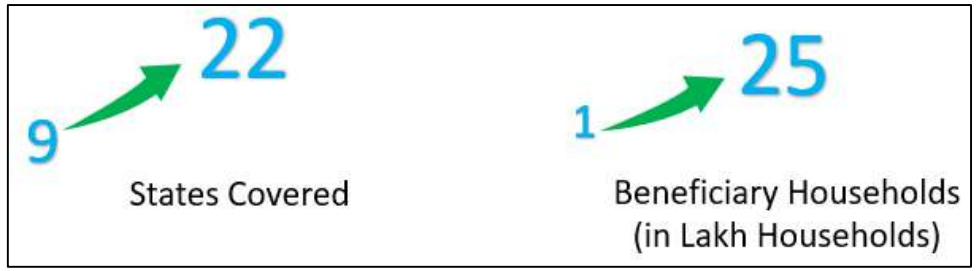
₹ 2,000 + Crores
Private Trade



Implementation in 22 states

MSP for MFP Progress

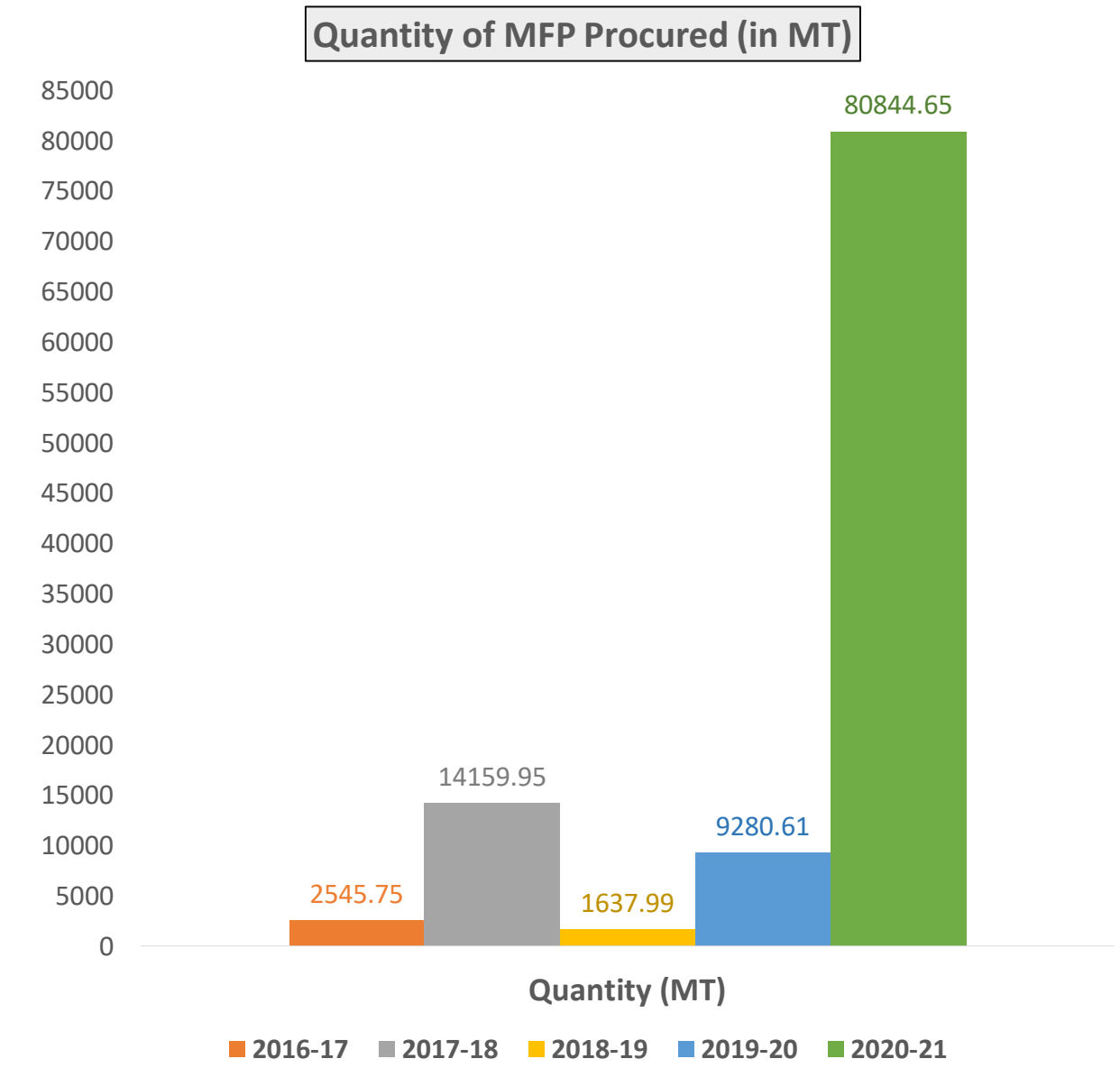


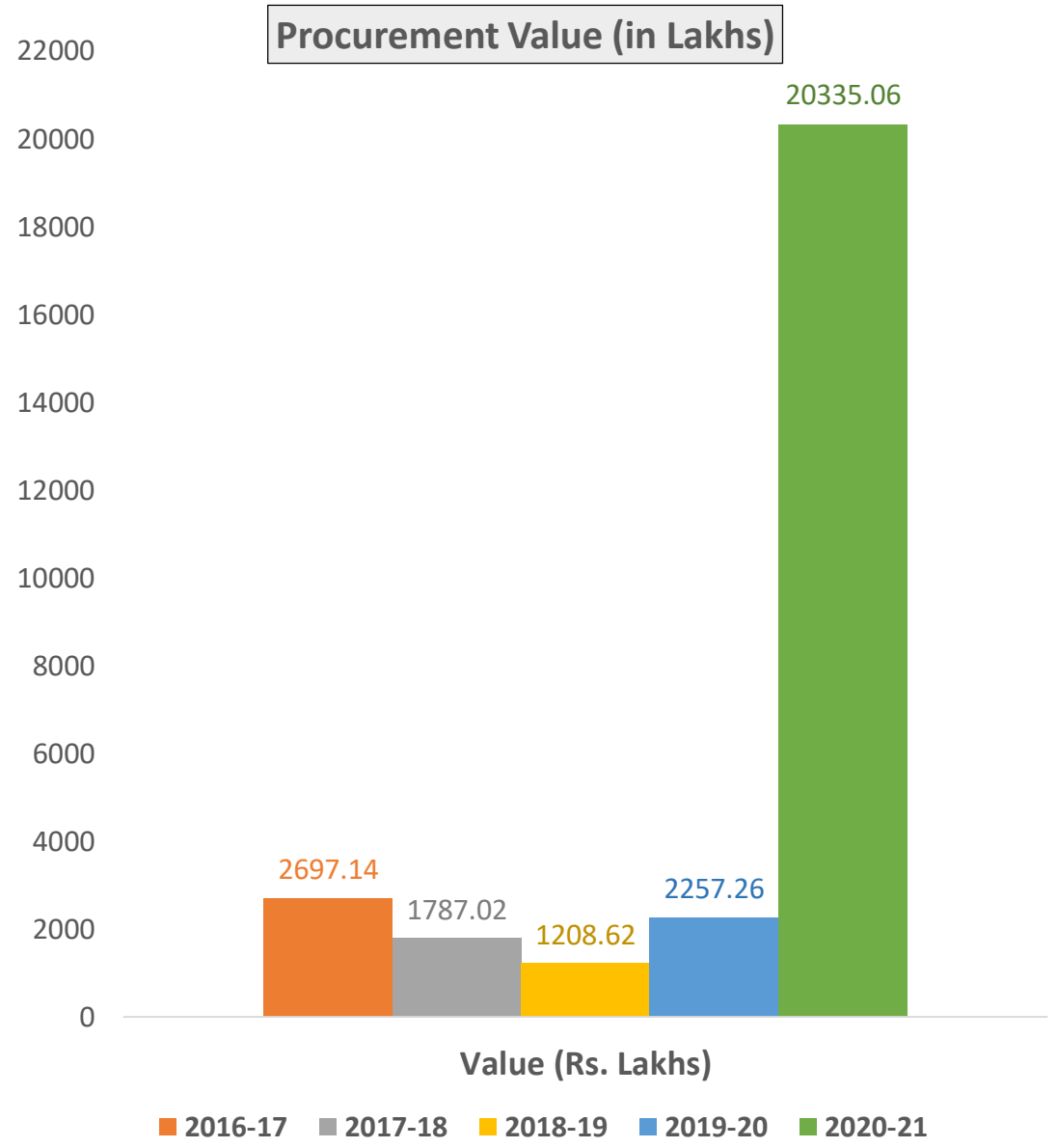


Total number of Procurement Centers

6931

MSP for MFP Progress





Van Dhan Yojana

Van Dhan Yojana

Structure

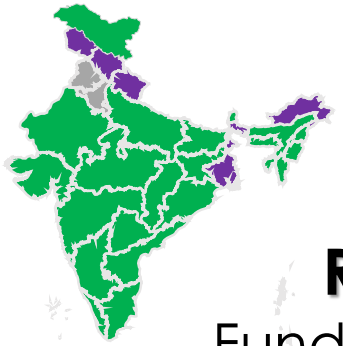
- Each VDSHG- 20 members
- 15 VDSHGs form 1 VDVK Cluster (VDVKC) (300 members)
- 60% tribal members - mandatory
- Robust Governance mechanism State Nodal Department, State Implementation Agency, District Implementation Units, Mentoring agencies

Activities

- Rs.15 Lakhs Central grant provided to each VDVK Cluster for Training & Equipment
- VDVKCs - Tribal Start Ups for Value addition, packaging, marketing and branding
- Digitization of all Tribal beneficiaries, VDSHGs and VDVKCs through mobile App and GIS
- Empanelment of VDSHGs through quality checks;
  Sales through TRIFED's 141 outlets and eCommerce platforms: TribesIndia, Amazon, Paytm, Snapdeal, Flipkart

Coverage

25 States; 253 Districts



West Bengal, Himachal Pradesh, Jammu & Kashmir- yet to begin
Punjab and Haryana - NIL

6.77 Lakhs Beneficiaries

2,275 VDVK Clusters

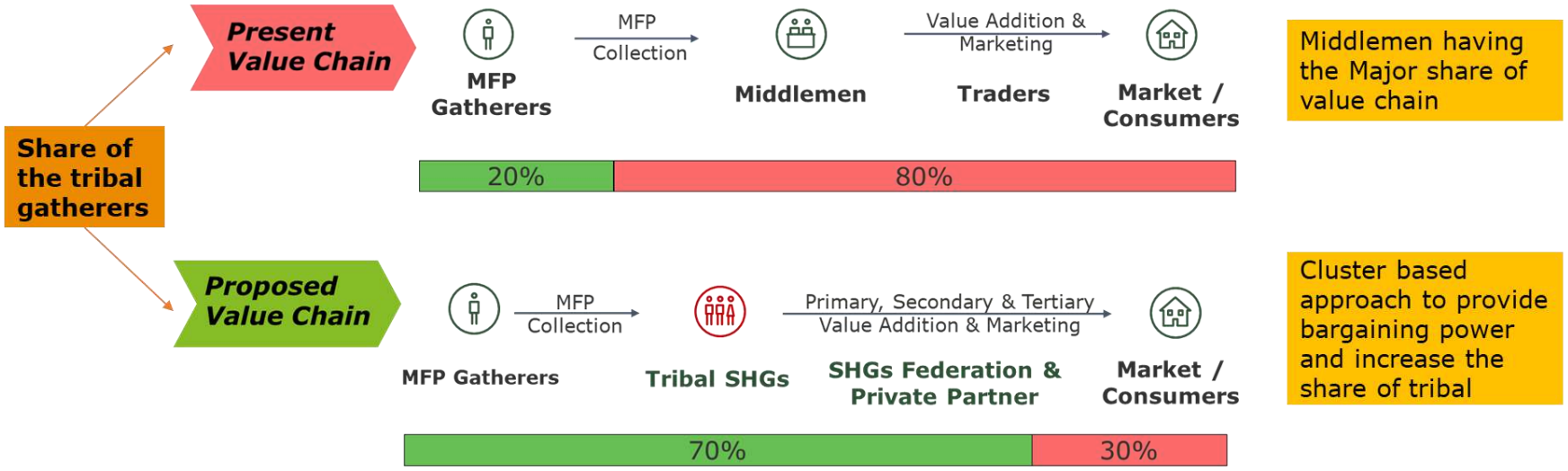
37,904 VDSHGs

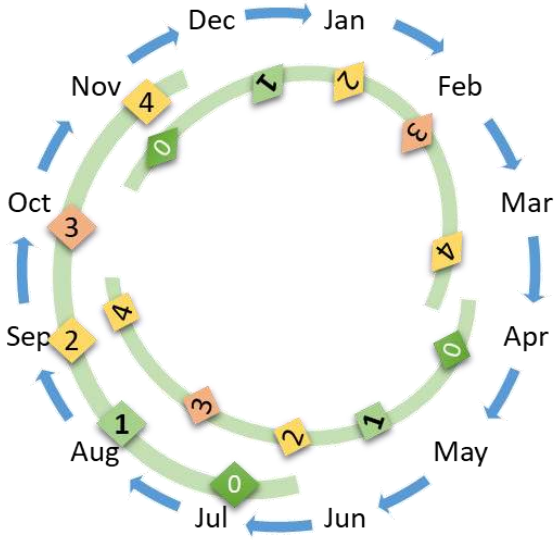
Rs. 336.95 Cr Funds Sanctioned

Target

- Target – Setting up of 50,000 VDSHGs
- Benefits to 10 Lakhs tribal entrepreneurs
- Time Line – End of July 2021
- Way forward- Sanctioning & operationalization of 800 VDVK Clusters

Income Generation through Value addition and convergences

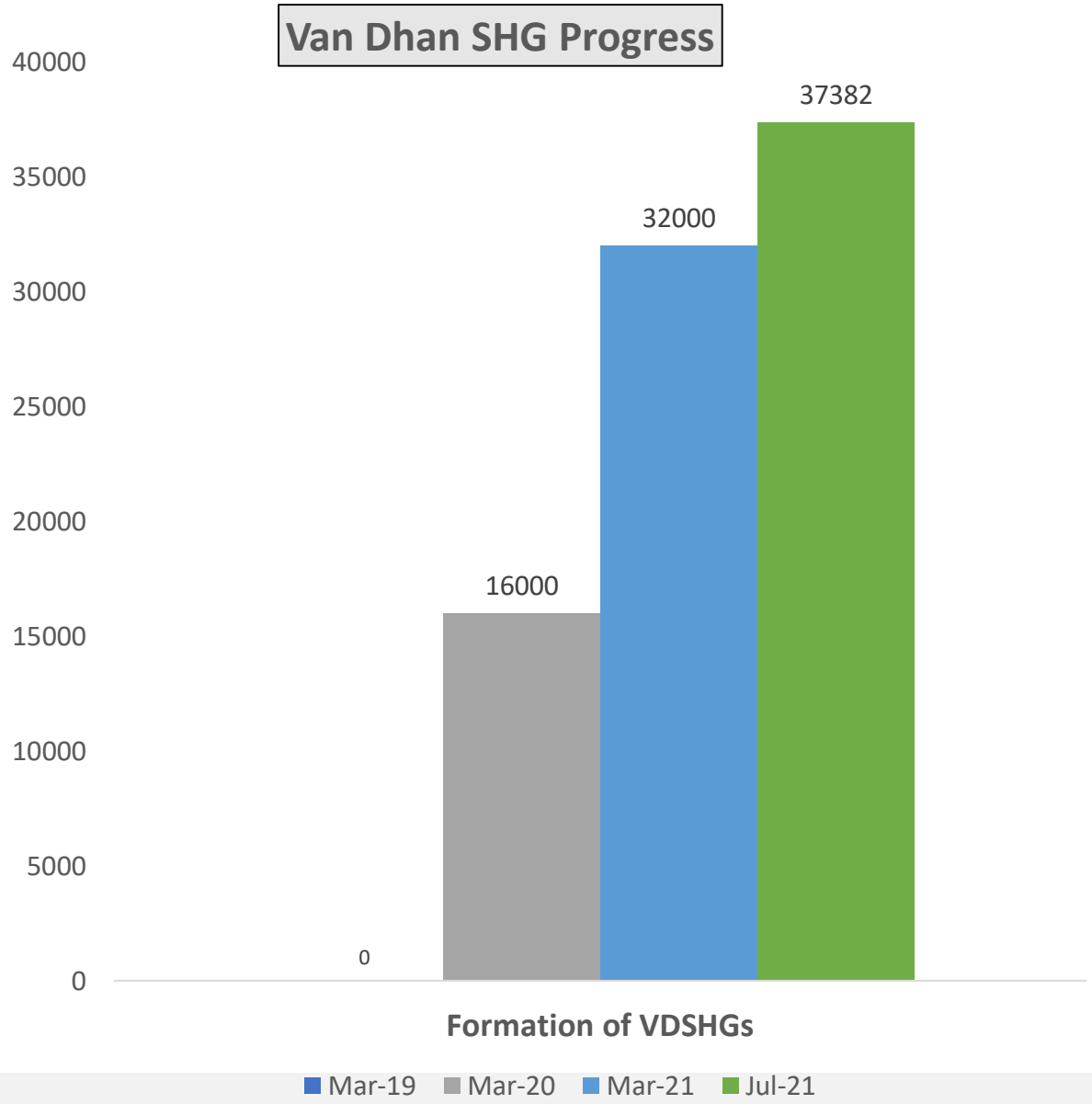


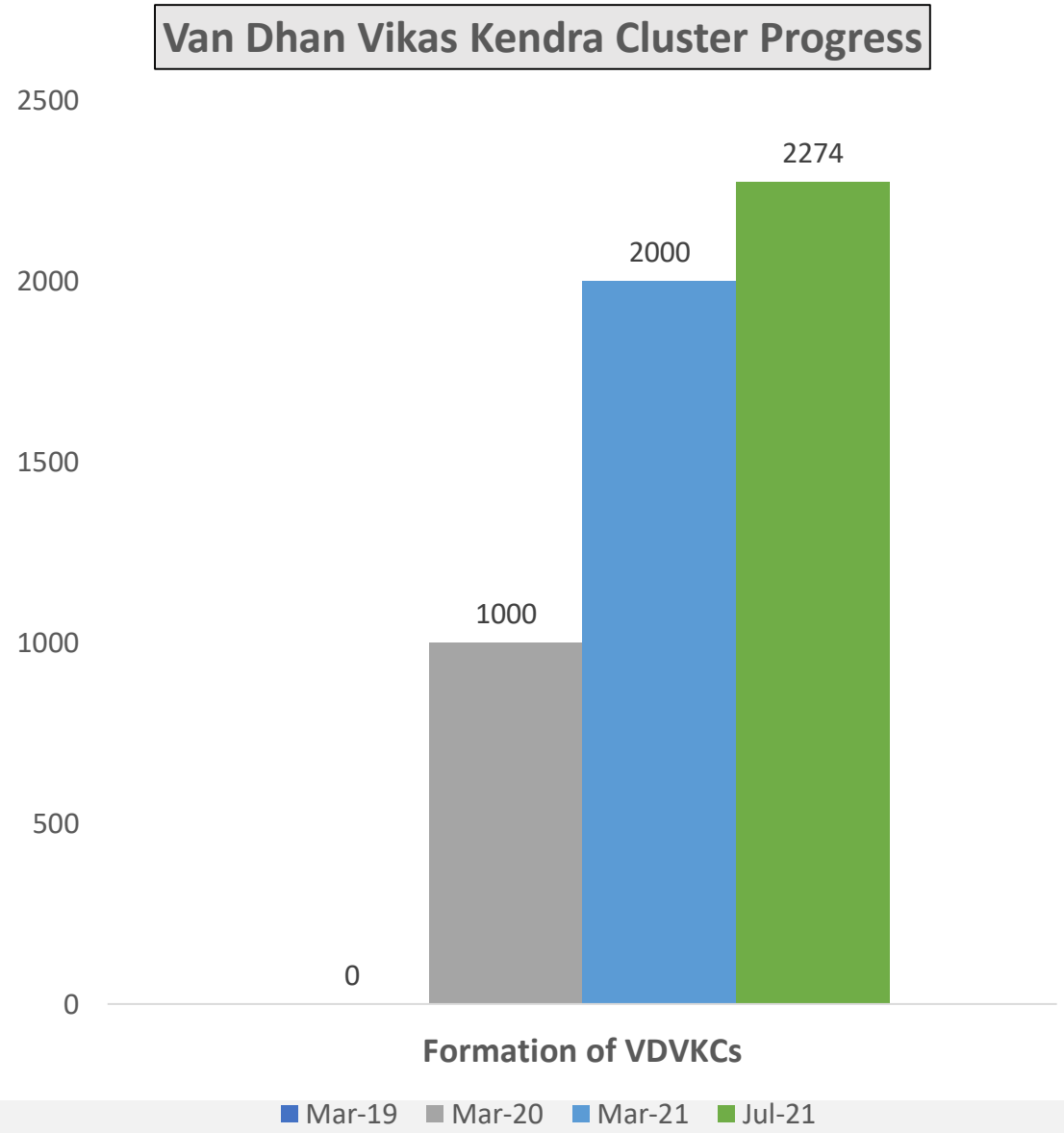


Sustainable Income round the year for Tribal families

- Collection and sale of MFPs contribute 40 – 60 % of tribal annual earnings
- Value Addition helps tripling or quadrupling their income
- Convergence programs (Agri/Floriculture/Medicinal plants / others will provide them Round the year income generating opportunity

Van Dhan Yojana – Progress Since Mission Period





Jawadhu, Jamunamarathur and Koottathur

Tiruvannamalai, Tamil Nadu

	Selling Price in raw form (MSP)	Selling Price-Value added
Honey	Rs 225 / kg	Rs 800 / kg
Minor Millets	Rs 40-80/ kg	Rs 200 - 1200 / kg
Tamarind	Rs 36/ kg	Rs 200 - 400/ kg

SND

Department of Tribal Welfare

SIA

District Collectors of Salem, Vellore & Tiruvanamalai Districts

Raw Materials: Minor millets, Honey, Tamarind

Value Addition – Processing and packaging of MFPs.

Finished Products – Minor millets, Honey, Tamarind

The 3 Clusters together form an FPO and have generated sales of around Rs. 12 lakhs till date

Adivasi Ekatmik Samajik Sanstha

Shahapur, Thane, Maharashtra

Katkari (कातकरी) community

SND

Department of Tribal Development

SIA

Shabari Adivasi Vitta Va Vikas Mahamanadal Maryadit

Raw Materials – Giloy

Value Addition – Giloy

Finished Products

VDVKC has sold raw Giloy to leading companies including Dabur, Baidyanath, Himalaya, Vithoba, Sharandhar, Bhumi Natural Products Kerala, Trivikram, Maitri foods, etc.

Order worth **Rs.1, 57, 00,000/**

In the last 1.5 years, the group has sold Giloy powder worth Rs 12, 40,000/

Dry Giloy sold worth Rs.6,10,000/-

Borbori

Baksa, Assam

	Selling Price in raw form (MSP)	Selling Price-Value added
Honey	Rs 225 / kg	Rs 700 / kg

SND

Welfare of Plain Tribes and Backward Classes (WPT&BC)

SIA

Assam Plains Tribes Development Corporation Ltd. (APTDC)

Raw Materials – Wild honey

Value Addition – Processing and filtering of honey

Finished Products – Honey

Honey produced and packaged at the Cluster is marketed under brand 'TRISSAM' by IIE. The Cluster has generated sales of around Rs. 1.5 Lakhs, benefiting 300 tribal SHG gatherers.

Moras

Sirohi, Rajasthan

	Selling Price in raw form (MSP)	Selling Price-Value added
Pulses	Rs 20-100 / kg	Rs 100-800 / kg
Millets	Rs 40-80/ kg	Rs 200 - 1200 / kg
Chilli	Rs 20 / kg	Rs 300 - 450/ kg

SND

Tribal Area Development Department

SIA

Rajasthan Tribal Area Development Co-operative Federation Ltd. (Rajassang)

Raw Materials/ Cluster Centre: Pulses, Millets, Wheat, Chilli, Spices, Honey

Value Addition – Processing and packaging

Finished Products – Pulses, Millets, Wheat, Chilli, Spices, Honey, pickles, powders

The Cluster is currently generating sale of Rs. 0.88 Lakhs through the sale of products through Tribes India and locally, impacting 300 tribal households.

MISSION VAN DHAN

TRIFED, Ministry of Tribal Affairs, Government of India

Sankalp Se Siddhi

Achieving Prime Minister's vision for Transforming Tribal Economy

"MERA VAN, MERA DHAN, MERA UDYAM"

A MISSION BY TRIFED

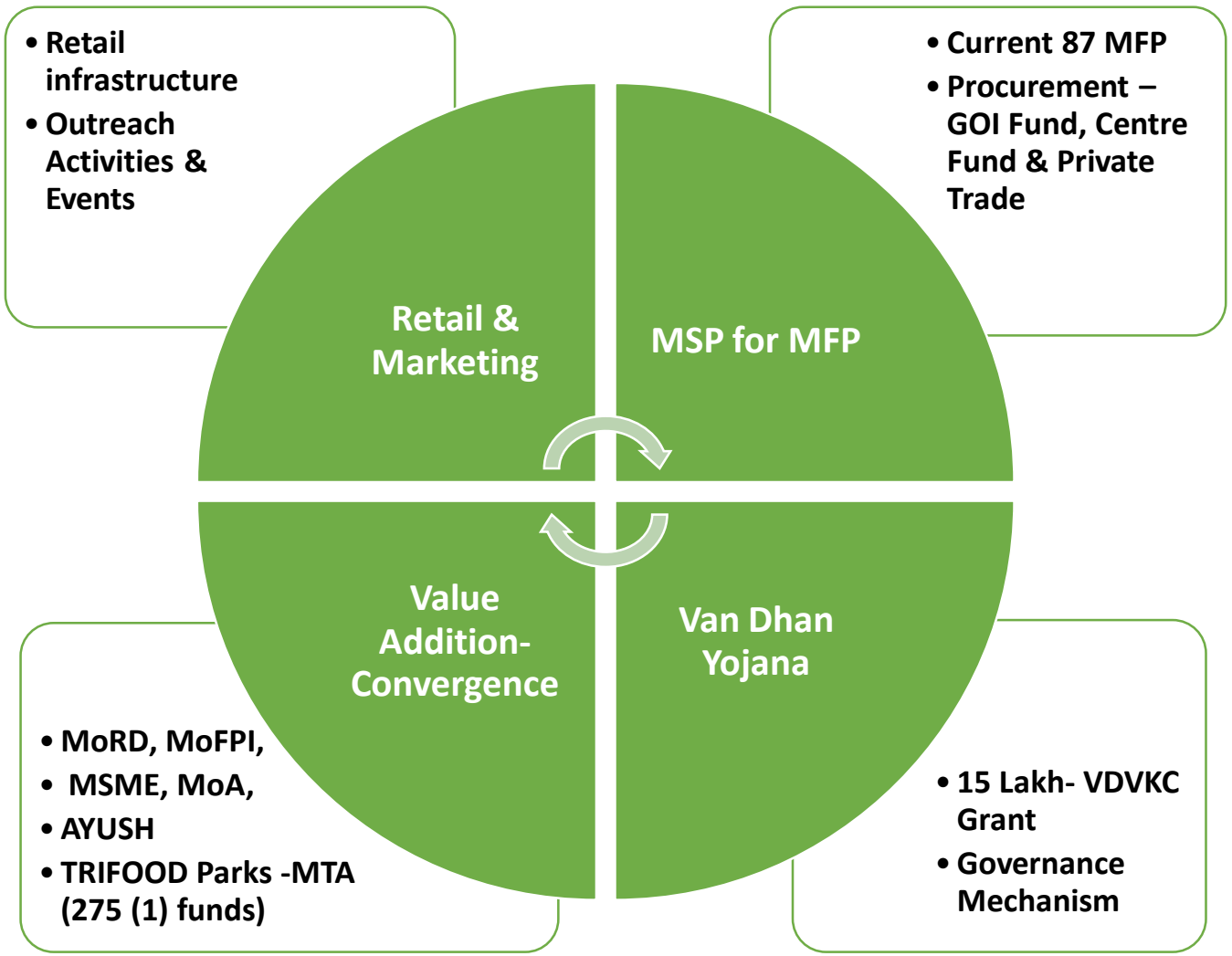
Mission Van Dhan – Objectives and Activities

Objectives of the Mission

- **Ensure** - Round-the-year income generating opportunities for tribal through value addition, branding, packaging and marketing of tribal produce available locally that includes MFP/ Agriculture/ Floriculture/ Horticulture/ Medicinal & aromatic plants / others.

- **Address** - Formidable problems such as possession of land/house with no rights; restrictions in the collection of minor forest produce; exploitation by middlemen; displacements, lack of development in forest villages etc

Mission Van Dhan Activities



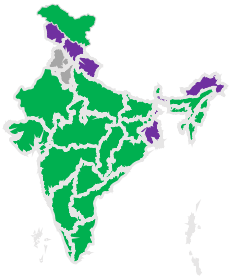
Other Activities - Research and Development, Maintenance/ Integration with IT, Monitoring and evaluation

Mission Van Dhan – Outreach Target & Development Targets

OUTREACH TARGET

Benefit- 1 crore Tribal Households

Employment – 9 Lakh Tribal Households



States- 27 States (with tribal population)

Districts- 308 Tribal Dominated Districts

DEVELOPMENT TARGETS

- MSP for MFP – Implementation Support through Infrastructure Development
  - 300 Haat Bazaars
  - 600 Godowns

- Establishment of 50,000 VDSHGs
- Setting up of 200 Mini TRIFOOD Units and 100 Common Facility Centres

- Setting up of 100 TRIFOOD parks utilizing DMF and 275 (1) districts

- Development of 100 embellishment (SFURTI) clusters
- Setting up of 200 Tribes India retail stores

- Building ecommerce platforms for TRIFOOD and Tribes India brands
- Implementation of technology to achieve scale

TRIFOOD Development Status

Scheme Overview

TRIFOOD is a joint initiative of TRIFED (Ministry of Tribal Affairs) and Ministry of Food Processing Industry. It is tertiary value addition centres for Minor Forest Produce (MFP) aimed at creating local employment and providing entrepreneurial opportunities for the tribal communities.

Key objective : Promote value addition to Minor Forest Produce (MFP)

Supported under **Scheme for Creation of Backward & Forward Linkages** of Ministry of Food Processing Industries

Partnership with **privately owned food processing companies** on **PPP basis**

Create employment opportunities for the tribals (livelihood Generations) and **provide entrepreneurial opportunities** (forward linkages)

60% of total **raw material to be sourced locally** from the identified VDSHGs, VDVKCs in the catchment areas

TRIFOOD– TWO Tertiary Value addition units for MFP being set up

25,000 tribal gatherers to be benefitted

(15,000 in Jagdalpur, Chhattisgarh and 10,000 in Raigad, Maharashtra)

Government of India MINISTRY OF TRIBAL AFFAIRS | TRIFED | MOFPI Ministry of Food Processing Industries Government of India | NSTFDC National Scheduled Tribes Finance and Development Corporation (NSTFDC)

Joint initiative of

- Ministry of Food Processing Industry,
- Ministry of Tribal Affairs and
- TRIFED

Investment of Rs.11 Cr

Commodities to be Processed

- **Mahua, Amla, Jamun, Custard Apple, Cashew, Tamarind, Ginger, Garlic & Other Fruits & Vegetables**

TRIFOOD Jagdalpur & Raigad Progress

Jagdalpur

Raigad

R&D and H&IG Activities

Research & Development

Linking up the Research technologies with VDVKCs

6 VDVKCs in Kanker District with support of DFO, Kanker

VDVKCs in Chintoor District in support with DM, Chintoor

Developed by BIT Mesra

Cold Cream

Shaving Cream

Liquid Soap

Developed by IIT Delhi

Degreasing cleaning formulation

Developed by SRIIR, Delhi

Mahua Tamarind candy

TAM RAS

Herbal Hair Dyes

Chutney/pickles

H &IG Activities

In total 14 training have been sanctioned for the year 2020-21 where 3 DWT training programs have been concluded.

S.No.	STATE	CRAFT	TYPE OF TRAINING
1.	Karnataka	Banana Fibre	CTP
2.	Karnataka	Bidri Work	CTP
3.	Karnataka	Cane & Bamboo	
4.	Karnataka	Toda Embroidery	CTP
5.	Madhya Pradesh	Garment Fabrication	
6.	West Bengal	Cane & Bamboo	DWT
7.	Gujarat	Hand Embroidery	DWT
8.	Gujarat	Beads & Applique	DWT
9.	Gujarat	Applique Work	DWT
10.	Uttar Pradesh	Banarasi Silk	DWT
11.	Uttarakhand	Woollen & Jute craft	DWT
12.	Telangana	Needle Embroidery	DWT
13.	Rajasthan	Blue Pottery	DWT
14.	Rajasthan	Block Print	DWT

Retail & Marketing

Retail & Marketing

1709 Lakhs
Tribal Products Procured in 2020-21

141
Retail Outlets pan India

2800+
Empanelled Tribal Suppliers

29.63 Cr.
Sales Achieved in 2020-21

Adi Mahotsav - Feb-2021

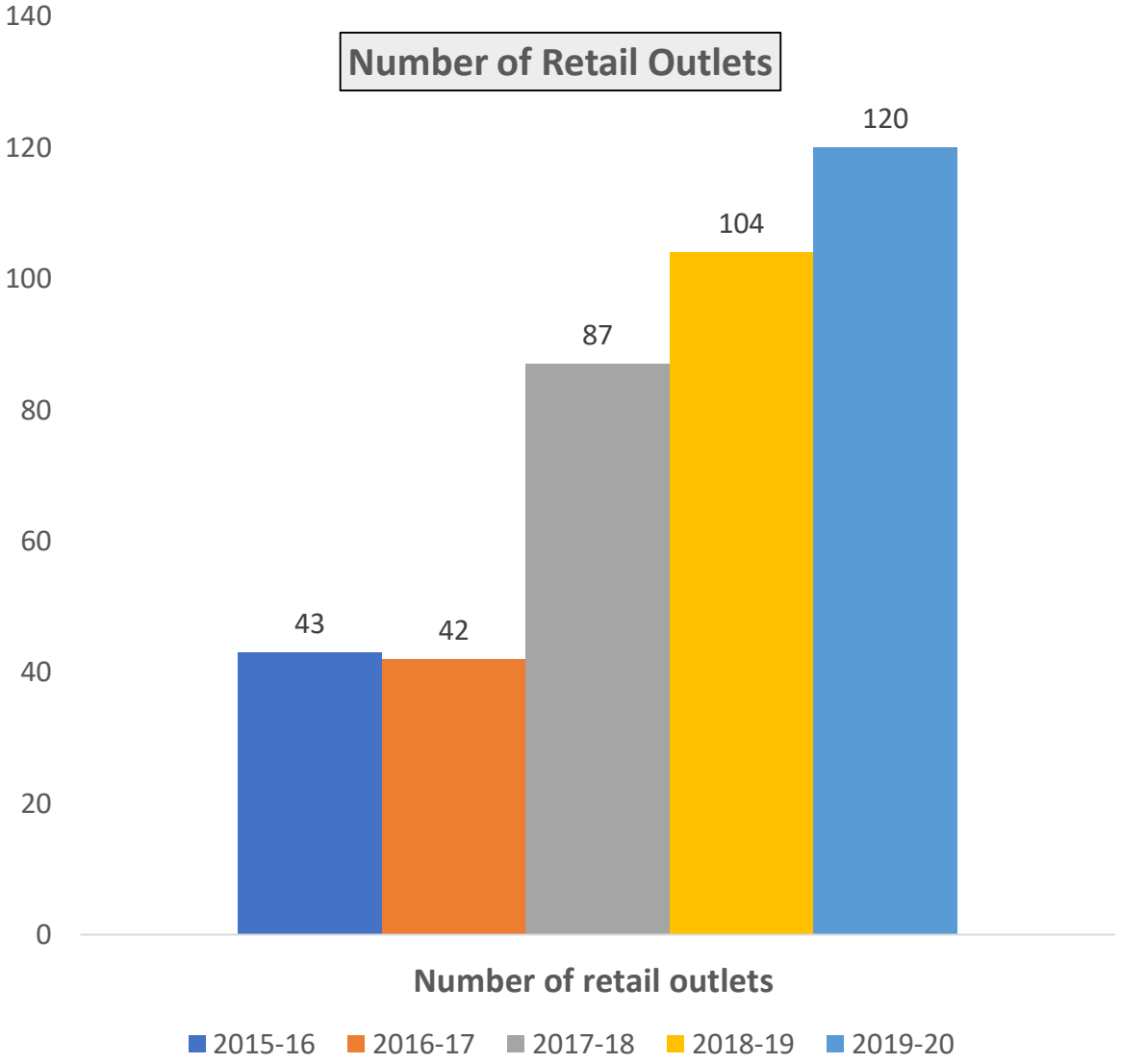
- 1000+ Tribal Artisans
- 3.8 Cr Sales
- Footfall- 3.5 Lakh

Tribes India in New York

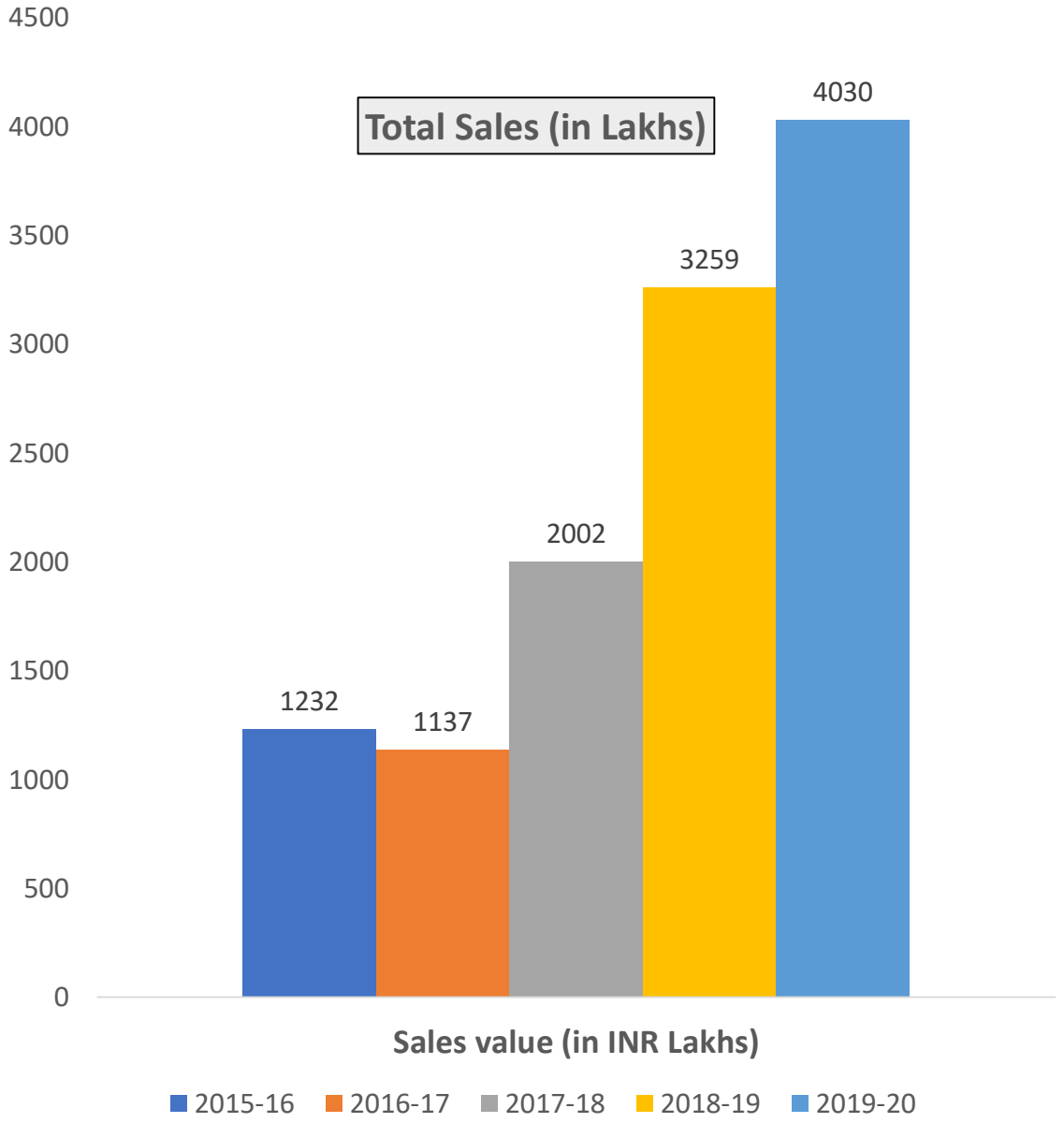
International Day of Yoga
21 June
Yoga for Harmony & Peace

- Event- International Yoga Day
- Venue -New York
- 21st June 2021

Progression across the last 5 years

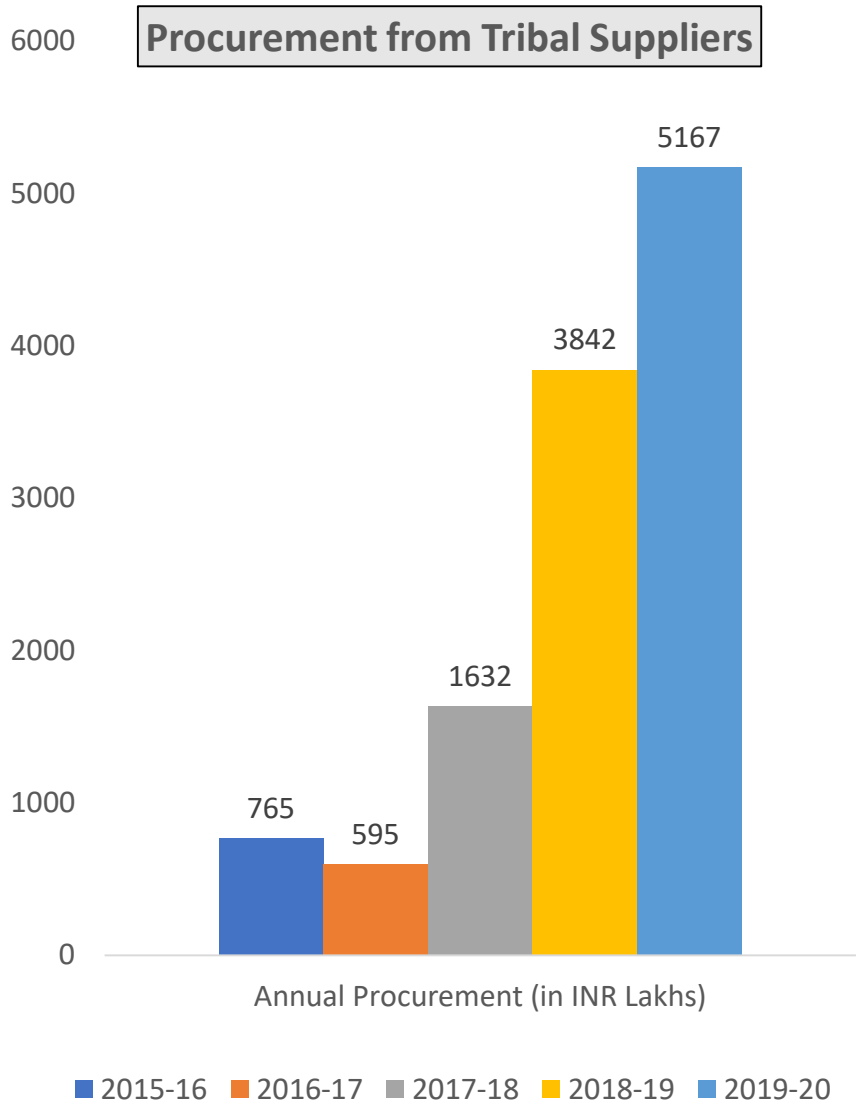


***Year 2020-21 is a COVID year and hence cannot be standardized, however TRIBES India Outlets increased to 130**

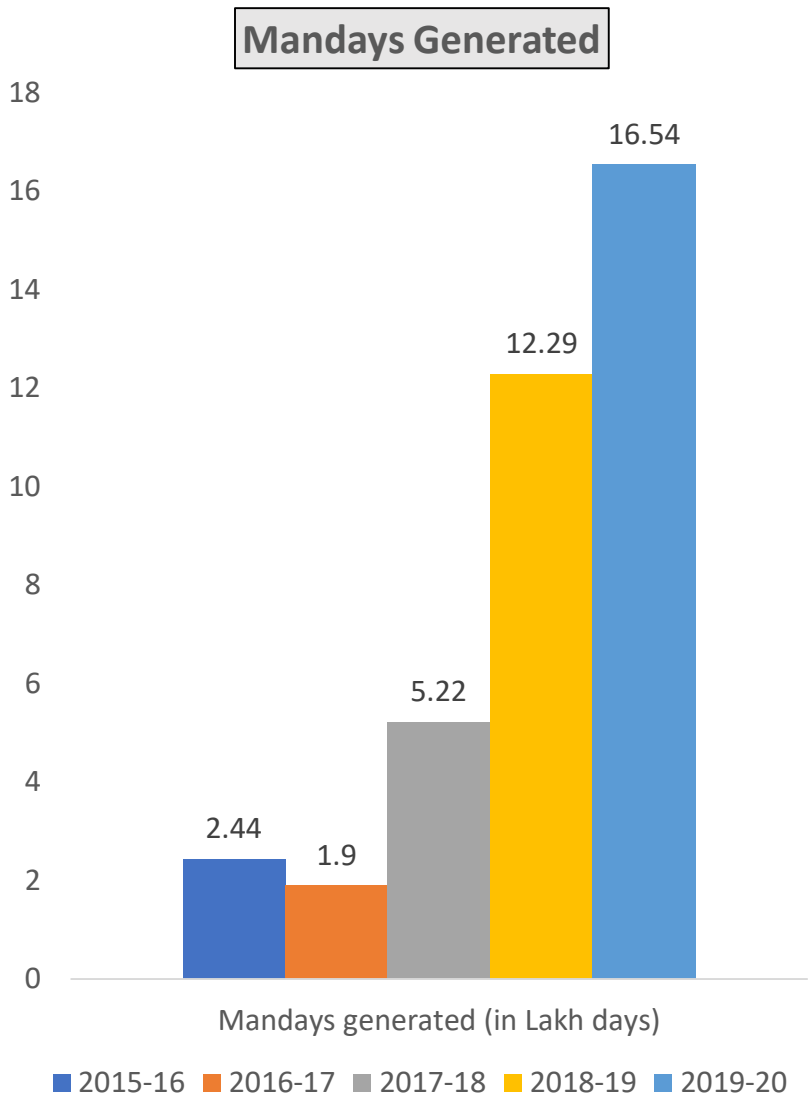


***Year 2020-21 is a COVID year and hence cannot be standardized, however the Total Sales achieved was worth INR 29.63 Cr.**

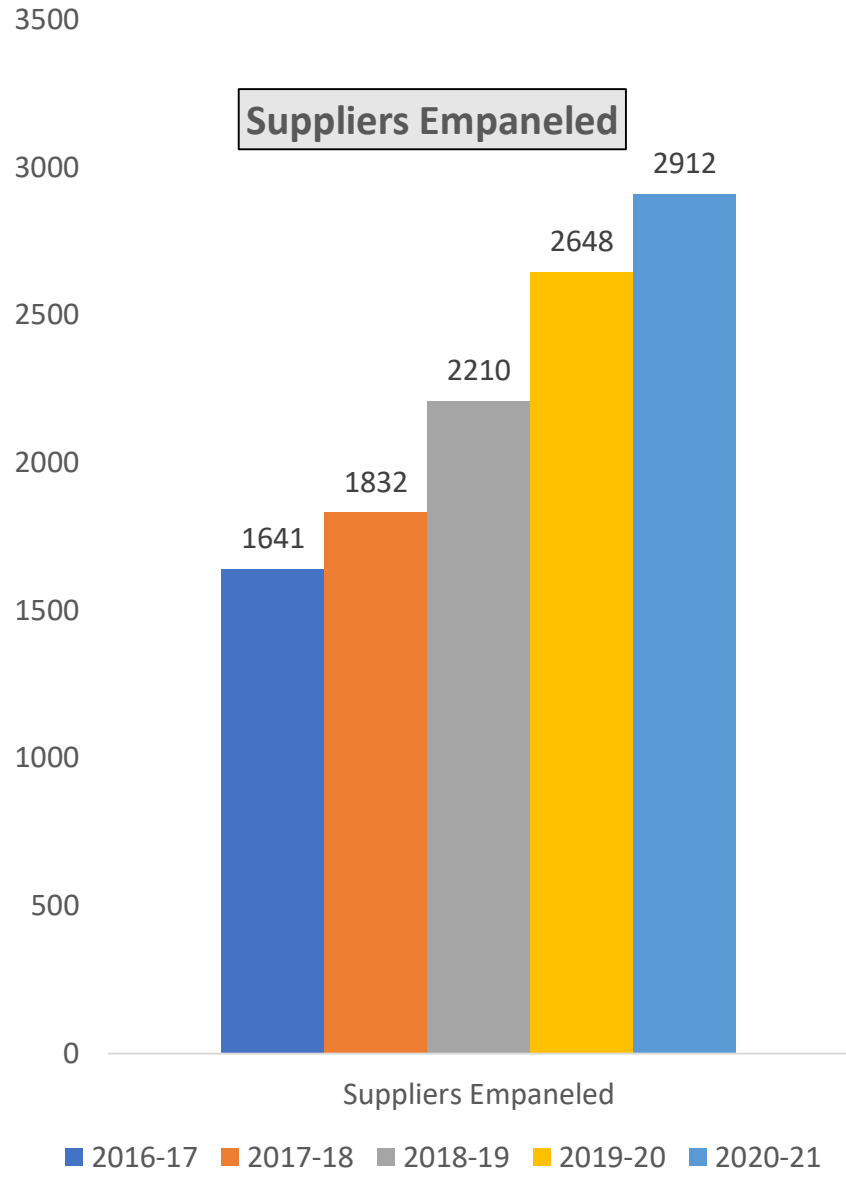
Progression across the last 5 years



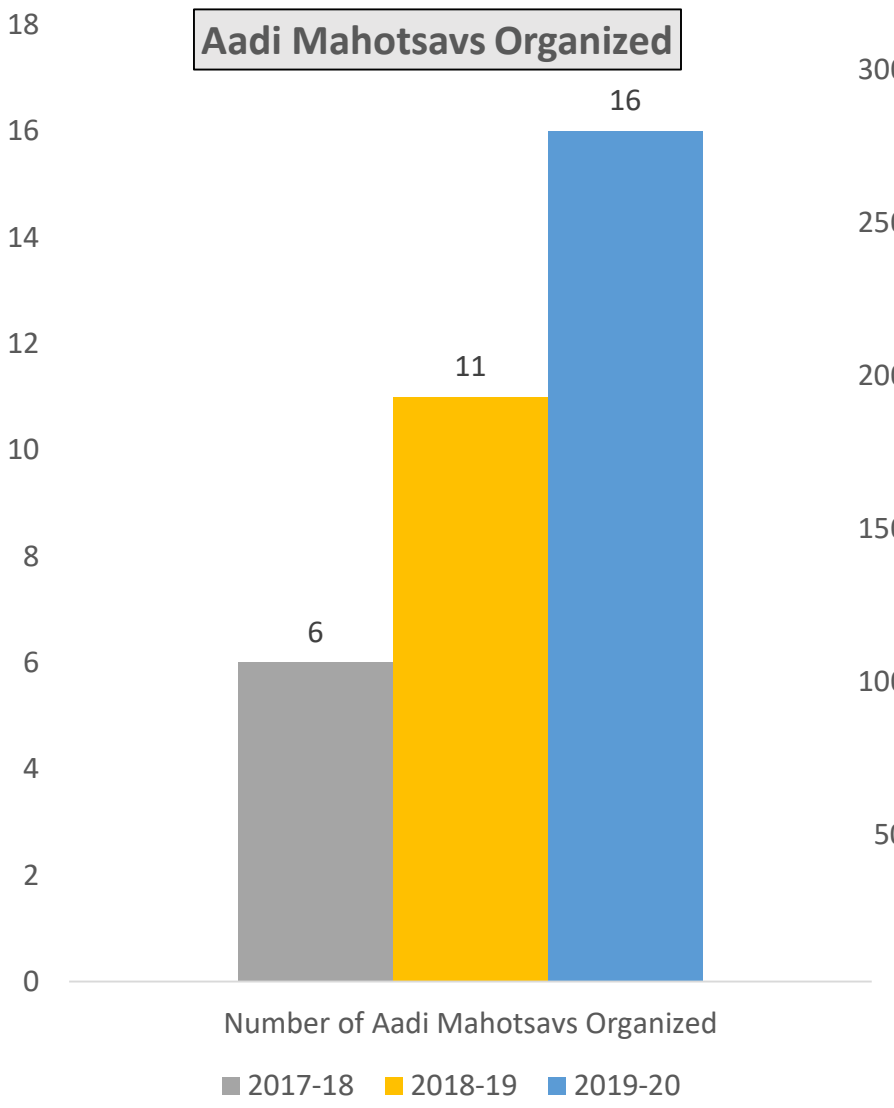
*Year 2020-21 is a COVID year and hence cannot be standardized, however Total Procurement of tribal products was worth INR 17.09 Cr.



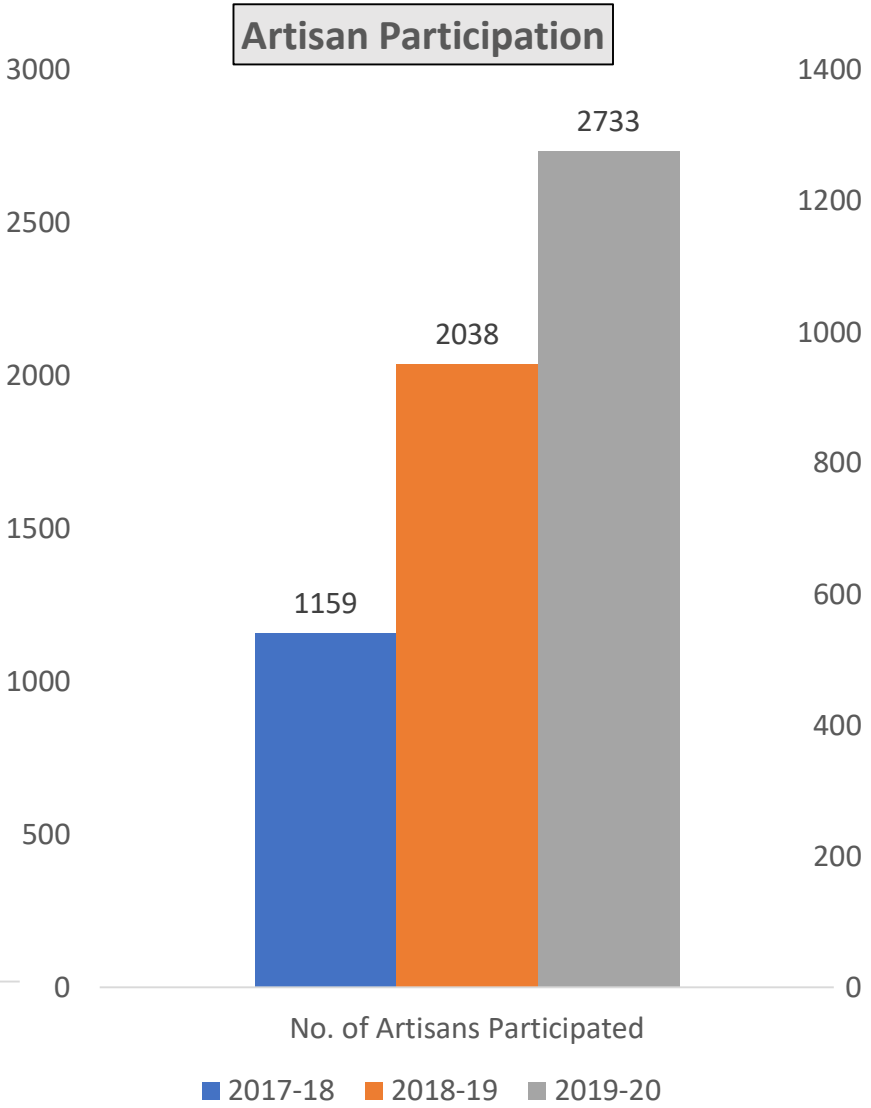
*Year 2020-21 is a COVID year and hence cannot be standardized, however 5.47 Lakhs Mandays were generated

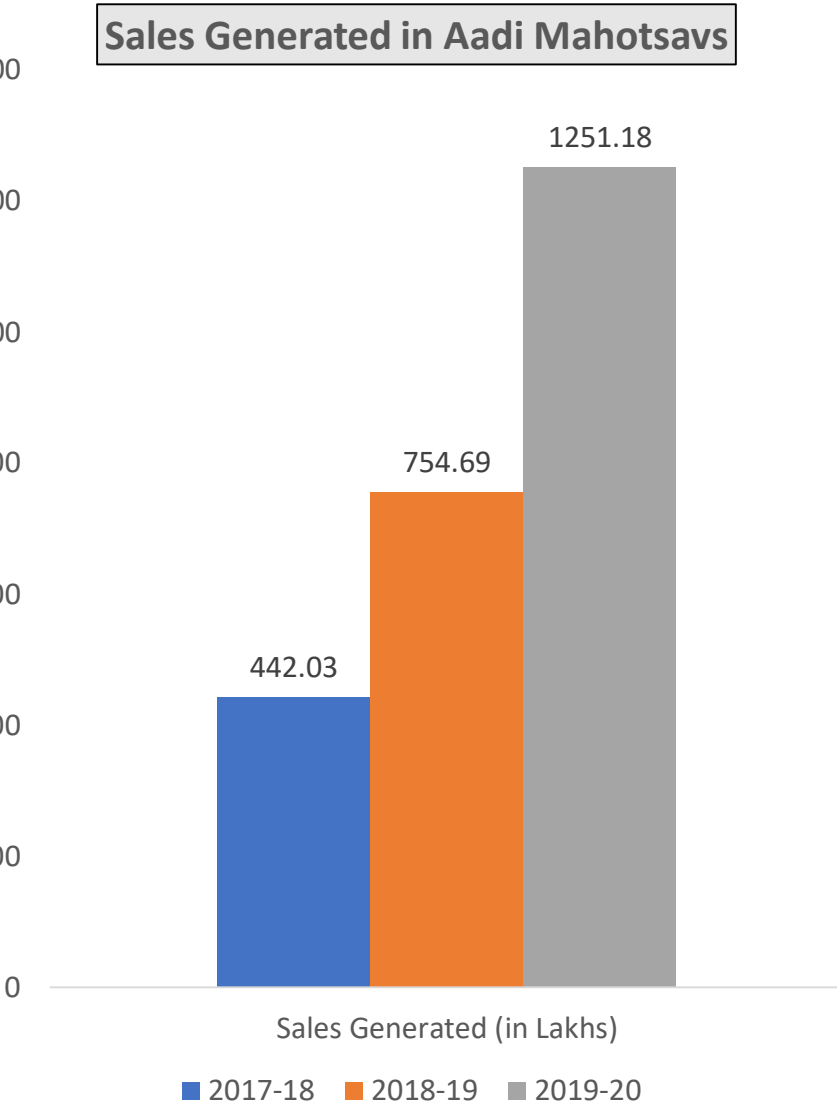


Aadi Mahotsavs



***Year 2020-21 is a COVID year and hence cannot be standardized, however 1 Aadi Mahotsav was organized in Delhi Haat**





***Year 2020-21 is a COVID year and hence cannot be standardized, however 390 Lakhs of sales was generated during the Aadi Mahotsav**

Promoting Geographically indexed products

tribes india amazon paytm Flipkart snapdeal

Promote GI Products in Tribes India outlets and eCommerce

- 141 TribesIndia Outlets
- **tribesIndia.com** e-Commerce website and Mobile Apps
- Amazon, FlipKart, Snapdeal and other

Awareness building on Geographically Indexed Products in our country

- IEC among all Tribal Suppliers who are involved in GI products
- Encouraging and empanelling more Tribal Suppliers to take up GI products

Assist in Searching & Identifying Products for New Registrations

- Campaign for identifying potential tribal products for GI registration through State Implementation Agencies of TRIFED VanDhan scheme as well as TRIFED's 14 Regional Offices

Marketing and Logistics Development for promoting Tribal Products from North-Eastern Region

Objectives of the scheme

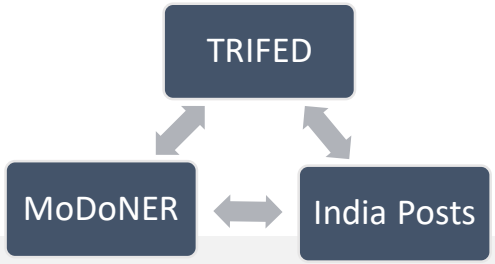
- Identify and empanel **4,000 artisans**
- Identify and register new **Geographical Indications** and promote the existing ones from the region
- Mainstream and scale-up NE handicrafts and handloom products
- Enhance the income of tribals of the North-East and facilitate **year-round livelihoods** for the community
- Facilitate access to **national and international markets** for the North-Eastern tribal artefacts

Outcomes of the scheme

- Onboarding 4000 artisans for market development
- A cumulative Turnover value of about Rs.186 cr. from tribal enterprises from the North-Eastern States.
- Identification of new Geographical Indication & their Registration
- Registration of Empaneled Sellers/Artisans of GI Tagged items/products to as Authorized Users
- Creating a brand – Tribals of North-East

The duration of the project is 2 years

Convergence Partners



The proposed budget of the scheme is 150 cr.

Convergences

Convergences under MSP for MFP and TRIFOOD

MSME - SFURTI Clusters under **SFURTI** scheme & skill development under **ESDP** program

MoFPI - **Mini-TRIFOOD** projects under PM-FME scheme.

MoTA - 2 TRI-FOOD Parks in collaboration with **MoFPI and NSTFDC, u**tilizing funds released by MTA **under Article 275(i).**

MoRD - **Infrastructure Development** under MSP for MFP.

NITI Aayog - Promoting livelihoods in **Aspirational Districts** through Van Dhan

Collaboration with CSIR through its Floriculture Mission

Promotion of Tribal Livelihoods in DMF Districts

Convergences Partners

- **PMO & LBSNAA –** Collaboration to promote and undertake GI related activities
- **Ministry of External Affairs** – TRIFED has collaborated with the Ministry in order to setup Atma Nirbhar Bharat Corners in 100 Indian Missions Abroad
- **Ministry of Agriculture** – TRIFED will be setting up 100 Farmer Producer Organizations and Honey FPOs across the country
- **Ministry of Culture –** Setting up of Tribes India outlets in 8 ASI locations and opening of Atma Nirbhar Bharat Centre in Red Fort
- **Ministry of Textiles** – TRIFED is collaborating with the ministry in order to undertake various initiatives under Ambedkar Hastshilp Vikas Yojana, Mega cluster scheme etc.
- **NABARD**- Collaboration for leveraging tribal development fund for undertaking various activities for tribal livelihood development
- **MoDoNER & Department of India Posts –** TRIFED in convergence with the two departments will be implementing a Marketing and Logistics intervention scheme in NER
- **AAI, LIC, Ministry of Petroleum & Natural Gas –** Various Tribes India Outlets have been opened on Airports & LIC locations and several other sites have been identified

Expanding the Retail Network through Convergences

Life Insurance Corporation

3 Tribes India Outlets

Archaeological Survey of India

8 Tribes India Outlet sites identified

Airport Authority of India

12 Tribes India Outlets functional in Airports & 13 applied for.

Ministry of Textiles

1 Tribes India Outlet

Ministry of Petroleum & Natural Gas

9 Tribes India Outlets identified

Department of Posts

2 Tribes India Outlets

Ministry of Culture (ZCCs)

2 Tribes India Outlets

LBSNAA, Mussoorie

1 Tribes India Outlet

Digital TRIFED

Digitization & E-Commerce

E-Commerce

6900+
SKUs

14
Regional Office eStores

50 Lakh+
Beneficiaries

1.32 Cr.
Sales

Listed across all leading E-Commerce Portals

tribesindia – The Art and Soul of India
amazon
paytm
Flipkart
snapdeal

Social media Presence

@tribesindia

@tribesindia
@VanDhanSeVikas

@tribesindia
@VanDhanSeVikas

@tribesindia

Public Financial Management System - PFMS
O/o Controller General of Accounts, Ministry of Finance

Integration of **EAT** module of **PFMS** for Expense and Fund management

Comprehensive Retail Inventory Management

Point of Sale Terminals with Digital Payments

Digital directory & Repository

Objectives

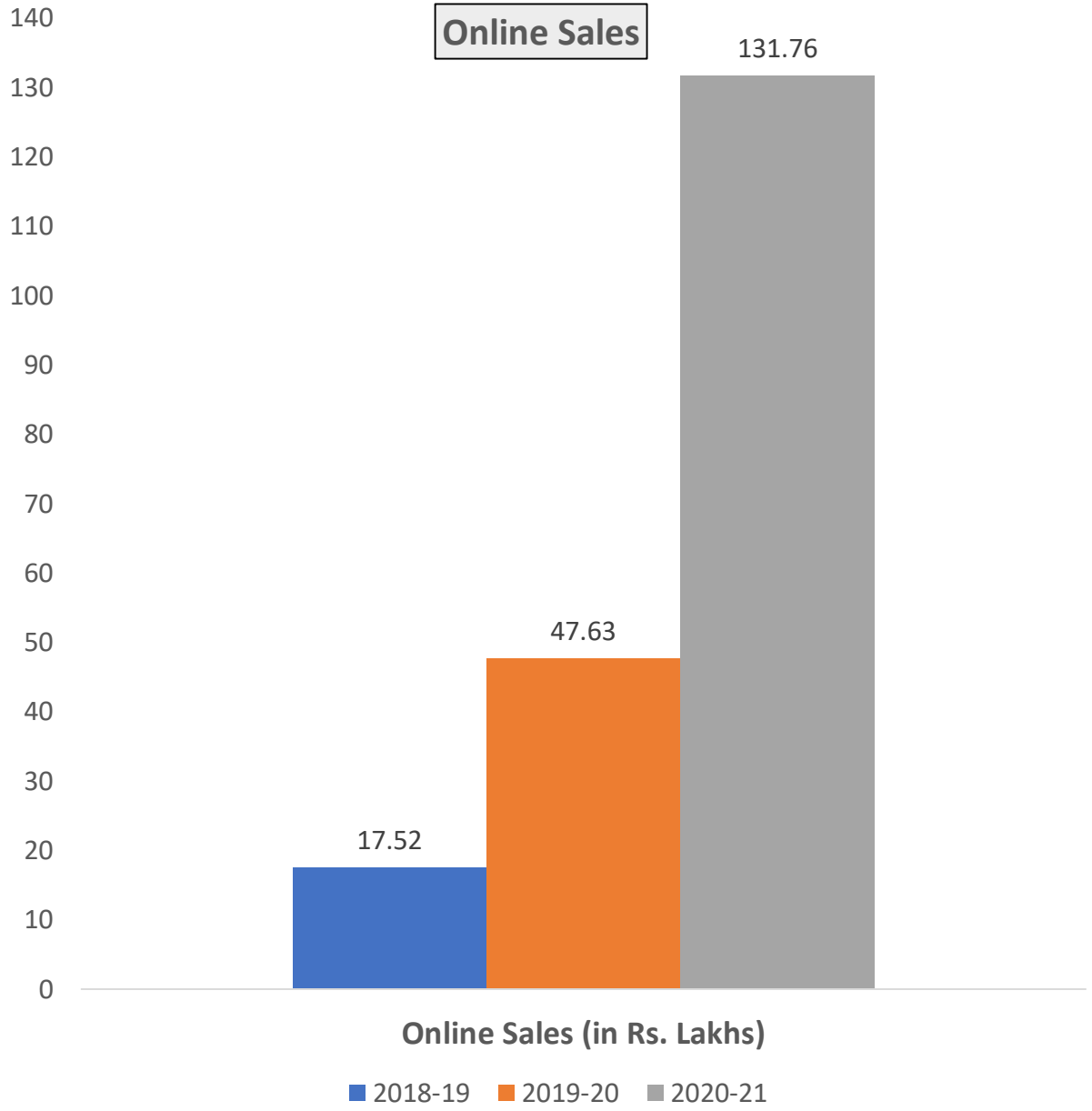
- Improve digital communication strategy
- Effective and continuous outreach across all stakeholders
- Ensure Advocacy and transparency of Van Dhan Mission

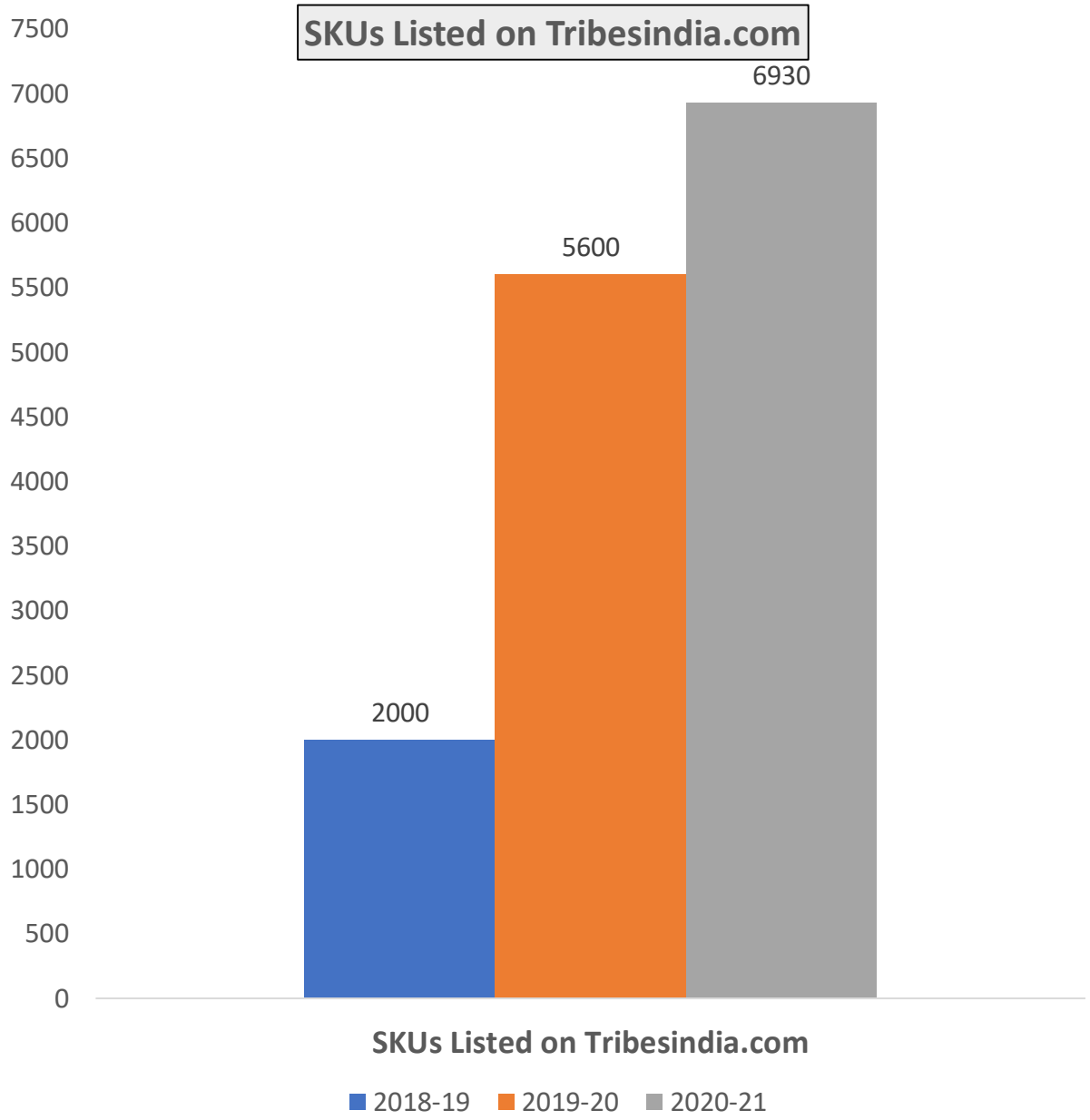
Outreach

1 Lakh
Target Data

55,765
Total Data Collected

Digital & Dot com Progress





New Digital Platforms Underway

1

Tribesindia E-Marketplace (Launch Date: 30th October 2021)

- ✓ Professional full featured e-commerce marketplace
- ✓ Using Industry's best practices, tools and methods
- ✓ Ensuring greater engagement and conversion, leading to strong branding and sales.
- ✓ Increased earnings for tribal suppliers in addition to the recognition of their art and skills.

2

Procurement MIS application for MSP for MFP (Launch date: 30th October 2021)

- ✓ Includes account creation of procurement agencies
- ✓ Collect data of all procurement (value as well as coverage of beneficiaries)
- ✓ Map geographical representation of all the procurement agencies across the country.
- ✓ Show consolidated data for the stakeholders.

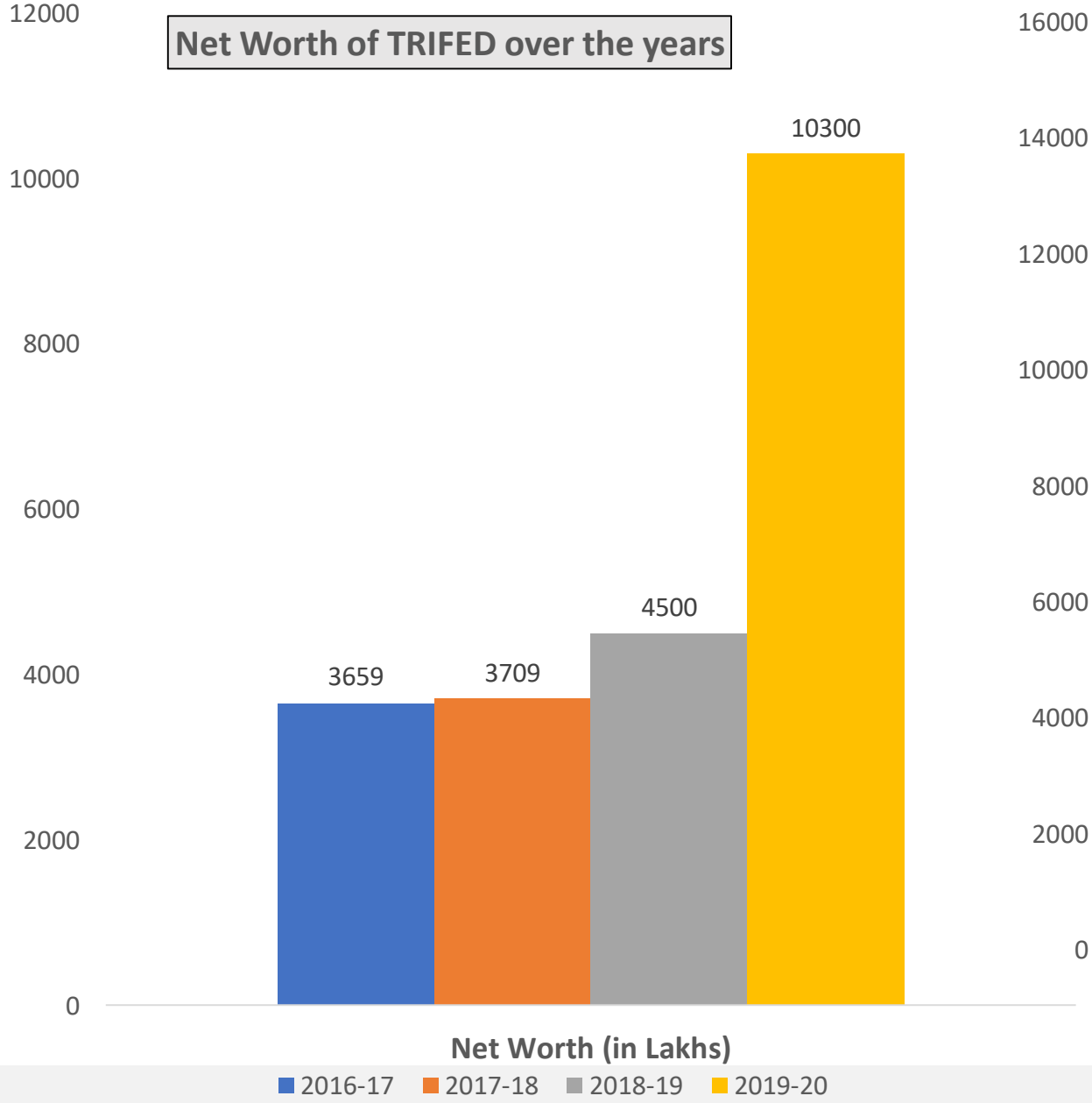
3

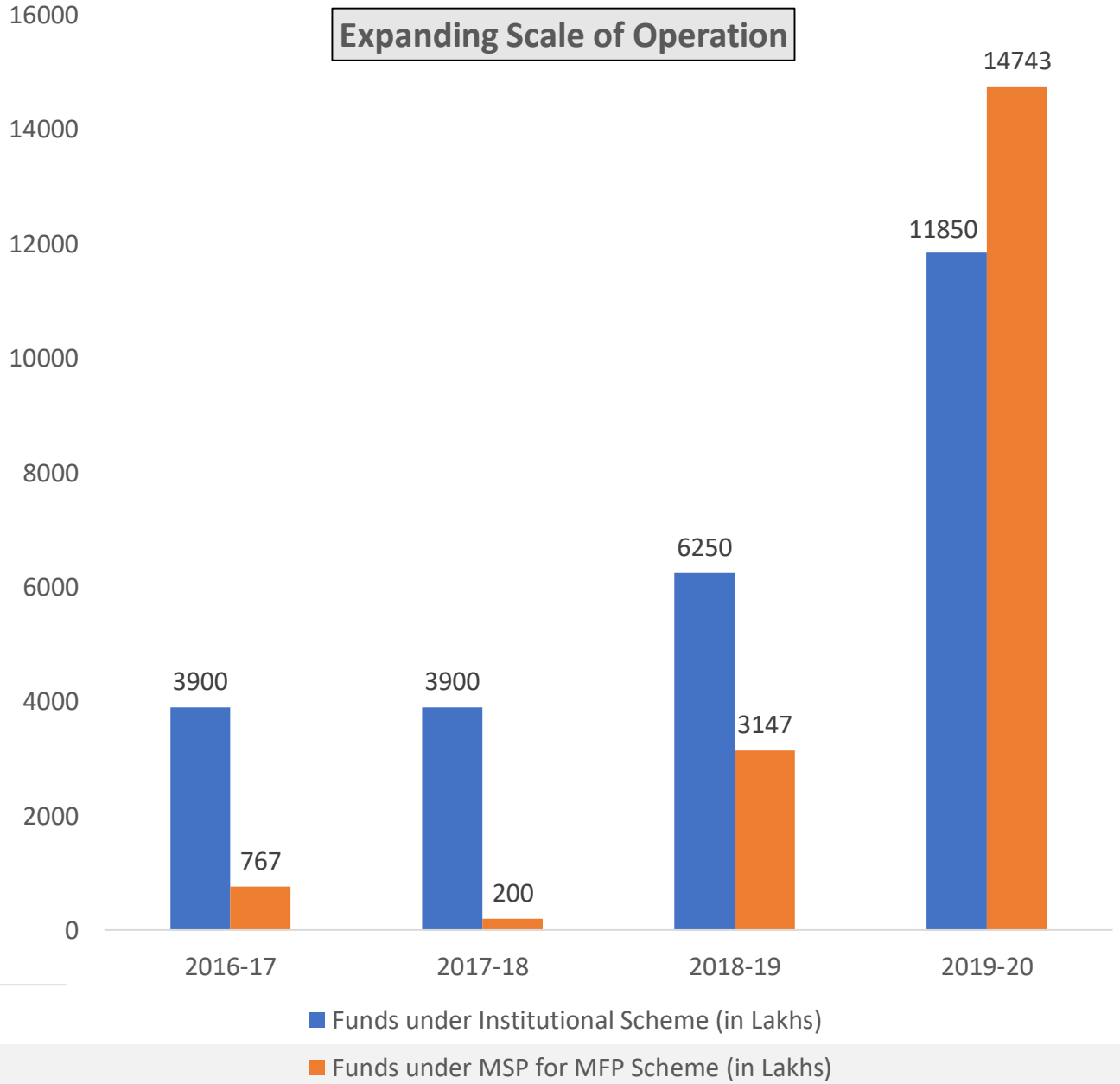
Website for TRIFED Regional Offices (Launch date – 30th October 2021)

- ✓ For a digital display of each regional office, their offices, their specialties and activities.
- ✓ Include basic activities and performance data overview for display and monitoring.

Finance

Financial Strengthening





Financial Outlay under PMJVM

Scheme	2021-22 (in Rs. Cr)	2022-23 (in Rs. Cr)	2023-24 (in Rs. Cr)	2024-25 (in Rs. Cr)	2025-26 (in Rs. Cr)	Total (in Rs. Cr)
On-going schemes of MoTA	305.00	499	312	263.32	232.95	1612.27
Convergence's funding (through Ministries like MoFPI, MSME etc.)	340	356	337	110	110	1253
Grand Total	**645**	**855**	**649**	**373.32**	**342.95**	**2865.27**

Total Outlay under the scheme:
Rs. 2865.27 Cr.

- ✓ **Rs. 1612.27 Cr. is budgeted under MoTA by EFC**
- ✓ **Remaining Rs. 1253 Cr. to be sourced from convergences with other Ministries**

CSR Activities

CSR activities of TRIFED

Indian Oil Corporation Ltd.

- ✓ **Project Name:** Establishing Van Dhan SHGs for improvement of livelihood of tribal communities in Rajnandgaon district of Chhattisgarh
- ✓ **Budget Outlay: 185 Lakhs**
- ✓ Training of **1411 Beneficiaries** has been completed and developed products are being sold with brand name of Rajvan.

Collection of MFP at Rajnandgaon

Trainings at Barwani

Bharat Petroleum Corporation Ltd.

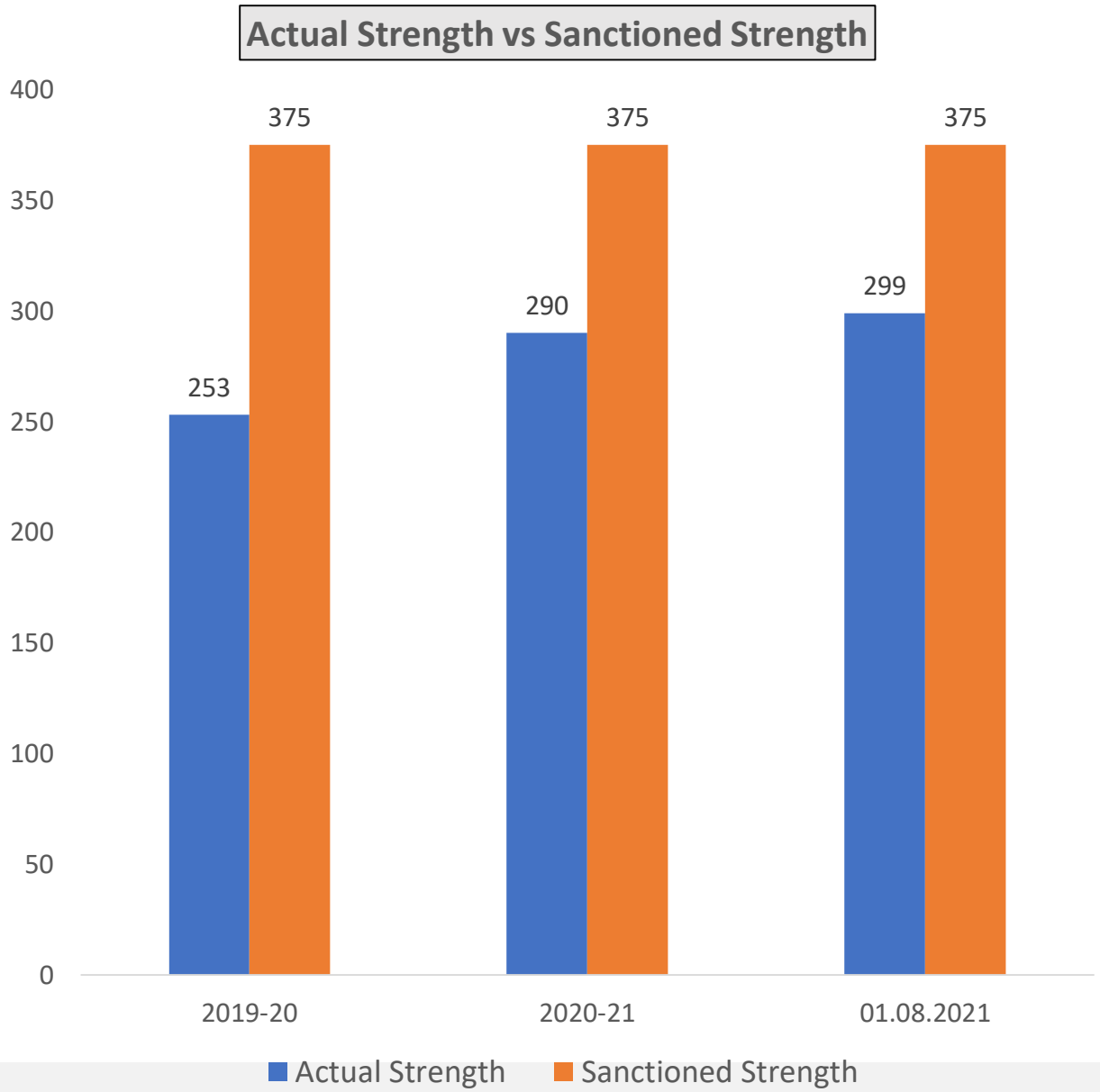
- ✓ **Project Name:** Livelihood development of tribal communities with a focus on women in Barwani district of Madhya Pradesh
- ✓ **Budget Outlay: 271 Lakhs**
- ✓ Establishing **6 VDSHGs** (2 each for Bagh Print, Maheshwari Textile and Chanderi Textile for **126 beneficiaries.** A National Awardee has been conducting the training for these beneficiaries.

Cochin Shipyard Ltd.

- ✓ **Project Scope:** Livelihood development through formation of VDSHGs
- ✓ **Proposed Budget Outlay:** 20 Lakhs

Personnel & Administration

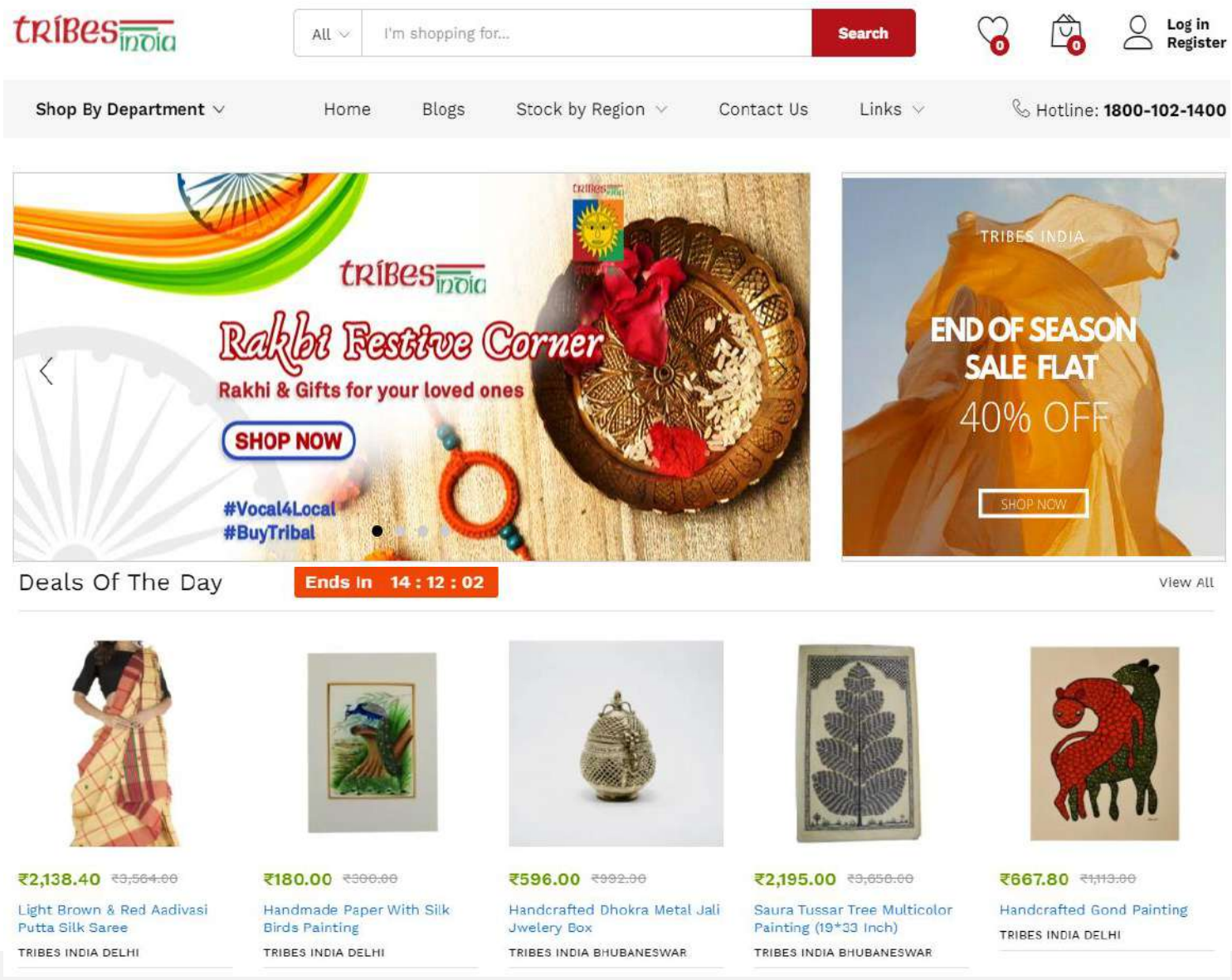
Human Resource Growth



- ✓ The objectives of TRIFED were reviewed and redefined to make the organization relevant and aligned with the tribal cause.
- ✓ The staff was motivated to re-dedicate itself with the vision and mission of TRIFED and to work towards achieving the redefined objectives
- ✓ Also, **90+** resources were identified for recruitment through **EdCIL under Ministry of Human Resource Development**

Some Snippets

Commencing Digital & Dot Com Journey



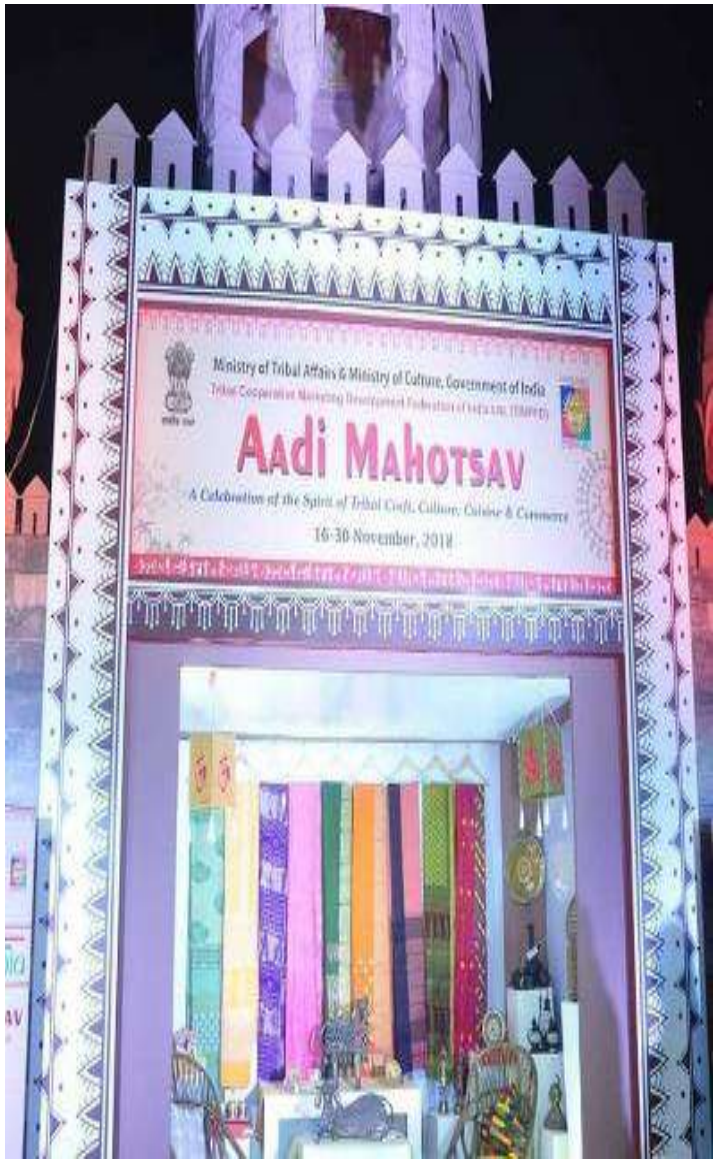
Conceptualization of Van Dhan Yojana

Value Addition by VDVKC members – Giloy (Shahpura Maharashtra)

Value Addition by VDVKC members – Processing and packaging of Joha Rice

Tribes India in New York on International Yoga Day

Aadi Mahotsav



Awards Night

TRIFED gets a new Address

जनजातीय कार्य मंत्रालय
MINISTRY OF TRIBAL AFFAIRS
GOVERNMENT OF INDIA

सत्यमेव जयते

ट्राईफेड
TRIFED

THANK YOU