



TRIFED's Role in Tribal Development

From Local Artisans to Global Markets

(Ministry of Tribal Affairs)

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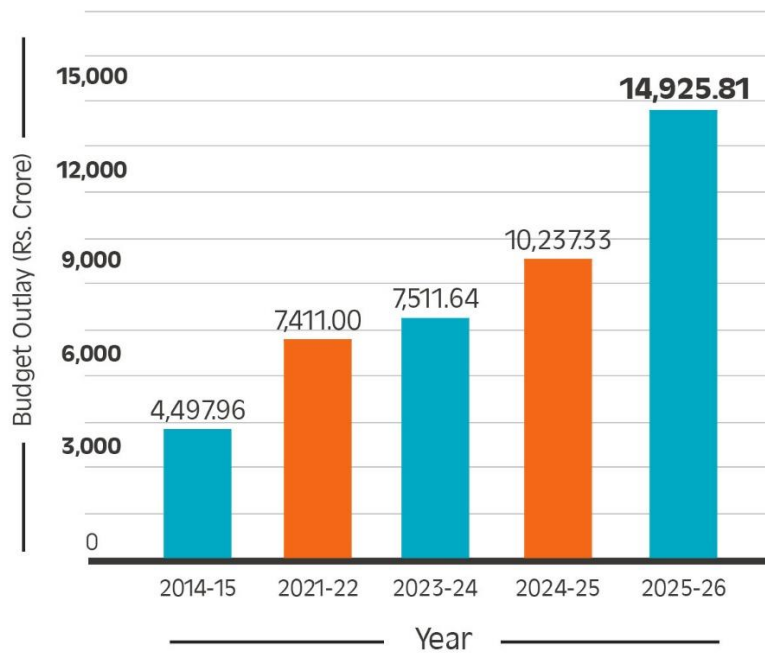
Introduction¹

India is home to over **10.45 crore Scheduled Tribe (ST) individuals**—comprising **8.6% of the total population**—representing a vast and diverse tribal heritage. The Government of India has demonstrated a strong commitment to the socio-economic development of Scheduled Tribes by taking several initiatives based on a multi-pronged approach.

Growth in Budget Outlay for Ministry of Tribal Affairs (2014-2026)



Numbers in (Rs. Crore)



¹ <https://pib.gov.in/PressReleasePage.aspx?PRID=2098853>

The overall budget for the development of Scheduled Tribes has risen from ₹10,237.33 crore in 2024-25 to ₹14,925.81 crore in 2025-26, marking an impressive 45.79% increase. A long-term perspective reveals significant progress: from ₹4,497.96 crore in 2014-15 to ₹7,411 crore in 2021-22, and now a **231.83% increase since 2014-15**, demonstrating the government's sustained focus on tribal welfare.

In line with this commitment, the Tribal Cooperative Marketing Development Federation of India Ltd²(TRIFED), under the Ministry of Tribal Affairs, has been actively working to enhance the marketing and economic conditions of tribal communities. TRIFED's mission is to promote the socio-economic development of tribal communities through the marketing development of tribal products.

Van Dhan Yojana: Transforming Tribal Livelihoods³



⁴Launched on **14th April 2018**, the **Van Dhan Yojana** is a flagship initiative under the 'Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) & Development of Value Chain for MFP.' Implemented by **TRIFED** as the nodal agency, the scheme aims to generate **livelihood opportunities for tribal gatherers** by transforming them into entrepreneurs. **Van Dhan Vikas Kendras (VDVKs)** have been established in tribal-dominated districts, where tribal Self-Help Groups (SHGs) engage in the **collection, value addition, and marketing of MFPs**. Each **VDVK**

Van Dhan Yojana(VDY)



1,183,412
VDY Beneficiary



55,036
VDSHGs



3,958
VDVKs



381
Districts



587
Crores Funded

cluster comprises **15 tribal SHGs** with about **300 beneficiaries**. The initiative, **100% funded by the**

² <https://pib.gov.in/PressReleasePage.aspx?PRID=2104628>

³ <https://trifed.tribal.gov.in/pmvdv>

⁴ <https://trifed.tribal.gov.in/home>

Central Government, provides **₹15 lakhs per cluster** to support tribal entrepreneurship, ensuring a sustainable source of income for forest-dwelling communities.

Since its inception, the **Van Dhan Yojana** has significantly improved the livelihoods of tribal communities across India. The initiative has benefited **over 11.83 lakh tribal individuals**, enhancing their income and fostering sustainable development. With substantial funding of **₹587 crores**, the scheme has provided economic opportunities and empowered forest-dependent communities to become self-reliant.



The implementation of the **Van Dhan Yojana** follows a structured approach to empower tribal communities. The process involves the **formation of 20-member Self-Help Groups (SHGs), training, provision of value addition equipment, establishment of storage and logistics systems, and branding and marketing support**. These steps ensure that the tribal gatherers move up the value chain from mere raw material suppliers to producers of high-value finished goods, significantly enhancing their incomes and economic stability.

TRIBES INDIA- Bridging Tribal Products with Global Markets⁵

TRIFED aims at accelerating economic development of tribal people, the poorest among the poor, through the marketing of their products on sustainable basis and providing wider exposure to their art and craft in domestic as well as international markets. ⁶More than 200 tribal communities, residing in remote regions, strive to preserve their traditional arts and crafts. To support their economic welfare, TRIFED launched **TRIBES INDIA** in 1999, opening its first retail outlet in New Delhi.

⁵ <https://trifed.tribal.gov.in/program/retail-marketing>

⁶ <https://trifed.tribal.gov.in/home>

Retail Marketing for Livelihood Development



218,500
Artisan Families



100,000
Products



117
Retail Outlets



₹ 36
Crores Sale

Today, TRIBES INDIA has expanded to **117 retail outlets across India**. TRIFED operates **15 Regional Offices** to source handicrafts, handlooms, and natural food products from tribal artisans, Self-Help Groups (SHGs), and affiliated organisations. These products are sold through **35 own showrooms and 8 consignment showrooms**, as well as exhibitions. Expanding its reach, TRIFED now markets tribal products globally via **www.tribesindia.com**, ensuring fair pricing and wider exposure for artisans.

Focus Areas

Sourcing of Tribal Products



- Products
- Empanelment of Suppliers
- Selection and Purchase of Products
- Channels of Sourcing

Sale of Tribal Products



- eCommerce - TribesIndia.com
- Retail Outlets

Publicity Strategy



- Exhibitions
- Aadi Mahotsava

Strategic Partnerships and Initiatives: Empowering Tribes Through Collaboration⁷

To further its mission, TRIFED has entered into several strategic partnerships aimed at facilitating tribal entrepreneurship and enhancing market access for tribal products.

Partnership	Date	Objective
National Institute of Fashion	24th	Facilitating product curation and design

⁷ <https://pib.gov.in/PressReleasePage.aspx?PRID=2104628>

Technology (NIFT) & Himachal Pradesh Horticulture Produce Marketing and Processing Corporation Ltd (HPMC)	February 2025	development of handloom and handicraft products by tribal artisans (NIFT). Augmenting technology and tertiary processing of horticulture and minor forest products (HPMC).
Rooftop	24th February 2025	Providing art workshops and skill enhancement opportunities for tribal artisans.
Meesho, Indian Federation of Culinary Associations (IFCA), and Mahatma Gandhi Institute of Rural Industrialisation (MGIRI)	18th February 2025	Enabling onboarding of tribal products on Meesho's platform, long-term collaborations with culinary professionals (IFCA), and capacity-building for artisans (MGIRI).
Tea Trunk	17th February 2025	Boosting the tribal economy through market presence, sustainable development, and skill-building for tribal producers.

Aadi Mahotsav ⁸– Celebrating Tribal Excellence and Entrepreneurship

Aadi Mahotsav, the flagship initiative of TRIFED, is an annual event that celebrates India's rich tribal heritage, culture, arts, crafts, cuisine, and commerce. The 2025 edition, held from 16th to 24th February at Major Dhyan Chand National Stadium in New Delhi, brought together over 600 tribal artisans from 30+ States and Union Territories, 500 performing artists showcasing various tribal dance forms, and 25 tribal food stalls presenting indigenous cuisines from different regions. The event also featured live painting sessions by tribal artisans, collaborations with 20 Public Sector Undertakings (PSUs) and 35 training institutes, and the signing of 25+ MoUs with design institutes and corporate houses. The theme of the festival, "**A Celebration of the Spirit of Entrepreneurship, Tribal Craft, Culture, Cuisine and Commerce**," represents the basic ethos of tribal life.

Building a Self-Reliant Tribal Economy

TRIFED's initiatives, including Van Dhan Yojana, TRIBES INDIA, and Aadi Mahotsav, are driving tribal empowerment by fostering entrepreneurship, enhancing market access, and preserving traditional crafts. With strategic partnerships, retail expansion, and cultural events, these programs create sustainable livelihoods and economic self-reliance for tribal communities, ensuring their integration into the mainstream economy while celebrating their rich heritage.

⁸ <https://pib.gov.in/PressReleasePage.aspx?PRID=2103858>

References

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Santosh Kumar/Sarla Meena/ Anchal Patiyal