

PERFORMANCE REPORT ON ACTIVITIES OF TRIFED TILL 29 DECEMBER, 2019

A. Pradhan Mantri Van Dhan Yojana (PMVDY)

Pradhan Mantri Van Dhan Yojana (PMVDY) is a **Market Linked Tribal Entrepreneurship Development Program** for forming clusters of tribal SHGs and strengthening them into Tribal Producer Companies has been launched with participation from all the 27 States from the Country.

The Ministry of Tribal Affairs approved the Van Dhan Scheme Guidelines vide notification F.No. 19/17/2018- Livelihood dated: 26.02.2019 and have delegated the administrative and financial powers for Van Dhan program to MD TRIFED vide notification No. 19/19/2018-Livelihood dated: 27.08.19. During the short period after initiation of the sanctioning Van Dhan program on 27 Aug 2019, proposals for establishing 838 VDVKs from 23 States have been proposed and TRIFED has sanctioned **676 VDVKs in 18 States** covering **200,740 beneficiaries** for livelihood generation for a sanctioned amount of Rs. 99.81 Cr. Every State will establish 2 demo units from their VDVKs and currently, **13 States have identified 25 demo units** from the VDVKs.

TRIFED has also conducted two **National level advocacy workshops** and 5 **State level advocacy workshops** with participations from Chief Ministers, Ministers, Principal Secretaries, representatives from State Nodal Departments, Implementing Agencies, Mentoring Organizations, Tribal SHG members etc. for sensitizing them about the Van Dhan program and assisting them in preparation of State Van Dhan plan for establishing VDVKs. TRIFED is also developing a robust web-based **IT platform and mobile application** for data collection, tracking, and monitoring of all the activities



under PMVDY.

In Nagaland, 31 VDVKs have been sanctioned in 11 districts covering 9300 tribal beneficiaries. The Longleng VDVK in Longleng District have begun the value addition and processing work in Hill Grass to make Hill Grass Brooms. The members of the Longleng VDVK have been trained in the value addition work and have started supplying their finished products in the market. Similarly other VDVKs in the Longleng district (Tamlu VDVK) and other districts have started working for producing value added products.



Similarly, 64 VDVKs have been sanctioned in Maharashtra in 13 Districts covering 19,200 beneficiaries in the State. The Malegaon VDVK & Resod VDVK from Washim District has initiated processing & value addition of Marking Nut.



In Chhattisgarh, 139 VDVKs have been sanctioned in 30 districts covering around 41,700 beneficiaries. The Birgudi VDVK in Dhamtari District and Gotiya VDVK in Jagdalpur District have started working in Sal leaves & Tamarind processing and value addition respectively.



Similarly, VDVKs from other States have also started value addition & processing of MFPs. TRIFED has engaged **Indian Institute of Public Administration (IIPA)** as third party evaluation agency for undertaking overall monitoring & evaluation of implementation of the program.

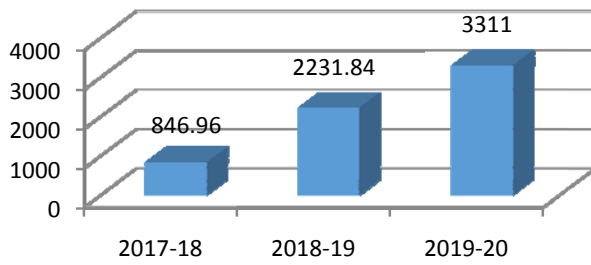
TRIFED has partnered with UNICEF for promoting Van Dhan program through the tribal Culture, Craft, Cuisine and Commerce, with Facebook for appointing 5000 Van Dhan mentees from the VDVK units across the country, with other mentoring organizations such as Kalinga Institute of Social Sciences Bhubaneswar, Indian Institute of Entrepreneurship Guwahati, etc.

B. RETAIL MARKETING DEVELOPMENT ACTIVITIES:

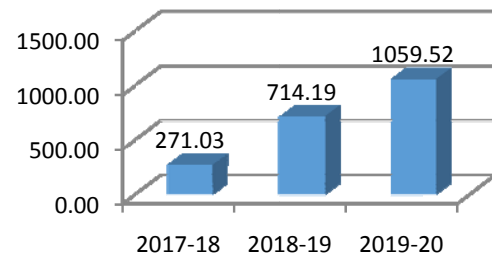
1. Sales & Purchase:

Concerted efforts were made for scaling up of Retail Marketing Activities resulted in cumulative procurement of Rs. 3311 Lakhs during the current year, which **has generated 10.60 lakhs mandays. This is an increase of 48.35% in comparison to the corresponding period of the last year.**

Purchase till December (Rs in lakhs)

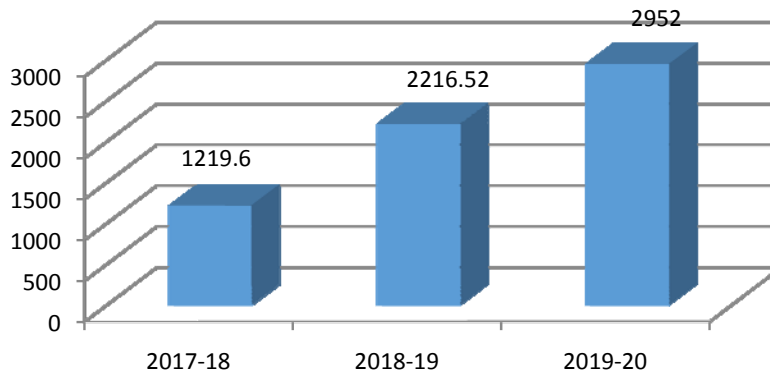


Mandays Generated (In Thousand)



Similarly, cumulative sale of **Rs. 2952 lakhs** was achieved during the current year, which is an increase of 33% in the current Year over corresponding period of the last financial year.

Sales till December (Rs in Lakhs)

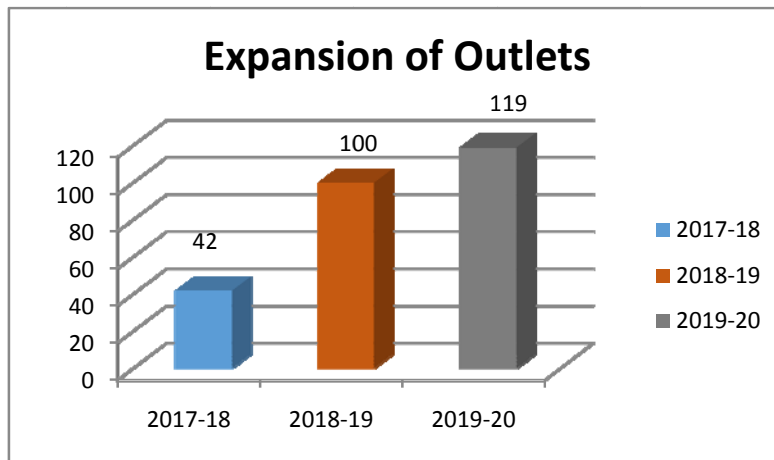


2. the TA Nal

to identify r for expand Kheri (Uttar (Assam),

Pithoragarh(Uttarakhand) and Jhabua (Madhya Pradesh) wherein 286 artisans participated and exhibited their crafts and 70 tribal producers were empanelled.

3. Expansion of Outlets: TRIFED has established a network of 119 Outlets i.e. 71 own Sales outlets, 33 outlets on consignment sale and 15 franchisee outlets located across the country in comparison to 100 outlets as on 30.12.2018.



4. Exhibitions: TRIFED organised/participated in about 500 exhibitions across the country generating a sale of Rs. 506 Lakhs during current financial year.

5.E-Commerce: TRIFED has established its own E-commerce portal www.tribesindia.com and also present on all major e-commerce portals like Amazon, Snapdeal, Flipkart, Paytm, and Gem. As part of this initiatives, TRIFED has made the sales of Rs. 53 lakhs till 29.12.2019 in current financial year.

6.Convergences with other institutions:

TRIFED has initiated institutional arrangements with like-minded agencies for seeking alliances and forging partnerships for optimization of resources, which includes, development of new designs, products enhancing supplier base by leveraging the pool of tribal SHGs associated with different Organisations like Ministry of Rural Development (State Level Aajivika Mission/NRLM), Regional Offices of DC (Handicraft & Handloom), State Forest Departments, State Handicraft/Tribal Department, reputed NGOs, reputed designers like MsRitu Beri etc.

C. National Tribal Festival “Aadi Mahotsav”

TRIFED started a new concept of organizing National Tribal Festival ‘Aadi Mahotsav’-an exhibition cum sale of Tribal products. As a part of this initiative, Aadi Mahotsavs were Ooty, Shimla, Indore, Leh, Vishakaptnam, Pune, Noida, Bhubaneswar, New Delhi, Jaipur, Pondicherry, Bhopal, Goa and Lucknow wherein in total of 2260 tribal artisans from across the country participated and realized a sale of Rs. 1092 Lakhs.

During the month of the November, 2019,TRIFED also organised Aadi Mahotsav from 16th to 30 November, 2019 at Palika Park and DilliHaat, INA, New Delhi wherein 1000 tribal artisans/cooks/artists from 24 states participated and provided glimpses of the rich traditional culture from their tribal communities.



The festival featured exhibition-cum-sale of tribal handicrafts, handloom and tribal culture through over 200 stalls. These included handwoven cotton, wool, and silk fabrics, woodcrafts, tribal jewellery, metal craft, terracotta, bead-work, masques and other objects. They also showcased compelling paintings. Besides, the Mahotsav displayed a vast variety of natural products like forest honey, tamarind, herbs, spices from Southern States, dry fruits from Ladakh, J&K and Himachal Pradesh, apples, etc. The Mahotsav was a roaring success and in the course of 15 days, Tribal Artisans transacted business worth Rs20 crores. A special feature of the festival this year was the visits and attendance by eminent personalities and dignitaries, and artists of national repute .



Eminent fashion personalities also graced the event and greatly appreciated the art forms on display.