



TRIBAL TEXTILES

LONGPI POTTERY

TRIBAL JEWELLERY

CANE & BAMBOO

TRIBAL PAINTINGS

GIFTS & NOVELTIES

METAL CRAFTS

ORGANIC FOOD PRODUCTS

E-COMMERCE

DIGITAL COMMERCE

MONTHLY PERFORMANCE REPORT ON ACTIVITIES OF TRIFED FOR THE MONTH OF JULY, 2019

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TRIBES INDIA
An Artistic expression of the nation's
TRIBAL HERITAGE

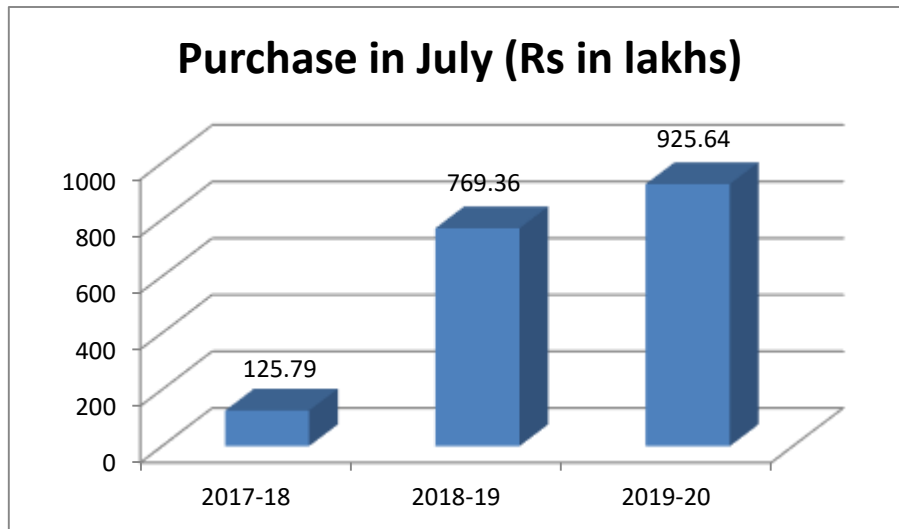


**MONTHLY PERFORMANCE REPORT ON ACTIVITIES OF TRIFED FOR THE
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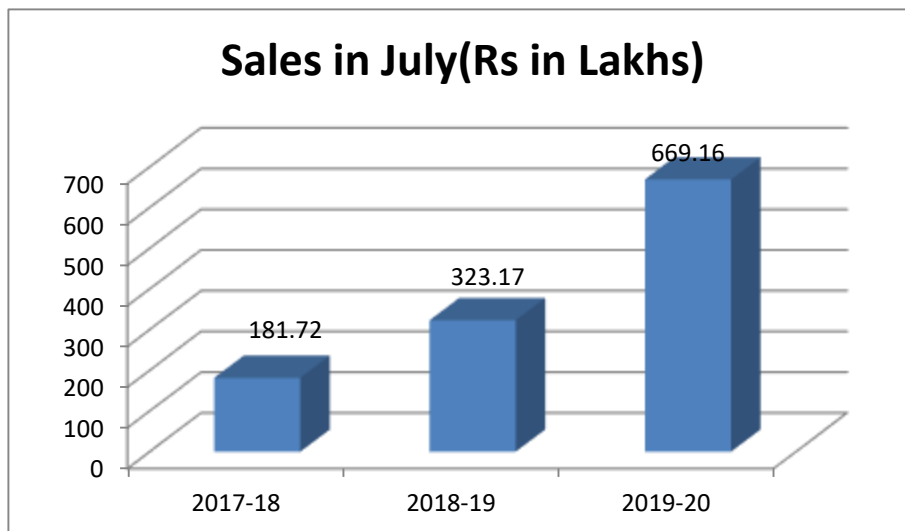
1. MARKETING DEVELOPMENT ACTIVITIES:

1. Sales & Purchase:

Concerted efforts were made for scaling up of Retail Marketing Activities resulted in procurement of tribal products worth Rs. 448.62 Lakhs was made in the month of July, 2019 and cumulative procurement of Rs. 925.64 Lakhs during the current financial year 2019-20 .This is an increase of 119 % during the month of July, 2019 and 20% during the current financial year, in comparison to the procurement made in the corresponding period of the last financial year.



Similar efforts were made for achieving sale of Rs.194.93 Lakhs in the month of July, 2019 and cumulative sale of **Rs. 669.16 lakhs** was achieved during the current financial year 2019-20, which is an increase of 19% and 26% for the month of July and the current Financial Year respectively in comparison to the sales made in the corresponding period of the last financial year.





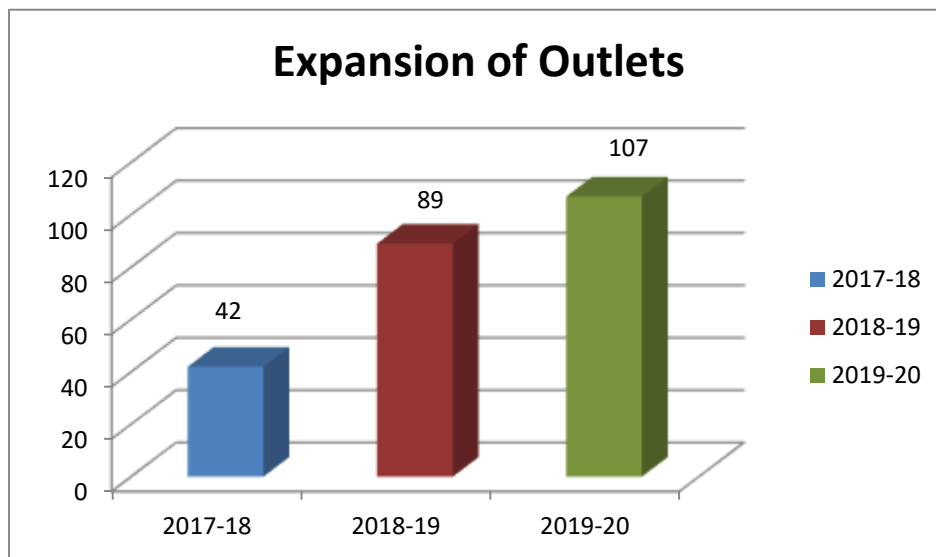
1.2 Tribal Artisan Mela (TAM):

TAMs are organized with a view to identify new artisans and new products at the sourcing level in States/Districts/Villages for expanding the tribal producers base. During the current financial year, 6 TAMs have been organized at Lakhimpur Kheri (Uttar Pradesh), Bolangir (Odisha), Nalgonda (Telangana), Kokarajhar (Assam), Banswara (Rajasthan) and Pithoragarh (Uttarakhand) wherein 272 artisans participated and exhibited their crafts and 70 tribal producers were empanelled.



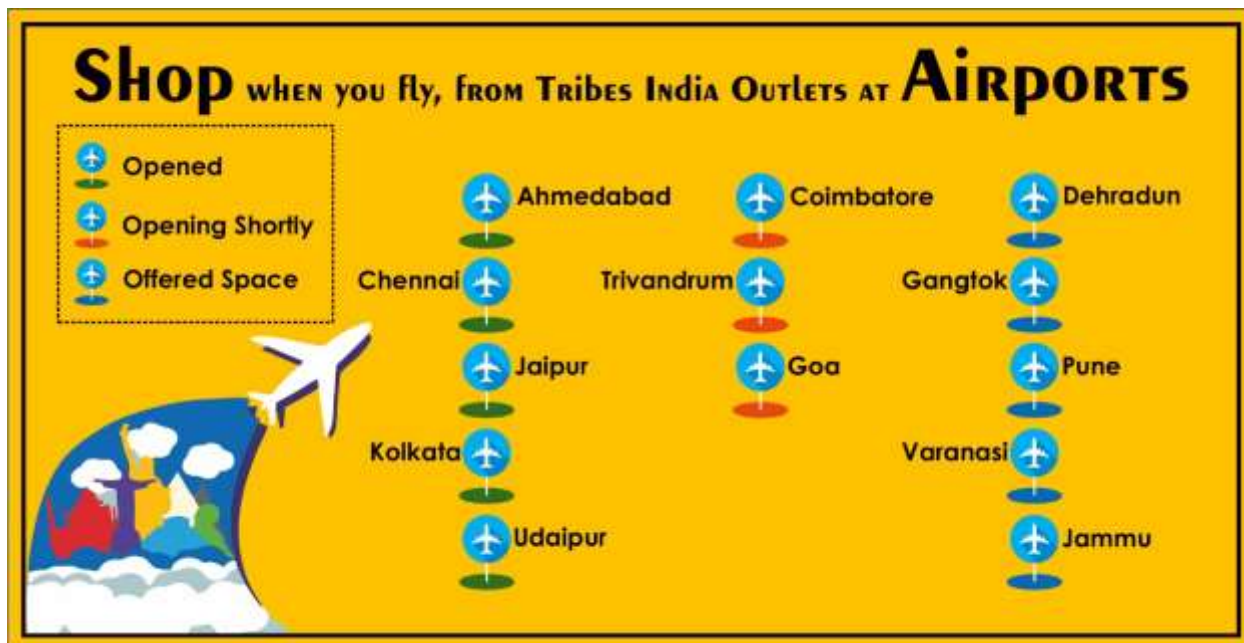
1.3 Expansion of Outlets:

TRIFED has established a network of 107 Outlets i.e. 60 own Sales outlets, 33 outlets on consignment sale and 14 franchisee outlets located across the country in comparison to 89 outlets as on 31.07.2018.



A special drive was initiated for establishing TRIBES INDIA outlet at airports. Airport Authority of India has allotted space at Coimbatore, Gangtok, Jaipur, Chennai, Ahmedabad, Udaipur, Goa, Trivandrum and Kolkata for opening of Tribes India Outlets. Besides, TRIFED has been offered spaces at International Airports at Dehradun, Varanasi, Pune, Lucknow and Jammu for setting up of Tribes India Outlets.

Presence of Tribes India Outlets at these Airports will not only be a good opportunity to market tribal products but also would help promote “Tribes India” as a brand among target customers.



1.4 Exhibitions:

- TRIFED organised/participated in exhibitions at Delhi, Jagdalpur, Guwahati, Gangtok, Bongaigaon, Hyderabad, Viskhapatnam, Jaipur, Rourkela, Bhubaneswar, Mumbai, Vadodara, Ahmedabad, Badrinath, Nainital, Rishikesh, Dehradun, Prayagraj, Mussoorie, Bhopal, Chandigarh, Bangalore, Kanyakumari, Chennai and Coimbatore generating a sale of Rs. 50 Lakhs..



1.4 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. An aggressive publicity through digital and social media is being planned for systematically use these channels for promoting tribal products as a source of authentic genuine tribal products. As part of this initiatives, TRIFED has made the sales of Rs. 17.35 lakhs till 31.07.2019 in current financial year.

The image displays three promotional banners for tribesindia.com. The left banner, titled 'PRESENTING THIS FESTIVE SEASON', features the website name 'tribesindia.com' and the slogan 'go tribal'. The middle banner is a grid of various tribal products including clothing, handicrafts, and food items. The right banner is a 'Bookmark' graphic with the website name and a 'SHOP NOW' button, surrounded by images of tribal products like stone pottery, tribal paintings, cane & bamboo, organic food products, gifts & assortments, tribal jewelry, and tribal textiles.

The image displays a promotional banner for the 'Tribes India' app. It features the app name 'Download Tribes India App from Google Playstore' and a 'SHOP NOW' button. The banner is surrounded by images of various tribal products including stone pottery, metal crafts, tribal paintings, cane & bamboo, gifts & assortments, organic food products, tribal jewelry, and tribal textiles. The TRIFED logo and website name are also visible.



Shop from
'Tribes India'
on **snapdeal.com**

SHOP NOW

www.tribesindia.com | with tribes India mobile app



Shop from
'Tribes India'
on **Flipkart.com**

SHOP NOW

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