



**TRIBAL COOPERATIVE MARKETING DEVELOPMENT FEDERATION
(TRIFED) MINISTRY OF TRIBAL AFFAIRS, GOVERNMENT OF INDIA**

**NCUI Building, Khel Gaon Marg, 3 Siri Institutional Area, Hauz Khas,
New Delhi, Delhi – 110016**

No. TFD/HO/MD/PK/COVID19/2020

8th April, 2020

Sub: Combating Impact of Covid19 of NTFP Trade & Tribal Interests

Dear Sir/Madam,

Please refer to my mail regarding “Combating the Impact of Covid19 of NTFP Trade and Tribal Interests’ dated: 03.04.2020 including an advisory regarding steps for NTFP gatherers during the current crisis situation due to Covid-19.

To ensure tribal gatherers carry on their work safely, TRIFED in collaboration with UNICEF, proposes to launch a digital campaign for SHGs involved in this work, highlighting the importance of Social Distancing.

As you are aware, a total of **1205 VanDhanVikasKendras (VDVKs)** have been sanctioned in 27 States and 1 Union territory involving around **18,075 Van Dhan Self Help Groups**. This involves over **3.6 Lakhs tribal gatherers** in the Scheme. To start with, 15,000 of these SHGs will be promoted as **Van Dhan Social Distancing Awareness cum Livelihood Centers’** through a digital training program. The SHGs will create awareness among the community about social distancing and steps to be followed. Do’s and Don’ts Advisories relating to NTFP to be kept in mind during Covid-19, providing suggestive practices for maintaining personal hygiene, adopting cashless practices, among others will be shared.

TRIFED has collaborated with UNICEF for developing a digital communication strategy for promoting the campaign. UNICEF would provide the necessary support to be circulated to the SHG centers in the form of **Digital Multimedia content, Webinars for Virtual trainings** (basic orientation on COVID response, key preventive behaviours), **Social Media campaigns** (on social distancing, home quarantine, etc.) **and Vanya Radio**.

Additionally, TRIFED has reached out to the Art of Living Foundation’s **#iStandWithHumanity Initiative** with a **Stand With Tribal Families** component in **providing much needed food & ration** for survival of the tribal community. The detailed notes regarding the above collaborations are attached.

The webinar, for the promotion of the campaign is scheduled to be held on **9th April 2020** with a trial run on 8 April, 2020, is aimed to reach **more than 18,000 participants** and would cover tribal regions across all the 27 States.

You are cordially invited to participate in the webinar or nominate a senior representative. The schedule for the webinar along with the links will be circulated shortly.

Yours sincerely,

Pravir Krishna

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Pravir Krishna, IAS

Managing Director

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