



सत्यमेव जयते
Ministry of Tribal Affairs
Government of India

VAN DHAN

Mechanism for Marketing of Minor Forest Produce(MFP)
through Minimum Support Price(MSP) & Development of Value Chain

PROCUREMENT

VALUE ADDITION

MARKETING

COMMUNITY

Monthly Progress Report



Digitalization and Sensitization of Tribal Gatherers

A collaborative approach to extend
the reach to Tribal community



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Pradhan Mantri Van Dhan Yojana

Digitalization and Sensitization of Forest Gatherers

A collaborative approach to extend the reach to tribal community



Submitted by
Tribal Cooperative Marketing Development Federation of India Ltd. (TRIFED)
Ministry of Tribal Affairs
Government of India

Van Dhan Project Management Unit (PMU)

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1. Van Dhan Program – Highlights

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 have 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, TRIFED has received proposals for establishing 1088 VDVks from 22 States and has sanctioned 930 VDVks in 21 States covering 2.8 lakhs beneficiaries for promotion of tribal entrepreneurship and livelihood generations.

TRIFED has conducted over **200 meetings and discussions** with the States, **3 National level advocacy workshops** and **8 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.

The status of work carried in different States through their Nodal Department/ Implementing Agencies/ Mentoring Organizations is at various stages. The highlights of the work carried out is mentioned below and State specific details of the work done in the VDVk is mentioned in following sections in the report.

- **1088 VDVk proposals received, 930 VDVks have been sanctioned**
- **559 VDVks have done SHGs mobilizations and VDVk formations** in the States of Andhra Pradesh, Chhattisgarh, Nagaland, Madhya Pradesh, Maharashtra, Karnataka, Tamil Nadu, Kerala, Rajasthan, Jharkhand, Assam, Odisha, Uttar Pradesh and Manipur.
- **234 VDVks have undertaken trainings** for the tribal SHG members of the VDVk States of Nagaland, Manipur, Assam and Rajasthan.
- State level advocacy workshops has been conducted in 8 States.
- **81 VDVks have initiated MFP value addition** and processing operations at their units in the States of Nagaland, Manipur, Maharashtra, Chhattisgarh, Jharkhand, Madhya Pradesh, Odisha, Rajasthan, and Uttar Pradesh.
- **Sales of Rs. 63.3 lakhs** have been done through the VDVks from Nagaland, Manipur, Maharashtra, & Uttar Pradesh.

2. Project Description

A. Introduction

Forests are home to many peoples, including a substantial population of indigenous peoples. It provides the source and means of survival. Center for International Forestry Research (CIFOR) Director General David Kaimowitz says: “One hundred million people depend on forests to supply key elements needed for their survival, either goods and services or incomes. Tribal communities live in forests, and therefore, in India they are called ‘janjatis’ (forest dwellers). Their socio-cultural life is mostly woven around nature. Forest trees and common property resources are basic to tribal communities, directly benefit them like a foster mother and fulfill their biological, cultural, religious and emotional needs (Malik, 2004). To fulfil their livelihood requirements the tribals gather Minor Forest Produce (MFP). MFPs has become one of the source for meeting their cash needs. Thus, MFP collection and marketing holds critical importance for tribal’s as they spend a major portion of their time on it and derive a major portion of their income from it.

But, the truth is that the tribes are far from getting their due share from this activity. The reasons for this are many and varied. Bulk of the Non-timber forest products (NTFP) are moved out of the tribal world in unprocessed form. The economic implication of this is that the tribes, who are legally ‘owners of the forest produces’ lose out on the creamy benefit of value addition.

‘**Sankalp Bharat Sashakt Bharat**’ the **Sankalp Patra** – Lok Sabha 2019 of the Government under ‘Inclusive Development’ has mentioned establishing 50,000 ‘**Van Dhan Vikas Kendras**’ in tribal dominated areas. Recognizing this, Ministry of Tribal Affairs, Government of India, announced the Scheme “Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) & Development of Value Chain for MFP”. Towards the development of Value Chain for MFP, implementation of the ‘**Prime Minister Van Dhan Yojana (PMVDY)**’ has been initiated keeping the tribal forest gatherers as the focus, to ensure training on sustainable harvesting of Minor Forest Products (MFP) with primary level value addition, skill up gradation, processing, branding & retail-marketing through setting up of **Van Dhan Vikas Kendras (VDVKs)**.

TRIFED will establish 3000 VDVKs each year over the next five years to cover 45 lakhs tribal households and around 2 crore tribal beneficiaries under the program. In the FY 2019-20, it is envisaged to establish 1000 Van Dhan Vikas Kendras (**VDVKs**) from the list of SHGs groups from **Aajevika SHGs**, Joint Forest Management Committee (**JFMCs**), Large Area Multipurpose Cooperative Societies (**LAMPS**) and Other tribal Collectives comprising of majority of tribal members, covering 27 States & 307 predominant tribal districts through 100% grant funding from Government of India routed through TRIFED.

Each of the community owned VDVK unit will be formed by bringing together 15-20 SHGs, with each SHG comprising of 15-20 members. Each VDVK will have around 300 members and will undertake procurement, primary value addition, branding, and retail-marketing of MFPs & value added MFP products.

The implementation of the PMVDY at the States will be done through the State Nodal Department appointed by the State Government. The Nodal Department will have the flexibility to appoint any State Implementing Agency for implementing the program or the District Collectors through the

District Implementation Unit (DIU) may be assigned the task for carrying out the implementation of the Van Dhan program at the District levels.

Ministry of Tribal Affairs has provided authority for administrative & financial approvals & sanctions to MD TRIFED on 27 Aug 2019 and since then, TRIFED has conducted over 200 meetings & discussions with State Nodal Departments, Implementing Agencies, District Collectors, etc. for sensitizing them about the Van Dhan program and assisting in finalizing their State Van Dhan plan. TRIFED has also conducted 2 National level workshops and 8 State level workshops involving participation from Chief Ministers, Chief Secretaries, Principal Secretaries, District Collectors, Mentoring Agencies, and tribal Beneficiaries etc. The State Implementing Agency will further conduct District level advocacy workshops with the VDVK & SHG members for developing a business plans for their units.

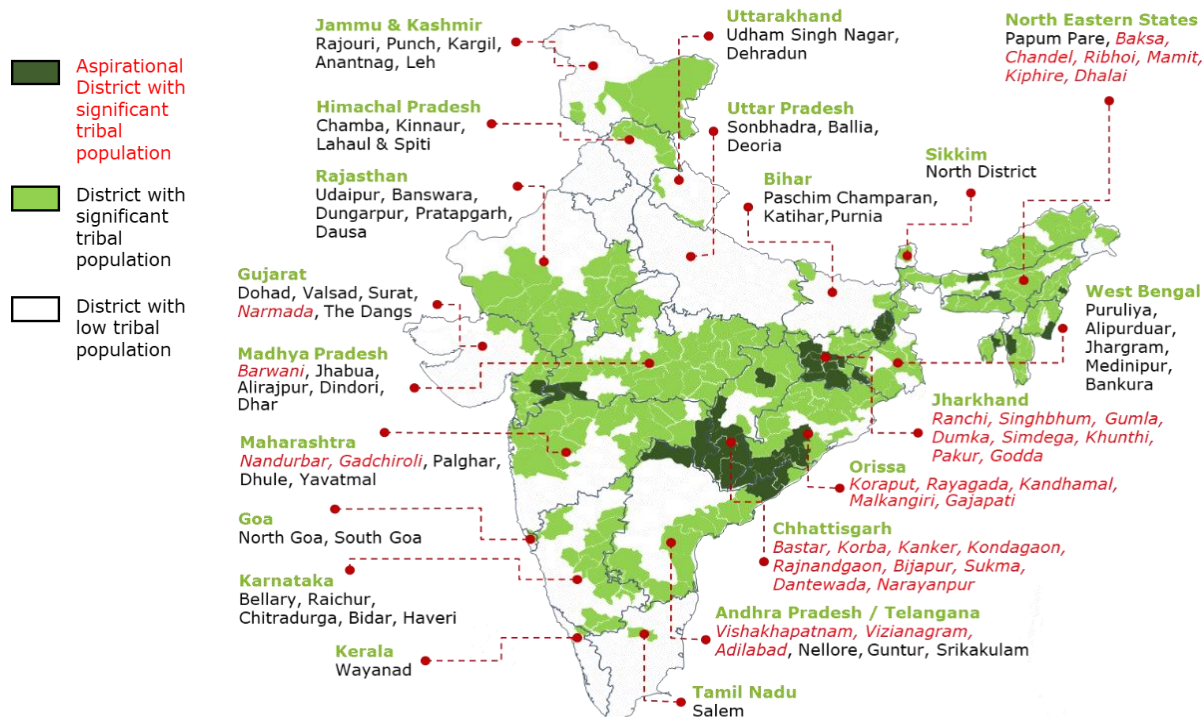
Till date, TRIFED has sanctioned 1,128 VDVKs in 26 States and work has commenced in these States for value addition & processing of MFP items. Going forward, the VDVKs will be further strengthened and incorporated into **Tribal Producer Companies** by TRIFED through its **Corporate Affairs Division**. The tribal producer groups will be supported by TRIFED in drafting their MoA, AoA, by-laws etc. through professional experts having experience in setting up of producer enterprises.

B. Objective

- (i) To promote tribal entrepreneurship & livelihood generation leading to enhanced income generation among tribal MFP gatherers
- (ii) To engage 9 lakhs tribal gatherers in the first year with the plan to reach around 45 lakhs tribals in the next five years
- (iii) To provide sustainability to MFP based livelihoods of the tribal gatherer in the MFP rich districts and boost MFP production & trade in the country for development of mainstream MFP based industries
- (iv) To identify and onboard tribal SHG and non-SHG members engaged in gathering of MFP through the Van Dhan program.
- (v) To identify and onboard village haats and warehouses where MFP products are sold and stored respectively.
- (vi) To form of Van Dhan SHGs and cluster them into Van Dhan Vikas Kendras (VDVKs) in coordination with the State Implementing Agencies/ District Implementing Units (DIUs) appointed by the State Nodal Department.
- (vii) To promote branding & retail-marketing of value added MFP products through tribal enterprises

3. Geographical Area & MFP Coverage

The scheme will cover all the **27 states & 307 predominant tribal districts** of the country. Under the 100-day plan, it is envisaged to establish 600 VDVK units in the 307 Districts with at least 2 VDVK units in each District. The map indicating the States & Districts is shown below-



The Van Dhan program will majorly include VDVKS engaging in the collection & value addition of the 50 MFP items along with other forest produce collected by tribal from the forest areas. An indicative map for the availability of MFP in different States is shown below –



4. Work Progress:

The implementation of the PMVDY across the country has begun and States have been carrying the work through the Nodal Departments, Implementing Agencies, Mentoring Organizations, District Implementation Units and other stakeholders. The Details of the work carried out is mentioned below-

- Out of the 1,128 sanctioned VDVks, 548 VDVks have done mobilization and sensitization of tribal beneficiaries and formed tribal SHGs and VDVk groups in the States of Chhattisgarh, Nagaland, Maharashtra, Karnataka, Tamil Nadu, Kerala, Rajasthan, Jharkhand, Assam, Odisha, Uttar Pradesh and Manipur.
- Trainings for the tribal SHG members of the VDVk have been initiated in 234 VDVks in the States of Nagaland, Manipur, Assam, Chhattisgarh, Karnataka, Kerala and Rajasthan.
- State level advocacy workshop has been conducted in 8 States. TRIFED has also conducted 2 National level advocacy workshops with the State Nodal Departments, Implementing Agencies and other stakeholders.
- 81 VDVks have initiated MFP value addition and processing operations at their units in the States of Nagaland, Manipur, Odisha, Karnataka and Maharashtra.
- The VDVks have registered sales of around Rs. 63.3 lakhs from the States of Nagaland, Manipur, Maharashtra and Uttar Pradesh

With respect to monitoring & tracking of implementation of PMVDY, a dynamic, interactive **web-based IT platform** along with **mobile application** has been developed and data for the already sanctioned VDVks are being updated into the web platform. The State Implementing Agencies have been directed to provide the data for the VDVks and get it updated into the Van Dhan portal. Additional support is being provided to the Implementing Agencies for updating data into the Van Dhan portal for launching the web portal.

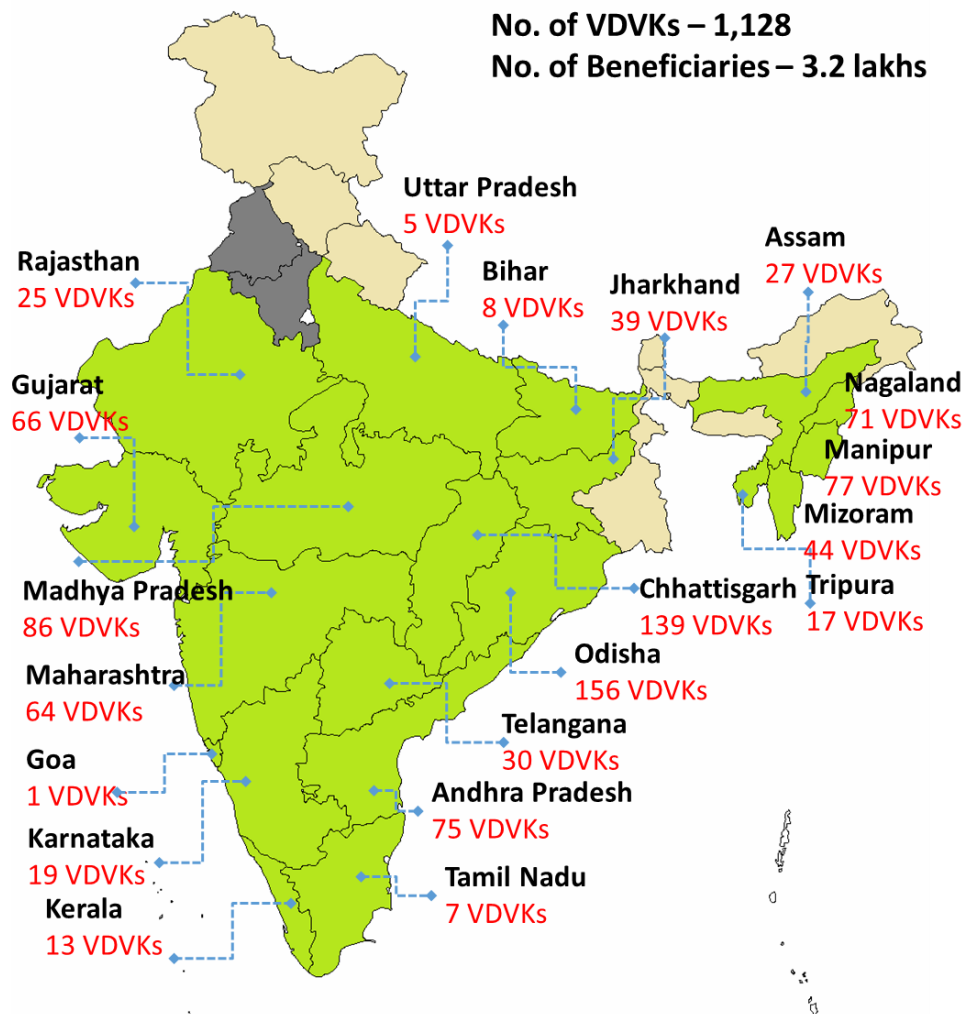
For monitoring & coordinating the activities with the States & other stakeholders, a dynamic dashboard is maintained, highlighting the status of implementation of the scheme in each state, level of engagement of tribal beneficiaries, funds disbursed to the state government, etc. The Implementing agencies are regularly updating the dashboard and are provided support for TRIFED for updating the dashboard and through Van Dhan supporting documents that are readily available for them for reference. The link for the State Van Dhan monitoring dashboard is bit.ly/tpmvdya.

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 developed a **risk matrix** covering step-by-step operations of the VDVk, the potential risk at each stage, the stakeholders associated with it, impact of the risk, and risk management measures (including risk reduction/ risk mitigation / risk coping).

The Scheme provides for expected fail rate of upto 40% Van Dhan Kendras. District Administration/State Implementing Agency may propose rejuvenation and additional handholding support for weak SHGs or deserving SHGs for scale up and TRIFED would provide support to such VDVks. Also, during the second phase of support from TRIFED, successful VDVks will receive additional grant for establishing Pukka Kendra infrastructures. The details of the work carried out at National & State level for the implementation of the Van Dhan program are mentioned below:

1. Sanctioning of 1128 VDVks in 26 States under Pradhan Mantri Van Dhan Yojana (PMVDY):

The proposals for 1128 VDVks from 26 states have been sanctioned under the 100-day plan in 26 States including Nagaland, Jharkhand, Maharashtra, Gujarat, Karnataka, Uttar Pradesh, Bihar, Manipur, Assam, Rajasthan, Madhya Pradesh, Mizoram, Chhattisgarh, Andhra Pradesh, Kerala, Tripura, Goa, Telangana and Tamil Nadu. The Nodal Department of States of West Bengal, Sikkim, Arunachal Pradesh, Himachal Pradesh, Uttarakhand, Meghalaya have informed that they are preparing the VDVk proposals and will soon submit to TRIFED for sanctioning in this financial year. The VDVks will cover around 3.2 lakhs tribal households for promoting tribal enterprises & livelihood generation.



2. Commencement of Value Addition & Processing of MFPs in States:

After the sanctions of VDVks and funds transferred to the States (Implementing Agency/ District Implementing Units), MFP processing and value addition work have been commenced in the States of Nagaland, Rajasthan, Maharashtra, Assam, Chhattisgarh, Odisha, Karnataka, Tamil Nadu, Jharkhand, Kerala, Manipur and other States. The work details of the VDVks and their operations are being regularly updated on the State Van Dhan monitoring dashboard. The State implementing agencies have the responsibility for regularly updating the dashboard.

The State Implementing Agencies are establishing 2 demo units in each State among the sanctioned VDVks. These demo centers have received adequate funding for proper establishment, painting of centers, display boards, branding and maintaining the book of accounts at the VDVk. Details about the work carried out by the VDVks is mentioned in section below.

3. National Workshop with Tribal Members of Parliament (MPs) -

TRIFED had invited all the ST Member of Parliament (MPs) and other dignitaries on 11 Feb 2020 at Maharashtra Sadan, New Delhi for a workshop on Van Dhan and tribal entrepreneurship development. The Chief Guest for the workshop, Hon'ble Minister of Tribal Affairs Shri Arjun Munda welcomed all the MPs and other dignitaries to the workshop and presented a brief concept about the Van Dhan program, its emphasis on creation of tribal entrepreneurs and tribal owned enterprises. The workshop presented the details of the Van Dhan program, the work carried out in the various States for establishing the MFP value addition centers i.e. VDVKs, and the support and leadership envisaged from the MPs for promotion of Van Dhan program in their constituencies.



Fig: Van Dhan Workshop with Tribal Members of Parliament (MPs), New Delhi

4. State Workshop with District Programme Managers, JSLPS at Ranchi:

A state level workshop was conducted in Ranchi on 6 & 7 Feb 2020 at Ranchi, Jharkhand by the State Implementing Agency i.e. JSLPS for all the district programme managers for discussing the implementation of the Van Dhan program at the field level. The workshop highlighted the need for developing a business plan for the VDVKs and initiating the process of trainings for the VDVK members.



Fig: State Workshop with District Programme Managers at Ranchi, Jharkhand

5. Craft Based Van Dhan Kendras under CSR at Barwani Madhya Pradesh:

TRIFED is establishing five craft based Van Dhan Kendras at Barwani District, Madhya Pradesh under Corporate Social Responsibility (CSR) funds received from Bharat Petroleum Corporation Ltd. The VDVKs have been provided trainings in making of Bag print sarees through master trainers. The project is being implemented by the District Implementing Unit and TRIFED. The members of the 1 VDVK have initiated work for Bag printing of sarees.



Fig: Training of VDKV members in Bag Printing Sarees, Barwani Madhya Pradesh

6. TRIFED Partnership with FICCI, CII, DICCI & Other Industry Bodies:

TRIFED has associated with FICCI, CII, ASSOCHAM, DICCI and other representatives from other industry bodies for partnering with them for supporting TRIFED in marketing, branding and expanding the reach of tribal products through their established channels. TRIFED had a meeting with representatives from Walmart, Tata Steel, Snap Deal, Flipkart, Ogilvy, McCann, and other organizations on 14 Feb 2020 for discussing partnership with TRIFED for promotion of tribal products.

7. Van Dhan Presentation at Times Now Summit 2020

TRIFED had participated in the Times Now Summit 2020 at the Taj Palace, New Delhi on 13 Feb 2020 for promoting the Van Dhan program through discussions at the national level platform and highlighting the work done by TRIFED under the Van Dhan program across the country.



Fig: Van Dhan presentation at the Times Now Summit 2020, New Delhi

8. TRIFOOD Project:

TRIFED appointed Project Management Consultancy (PMC) firm have initiated the work at both the site locations and has undertaken topographical survey work for both the locations, the initial spadework of soil testing, preparing of the master plans, inviting tender for civil work etc. have been carried out and the site location is ready for laying the foundation stone..

The foundation stone laying ceremony has been planned on 14th March 2020 and 15th March 2020 at Jagdalpur, Chhattisgarh and Raigad, Maharashtra. The ceremony will be graced by Hon'ble Minister of Tribal Affairs as Chief Guest and Minister of State for Tribal Affairs, Chief Minister as guest of honour and other dignitaries.



Fig: Soil testing under progress for TRIFOOD project at Jagdalpur, Chhattisgarh

9. Video Conferencing Meeting with State Nodal Departments & Implementing Agencies:

The Ministry of Tribal Affairs had organized a Video Conferencing meeting with all the State Nodal Departments & Implementing Agencies on 17 Feb 2020 at the Conference room in the Ministry for reviewing the progress of Van Dhan program implementation in all the States. The representatives from State Nodal Departments, Implementing Agencies participated in the VC meeting coordinated by TRIFED and they were informed to prepares business plans for their VDVks and also provided VDVK wise data for uploading in the Van Dhan website.



Fig: VC Meeting with State Nodal Department & Implementing Agencies for Van Dhan

5. Other activities

A. Work Undertaken and Road Ahead for the VDVKs:

Raphei VDVK, Ukhrul District, Manipur



Tools distribution by CCF, Forest Department, trainings provided to VDVK members and value addition operations for dry Wild Apple & Gooseberry at Raphei VDVK, Ukhrul District, Manipur

Senapati VDVK, Senapati District, Manipur



District advocacy workshop and trainings provided to VDVK members and value addition operations for dry Wild Apple & Gooseberry at Senapati VDVK, Senapati District, Manipur

Basil Oil Extraction, Vihoku VDVK, Dimapur District, Nagaland



Basil leaves value addition by VDVK members and Oil extraction operations for Basil Oil at Vihoku VDVK, Dimapur District, Nagaland

Tamarind Value Addition, Daru Village VDVK, Digwar, Hazaribagh District, Jharkhand



VDVK Pucca Premises, District level trainings to VDVK members for value addition operations for Tamarind at Daru Village VDVK, Hazaribagh District, Jharkhand

Mahua Value Addition, Deepjyoti VDVK, Dhanora, Gadchiroli District, Maharashtra



VDVK Pucca Premises, trainings to VDVK members for value addition operations for Mahua Ladoo at Deepjyoti VDVK, Dhanora, Gadchiroli District, Maharashtra

Dona Patta Value Addition, Vandevi VDVK, Junnardeo, Chhindwara Madhya Pradesh



Value addition operations by VDVK members for value addition drying & Dona Pattal, VDVK Junnardeo, Chhindwara, Madhya Pradesh

Baheda Value Addition, Gotiya VDVK, Jagdalpur, Chhattisgarh



Value addition operations by VDVK members for value addition drying of Baheda, and plot preparation for construction of VDVK Storage, Gotiya VDVKs, Jagdalpur, Chhattisgarh

Honey Value Addition, Koppa VDVK, Chikkamangaluru District, Karnataka



Advocacy and trainings provided to VDVK members for sustainable harvesting of Honey, value addition on Honey and packaging being initiated by the VDVK members on 05.02.2020

Bel Gudha Value Addition and Processing, Madawara VDVK, Lalitpur, Uttar Pradesh



Value addition operations by VDVK members for value addition and drying of Bel Gudha, VDVK Madawara, Lalitpur, Uttar Pradesh

B. Media Coverage:

1. Van Dhan Generating Livelihoods for Tribals – Millennium Post, 12 Feb 2020

millenniumpost
NO HALF TRUTHS

Van Dhan generating livelihoods for tribals, says Arjun Munda



New Delhi: While inaugurating a workshop on Van Dhan and Entrepreneurship Development, Union Minister for Tribal Affairs Arjun Munda said that initiative is generating livelihoods for tribals by harnessing the wealth of the forest – Van Dhan.

The workshop, which was organized by TRIFED – an arm of Tribal Ministry, was organized to tap the traditional knowledge and skills of tribals and add branding, packaging and marketing skills to optimise their income through a market led enterprise model by setting up of Van Dhan Kendras (VDVKs) in the different parts of the country.

On the occasion, Minister of State for Tribal Affairs Renuka Singh, Minister of State for Steel Faggan Singh Kulaste and senior officials of various ministries and departments were also present. The Scheduled Tribe (ST) parliamentarians present at the workshop were apprised about the potential benefits of Van Dhan scheme and suggestions were sought from them for implementing and expanding the scheme in their respective constituencies. The objective of PMVDY is to create tribal enterprises for employment and entrepreneurship development of 45 lakh tribals, involving 1 lakh SHGs/5000 VDKs covering 27 states and 307 districts during the next 3 years. In his welcome address, TRIFED chairman Ramesh Chand Meena apprised the members of Parliament of both the Houses about the scheme of Van Dhan Vikas Karyakram under PMVDY of the government which has been initiated by TRIFED with support of Tribal Ministry.

On the occasion, TRIFED MD Pravir Krishna said that value addition of MFPs by tribals can help improve their income substantially as presently they get only a fraction of the value chain.

"During a short period starting from August 15, 2019 TRIFED has so far sanctioned proposals for establishment of 1,101 Van Dhan Kendras in 26 states and 1 UT. The process of establishment of Van Dhan Kendras has gained momentum in the states and 406 Van Dhan Kendras have identified tribal beneficiaries, 174 have done training of SHGs/VDVKs and 41 kendras have initiated process of value-addition and processing operations," he said.

Inclusive development

'Van Dhan' scheme rolled out by TRIFED will allow entrepreneurs to profit from engagement in tribal commerce while providing a social service



If there is any true start-up that is patiently waiting to be started up in a big way, it is trading in tribal merchandises. This is yet to be fully recognised as a key sector of our national economy. When it earns such focus, corporate houses will turn their vision to the skill and talent literally hidden in our forests. Tribal Commerce in India will then get mainstreamed by providing the missing links, namely funds, value addition, branding, packaging and marketing of tribal products in partnerships with tribal entrepreneurs. This is the message that 'Van Dhan' wants to spread. This cannot wait any further. Given the new-age love of moving forward and fast, tribal India is a greenfield waiting for true entrepreneurs in trade, industry and ethno-tourism to join hands with.

What does 'true entrepreneur' connote? Alfred Sloan perhaps had the answer. He felt that to rise to extraordinary heights in business and industry, you need to possess an extraordinary capacity to take along a large number of people. That perhaps would sum up 'Sabka Vikas'. When such an entrepreneur enters the domain of tribal merchandise, there is no need for funds to fulfil this social responsibility. His very business will play out social responsibility, because, even as he grows rich, he would positively impact the lives of hundreds of amazing producers of amazing products. This is the message that needs to be put across to corporate leaders.

The present thrust of TRIFED relates to enabling an equitable deal for the tribal forest gatherers in the trade of non-timber forest produces (NTFP). NTFP includes tree-borne oil-seeds, leaves, flowers, fruits, kernel, forest-honey, and medicinal herbs. This is an area of huge volume and value. Traditionally, this field was dominated by unscrupulous, exploitative middlemen who almost killed the goose in their greed for the golden egg. TRIFED was born to correct such exploitation. It has tied up with 23 State Governments for procurement and processing of the locally available NTFP. The procurement is done entirely by nearly 5000 tribal SHGs, mostly women. These groups not only gather NTFP they also do the primary processing.

3. PMVDY generating livelihoods for tribals by harnessing Van Dhan – Devdiscourse, 11 Feb 2020

PMVDY generating livelihoods for tribals by harnessing Van Dhan: Arjun Munda



Union Minister for Tribal Affairs Shri **Arjun Munda** inaugurated the "Workshop on **Van Dhan** and Entrepreneurship Development" organized by **TRIFED** under the **Ministry of Tribal Affairs** here today. Smt. **Renuka Singh**, Minister of State for Tribal Affairs and senior officials of various Ministries and Departments were also present. Scheduled Tribe (ST) Members of Parliament graced the occasion, where they had been informed about the **Van Dhan** Scheme and the suggestions & advice was sought from them for implementing and expanding the scheme in their respective constituencies.

Addressing on the occasion, Shri **Arjun Munda** said that Pradhan Mantri **Van Dhan** Yojana (PMVDY) is an initiative targeting livelihoods generation for tribals by harnessing the wealth of the forest i.e., Van Dhan. The programme aims to tap the traditional knowledge and skills of tribals and add branding, packaging and marketing skills to optimize their income through a market-led enterprise model by setting up **Van Dhan** Kendras (VDVKs). The objective of PMVDY is to create tribal enterprise comprising of tribal gatherers/ entrepreneurs, who would collectively undertake all related activities starting from the collection of NTFPs through sustainable harvesting, value-addition, packaging, branding, and marketing of value-added products. He informed the Members that PMVDY envisages the creation of tribal enterprises for employment and entrepreneurship development of 45 Lakh tribals, involving 1 Lakh SHGs/5000 VDVKs covering 27 States and 307 districts during the next 3 years...

4. TRIFED Grows into large family of economically active tribals – Devdiscourse, 14 Feb 2020

TRIFED grows into large family of economically active tribals: Arjun Munda



Shri **Piyush Goyal**, Union Minister for Commerce & Industry & Railways and Shri **Arjun Munda**, Union Minister of Tribal Affairs chaired a Multi Stakeholders Workshop on 'Strategies for Promoting and Marketing of Tribal Products' organised by **TRIFED** under Ministry of Tribal Affairs here today. Smt. **Renuka Singh**, Minister of State for Tribal Affairs, Shri R.C. Meena, Chairman, **TRIFED** and Shri Pravir Krishna, MD, **TRIFED** also graced the occasion.

Various stakeholders including officials from many Ministries, **ITDC**, **EPCH**, Academia, Industry associations viz. **FICCI**, **CII**, **ASSOCHAM**, **DICCI**, top advertising consultants, top Designers, Social Sector, e-commerce groups like Walmart, Snapdeal, Flipkart, etc. for deliberating and finalizing a Plan of Action to revamp and expand the Tribes India #GoTribal campaign participated in the workshop.

Interacting with participants, Shri **Piyush Goyal** sought the cooperation and suggestion of all stakeholders in expanding both the domestic and global market for tribal products and assured his support towards tribal product commerce. He said that the Government is committed to promoting Make in India products and Tribes India, Handlooms and Khadi products all should be promoted through various means.

Addressing on the occasion, Shri **Arjun Munda** said that **TRIFED** has grown into a very large family of economically active tribals including tribal master craftsmen & craftswomen and tribal forest dwellers pursuing micro-entrepreneurship. It is now of paramount importance to