Go Vocal for Local – Go Tribal
TRIFED GOES DIGITAL

27 June 2020
In this presentation...

- The present situation, Why Digitization..
- Digitization: TRIBESIndia on GeM, New Website, VanDhan MIS Application (Web & Mobile)
- Covid 19 Mitigation Measures by TRIFED
  - MSP Why and how it was scaled up
    - Best Practices
  - VanDhan scale up
    - Success stories
- Retail Strategy
- The Road Ahead & Convergences planned
Present Situation

• Unprecedented situation in the Country due to spread of pandemic Covid-19 leading to huge unemployment among youth and returnee migrants including the tribals

• Lockdown due to Covid-19 has dealt a serious blow to the livelihoods of tribal artisans and forest dwelling minor forest produce gatherers

• Large number of people are going online for all their needs, like business operations, communication, news, shopping etc. and this is likely to continue and get adopted even after system normalizes.

Digitization - TRIFED’s strategic response to the emerging situation
TRIFED - Digitization Strategy

**SUPPLY CHAIN**
Demand **Fulfilment**

- Sourcing, Production, Logistics

**DEMAND CHAIN**
Demand **Creation**

- Sales & Marketing, Design, R&D

1. **SUPPLIERS/ARTISANS** – Empanelment
   - Artisans (Handicrafts and Handlooms)
   - VanDhan Kendras
2. Udyog Aadhaar for Artisans and VDVKs
3. Comprehensive Automated Supply Chain management

**DATA ANALYTICS TOOLS**

- ARTISANS engaged in Handicrafts and Handlooms
- Forest Dwellers engaged in MFP gathering and Value Addition

1. Point of Sale Terminals & Digital Payment Systems
2. eCommerce
3. Social Media

+ Aggressive Communications Strategy
Digitization – TRIBES India

1. Tribal Artisans Empanelment (1.5 L)
2. 1 Lakh+ Products Onboarding
3. 120 Outlets | 15 Regions
4. eCom Push

Comprehensive Retail Inventory Management

Point of Sale Terminals with Digital Payments

Social media

@tribesindia @VanDhanSeVikas
@tribesindia @VanDhanSeVikas
@tribesindia @tribesindia
YouTube @tribesindia
TRIFED on GeM (Government eMarket Place)

TRIFED also has launched products on GeM to facilitate purchases by Government.

Government Departments Ministries and PSUs can access TRIBES India products via Government e-Marketplace (GeM) and shop as per GFR regulations.

A large range of products made by Tribals are available in these portals to buy online, ranging from Artefacts like Dhokra Metal Crafts, beautiful Pottery, Paintings of all kinds (Gond, Bhil, Warli, Pithora, among others) to uniquely fabricated Apparel wear, and distinctive Jewellery designs and other tribal products that can add a visual and experiential aesthetic connect like no other.

Further, the Van Dhan Naturals range offers Honey, Spices, Rice, Tea, Coffee, among other organic essential food items.

To support the Tribals, PSUs and Ministries may give FIRST PREFERENCE to various Tribal products on GeM. Remember, 70% of the amount will go directly to the hands of Tribals.
Brand new State of the Art Website

trifed.tribal.gov.in
VanDhan – Digitization
Web & Mobile App

1. 22 States | 196 Districts
2. 1,205 VanDhan Kendras
3. 18,075 SHGs
4. 3,61,500 Tribals
5. 500+ MFP based Products

Proposal Approval Workflow
Rs.167 Cr disbursed

Onboarding of Tribal beneficiaries, SHGs, Haats, Warehouses

Business Plans of VanDhan Kendra Units

GIS mapping
- Haats
- Warehouses
- Beneficiaries

Digital Payments
MSP for MFP & VANDHAN
Omni-channel facility for Tribals to sell their goods through their own retailers and distributors, TRIFED’s network of Outlets and eCommerce partners as well as in e-Marketplace with their own e-shop.

TRIFED aims to onboard 5 L Artisans and Suppliers who are empaneled with it for sourcing of various handicraft, handloom, natural food products across the country to be onboarded individually in e-Marketplace.

With Digital Payments enabled, these tribal artisans will be able to improve their credentials to seek loans with credit history.

TRIFED in partnership with NSIC (M/o MSME) has initiated registration of all Artisans on Udyog Aadhaar (UAM).

Registration of Artisans & VDVKs Open

Launch Date 30 July 2020
Covid-19 Mitigation Measures by TRIFED
MSP for MFP - Why and how it was scaled up
Best Practices
VanDhan scale up
Success stories
Covid Response - Income generation Initiatives

• Rs.1,350 cr allocation to states – Funds from Article 275(1) Grants and others
  • 8 States have submitted their proposals stressing on MFP based Income generation and Livelihoods

• Minimum Support Price for Minor Forest Produces  Procurements
  • revised MSP for MFP guidelines were issued on May 1 2020
  • the MSP prices of the MFPs increased up to 90% resulting in higher incomes for the tribals
  • On May 26, 2020, the Ministry also approved addition of 23 new items under the MSP for MFP list

• MSP for MFP Scheme reinvigorated the tribal economy.
  The total procurement for the year (both Government and private trade) crossed more than Rs 2,500 crores, proving to be a much needed support in these distressing times of the Covid 19 pandemic. The ongoing procurement of MFPs under the MSP for MFP Scheme in 16 states has hit a record-breaking high with the procurement touching approximately Rs 1,000 Cr.
  Procurements by Private trade to the tune of Rs.1,500 Cr – above MSP as spin off of strong Govt initiatives

Commendable support and Commitment from the State Governments
Livelihoods with Security UNICEF-WHO-TRIFED-MOTA Campaign

1. **VanDhan Samajik Doori Jagrookt Abhiyaan**
   Coordinated and sustained public information campaign in collaboration with UNICEF among Tribal Forest Gatherers through digital content messaging, webinars, messaging, radios, social media etc.

2. **Soaps, Masks for Tribals**: Distribution of Masks and Soaps to Tribal SHGs

3. **Ration Kits**: Collaborated with Art of Living Foundation for distributing ration kits (while maintaining social distancing guidelines) to tribal families across India.
## Revision of Minimum Support Price for MFPs

### Increase in prices

<table>
<thead>
<tr>
<th>Increase in prices</th>
<th>No of items</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Increase</td>
<td>3</td>
</tr>
<tr>
<td>0%-5%</td>
<td>0</td>
</tr>
<tr>
<td>5%-10%</td>
<td>1</td>
</tr>
<tr>
<td>10%-15%</td>
<td>10</td>
</tr>
<tr>
<td>15%-20%</td>
<td>30</td>
</tr>
<tr>
<td>&gt;20%</td>
<td>6</td>
</tr>
<tr>
<td>Total no of items</td>
<td>50</td>
</tr>
</tbody>
</table>

### Name of MFP

<table>
<thead>
<tr>
<th>Name of MFP</th>
<th>Notified MSP for MFPs by MOTA in Feb 2019</th>
<th>Notified on May 1, 2020</th>
<th>%increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Giloe (Tinospora cordifolia)</td>
<td>21.00</td>
<td>40.00</td>
<td>190%</td>
</tr>
<tr>
<td>Mahua Flowers (dried) (Madhuca longifolia)</td>
<td>17.00</td>
<td>30.00</td>
<td>176%</td>
</tr>
<tr>
<td>Hill Broom Grass (Thysanolaena maxima)</td>
<td>30.00</td>
<td>50.00</td>
<td>167%</td>
</tr>
<tr>
<td>Lac-Rangeeni</td>
<td>130.00</td>
<td>200.00</td>
<td>154%</td>
</tr>
<tr>
<td>Lac-Kusumi</td>
<td>203.00</td>
<td>275.00</td>
<td>135%</td>
</tr>
</tbody>
</table>
### Addition of 23 New Items to the MSP List

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Forest Produce</th>
<th>MSP Declared</th>
<th>Regions Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Van Tuisi seeds (Ocimumn Gratissitium)</td>
<td>16</td>
<td>All India</td>
</tr>
<tr>
<td>2.</td>
<td>Van Jeera (Vernonia Anthelmintica)</td>
<td>70</td>
<td>All India</td>
</tr>
<tr>
<td>3.</td>
<td>Beetal nut raw (Areca Catechu) (Raw)</td>
<td>30</td>
<td>North East States</td>
</tr>
<tr>
<td>4.</td>
<td>Beetal nut Dry (Areca Catechul) (Dry)</td>
<td>200</td>
<td>North East States</td>
</tr>
<tr>
<td>5.</td>
<td>Mushroom Dry (Agaricus bisporus) (Dry)</td>
<td>300</td>
<td>North East States</td>
</tr>
<tr>
<td>6.</td>
<td>Black rice (Orvra Sativa L)</td>
<td>100</td>
<td>North East States</td>
</tr>
<tr>
<td>7.</td>
<td>Johar Rice (Orrra Sativa)</td>
<td>50</td>
<td>North East States</td>
</tr>
<tr>
<td>8.</td>
<td>King Chilli (Capsieum chinerise Jacq)</td>
<td>300</td>
<td>North East States</td>
</tr>
<tr>
<td>9.</td>
<td>Mustard (Brassica nigra)</td>
<td>40</td>
<td>North East States</td>
</tr>
<tr>
<td>10.</td>
<td>Raw Cashew (Anacardium occidentale)</td>
<td>450</td>
<td>North East States</td>
</tr>
<tr>
<td>11.</td>
<td>Cashew Nut (Anacardium occidentale)</td>
<td>800</td>
<td>North East States</td>
</tr>
<tr>
<td>12.</td>
<td>Tamarind Seed (Tamarindus inca)</td>
<td>11</td>
<td>All India</td>
</tr>
<tr>
<td>13.</td>
<td>Bamboo Brooms (Thysanolaena maximal)</td>
<td>60</td>
<td>All India</td>
</tr>
<tr>
<td>14.</td>
<td>Ginger Dry (Zingiber Officiriale)</td>
<td>50</td>
<td>North East States</td>
</tr>
<tr>
<td>15.</td>
<td>Perilla Dry (Perilla Frutescens)</td>
<td>140</td>
<td>North East States</td>
</tr>
<tr>
<td>16.</td>
<td>Rosella (Hibiscus Sabdariffa)</td>
<td>200</td>
<td>North East States</td>
</tr>
<tr>
<td>17.</td>
<td>Nutgall (Rhus chinensis)</td>
<td>150</td>
<td>North East States</td>
</tr>
<tr>
<td>18.</td>
<td>Zanthoxyllum Dried (Zanthoxyllum Armatum)</td>
<td>200</td>
<td>North East States</td>
</tr>
<tr>
<td>19.</td>
<td>Jack Fruit Seed Artocarpus Heterophyllm)</td>
<td>45</td>
<td>North East States</td>
</tr>
<tr>
<td>20.</td>
<td>Dry Anola (Phyllnthus Embliea) (Dry )</td>
<td>60</td>
<td>All India</td>
</tr>
<tr>
<td>21.</td>
<td>Kachri Baheda (Terminalia Bellerica)</td>
<td>20</td>
<td>All India</td>
</tr>
<tr>
<td>22.</td>
<td>Kachti Harra (Teminalia Thebula)</td>
<td>23</td>
<td>All India</td>
</tr>
<tr>
<td>23.</td>
<td>Seed lac (Kerria Lacca)</td>
<td>677</td>
<td>All India</td>
</tr>
</tbody>
</table>
Meetings with the Hon’ble Chief Ministers of States

- VC meeting of Hon’ble Minister of Tribal Affairs with Hon’ble Chief Ministers of States on 12 May 2020 to promote the tribal livelihoods and safety during these times of distress through the MSP for MFP Scheme
MSP for MFP – Procurements in Maharashtra

Procurement Centre/ Primary Agency: Shahpura Thane District
Giloe
Quantity & Value of MFP Procured: 25MT and Rs. 3 lakhs
Contact Person: Mr. Sunil, Adivasi Ekatmik Samajik Santha (7378956592)

Procurement Centre/ Primary Agency: Salekasa VDK and Deepjyoti VDK
Mahua flower
Quantity & Value of MFP Procured: 40 MT and Rs. 14 lakhs
Contact Person: Mr. Virender, Adiwasi Swayam Kala Santhan, Salekasa, Distt. Gondia
Kuchinda District/ ITDA
Tamarind
853.72 MTs & Rs. 307.34 lakhs
Contact Person: Sh. Chandan Gupta, Marketing Manager, TDCCOL (9861245801)

Awareness Rath by VDKs covered 18 villages of Bhuasuni G.P of Bangiriposi block in collaboration with TDCC, Udala and ITDA, Baripada and ITDA Keonjhar.
Modernization of haat bazaars under ‘Apni Dukan’ initiative for procurement of MFPs at Ari, Seoni District, Madhya Pradesh
Chhattisgarh – the best performing, Champion State

866 Procurement Centers  139 VDVKs

Door-to-Door Procurement of MFPs:

Fig: Door to door procurement of MFPs at Balarampur, Ramanujganj District, Chhattisgarh
Chhattisgarh

Bijapur District / CGMFP Federation
Van Dhan – Updates
About VanDhan

• Van Dhan Tribal Start-ups as a source of employment generation during the present times

• 1205 Tribal Enterprises have been established providing employment opportunities to 3.6 lakh tribal gatherers in 22 States

• The aim is to treble the coverage to 10 lakh tribal gatherers through the Covid19 relief plan of the Ministry of Tribal Affairs under article 275(I)

• To include Agriculture, Food processing, Medicinal plants, Floriculture under VanDhan in convergence with respective Ministries, CSIR, ICAR, KVKs, NMPB, NSIC, NAFED, APEDA etc.

• Go Vocal for Local Go Tribal – **Mera Van Mera Dhan Mera Udyam**
Van Dhan Yojana – At a glance

**State wise VDK Status**

- **1,205 VDKs**
- **3.7 Lakhs Beneficiaries**
- **18,075 Self Help Groups**
- **Rs. 165.79 Cr Funds Sanctioned**

100% Central Government funded project
Surge of Innovations & Best Practices Emerged - Van Dhan Tamlu, Longleng District Nagaland
Surge of Innovations & Best Practices Emerged -
Van Dhan Kendra, Senapati District, Manipur
Van Dhan Kendras from the States of Manipur, Nagaland, Maharashtra have done sale of MFP value added products of worth Rs. 1.68 Cr.

Van Dhan Kendras have also been involved in the procurement of MFPs at MSP and have procured MFP worth Rs. 1.53 Cr., providing them additional income earning opportunities.
Van Dhan Yojana Outcomes – Rajasthan

No. of VDKVs – 25
No. of SHGs – 375
No. of Beneficiaries – 7580

MFPs – Honey, Amla, Millets, Pulses, Chili, etc.
MFP Products – Pure Honey, Amla Murabba, Chili Pickles, Ragi, Bajra, Corn Flour, Pulses, Wheat Daliya, Achar Masala, etc.

Van Dhan Kendra: Palodra VDKV, Udaipur District, Rajasthan
VDVK Contact: Mentoring Organization – Jai Kala Foundation (9660870009)
Van Dhan Yojana Outcomes – Rajasthan

No. of VDKs – 25
No. of SHGs – 375
No. of Beneficiaries – 7580

MFPs – Honey, Millets, Pulses, Chili, etc.
MFP Products – Pure Honey, Chili Pickles, Pulses, Wheat Daliya, Achar Masala, etc.

Van Dhan Kendra: Jamooburhi VDK, Abu District, Rajasthan
VDVK Contact: Mentoring Organization - RBS Foundation (8588920200)
Van Dhan Yojana Outcomes – Nagaland

No. of VDVKs – 78
No. of SHGs – 1170
No. of Beneficiaries – 23,400

MFPs – Hill Broom Grass, Nutgall, Zanthoxylum
MFP Products – Hill Broom, Nutgall Dried and Powdered, Zanthoxylum Peppercorn

Van Dhan Kendra: Tamlu VDK, Longleng District, Nagaland
VDVK Contact: State Implementing Agency - Dr. Anungla Imdong Phom (9436012373)
Van Dhan Yojana Outcomes – Nagaland

No. of VDKs – 78
No. of SHGs – 1170
No. of Beneficiaries – 23,400

Bee Conservation and Honey Collection in traditional ways

Balms and Ointments made from Bee wax

Candle exhibit made from rock bee wax

MFPs – Wild Honey, Bee-wax, Rock bee wax

MFP Products – Lip balms, ointments, candles, honey

Van Dhan Kendra: Phuju VDK, Zunheboto district, Nagaland
VDVK Contact: State Implementing Agency - Mhathung Tsopoe (8575204410)
Van Dhan Yojana Outcomes – Nagaland

No. of VDKVs – 78
No. of SHGs – 1170
No. of Beneficiaries – 23,400

MFPs – Gooseberry (Amla)
MFP Products – Gooseberry Nutra Beverage

Van Dhan Kendra: Akuluto VDK, Zunheboto District, Nagaland
VDVK Contact: Mentoring Organisation - Vikheka Assumi (9774000666)
Van Dhan Yojana Outcomes – Nagaland
Hill Broom Grass Value Addition, Longleng VDK, Longleng District, Nagaland
Van Dhan Yojana Outcomes – Maharashtra

No. of VDKs – 116
No. of SHGs – 960
No. of Beneficiaries – 19350

MFPs – Moha Ladu, chakali, balushahi, shev, shankar pale, barfi
MFP Products – Moha Ladu, chakali, balushahi, shev, shankar pale, barfi

Van Dhan Kendra: Dipjyoti Pradhanmantri Vandhan Vikas Kendra Dhanora, Gadchiroli
VDVK Contact: Mentoring Organization – MAVIM (9422466082)
Van Dhan Yojana Outcomes – Maharashtra

No. of VDKVs – 116
No. of SHGs – 960
No. of Beneficiaries – 19350

MFPs – Giloe and Samidha sticks
MFP Products – Hawan samagri- for purpose of Spiritual use like Home puja and Havan

Van Dhan Kendra: Adivasi Ekatiyik Samajik Santha VDKK, Tal. Shahapur, Dist. Thane
VDVK Contact: Mentoring Organization - Adivasi Ekatiyik Samajik Santha (7378956592)
Van Dhan Yojana Outcomes – Tripura

No. of VDKs – 17
No. of SHGs – 15
No. of Beneficiaries – 300

MFPs – Bamboo grass
MFP Products – Bamboo handles, bottles

Van Dhan Kendra: Gomati VDK, Gomati District, Tripura
VDVK Contact: Implementing Agency - Prasada Rao, IFS (9402307944)
Van Dhan Yojana Outcomes – Jharkhand

No. of VDKs – 39
No. of SHGs – 585
No. of Beneficiaries – 11,700

MFPs – Amla, Honey, Mahua, Neem, Lac, Sal leaves, Kendu Leaves, Tamarind, Karanj seed, etc.
MFP Products – De-seeded Tamarind, Seed Lac, Button Lac, Sealing Vax, Lac Bangles

Van Dhan Kendra: Siladone VDK, Khunti district, Jharkhand
VDVK Contact: Mentoring Organization – Jharkhand State Livelihood Promotion Society (9431326152)
Van Dhan Yojana Outcomes – Jharkhand

No. of VDKVs – 39
No. of SHGs – 585
No. of Beneficiaries – 11,700

MFPs – Amla, Honey, Mahua, Neem, Harra, Baheda, Karanj Seeds, etc.
MFP Products – Powdered Triphala (Harra, Baheda and Amla), Karanj Oil, etc.

Van Dhan Kendra: Daru VDKK, Hazaribagh district, Jharkhand
VDVK Contact : Mentoring Organization – Jharkhand State Livelihood Promotion Society (7250326594)
Van Dhan Yojana Outcomes – Gujarat

No. of VDKs – 116
No. of SHGs – 1740
No. of Beneficiaries – 34800

MFPs – Tendu leaves
MFP Products – Dried Tendu leaves

Van Dhan Kendra: KHERVADA VDK, Tapi District, Gujarat
VDVK Contact: Mentoring Organization – Swadeshi Seva Trust (7574831301)
Van Dhan Yojana Outcomes – Mizoram

No. of VDKVs – 44
No. of SHGs – 660
No. of Beneficiaries –

MFPs – Hill Broom Grass
MFP Products – Hill Brooms

MFPs – Amla, Khawmhma
MFP Products – Dried Amla & Khawmhma

Van Dhan Kendra: VDK Hauruang and VDK Tawipui ‘S’, Dist: Lunglei, Mizoram
VDVK Contact: - Mentoring Organisation - Ruatfela Khawlhring (9862546112)
Van Dhan Yojana Outcomes – Mizoram

No. of VDKs – 44
No. of SHGs – 40
No. of Beneficiaries – 570

MFPs – Wild Honey, Aloe Vera
MFP Products – Processed Honey, Aloe Vera soaps

Van Dhan Kendra: VDK Leng and VDK Chhuanthar, Serchhip district, Mizoram
VDVK Contact: Mentoring Organisation - Ruatfela Khawlhring (9862546112)
Van Dhan Yojana Outcomes – Assam

No. of VDKVs – 50
No. of SHGs – 750
No. of Beneficiaries –

MFPs – Hill Broom Grass
MFP Products – Hill Brooms

Van Dhan Kendra: VDK Lumbajong, East Karbianglong district, Assam
VDVK Contact: VDK Leader - Sri Kurusar Timung (6001696283)
Van Dhan Yojana Outcomes – Assam

No. of VDKs – 50
No. of SHGs – 750
No. of Beneficiaries –

MFPs – Wild Honey
MFP Products – Processed Honey

Van Dhan Kendra: VDK Barimakha, Baksa District, Assam
VDVK Contact: VDK Leader – Shri Pravat Haloi (8723916541)
Van Dhan Yojana Outcomes – Andhra Pradesh

No. of VDKs – 75
No. of SHGs – 1,125
No. of Beneficiaries – 22,500

MFPs – Hill Brooms
MFP Products – Broom sticks (Jhadu)

Van Dhan Kendra: Bheemavaram VDK, Andhra Pradesh
VDVK Contact: Mentoring Organization – Girijan Cooperative Coporation Ltd. (8912822111)
Van Dhan Yojana Outcomes – Andhra Pradesh

No. of VDKVs – 75
No. of SHGs – 1,125
No. of Beneficiaries – 22,500

MFPs – Adda Leaf
MFP Products – Adda Leaf Plates in variant shapes like 1) Bowls 2) Tiffin Plates 3) Meal Plates.

Van Dhan Kendra: Peddabayulu VDK, Andhra Pradesh
VDVK Contact : Mentoring Organization – Girijan Cooperative Coporation Ltd. (8912822111)
Van Dhan Yojana Outcomes – Odisha

No. of VDKs – 156
No. of SHGs – 2340
No. of Beneficiaries – 46,800

MFPs – Coffee, Pepper and Bay Leaf
MFP Products – Black Pepper, Pure Arabica Filter Coffee and Bay Leaf

Van Dhan Kendra: KUTINGA VAN DHAN VIKAS KENDRA, Koraput, Odisha
VDVK Contact: Mentoring Organization – ITDA of Different District & Branch Manager TDCC(0664—2532382)
Van Dhan Yojana Outcomes – Uttar Pradesh

No. of VDKVs – 5
No. of SHGs – 75
No. of Beneficiaries – 1238

MFPs – Raw Bel & Bel Gudha
MFP Products – Bel Pulp, Dried Bel, Bel Juice, etc.

Van Dhan Kendra: Madawara VDKK, District- Lalitpur, Uttar Pradesh
VDVK Contact: Jitendra Pateriy (VDVK Chairperson), Mobile Number- 7355468764
A. Conceptualization and Initiation:

- The Hon’ble Chief Minister Shri N. Biren Singh leads the conceptualization and implementation of the scheme in Manipur, planning to expand Van Dhan to each village
- The Hon’ble Minister for Forest Shri T. Shyamkumar Singh is regularly monitoring and leading the charge at the ground level along with the PCCF & HoFF Shri Kereilhouvi Angami and Program Officer Ms. Gaithoulu Thaimei

B. Mobilization and Sensitization of VDK Members:

Mobilization and sensitization of the VDK members was carried out through cluster wise workshops and advocacy programs at the District levels.
Van Dhan Blooms in Manipur

C. Trainings and Capacity Building of VDK Members:

Training of members in clusters of VDKs at Chandel & Ukhrul District for Gooseberry

D. Distribution of Tool-kits to VDK Members:

Tool-kits Distribution to the members of VDKs at Ukhrul, Senapati & Churachandpur Districts
Van Dhan Blooms in Manipur

E. Value Addition and Processing by VDK Members:

Value Addition and Processing of Amla and Gooseberries at Senapati District VDKs

Mushroom Cultivation preparation and processing of Dried Mushroom at Kamjong District VDKs
Van Dhan Blooms in Manipur

F. Food Safety & Quality Inspections at the VDVKs:

Inspection visit by Food Safety Nodal Officer, Ukhrul VDKV, Ukhrul District to ensure the food safety standards are continuously met at the VDK level.
Van Dhan Blooms in Manipur

G. Packaging, Branding & Marketing of MFP Products:

Innovative & Attractive Packaging of MFP Products at VDVKs Products: Amla Juice, Tamarind Amla Candy, Rhus Powder, Plum Juice & Jams
Van Dhan Blooms in Manipur

G. Packaging, Branding & Marketing of MFP Products:

District: Churachandpur

The District has initiated a ‘Mobile Van Service’ to sell the value added MFP products from the Van Dhan Kendras across the District.

Contact: DFO Churachandpur
Retail Strategy

*THE ART & SOUL OF INDIA*

www.tribesindia.com
TRIFED & TRIBES India, at an inflection point ..... and is poised for BIG JUMP..

- 1 Million Artisans
- Rs.200 Cr Tribal Crafts
- 5 Million Forest Gatherers
- Rs.10,000 Cr VanDhan Products

2020

- 1.5 Lakh Artisans
- Rs.50 Cr Tribal Produces
- 3.6 Lakhs Forest Gatherers (VDY)

2025
120 Stores across India

Expand number of Stores in convergence with Ministry of Railways, Civil aviation, State Govt agencies & Corporates
Van Dhan Yojana

1205 Kendras, 18,075 SHGs, 3.6 Lakhs Tribal Forest Gatherers
TRIFED Product Catalogues

Capacity Building Projects

Industry members may also explore capacity building / training projects as part of their **CSR activities** with TRIFED. At present, TRIFED is engaged in -

1. **Ministry of MSME - Entrepreneurship Skill Development Program (ESDP)** Covers 30,000+ VanDhan SHG lead members (impacting over 2 Lakhs Beneficiaries grouped into ~9,500 Micro Enterprises)

2. Collaboration with **Department of Fabric & Apparel Science, Institute of Home Economics for training** of sales staff, re-strategizing and upcycling of products

3. Training tribal cluster groups/members through **IITs, IIMs, FRI s, NID, NIFT**.

4. **Collaborated with reputed designers like Ritu Beri, Rina Dhaka et al** for upgrading tribal artisans skills and their products to International standing.

5. **TRIFED – Dedicated Internal Artisans Training program** for development of Handicrafts & Handlooms
The Road Ahead & Convergences planned
Road Ahead

• Convergence of Van Dhan Yojana with the MSP for MFP Scheme as comprehensive solution for tribal development and livelihood promotion to benefit 25 lakhs tribal gatherer families.

• Expanding of the coverage of procurement to reach **Rs. 5000 Cr. to benefit 25 lakhs tribal families** from the present level of Rs.1000 Cr. with a reach of 10 lakhs tribal families and to make it round the year operations.

• Transformation of the tribal ecosystem across the country through **collection procurement under MSP for MFP Scheme and value addition of MFPs under Van Dhan Yojana** on the models of Amul revolution of MFPs

• Promote Artisan products through Outlets and eCommerce channels
Tribal cluster development under AtmaNirbhar Abhyan

- Identification of Tribal clusters as eligible beneficiaries under Atmanirbhar Abhyan.
- Work in convergence with various Ministries and agencies and help bring the benefits to the particularly vulnerable communities like tribals.
- TRIFED under the Ministry of Tribal Affairs aims to function as National Nodal agency to drive tribal cause under Atmanirbhar Abhyan. TRIFED is equipped to take up this national responsibility.
Convergences for MSP for MFP and Van Dhan

- Ministry of Tribal Affairs
- Ministry of Small & Medium Enterprises (MSME)
  - Convergence with ESDP program and SFURTI
- Ministry of Rural Development (MoRD)
  - Convergence of tribal SHGs under Ajeevika Mission, Plantations and infrastructure under MNREGA
- Ministry of Food Processing Industries (MoFPI)
  - TRIFED as nodal agency for tribal areas and establishing tertiary MFP processing units
- M/o Agriculture- Tribal farming with KVKs
- CSIR-FLORICULTURE Mission
- Ministry of AYUSH
  - Development & value addition to MAPs of forest origin
- District Mineral Funds – focus on Aspirational districts
- Collaboration with Industry Body Members – CII, FICCI, ASSOCHAM, DICCI
- CSR funds from PSUs/ Corporate Sector

Convergences & Funding
Rs 1,000 cr
Thank you

Pravir Krishna
MD, TRIFED