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Government Launches 'E-Tribes: Tribes India' (Download PDF)

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The Tribal Cooperative Marketing Development Federation of India, (TRIFED) launched 'e-Tribes: Tribes India, ' an initiative for digital commerce at Tribes India outlet. Tribes India banner on Snapdeal, Amazon, Paytm and GeM for the marketing of tribal products through these e-commerce portals was also launched.

Image of Tribes India

TRIFED launched

- Website-www.tribesindia.com

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- Website www.trifed.in
- Retail Inventory Software
- M-commerce app 'Tribes India'
- Handbook for Retail Trade
- Magazine 'Tribes Haat'

The launch was a part of Digital India Initiative.

Key Facts on TRIFED's Digital Innovations

- TRIFED has developed its own e-commerce (electronic commerce) website i. e. , tribesindia.com for sale of all its products and app to tap m-commerce (mobile commerce).
- The purpose of going digital would help in expansion of tribal commerce and availability of tribal products over large area.
- It would result in reaping greater benefits for tribal artisans.
- TRIFED has entered into agreements with e-commerce platforms like Amazon and Snapdeal who would offer their customers various tribal products and produce through their portals to facilitate online sale. Tribes India products to be available on Flipkart and Paytm.
- On the request of Ministry of Tribal Affairs, Ministry of Commerce has also made provision for sale of tribal products through TRIFED on Government e-Marketplace (GeM).

Tribal Cooperative Marketing Development Federation of India Limited (TRIFED)

- TRIFED is multi-State Cooperative Society under Ministry of Tribal Affairs.
- It was established in August 1987 by then Ministry of Welfare under Multi State Cooperative Societies Act 1984 (which has now been replaced by Multi-State Cooperative Societies Act, 2002).
- It is headquartered in New Delhi.
- It aims at promoting and marketing tribal products, tribal art and crafts within the country and abroad by providing marketing support to tribal products through its network of retail outlets.
- It organizes exhibitions like National Tribal Craft Expo called "Aadi Mahotsav" etc. to promote and market tribal products.
- It facilitates participation of tribal artisans to enable them to interact directly with art lovers to assess market needs.

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