

1. EXECUTIVE SUMMARY

Institutional Support for development and Marketing of Tribal Products/ Produce was introduced in 2014-15. Tribal Cooperative Marketing Development Federation is the nodal agency for implementing the scheme. Objectives of the scheme (are) socio-economic development of tribal artisans, livelihood generation for tribal artisans in a sustainable, systematic and scientific way, and empowerment of tribals through capacity building training, group/ SHG formation, and imparting necessary knowledge, tools and information. There are four major activities under the scheme- retail development where TRIFED acts as a facilitator and service provider to the tribal artisans to market their products. The second important activity is skill training for skill up-gradation of the artisans, design development and value addition of the tribal products. The Third is the Minor Forest Produce (MFP) development activity where MFP gatherers are given training on value addition of MFP and Minimum Support Price of MFP. Fourth is the research and development (R&D) activities.

The scheme serves Sustainable Development Goal 8 of the United Nations Development Programme (UNDP) which aims to promote sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all. The scheme also serves the objectives of livelihood promotion among weaker and vulnerable sections of the society including the Scheduled Tribe population as enshrined in successive Five Year Plans.

Tribal artisans are the main targeted beneficiaries of this scheme. These artisans can be individual suppliers of TRIFED or work in SHGs or work under NGOs/ Trust/other organizations who empanelled themselves as suppliers of TRIFED. The scheme aims to promote livelihood and improve the economic conditions of these artisans. Retail marketing activities of TRIFED through which it purchases tribal products from the suppliers and sales through its outlets or e-commerce, aims to ensure a remunerative price and a secured market for the producers of these products. TRIFED also works for capacity building and training of artisans. The training programmes are implemented through reputed and experienced NGOs. There are four types of handicraft trainings- Comprehensive Training Programme (CTP), Primary Level Training (PLT), Advanced Level Training (ALT), and Design Workshop Training (DWT).

Secondary data and official information has been collected from the Ministry of Tribal Affairs, registered office of TRIFED at New Delhi, and different regional offices of TRIFED. The study used a multistage purposive sampling method to select the sample units whose primary stage units are districts, intermediate units are suppliers and training agencies, and final stage units are beneficiary tribal artisans. Primary data has been collected through a structured questionnaire from different stakeholders- suppliers, artisans, training agencies, handicraft trainees, MFP trainees, trainers, customers, scientists. This survey used SurveyCTO (Open Data Kit) software for real-time data collection. We have also documented best practices from the field, success stories and not so successful experiments. The survey collected both quantitative and qualitative data. A total of 215 Supplier, 850 tribal artisans, 151 handicraft trainees, 347 MFP gatherers, and 180 customers of TRIBES INDIA were included in the sample. The study covered 18 States and 72 districts of India.

The present study is descriptive in nature. The study has provided a critical analysis of the impact of the scheme on intended beneficiaries- the tribal artisans. A crucial part of the analysis was devoted to understanding the extent to which the scheme has been successful in livelihood promotion and empowerment of tribal artisans- the stated objectives of the scheme. We have used statistical analysis of the quantitative data collected from the field using techniques such as the tabular and graphical representation of the data, hypothesis testing and correlations among variables. We have also done case studies, and focus group discussions which helped us immensely in understanding the experiences of tribal artisans, specific challenges and bottlenecks, and necessary course corrections. The field observations, description of cases, best practices and experimentation with new ideas are also documented in this report along with statistical data analysis.

The greatest utility of the scheme lies in providing an alternative source of employment and livelihood to tribal artisans. It helps to smooth out the seasonality in income flow. It also works as a medium for preservation of rich tribal cultural heritage. Empowerment and economic security of female artisans is another positive aspect of the scheme. Our analysis shows income from artisanship contributes a significant part of their family income. Daily-earnings from artisanship are also higher than wages in public works programmes like MGNREG and in many States daily earnings of the artisans are higher than daily earnings from casual labour work. The artisans also feel the workload is properly balanced, very fewer instances of pending wages of artisans and fewer instances of verbal or physical abuse. However, daily earnings of male artisans are higher than earnings of female artisans. Also, male artisans work for higher number of days than female artisans.

TRIFED has made a significant contribution in conservation and promotion of tribal art and culture especially Gond, Bhil, Saura, and Warli paintings which are the rich inheritance that India is rightly proud of. For the tribal artists the scheme has meant not just an opportunity for career growth, but a way to preserve their art and cultural heritage. TRIFED gives encouragement to the painters through organizing regular craft demonstrations, fairs, exhibitions where they can showcase their aesthetic brilliance, rich traditions, and skills. Periodic purchase of paintings from the artisans and sale through its outlets gives a window to artists to reach art lovers and connoisseurs. Sometimes it is also the only opportunity for them to sustain in this field.

The suppliers of TRIFED have highly appreciated the timely payment for the orders supplied and increased opportunity for participation in fairs and exhibitions. However, they feel that the prices offered by TRIFED have been fixed for a long period and no longer profitable to them (TRIFED has recently increased the price of all items by 10-15 percent/ See Appendix 1.1). They also feel that TRIFED should help them in the design development of their products which is so vital to remain relevant in the market. Suppliers who operate on small scale do not have the capacity to hire designers for them. TRIFED can make institutional arrangements with reputed institutes for sourcing of new designs.

The scheme has been successful in reaching out to vulnerable sections of tribal society (illiterate, marginal or landless farmers, elderly artisans). Providing support for design and skill development is the other important functional part of the scheme. One of the outcomes of this training is to help the trainees in harnessing collective capability by forming self-help groups etc. Through these training programmes TRIFED is helping to shift to more sustainable, environment-friendly and less menial form of production. However, we found that the incomes of trained artisans are not significantly higher than the income of untrained artisans. There are also instances where the trained artisans discontinued artisanship and shifted to other occupations or migrated to other regions due to various reasons such as a drop in market demand, lack of working capital, etc.

TRIFED gives training to MFP gatherers under MFP development activities. These MFP gatherers come from poorest and most vulnerable sections of tribal society. Majority of these trainees are women and their villages are located in remote areas near the forest. There are two types of training programmes- value addition to MFP and Minimum Support Price to MFP. The training programmes are successful in promoting eco-friendly, non-destructive, and environmentally

sustainable way of harvesting. The training programmes are also successful in improving the post-harvest processing and value addition, less wastage and better storage of the produce. However, there exists lots of scope for improvement in the marketing, group formation and credit linkage of these groups. In other words, the post-training handholding part is neglected. Also important to mention here that many of the training agencies have not received the full amount sanctioned in the budget of the training programmes and this includes even the daily allowance of the trainees for which there is a great amount of resentment among the trainees who have to forgo a day's earning to attend these training programmes.

The scheme works as a bridge between the artisans and art/ craft lovers. The fairs such as adimahotsavs, mini-adimahotsavs has been successful in generating good sales for the suppliers, attracting new customers and creating interest among them about tribal arts and crafts. There has been a significant increase over the year in the number of fairs organized by TRIFED in different locations. Participants value these fairs due to the high volume of sales which is attributable to their locational advantages, publicity, arrangements at fairgrounds etc.

TRIFED having the mandate of marketing development of MFPs considers that it is essential to improve per unit realization from MFPs to provide better earnings to tribals. The research on value addition of MFPs through developing technologies, tools, products, process, etc., and their optimum utilization provides the tribal people entrepreneurship opportunities and thus empowerment. TRIFED sponsors such as Research and Development (R&D) projects to reputed institutes /universities like IITs, CFTRI, IICT, BIT, etc. on value addition of MFPs.

All the research projects aimed to bring substantial benefits to the local tribal communities. If successfully implemented it will create value addition to the locally available MFP, create opportunities for employment in the small-scale food processing industry and also develop entrepreneurship. The machines will reduce the drudgery of MFP collectors substantially. Quite a few good international publications in international journals have come out of these research projects. But the projects have not yet been commercially launched. The real evaluation of the success of these projects can take place only when they will be launched in the market and the feedback of the industry and users will be received. Income from royalty should also be taken as a parameter for judging the success of the programme. Many researched have demanded more funds for scaling up the results and for pilot testing.

2. OVERVIEW OF THE SCHEME

2.1 Background of the scheme

a) Brief write-up on the scheme including objectives, implementation mechanism, scheme architecture/ design

Objectives:

The objective of the scheme is to create institutions for the scheduled tribes to support marketing and development activities they depend for their livelihood. These are sought to be achieved by specific measures like (i) market intervention (ii) training and skill up-gradation of tribal artisans, craftsmen, MFP gatherers, etc. (iii) Research and development/ IPR activities (iv) supply chain infrastructure development (MoTA Annual Report 2017-18).

The scope of the scheme is-

- i. To give comprehensive support for people belonging to various tribes in the entire range of production, product development, preservation of traditional heritage, support to both forest and agricultural produce of tribal people, support to institutions, to carry out the above activities provisions of better infrastructure, development of designs, dissemination of information about price and the agencies, which are buying the products, support to government agencies for sustainable marketing and thereby ensure a reasonable price regime;
- ii. Sharing of information with Gram Panchayats, and Gram Sabha;
- iii. Skill up-gradation, development of utilitarian products for increase in value in market.

Implementation mechanism:

The scheme is implemented as a Central Sector Scheme and 100 percent Grant-in-aid is provided by the Ministry of Tribal Affairs to implementing agencies.

As per the office order F. No. 2/17/2013- CP&R dated 17th August 2014-

The implementing agencies would be responsible to prepare proposal and detailed action plan along with budgetary requirement and submit it to the State Tribal/ Welfare Department well in advance.

- a. Proposal from TRIFED would directly be submitted to the Ministry while for other IAs, the same has to reach the Ministry through their Nodal Ministry/ Department.
- b. The proposal received from the implementing agencies should include the plan for the current financial year as well as a perspective plan with activities which may have to be completed in more than one financial year. As far as possible, the emphasis would be to establish systems, processes and mechanisms which are transparent and sustainable
- c. The implementing agencies will send their proposals incorporating the above factors.
- d. The proposals shall be accompanied by utilisation certificates as per provisions of GFR.
- e. No fund will be provided for the purpose for which fund has already been given under some other scheme. For this purpose, the implementing agencies will certify that it has not received funds from any other sources for the activities proposed under the scheme.

(Please see the guidelines in Appendix 1)

The nodal agency for implementation of the scheme is Tribal Cooperative Marketing Development Federation (TRIFED) which is a Multi-State Cooperative Society set up in 1987 under the Multi-State Cooperative Societies Act, 1984 (now Multi-State Cooperative Societies Act, 2002) which functions both as a service provider and market developer for tribal products. It markets tribal products through the network of its retail outlets' TRIBES INDIA in the country. As a capacity builder, it also imparts training to scheduled tribe artisans, and minor forest produce (MFP) gatherers under Minor Forest Produce (MFP Development Activity).

The scheme is being implemented in the following way:

Retail Development Activities:

TRIFED is engaged in the procurement and marketing of tribal art and craft items. TRIFED is the only agency of Government of India at the national level engaged in the marketing development of tribal products including art and craft items. It has developed a system of sourcing products made by empanelled tribal suppliers. The suppliers comprise of individual tribal artisans, tribal SHGs, Organisations/ Agencies, NGOs working with tribals, who are empanelled as suppliers of TRIFED as per the guidelines for empanelment of suppliers. This is a one-time process and once the supplier is empanelled with any ROs of TRIFED, the samples collected from the supplier are forwarded to

the purchase and pricing committee at Head Office for approval. After the product is approved, indents are placed by Regional Offices for supply of the same.

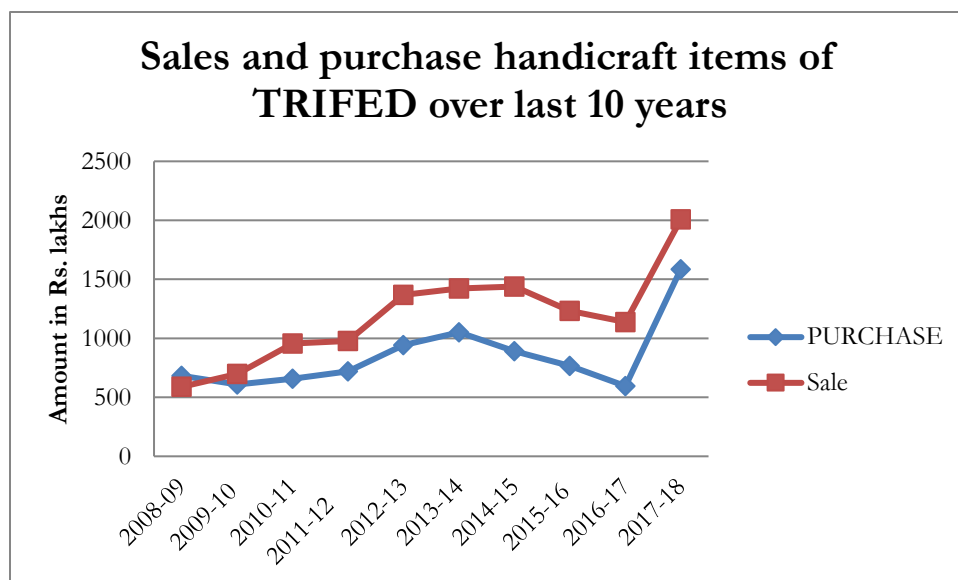


Figure 2.1- Sales and purchase figures of TRIFED for last ten years
Source: TRIFED

TRIFED has been marketing tribal products through its retail shops and eCommerce under the brand name 'TRIBES INDIA', and also organizing different fairs/ exhibition which is briefly discussed below-

TRIBES INDIA Outlets:

TRIFED undertakes marketing of tribal products through the network of retail outlets 'TRIBES INDIA' throughout the country. TRIFED has a chain of 36 own 'TRIBES INDIA' outlets and 33 outlets on consignment basis and 18 franchise outlets (figures as on 31.03.2018).

Fairs/ exhibitions:

Adimahotsav:

TRIFED has been organizing national TRIBAL Craft Expo by the name of Adimahotsava- a celebration of the spirit of tribal culture, craft, cuisine and commerce, in which tribal artisans, tribal SHGs, agencies/ organizations working with tribal are invited to participate and showcase their rich tribal culture and heritage across the country.

Mini adimahotsav:

Mini adimahotsav is organized on a smaller scale at prominent tourist locations for sale and promotion of tribal products.

Tribal Artisan Mela:

TRIFED has initiated a concept of organizing Tribal Artisan Mela (TAM) at district/ tehsil/ block level as an exercise to reach tribal artisans located in interior tribal areas and source the tribal art and craft directly from tribal artisans/ group of artisans. Under this initiative, TRIFED in association with State government /organizations invites tribal artisans to an exhibition area where they display their art and craft items. TRIFED send merchandising team to these melas to identify new artisans and new products which can be marketed through its outlet. The details of the year-wise number of TAMs organized and artisans participated are provided below (Table 2.1)-

Table 2.1 Number of TAMs organized and artisans participated

Year	Number of TAMs organized	Artisan Participated
2007-08	5	531
2008-09	4	319
2009-10	7	304
2010-11	7	303
2011-12	21	811
2012-13	25	1007
2013-14	15	483
2014-15	11	291
2015-16	11	363
2016-17	9	278
2017-18	6	233

Source: TRIFED

Minor Forest Produce/ MFP Development Activity:

Minor Forest Produce is a major source of livelihood of tribal communities in rural areas. TRIFED conducts regular training on value addition of MFP under this component. The trainees are MFP gatherers who are mostly landless or owns a meager amount of land. Many of them are illiterate and belong to below poverty line households.

Handicraft/ handloom training:

TRIFED has been imparting training as part of its handicraft/ handloom development activities. As part of this initiative, TRIFED provides training inputs for improving skill and knowledge of tribal in design development and skill development in making handicraft and handloom products.

Research and Development activities:

The research on value addition of Minor Forest Produce (MFPs) through developing technologies, tools, product, process, etc. and their optimum utilization is an important constituent of the scheme. TRIFED sponsors such as Research and Development (R&D), projects to reputed institutions/ universities on value addition of MFP.

b) Name of sub-schemes/ components

Presently the scheme has three components:

- i. Retail marketing development activity
- ii. Vocational training, skill up gradation and capacity building of ST artisans & MFP gatherers
- iii. Research and development/ IPR activity

TRIFED's expenditure under different component are given below (Table 2.2)-

Table 2.2 TRIFED's expenditure under different components of the scheme (in Rs. Crore)

Components	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Purchase of handicraft	7.42	10.35	8.79	7.65	5.95	16.31
Exhibitions	0.60	0.54	0.57	0.59	0.53	2.62
Tribal Artisan Melas	0.07	0.52	0.05	0.08	0.21	0.56
Trainings under MFP development activities	1.43	1.04	4.19	5.08	4.59	4.22
Handicraft training programmes	0.52	0.34	0.52	0.48	0.31	0.22
R&D Activities	0.01	0.17	0.10	0.27	-	0.11

Source: TRIFED Annual Reports, various years

b) Name of the sub-schemes/ components:

- Retail Marketing Development Activities
- Minor Forest Produce MFP Development Activities
- Vocational training, skill up-gradation, capacity building of tribal artisans and MFP gatherers
- Research and Development/ IPR activities

c) Year of commencement of scheme: The scheme was introduced in the financial year 2014-15

d) Present status with coverage of scheme (operational/ non- operational):

Please See Appendix Table A1 for list of States, districts and block for coverage of the scheme.

e) Sustainable Development Goals (SDGs) served:

Goal No.	Goal	Targets
1	End poverty in all its forms everywhere	1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable
8	Promote Sustained, inclusive, and sustainable economic growth, full and productive	8.3 Promote development-oriented policies, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small-, and medium-sized enterprises, including through access to financial services

Goal No.	Goal	Targets
	employment and decent work for all	8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value 8.6 By 2020 substantially reduce the proportion of youth not employment, education, or training
10	Reduce inequality within and among countries	10.1 By 2030, progressively achieve and sustain income growth of the bottom 40 percent of the population at a rate higher than the national average 10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or another status 10.3 Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies, and practices and promoting appropriate legislation, policies, and action in this regard 10.4 Adopt policies, especially fiscal, wage, and social protection policies, and progressively achieve greater equality

f) National Development Plans (NDPs) served:

Livelihood promotion among weaker and vulnerable sections of the society including the Scheduled Tribe population is an important target of the development policy of any welfare state. In India also this objective has been highlighted in successive Five Year Plan documents of erstwhile Planning Commission and also in the Action Plan of NITI Aayog. The 12th Five Year Plan gives special emphasis on economic development of tribal population through implementing various income-generating schemes, capacity building, and skill enhancement. It especially mentions the scheme Marketing Development of Tribal Products/ Produce as one of the Central Sector Scheme working this regard. Thus, the scheme is crucial for achieving inclusive, equitable and sustainable growth.

- As per 12th Five Year Plan (2012-2017)-
“24.59 Market Development of Tribal Products/ Produce is a Central Sector Scheme under which the Ministry of Tribal Affairs extends Grant-in-aid to Tribal Cooperative Marketing Development Federation India Limited (TRIFED) for four main activities: (i) Retail Marketing Development Activity; (ii) Minor Forest Produce (MFP) Marketing Development Activity; (ii) Vocational Training, Skill Up-gradation; and (iv) Capacity Building of ST

Artisans and MFP; and Research and Development/ Intellectual Property Rights (IPR) Activity.

24.60 TRIFED is now functioning both as a service provider and market developer of tribal products. Further, in its role as a capacity builder, it imparts training to ST artisans and Minor Forest Produce (MFP) gatherers. TRIFED is marketing its products through 39 outlets (26 outlets are its own and 13 outlets are on a consignment basis in association with state-level organizations). During 2007-12, the turnover only through retail marketing activities was Rs. 36.96 crores.”

(pp. 233, Volume 3, Social Sectors. 12th Five Year Plan)

- As per NITI Aayog’s strategy for New India (2018):

“Enable access to markets for traditional handicrafts producers by linking them with global markets. The government should also encourage the export of tribal handicrafts.”

- As per the Three Year Action Plan of NITI Aayog (2017-18 to 2018-19):

“Despite having landholdings, tribal communities are not economically developed. One of the steps that should be taken is allocating funds for tribal communities to set up enterprises in rural and urban areas.....In addition to land and forest-based activities, initiatives should be undertaken for imparting skills to tribal populations near their habitations.”

2.2 Budgetary Allocation and Expenditure Pattern of the Scheme

Table 2.3: *Budgetary Allocation and Expenditure Pattern of the Scheme*

Sub-scheme / component	2014-15 (in Rs. Cr.)			2015-16 (in Rs. Cr.)			2016-17 (in Rs. Cr.)			2017-18 (in Rs. Cr.)			2018-19 (in Rs. Cr.)		
	BE	RE	Actual	BE	RE	Actual	BE	RE	Actual	BE	RE	Actual	BE	RE	Actual
	50.00	46.09	41.91	57.00	40.00	34.85	49.00	49.00	49.00	49.00	44.95	44.95	54.15	72.50	72.50

Source: Ministry of Tribal Affairs 2019

2.3 Past Evaluations

Year of Evaluation	Agency hired for evaluation	Recommendation made for evaluation	Recommendation made but not accepted
2012-13	Council for Social Development for the scheme “Market Development of Tribal Products/Produce”	(i) The staff of TRIFED should make a concerted effort to upgrade market product. (ii) Improvement in marketing through better advertisement and focusing on niche group buyers who appreciate such forms of art and craft. Keep pamphlets at strategic locations; whenever new products arrive, spread the word through bulk SMS; open a facebook account, etc. (iii) TRIFED should explore the possibility of selling their products through e-commerce as the rate of online buying has increased tremendously. (iv) Convergence with other State agencies is absolutely essential for TRIFED to make its presence at the grassroots. Also this process has to be continuous and mutually beneficial for effective outcome in the long run. (v) What needs improvement:- ➤ The implementation process has to be more focused on feasible deliverables. ➤ Beneficiaries should be identified properly. ➤ Success stories should be replicated ➤ Monitoring and evaluation mechanism should be in place. ➤ R&D projects need to be thoroughly revamped ➤ Most of the figures available with Head Office whether sale- purchase, number of TAMs, Number of training programmes, etc. do not tally with the regional office. Records need to be maintained in a more professional way.	Yes

Source: Ministry of Tribal Affairs 2019

3. METHODOLOGY

Sampling Design

The objective of the study is to examine the role of TRIFED in the empowerment and socio-economic development of tribal artisans in the country by way of marketing and development of tribal products. The present study is based on intensive field-work. Tribal artisans, MFP gatherers, empanelled suppliers, training agencies, trainers, research & development institutions, TRIFED regional managers are the target groups of the study. The study has adopted a multistage, random sampling method.

Selection of States

In the first stage of the sampling process, the States had been divided into six geographical regions or zones (North, South, East, West, North East and Central). Among these states 16 States that have a maximum number of beneficiaries and suppliers were selected purposively. The names of States and districts covered and number of samples is shown in the following Tables 3.1 & 3.2.

Table 3.1: *Details of Sample States*

Zones	State	Number of suppliers sampled	Number of tribal artisans sampled	Number of Handicraft trainees sampled	Number of MFP trainees sampled
East	Jharkhand	16	57	24	16
East	Odisha	10	88		23
East	West Bengal	7	124	12	
West	Gujarat	9	78		40
West	Maharashtra	1		4	33
West	Rajasthan	16	160	8	42
North	Himachal Pradesh	5	43		
North	Uttarakhand	8	61		
North East	Assam	6	22	31	35
North East	Meghalaya				19
North East	Nagaland	1	12		
North East	Sikkim	16			

Zones	State	Number of suppliers sampled	Number of tribal artisans sampled	Number of Handicraft trainees sampled	Number of MFP trainees sampled
Central	Chhattisgarh	17	62	27	68
Central	Delhi	2			
Central	Madhya Pradesh	84	28	36	28
South	Andhra Pradesh				43
South	Karnataka	5	5		
South	Tamil Nadu	7	30	9	
South	Telangana	5	80		
	All	215	850	151	347

Selection of Districts

Districts are the second-stage sampling units of the study. Districts were selected based on three indicators- the size of tribal population, number of beneficiaries and volume of supply. The districts that score highest in these indicators were selected for field survey. The survey was spread over 72 districts of the country.

Table3.2: Details of the Sample Districts

State	Districts of Empanelled Suppliers of TRIFED	MFP Training District	Handicraft Trainee District	Research & Development District
Andhra Pradesh		Visakhapatnam		
Assam	Udalguri, Kamrup	Baksa	Kamrup, Morigaon	
Chhattisgarh	Bastar, Dantewada, Kondagaon, Raigarh, Raipur	Bastar	Bastar, Kondagaon	
Delhi	Delhi			Delhi
Gujarat	Ahmedabad, Dahod, Chhota udepur, Bharuch	Navsari	Navsari	
Himachal Pradesh	Kullu			
Jharkhand	Khunti, East Singhbhum, Hazaribagh, Ranchi, Latehar	Ramgarh	Devghar, Ramgarh	Ranchi
Karnatka	Vijayapura, Bengaluru			

State	Districts of Empanelled Suppliers of TRIFED	MFP Training District	Handicraft Trainee District	Research & Development District
	Rural, Bengaluru Urban			
Madhya Pradesh	Sidhi, Dhar, Bhopal, Dindori, Ashoknagar	Dindori	Sidhi	
Maharashtra	Thane	Pune, Ahmednagar	Raigad	
Meghalaya		Ribhoi		Shillong
Nagaland	Dimapur			
Odisha	Bhubaneswar, Dhenkanal, Jajpur, Myurbhanj, Khordha	Sundergarh		Bhubaneswar, Sambalpur, Rourkela
Rajasthan	Jhalawar, Jaipur, Udaipur, Banswara, Dausa	Udaipur	Jhalawar	
Sikkim	East Sikkim, North Sikkim, West Sikkim			
Tamilnadu	Dharmapuri, Nilagiri		Nilagiri	
Telangana	Medchal, Rangareddy, Adilabad, Hyderabad, Mahbubabad			
Uttarakhand	Pithoragarh, Chamoli, Dehradun			
West Bengal	Birbhum, Pachim medinipur, Purbamedinipur		Alipurduar, Jalpaiguri	

Selection of Empanelled Suppliers

We intended to include all the empanelled suppliers in a district whose names are listed in the TRIFED list of suppliers. But the TRIFED list also retains the names of the suppliers who are no longer in production, have not supplied ever or for a long period, or have left the business and migrated to a different place. Thus our first challenge was to sort out the suppliers who are actively engaged in production. We contacted all active suppliers in the district and physically visited their workshops with advance intimation. Those who are inactive or are not supplying were also contacted and a detailed inquiry was carried out about their status. Special care was taken during the

sample stage suppliers of all types of craft find representation in our sample. It was also ensured that sufficient numbers of suppliers of all sizes are included in the sample.

Selection of Tribal Artisans

In the final stage of the study, tribal artisans were selected randomly from the list of artisans in the payroll of sampled suppliers. In general, a minimum of 10 artisans per 5-star and 4- star rank suppliers, 5 artisans per 3-star and 2- star rank suppliers and 2 artisans per 1-star rank supplier were selected. But if there are not enough artisans with one supplier the quota is fulfilled by selecting more artisans from other suppliers of the same category.

Selection of handicraft trainees

TRIFED has not conducted any handicraft training in the past two years. The list of training programmes in 3 years prior to 2017-18 was obtained from each regional offices of the TRIFED along with the name of training agencies and trainees. In the next step, the nodal person associated with these training agencies was contacted. We visited all trainees with the help of TRIFED RO and training agencies except those who have migrated to different locations. The sample of trainees in our database includes both who are in the artisanship and also those who have switched occupation. From those who have switched occupation, we collected detailed information the reasons behind such decision.

Selection of MFP trainees:

The MFP trainees were selected from the list of trainees who participated in the training programmes in the past three years prior to 2018-19. No training programmes were conducted in 2018-19. The trainees were selected randomly from the list and accessed with the help of training

agencies and concerned TRIFED RO who gave prior intimation to the trainees about visit of the evaluation team.

Questionnaire design.

We used structured questionnaires to collect information from the intended beneficiaries of the scheme (Find the questionnaires attached in Appendix):

-TRIFED regional managers

-Empanelled suppliers of TRIFED

-Tribal Artisans involved in the production of tribal products

-Minor Forest Produce gatherers who were given training under TRIFED sponsored training programs

-Handicraft Trainees who have been provided training through TRIFED sponsored training programs

-Research and Development Institutions associated with TRIFED

-Training agencies who implemented the training programs

-Trainers who had taken sessions at the training programmes

There were seven types of questionnaires. Details of the questionnaires and the areas covered in each questionnaire are given below-

Type of questionnaires	Areas covered
Regional managers	Retail activities, organization of fairs and exhibitions, training activities, credit linkage, budget, and expenditures, etc.
Suppliers	Information regarding workforce, annual turn-over, costs and margins, association with TRIFED, access to working capital, participation in fairs and exhibitions organized by TRIFED, etc.
Artisans	Demographic information, wages, income and employment, perception about work conditions, other benefits, access to credit, training and capacity building, participation in fairs and exhibitions, etc.
Trainees	Information regarding training process and entitlements, perception about the training process, benefits of the training (income, employment, group formation, marketing, credit linkage, etc.)
Training agencies	Activities, expenditures, challenges faced, follow-ups and handholding supports to the trainees, etc.
Trainers	Experience and qualification, challenges faced, opinions about improvement, etc.
R &D projects	Technical and financial progress, lab testing, pilot testing, likely benefits, etc.

Fieldwork and data collection:

The fieldwork and data collection was conducted between December 2018 and May 2019. We used the SurveyCTO- Open Data Kit Tool software for collection of primary data. The questionnaires were digitized before starting the survey. The geo-latitudes of the location of respondents, picture, and the time taken for interview all were recorded in the software. Experienced and skilled surveyors were employed who have proficiency in this job for data collection from the field. A two-day training session was organized at IIPA for the surveyors on understanding the questionnaires, handling of the devices, and use of the software. The surveyors visited workshops/ factories/

production centers all the sampled suppliers and interviewed the artisans working there. The surveyors also visited artisans' villages to enumerate the female artisans who work from their home. The surveyors were constantly monitored by project coordinators and research staff at IIPA. As all data were collected on real-time basis, monitoring of data quality checks was done on continuous basis.

Secondary data:

Secondary data relevant for this study was collected from TRIFED head office in Delhi and also from the regional offices in States. Statistical data retail activities, training activities, and product development activities, relevant office orders and circulars, information about past evaluation were crucial for understanding the scheme and provided the basis for the evaluation.

Evaluation of R&D Projects:

The evaluation team visited the research institutes who received a grant from TRIFED to carry out specific research products. The list was obtained from TRIFED head office. We did a detailed interaction with the project team at their lab facilities. A thorough investigation was done to study the implications of these projects for the tribal community.

Data analysis

The present study is descriptive in nature. The study has provided a critical analysis of the impact of the scheme on intended beneficiaries- the tribal artisans. A crucial part of the analysis was devoted to understanding the extent to which the scheme has been successful in livelihood promotion and empowerment of tribal artisans- the stated objectives of the scheme. We have used statistical analysis of the quantitative data collected from the field using techniques such as the tabular and graphical representation of the data, hypothesis testing and correlations among variables. We have also done case studies, and focus group discussions which helped us immensely in understanding the

experiences of tribal artisans, specific challenges and bottlenecks, and necessary course corrections. The field observations, description of cases, best practices and experimentation with new ideas are also documented in this report along with statistical data analysis.

Characteristics of the sampled beneficiaries:

As discussed, the main beneficiaries of the scheme are empanelled suppliers, tribal artisans, and trainees (handicraft & MFP). We discuss below the brief profile of the beneficiaries included in our sample.

Empanelled Suppliers:

A significant number of suppliers in our sample are individual suppliers (around 43 percent) who operate mostly in the unorganized sector (Figure 3.1). The second-highest number of suppliers is the Self Help Groups (SHG) formed by group of poor artisans who do production and selling activities jointly (19.71 percent). However, few of the SHGs recently empanelled by TRIFED are actually floated and patronized by big NGOs who themselves are in the empanelled suppliers' list since long. The next highest category of suppliers is Non-Governmental Organisations of different sizes whose stated objective is to work for the welfare of tribal people. A sizeable number of suppliers are registered as cooperatives (11.68 percent) under societies registration act. There are few Private Limited (5.11 percent) and Trusts (2.92 percent) in our sample of suppliers. There are also some state government organizations who have been empanelled recently but there has been much purchase by TRIFED with these organizations. We have classified them like others (1.46 percent).

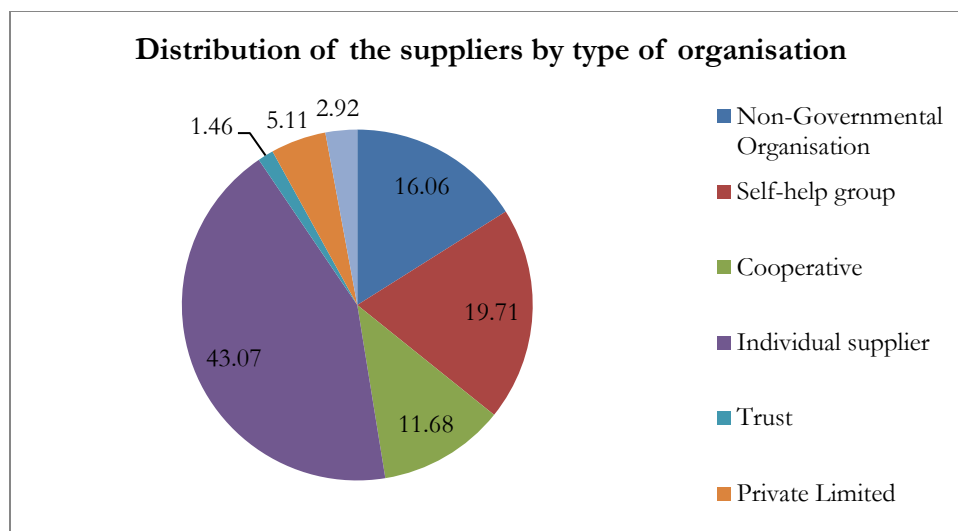


Figure 3.1: *Distribution of the suppliers by type of organisation*

Source: Field survey, 2018-19

Majority of TRIFED's suppliers are small scale producers. There is 20 percent of suppliers whose annual turnover is less than one lakh and nearly one-third or 33 percent of the suppliers have annual turnover between one and five lakhs. Most of these suppliers are individual entrepreneurs who run their enterprises with help of family labour and little or no dependence on hired labour. These two sections together constitute more than half of the suppliers' base. Thus, a by-product of the activities under the scheme is enterprise development in small scale sector. Next big category of suppliers is the organizations that have annual turnover between Rs. 10 to 50 lakhs. Around 31 percent of the suppliers fall in this category (Figure 3.2).

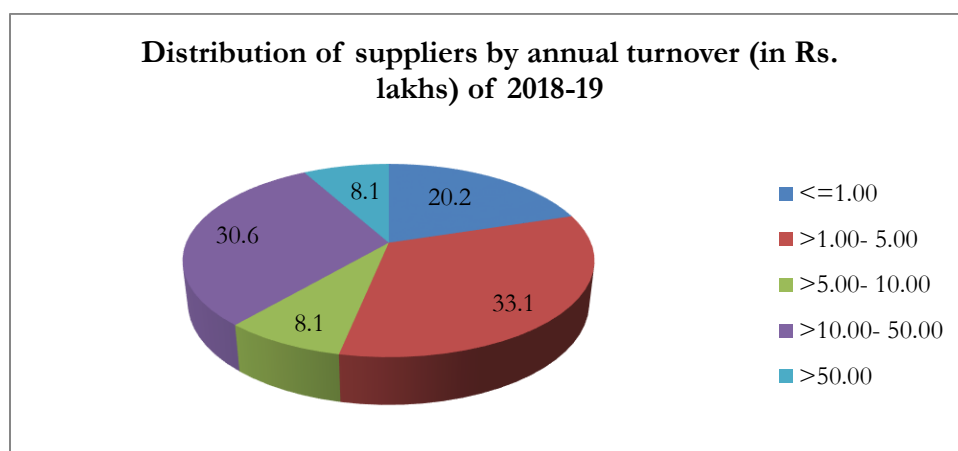


Figure 3.2: *Distribution of suppliers by annual turnover of 2018-19*

Source: Field survey, 2018-19

There is a spurt in the empanelment of new suppliers by TRIFED in recent years (Figure 3.3). Around 62 percent of the suppliers are empanelled after 2015. A significant number of suppliers have been empanelled in the last two financial years- 2017-18 and 2018-19. This is commensurate with their thrust in business expansion and diversification of their portfolio of products categories to include newer items.

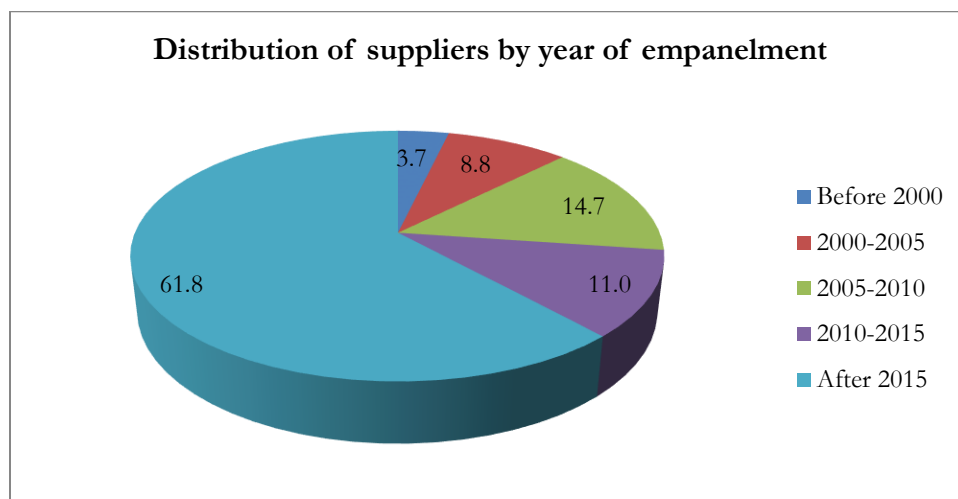


Figure 3.3: *Distribution of suppliers by year of empanelment*

Source: Field survey, 2018-19

A significant majority of suppliers of TRIFED are producers of textile items (Figure 3.4). In our sample, there are 70 producers of textile garments. They supply a variety of products made of silk (kosa, chanderi, maheswari, tasar, *etc.*), cotton, angora wool, etc. There are around 17 suppliers in our sample who produce metal craft items. They are mainly dokra artisans who make artifacts using brass, bronze or bell metal which is a very ancient form of art practiced by tribals in Chhattisgarh, Odisha, and West Bengal. There are 10 suppliers who make cane and bamboo products like home decorating, furniture, mats, and different items used every day in household and office. Prominent among these suppliers are producers of sabai grass items of West Midnapur (West Bengal) and Mayur Bhanj (Odisha). There are also few suppliers of food and organic products (12) in our sample. Organic tea of Darjeeling and organic rice cultivated in Bastar are two of the famous items in this category. Apart from that our sample has significant representation of handicraft producers (27).

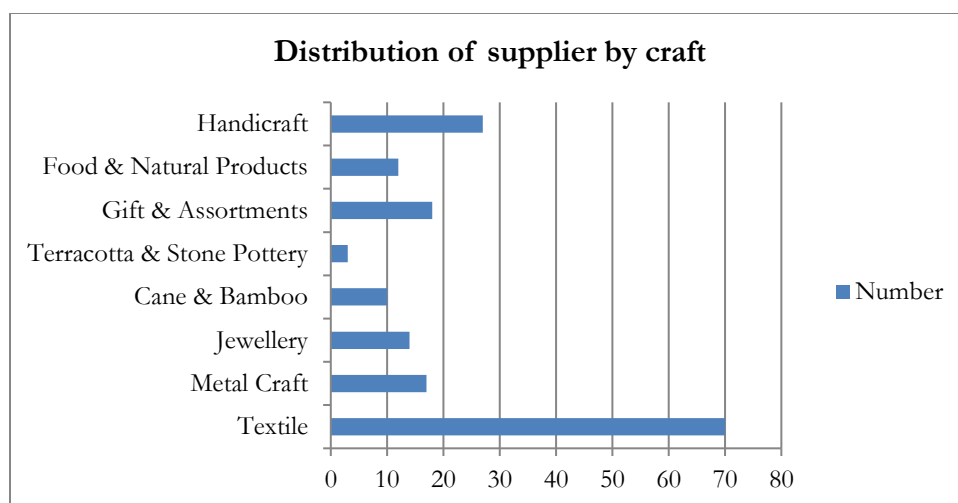


Figure 3.4: *Distribution of supplier by craft*

Source: Field survey, 2018-19

Artisans:

The socio-economic and demographic characteristics of the artisans are shown in the following Table 3.3. Around 15 percent of the artisans are illiterate and another 42 percent are literate up to primary. Predominantly, households come from poor households. About 44 percent of the artisans belong to BPL category. The artisans have very little or no landholding- around 57 percent of the artisans are landless and 24 percent are only marginal landholders.

The respondents were asked about the primary occupation of the household. The responses were classified into 10 occupational categories- agriculture/ livestock/ fisheries, artisanship/ craftsmanship, small business, casual labour, regular wage/ salaried employment, pension/ scholarship/ remittances, collection of MFP. We found the main source of household income of 30 percent of the sampled artisans is artisanship/ craftsmanship. Around 27 percent of them belong to casual labour households. Only 11 percent reported regular salaried/ wage employment as the main household occupation.

If we look at the distribution of sampled artisans by years of experience we find around 40 percent have experience between one and five years. Approximately 16 percent can be called newcomers who are in the industry for less than one year. As against this 24 percent of the artisans who have experience of more than 10 years can be called veterans or experts in the field.

Table 3. 3: *Demographic characteristics of artisans*

Household characteristics	Proportion of artisans	Number of artisans
<i>Distribution by education level</i>		
Illiterate	14.8	126
Literate and up to primary	41.5	353
Above primary and up to secondary	32.4	275
Above secondary and up to Higher secondary	6.6	56
Above Higher secondary and up to Graduation	0.8	7
Above graduation	3.9	33
<i>Distribution by BPL status</i>		
BPL	44.2	376
APL	55.8	474
<i>Distribution by main source of income of the household</i>		
Agriculture, Livestock, fisheries	14.8	126
Artisanship	29.9	254
Small business	3.2	27
Casual labour	26.8	228
Regular salaried employment	11.1	94
Any other	13.4	114
<i>Distribution size class of landholding (in Hectare)</i>		
Landless	56.5	480
0-1	23.8	202
>1-2	12.7	108
>2-4	4.8	41
>4	2.2	19
<i>Distribution by annual household income (in Rs.)</i>		
Below 50000	31.6	269
50000- 100000	30.0	255
100000-200000	26.0	221
200000-300000	7.3	62
300000-400000	2.5	21
400000-500000	1.4	12
Above 500000	1.2	10
<i>Distribution by years of experience</i>		
>0-1	15.6	133
>1-5	39.5	336
>5-10	20.0	170
>10	23.9	203
N.A.	0.9	8

Source: Field survey 2018-19

Handicraft trainees:

One of the important activities of TRIFED is vocational training, skill development, and capacity building of tribal artisans. We evaluated the handicraft training programmes of TRIFED conducted in various parts of India. The objective of this evaluation was to understand the outcome of the training in terms of income and employment of the beneficiaries, the post-training status of these trainees, the specific challenges in the realization of the full benefit of the training, and the areas that need improvement. However, no training programmes on handicraft were conducted for the last two years after 2016-17. Between 2014-15 and 2016-17 TRIFED conducted mainly two types of training Design Workshop Training (DWT) and Comprehensive Training Programme (CTP). The comprehensive training programme in handicraft (CTP) aims at training in the craft, design and technological inputs to the tribal trainees, having basic knowledge in the craft in order to capacitate and equip them for producing the craft and become potential craft person and become supplier to TRIFED with intention of creating employment opportunity for them and expand the craft as well as supplier base Duration of this training is three months. On the other hand, design workshop training is meant for existing suppliers of TRIFED. It is related to further design and technology upgradation based on market feedback on the needs of product innovation, feature addition, uses diversification, etc. The duration of this training is 21 days. The ultimate goals of both the training programmes are to create employment opportunities and improve income of the artisans. As TRIFED had not conducted any training programmes in 2017-18 and 2018-19, the trainees included in our sample were participants of training programmes that were conducted between 2014-15 and 2016-17. They were mainly given Comprehensive Training Programme (CTP) and Design Workshop Training (DWT).

Table 3.4: *Demographic characteristics of the sampled trainees*

<i>Distribution by age</i>	Number of beneficiaries	Proportion of beneficiaries
Below 20	8	5.3
20 – 30	57	37.7
30 – 40	49	32.5
40 - 50	26	17.2
50 - 60	11	7.3
<i>Distribution by sex</i>		
Male	47	31.1
Female	104	68.9
<i>Distribution by education level</i>		
Illiterate	48	31.8
Literate and up to primary	30	19.9
Above primary and up to secondary	47	31.1
Above secondary and up to Higher secondary	12	7.9
Above Higher secondary and up to Graduation	14	9.3
<i>Distribution by Marital Status</i>		
Married	118	78.1
Unmarried	27	17.9
Widow/Widower	6	4.0
<i>Distribution by BPL Status</i>		
Belong to BPL family	129	86
Not belong to BPL family	21	14
<i>Distribution by the size of landholding (in hectares)</i>		
Landless	38	25
0-1	69	46
>1-2	26	17
>2-4	13	9
>4	5	3

Source: Field survey 2018-19

The training programmes have been successful in reaching the weaker and vulnerable sections of tribal society (Table 3.4). The main target groups of the training programmes are young artisans. Most of the trainees come from the age group of 20-30 and 30-40. Age of around 58 percent of sampled beneficiaries lies between 20 and 30 years and another 32.5 percent beneficiaries fall in the age group of 30 to 40 years. Significant numbers of beneficiaries hail from landless (25 percent) or marginal (46 percent) landholding families. Around 86 percent of the beneficiaries belong to BPL

families. Most of them have a very low educational background- 32 percent are illiterate and 20 percent have studied up to primary level.

The main source of household income of most of the trainees is agriculture, livestock, and fisheries sector (56 percent) (Figure 3.5). A significant number of trainees come from casual labour households also (28 percent). In the case of 8 percent of the trainees' artisanship is the main source of livelihood. Another 5 percent trainees come from families primary occupation of whose is regular wage/ salaried employment. Hence, it can be seen that the majority of the trainees are dependent on subsistence agriculture for their livelihood.

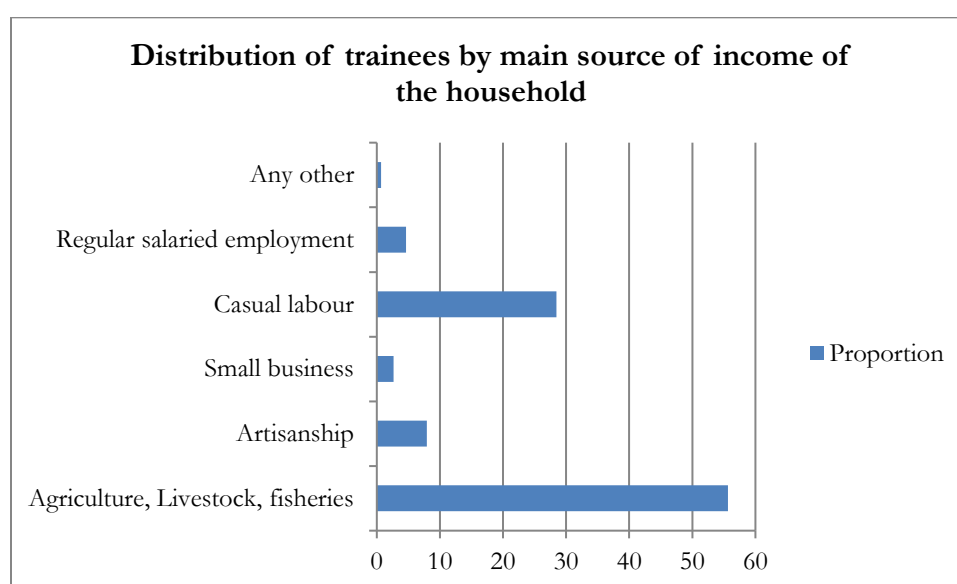


Figure 3.5: *Distribution of trainees by main source of income of the household*

Source: Field survey 2018-19

MFP Trainees:

TRIFED in its endeavor to develop the marketing of minor forest produce is engaged in skill up-gradation and capacity building of MFP gatherers with the objective of improving their income by way of organizing training for non-destructive harvesting, primary processing, value addition and marketing of MFPs. The training programmes are organized through empanelled implementing agencies working in the field of tribal development. The basic objectives of the training are to empower the beneficiaries, provide information, and handhold them by including them as a supplier

of TRIFED as far as possible or link them to different marketing channels. TRIFED training programmes can be divided into two categories-

- One that leads to the production of marketable products as an outcome of the training based on which an enterprise can be started with the assistance of the State.
- Second is purely skill development training under which inputs are provided to the tribals to cultivate, collect, and harvest MFP items in a scientific manner so that it not only improves the quantity and quality of the but also protects the environment.

We evaluated the MFP training programmes of past three years. The objectives were to understand the efficacy and impact of the training programmes, the challenges, and areas that need improvement. Keeping these objectives in mind we interviewed all the stakeholders- the trainers, the trainees, training agencies, and also collected official information from TRIFED.

The evaluation team met representatives of training agencies- SAFAL (Sundergarh/ Odisha), Bastar Sevak Mandal (Bastar/ Chhattisgarh), Mahan Seva Sansthan (Udaipur/ Rajasthan), Agragati (Ramgarh/ Jharkhand), Maharashtra State Cooperative Tribal Development Corporation Limited (Ahmednagar/Maharashtra), Centre for Advanced Research and Development (Dindori/ Madhya Pradesh), Institute of Social Welfare Action (Chhota Udepur/ Gujarat), Manyaseema (Vishakhapatnam/ Telangana). The socio-economic characteristics of the MFP trainees are shown in the following Table 3.5. The trainees overwhelmingly come from resource-poor, vulnerable, underprivileged sections of tribal society. The special focus of the training is weaker sections. Nearly 70 percent of the households belong to below poverty line households. Women constitute 62 percent of the trainees and 44 percent of the trainees are illiterate. Nearly 44 percent of the trainees reported annual household income less than Rs. 50000. Main source of income for 61 percent of trainees is agriculture and allied sectors. A majority of the trainees (60.8 percent) belongs to the age group of 20- 40 years. Approximately 63 percent of the trainees are members of SHG groups. Most of the trainees are either marginal (32 percent) or small landholders (34.9 percent). Around 6.6 percent of the trainees are landless.

Table 3.5: *Socio-economic characteristics of MFP trainees*

Characteristics	Proportion of trainees	Number
<i>Distribution by BPL Status</i>		
Belong to BPL family	70.3	244
Belong to APL family	29.7	103
<i>Distribution by gender</i>		
Male	38.0	132
Female	62.0	215
<i>Distribution by educational status</i>		
Illiterate	44.1	153
Literate and up to primary	15.3	53
Above primary and up to secondary	28.2	98
Above secondary and up to Higher secondary	6.9	24
Above Higher secondary and up to Graduation	5.5	19
<i>Distribution by marital status</i>		
Married	89.9	312
Unmarried	8.6	30
Widow/Widower	1.4	5
<i>Distribution by annual household income</i>		
Below Rs. 50,000	53.8	186
Rs. 50,000 - Rs. 100,000	29.2	101
Rs. 100,000 - Rs. 200,000	14.7	51
Rs. 200,000 - Rs. 500,000	2.3	8
<i>Distribution by the major source of income of the household</i>		
Agriculture and allied	61.1	212
Small Business	2.6	9
Casual Labour	12.4	43
Regular Employment	3.5	12
Student	1.4	5
Housewife	6.3	22
Collection of NTFPs	12.7	44
<i>Distribution by SHG/FPG member</i>		
Member of SHG/FPG	63.1	219
Not member of any SHG/FPG	36.9	128
<i>Distribution by size class of landholding (in hectares)</i>		
Landless	6.6	23
0-1	32.0	111
>1-2	34.9	121
>2-4	16.1	56
>4	10.4	36
<i>Distribution by age (in years)</i>		
Below 20	2.3	8
>20 – 30	30.3	105
>30 – 40	30.5	106
>40 - 50	22.8	79
>50 - 60	10.4	36
Above 60	3.7	13

Source: Field survey 2018-19

4. OBJECTIVE OF THE STUDY:

4.1 Performance of the scheme based on the output/ outcome indicators-

As per the output/ outcome indicators as proposed/ prepared by NITI Aayog –

- OUTPUT 2019-20 include “Comprehensive Support for people belonging to various Tribes in areas of production, product development, support for forest and agricultural produce, government agencies for sustainable marketing”.
- OUTCOME 2019-20 include “Increased economic activity and livelihood generation activities for the tribal groups”

As employment and income are two main indicators of livelihood generation and improved economic status of targeted beneficiaries we discuss below the performance of the scheme in terms of employment creation and earnings of tribal artisans.

GENERATION OF EMPLOYMENT FOR THE TRIBAL ARTISANS

We collected detailed information from the artisans about their employment in the last 365 days from the date of the survey. It may be noted here that many of the women workers work from their home where they also have many other responsibilities. They find out time for work after performing all responsibilities like cooking, taking the cattle for grazing, and doing all household chores. Hence, oftentimes they do not work continuously but only intermittently doing all household chores and also working on handicrafts when get time. We have converted their responses into eight-hour person-days. Also important to note that in village areas most workers give priority to agricultural works as compared to any other economic activity during cropping seasons. The landed workers work in their land and the landless work as casual agricultural labourer in others land. So activities related to artisanship or craftsmanship remains closed during agricultural months.

On an average, an artisan has got 168 person-days of employment in a year which is less than six months (Table 4.1). The number of person-days worked per artisan is higher for male artisans (210 person-days) as compared to the female artisans. The highest number of person-days is generated in Himachal Pradesh (270), followed by Gujarat (241) and Chhattisgarh (193). Himachal Pradesh is also a State where male and female artisans have got equal days of employment. Except for Telangana,

male artisans have received higher days of employment compared to the female artisans in all other States.

Table 4.1: *Average person-days of employment per year across States*

State	Male	Female	All Artisans
Assam	-	98	98
Chhattisgarh	261	174	193
Gujarat	293	223	241
Himachal Pradesh	270	270	270
Jharkhand	246	127	134
Karnatka	-	146	146
Madhya Pradesh	149	125	135
Nagaland	-	178	178
Odisha	202	177	186
Rajasthan	288	154	160
Tamil Nadu	135	103	104
Telangana	97	161	150
Uttarakhand	222	142	148
West Bengal	156	137	139
All	210	160	168

Source: Field survey 2018-19

The relationship between experience and employment is nonlinear (Table 4.2). In general, days of employment rises with an increase in the experience of the artisans up to a certain year of experience, but declines thereafter due to increase in age of the workers. In our sample also such phenomenon is visible. Up to 25 years of experience average number of person-days an artisan works in a year increases. However, because of the age factor average person-days of employment declined after 25 years of experience.

Table 4.2: *Average days of employment per year by years of experience*

Years of Experience	Male	Female	All Artisans
0-1	217	118	124
>1-3	180	144	148
>3-5	234	163	174
>5-10	202	177	182
>10-15	261	192	202
>15-20	226	186	193
>20-25	254	227	233
>25	171	188	179
All	210	160	168

Source: Field survey 2018-19

If we look at the person-days employment generated across different crafts we find the highest days of employment is generated in cane and bamboo products and lowest in case of terracotta and stone pottery (Table 4.3). Cane and bamboo items are highly labour intensive works where the use of machine labour is the least. This is also a sector where women are engaged more as compared to men. The other crafts which have high employment generation potential are gifts and assortments, and food and natural products. Cane and bamboo products are also the only sector where women have got more employment as compared to males. Of late there is an increase in demand for organic products which led to increased days of employment. Among the products sold by TRIFED under food and natural products category are organic rice and tea where labour absorption is high as most operations in these crops are very labour intensive. In the tea gardens of mountainous regions plucking takes place in 9 months of a year where use of machine is not feasible. In rest three months also labour is required for tending and nursing the plants. On the other hand, rice cultivation is highly labour intensive in tribal region where most field operations and post-harvest processing of paddy is done manually.

Table 4.3: *Average days of employment, Craft-wise*

Craft	Male	Female	All Artisans
Textile	193	148	152
Metal Craft	197	142	170
Jewellery	149	134	138
Cane & Bamboo	214	239	227
Terracotta & Stone Pottery	135	106	108
Gift & Assortments	294	204	219
Food & Natural Products	250	190	205
Paintings		110	110
Handicrafts	341	181	184
All	210	160	168

Source: Field survey 2018-19

GENERATION OF INCOME FOR THE TRIBAL ARTISANS

We looked at average daily earnings of the artisans across different States. Wage payments are made either on the basis of time rate or on piece rate. Most artisans are paid according to the amount/

quantity of work done him or her (piece rate). Such piece-rate payments vary greatly across industry and even industry. For example in textile products a wide range of wage rates are available for embroidery depending the type of the cloth (saree/ salwar/ dupatta etc.) cloth material (cotton/ silk), size, complexity of designs, etc. Similar variations are observed in other industry also. In dokra craft piece-rate wage payments differ according to the size/ weight/ design of the items. On the other hand, in few cases artisans are paid on daily basis. We have calculated the income that artisans earn in standard 8 hours person day. The State-wise results are presented below (Table 4.4)-

Table 4.4: *Average daily earnings of the artisans across States*

State	Average daily earnings (in Rs.) across States		
	Male	Female	Person
Assam	-	270.90	270.90
Chhattisgarh	251.08	171.39	189.38
Gujarat	292.93	246.57	258.46
Himachal Pradesh	253.10	256.21	255.70
Jharkhand	269.86	165.98	172.21
Karnatka	-	192.95	192.95
Madhya Pradesh	179.50	206.47	194.91
Nagaland	-	166.21	166.21
Odisha	291.95	214.63	243.96
Rajasthan	255.14	223.40	224.99
Tamil Nadu	266.67	332.81	330.60
Telangana	367.46	247.46	268.46
Uttarakhand	119.35	177.27	173.47
West Bengal	292.66	211.21	223.03
All	275.68	220.05	228.91

Source: Field survey 2018-19

As we see, the average daily earnings of the artisans is Rs. 229 per day. In States like Assam, Gujarat, Himachal Pradesh, Odisha, Rajasthan, Tamil Nadu, and Telangana tribal artisans earn more than the all-State average. The seven States where the artisans earn less than the all-State average are Chhattisgarh, Jharkhand, Karnataka, Madhya Pradesh, Nagaland, Uttarakhand, and West Bengal. Out of these seven low paid States Madhya Pradesh (20.3 percent), Chhattisgarh (31.8 percent), and Jharkhand (26.3 percent) have a significant share of their population from tribal community as per Census of India (2011). These are also the States where poverty rate is quite high. The population below poverty line in Jharkhand, Madhya Pradesh, and Chhattisgarh are 36.9 percent, 31.6 percent, and 39.9 percent respectively. Although Odisha has a high rate of underdevelopment among its

tribal communities the average daily earnings of the artisans is higher than the all States average. This is mainly because the sampled artisans are located in Mayur Bhanj, Dhenkanal, and Jaipur which are among few economically developed regions of Odisha.

The average daily earnings of male artisans are higher than the female artisans on the whole. But in States Tamil Nadu, Madhya Pradesh and Uttarakhand female artisans earn more as compared to the males.

Table 4.5: *Share of income from artisanship in annual household income*

State	% contribution in household income		
	Male	Female	Person
Assam	-	24.82	24.82
Chhattisgarh	42.18	64.09	59.15
Gujarat	55.47	29.82	36.40
Himachal Pradesh	70.35	55.23	57.69
Jharkhand	47.82	62.65	61.76
Karnataka	-	55.87	55.87
Madhya Pradesh	35.67	42.10	39.35
Nagaland	-	45.65	45.65
Odisha	57.40	42.87	48.38
Rajasthan	50.74	34.01	34.85
Tamil Nadu	28.57	36.97	36.69
Telangana	99.43	69.73	74.93
Uttarakhand	72.59	40.05	42.18
West Bengal	40.88	37.49	37.98
All	56.05	44.07	45.98

Source: Field survey 2018-19

We have compared average daily earnings from artisanship with that from public works programmes and casual labour works (Table 4.6). In our sample average daily earnings from artisanship is higher than the daily earnings in public works programmes- both MGNREG and other public works. The picture is the same in all the States. However, the picture is mixed if we compare daily earnings from artisanship of our sampled farmers with that of average daily earnings from casual labour works other than public works. There are three scenarios- in States like Assam, Chhattisgarh, Gujarat, Tamil Nadu and West Bengal the daily earnings from artisanship is higher as compared to income from working as casual labourer. There are also some States where the two wages are almost same as Madhya Pradesh and Telangana. In the third category of States like Himachal Pradesh, Nagaland, Uttarakhand, and Rajasthan average daily earnings from artisanship are lower than average daily earnings of casual labourers.

Table 4.6: *Average daily earnings from artisanship as compared to earnings from public work programmes in the States*

State	Average wage earnings per day from casual labour work other than public works (Rs.)	Average wage earnings per day from casual labour work in public works (Rs.)		Average daily earnings from artisanship (Rs.)
		MGNREG works	Other than MGNREG works	
Assam	258	NA	150	271
Chhattisgarh	177	170	156	189
Gujarat	208	NA	156	258
Himachal Pradesh	347	165	162	256
Jharkhand	241	139	NA	172
Karnataka	242	130	125	193
Madhya Pradesh	196	160	147	195
Nagaland	362	NA	NA	166
Odisha	211	156	153	245
Rajasthan	288	136	111	225
Tamil Nadu	309	134	133	331
Telangana	276	NA	142	268
Uttarakhand	288	NA	160	175
West Bengal	209	196	152	223
All	247	147	145	229

Source: For average daily earnings from artisanship Field Survey 2018-19

For daily earnings from public works programmes- Periodic Labour Force Survey Annual Report, NSSO 2017-18

The average annual income of the artisans is highest in Gujarat and Himachal Pradesh (Table 4.7). This is mainly because of the artisans in these States have got highest days of employment in a year. In Gujarat these artisans work in gifts and assortments industry where they get work all round the year. In Himachal these artisans work in textile industry. On the other hand, average annual income of the artisans is low in the States Jharkhand, Assam, Madhya Pradesh, Nagaland, Uttarakhand, and West Bengal. The reasons for lower-income are many- seasonality of the enterprise, suspension of production due to financial or other reasons, socio-economic backwardness of the region, involvement in the low-paid tasks in the production line, to name a few. For example, in silk industry tribal artisans are engaged mostly in boiling of cocoons, extracting silk threads from cocoons and making of bobbins. The weaving work is done by nontribals. Even when they do embroidery work or weaving they do simplest of designs. The tribal artisans in these States are semi-skilled workers who are trained in a new vocation.

Table 4.7: *Average Annual income of the artisans of across the State*

State	Average Annual income (in Rs.)		
	Male	Female	Person
Assam	-	25026	25026
Chhattisgarh	66305	33757	41107
Gujarat	82770	54053	61416
Himachal Pradesh	67171	64274	64746
Jharkhand	80000	20890	24437
Karnataka	-	25400	25400
Madhya Pradesh	28195	30394	29452
Nagaland	-	27652	27652
Odisha	59189	37552	45759
Rajasthan	78674	34403	36616
Tamil Nadu	36000	38017	37950
Telangana	31479	36890	35943
Uttarakhand	26750	25618	25693
West Bengal	38872	24370	26475
All	55957	34441	37866

Source: Field survey 2018-19

Next, we have calculated the average daily earnings of the artisans across craft (Table 4.8). Interestingly, although textile products now get importance in the marketing activities of TRIFED average daily earnings of tribal artisans is lowest in textile sector. Average daily earning is highest in metal craft which is also a very arduous job which often requires a lot of patience in doing intricate designs or working in high temperature for hours during molding of the craft items. The other sector where the daily earnings are low is food and natural products. Many of them are primary producers and tea garden workers. Earnings of agricultural workers are lower than manufacturing workers and this gap is increasing. Also, in tea gardens cash earnings of workers are lower than minimum wage, although they get other subsidies and benefits from tea estates.

Table 4.8 *Average daily earnings of artisans across craft*

Craft	Average daily earnings (in Rs.)		
	Male	Female	Person
Textile	236.24	209.26	211.67
Metal Craft	325.70	275.32	300.51
Jewellery	267.24	215.25	226.63
Cane & Bamboo	304.29	228.92	263.98
Terracotta & Stone Pottery	266.67	299.89	298.15

Gift & Assortments	277.33	250.11	254.50
Food & Natural Products	187.30	225.14	215.88
Paintings		270.67	270.67
Handicrafts	194.29	200.02	199.92
All	275.68	220.05	228.91

Source: Field survey 2018-19

The annual average income of the artisans across industry is shown in the following Table 4.9. Annual income is highest in case of cane & bamboo products and gifts and assortments where the artisans get sustainable income all round the year because of their high demand in the market. Most cane and bamboo producers in our sample work in SHGs that are run by women. One such all-woman SHG- in Mayurbhanj is supported by ORMAS (Odisha Rural Development and Marketing Society) and State Institute of Development for Arts and Crafts (SIDAC). The items made of sabai grass (a natural fibre grown in abundance in tribal-dominated Mayurbhanj district) have witnessed renewed interest of the consumers and art lovers. These two State institutes have patronised the local producers by providing them help in design development, quality improvement, market linkage and thus also ensuring a decent income for the artisans/ producers.

Table 4.9 Average Annual income of the artisans across craft

Craft	Average Annual income (in Rs.)		
	Male	Female	Person
Textile	45818.58	30574.73	31937.71
Metal Craft	61958.18	39870.23	50914.20
Jewellery	33385.71	28644.40	29681.56
Cane & Bamboo	63392.40	52555.65	57596.00
Terracotta & Stone Pottery	36000.00	37655.56	37568.42
Gift & Assortments	79895.00	50293.46	55067.90
Food & Natural Products	47272.08	38831.35	40898.47
Paintings		26963.08	26963.08
Handicrafts	63600.00	34794.83	35313.84
All	55956.93	34441.49	37865.56

Source: Field survey 2018-19

Next, we present the share of income from artisanship in total household income Table 4.10. It can be seen that share of income from artisanship in household income is lowest in case of textile as earnings in this sector is lower as compared to other sectors. Textile is also not a major source of income for most of the tribal artisans. They only work in textile industry as a secondary occupation.

For women also, family responsibilities and work in family farms get priority. Contribution of income from paintings to family income is also low as paintings are purchased by only a small section of art lovers. Naturally the painters have to depend on other sources to maintain their family. Contribution of income from metal craft is relatively higher as these artisans are mainly landless workers and devote most of their time to the craft.

Table 4.10: *Contribution of income from artisanship in annual household income across craft*

Craft	% contribution to household income		
	Male	Female	Person
Textile	41.30	41.06	41.09
Metal Craft	76.31	62.79	69.55
Jewellery	45.03	28.00	31.73
Cane & Bamboo	60.72	55.27	57.81
Terracotta & Stone Pottery	28.57	38.37	37.86
Gift & Assortments	38.65	49.14	47.45
Food & Natural Products	49.01	33.93	37.62
Paintings		38.51	38.51
Handicrafts	25.39	51.13	50.67
All	56.05	44.07	45.98

Source: Field survey 2018-19

INCOME OF THE TRIBAL PAINTERS

TRIFED has empanelled a good number of painters from the gond, bhil, and worli community as suppliers of their traditional paintings. Altogether, we have interviewed 76 painters. Below, we show the distribution of painters by their annual sales. Around one-fourth of the painters have annual sales between Rs. 10 and 20 thousand. Highest numbers of painters are in the class whose annual sales in between Rs. 20 and 50 thousand (Figure 4.1). A significant number of painters were empanelled between 2010 and 2018 (Figure 4.2).

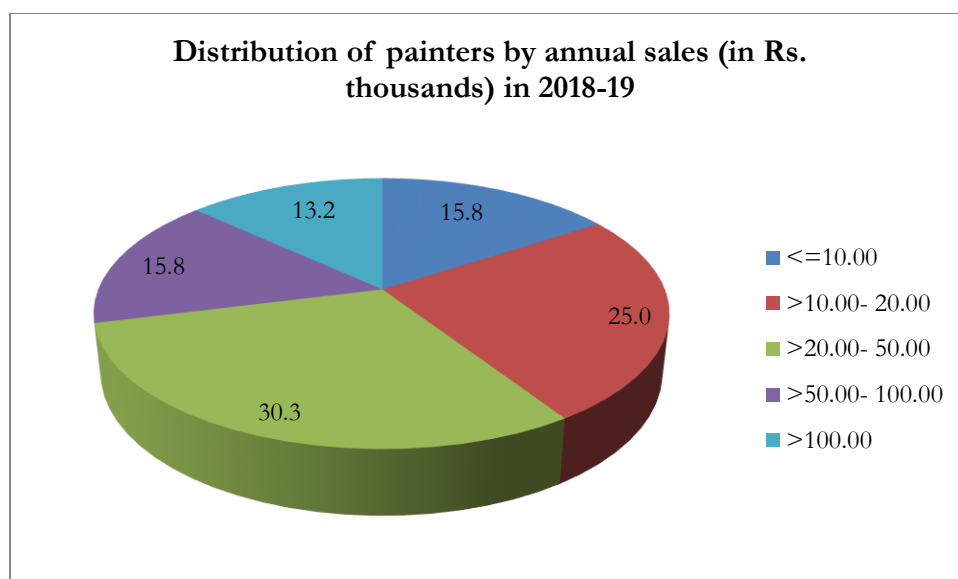


Figure 4.1: *Distribution of painters by annual sales (in Rs. thousands) in 2018-19*

Source: Field data 2018-19

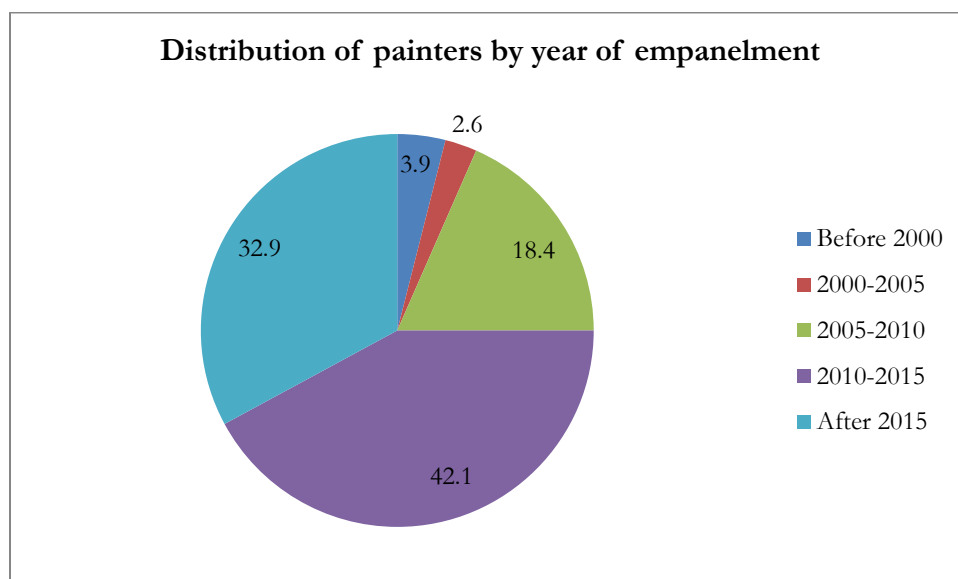


Figure 4.2: *Distribution of painters by year of empanelment*

Source: Field data 2018-19

If we look at the share of TRIFED orders in annual sales of the painters it comes clear that TRIFED provides substantial support to the painters (Table 4.11). This is particularly true for

painters with lower annual sales. Overall the share of TRIFED in total sales of sampled painters in 2018-19 was 62 percent but it purchased over 90 per of sale value of paintings of the suppliers whose annual sale value if less than Rs. 20 thousand. The share of TRIFED order declines in higher sales category but still it can be seen all categories of painter receives support from TRIFED which is vital for keeping the tradition alive.

Table 4.11: *Share of TRIFED in annual sales of painter*

Annual Sales (in Rs. thousand)	Share of TRIFED in total sales		
	2016-17	2017-18	2018-19
<=10.00	100	72	99
>10.00- 20.00	93	89	92
>20.00- 50.00	59	53	48
>50.00- 100.00	28	29	26
>100.00	27	66	21
All	68	59	62

Source: Field survey 2018-19

INCOME OF THE HANDICRAFT TRAINEES

TRIFED has been imparting training as part of its handicraft/ handloom development activities. As part of this initiative, TRIFED has been providing training inputs for improving the skill and knowledge of tribals in design development, skill development of tribal people in making handicrafts and handloom products.

In our database of individual artisans, there are 73 such artisans who had undergone training organized by TRIFED in past 5 years. We have collected their feedback on the training and also studied the effect of the training on their income and employment. The annual income trained artisans who received training from TRIFED and who did not receive training is Rs. 51763 and Rs. 49456 respectively. Thus, there is a difference in annual income of Rs. 2300 between workers trained by TRIFED and other workers. However, as we shall see below, the difference is not statistically significant. The annual days of employment of the trained artisans (190 days) are marginally higher than untrained workers (165 days). This show the higher annual income of the trained artisans is due to their relatively higher days of employment but the average daily earnings among these two groups are the same.

We have conducted two independent sample t-tests to ascertain if there are significant differences in income and days of employment between the artisans who received training from TRIFED and those who have not (Table 4.12). Our null hypothesis is that there is no difference in mean income and day of employment between these two groups of artisans and the alternative is mean income and days of employment of TRIFED trained artisans is higher than the others. Results show the difference in income between the two groups is not significant. However, the difference in days of employment is significant at 5 percent level of significance. The results show TRIFED trained artisans have been able to get higher days of employment in a year but their income is not significantly high.

Table 4.12: *Results of independent sample t-test on the difference in income and employment between trained and untrained artisans*

Hypothesis	Observations	Difference of means	Standard error	Degrees of freedom	t-value	Pr. (T>t)
Difference in annual income between trained and untrained artisans (H_0 : Diff=0, H_1 : Diff>0)	826	2307	7209	824	0.32	0.37
Difference in annual days of employment between trained and untrained artisans (H_0 : Diff=0, H_1 : Diff>0)	831	25.15	12.15	831	2.07	0.02

Source: Field survey 2018-19

INCOME OF MFP TRAINEES

We have compared prices received per unit of MFP, production/ collection of MFP, and income of MFP trainees pre- and post-training. Post-training there is an increase in the price per kg at which *mabua* flower, tamarind, *chironji*, and myrobalan were sold. This improvement in price realization is a result of adopting better quality of the collection, which is a direct outcome of the training. The trainees have adopted better collection, handling, and storage facilities. As a result of which MFPs are now free from various impurities. Many of the trainees do primary processing of the products at home before selling it in the market. This also led to a higher price received by the trainees (Table 4.13). Also, the trainees are now doing sorting and grading of the products wherein they separate the good quality fruits/ flowers from the rest. These good quality products fetch higher prices in the market. The trainees also use better methods for storage of the product and sell their products with

lags. Earlier just a single time sell of the whole volume of the marketed produce was a most common practice among trainees. But now they wait for the right season and dispose of the product in several volumes when there is a hike in price in the market. Wherever the trainees are doing all marketing activities in groups they have been able to realize a better price. However, it has been observed that most of the trainees are still selling in local *mandis* or traders. Thus there is need for more efforts in tying up with government agencies dealing with particular MFPs to procure the collections and organize the trainees in fully functional SHGs.

Table 4.13: *Average price per unit of MFP pre and post-training*

Name of the MFP	Median Value	
	Price received of MFP pre-training (Rs./kg)	Price received of MFP post-training (Rs./kg)
Amla	5	5
Honey	200	200
Lac	60	90
Mahua Flower	20	30
Tamarind	40	45
Chironji	35	60
Myrobalan	50	70

Source: Field data 2018-19

Average collection of MFP by the trainees in 2017-18 has increased (Table 4.14). There is an improvement in the total volume of the collection of MFPs like honey, lac, and tamarind post-training. This is chiefly due to better collection practices which led to more collection in a given time period and fewer wastages of the products. However, collection of *mahua* flowers per trainee has declined. This is a result of seasonal factors. Production of MFPs is subject to seasonality and 2017-18 was a bad year for *mahua* flowers when production was less everywhere in the country. Collection per trainee of amla, *chironji*, and myrobalan has remained the same pre and post-training. Here, it would be pertinent to mention that there is a lot of time-saving in MFP collection as a result of the adoption of good practices demonstrated at the time of training. Hence, the trainees are now able to collect much higher volume at much lesser time and spending much less time on the collection of MFPs. This has also freed time for other productive uses.

Table 4.14: *Collection per trainee of MFP pre and post-training*

Name of the MFP	Median Value	
	Pre-training (Kg)	Post-training (Kg)
Amla	100	100
Honey	10	15
Lac	45	90
Mahua Flower	75	70
Tamarind	100	120
Chironji	10	10
Myrobalan	150	150

Source: Field survey 2018-19

There is a significant improvement in the income from MFP post-training (Table 4.15). This improvement is observed across all MFPs, but highest improvements have taken place in case of tamarind and honey. Income from lac cultivation has also increased by nearly three times. This is a direct outcome of the discussions and practical demonstrations held at the training sessions which created awareness about best collection methods of lac, disease control and spraying of pesticides, handling, and storage. Overall, the higher income is a result of a better quality of the produce, better timing of disposal in the market and realization of a higher market price. Moreover, some of the trainees started a collection of MFP after receiving training. Hence, their income was zero before training but received positive income after training. Income will further improve if machines like de-seeder, decorticator are installed. In absence of these machines the primary processing is being done manually which is a very strenuous job. Because of this back-breaking exercise many MFP gatherers still sell the product raw without any value addition. Hence, TRIFED should consider giving processing machine for few SHGs.

Table 4.15: *Income per trainee from MFP cultivation pre and post-training*

Name of the MFP	Median Value	
	Income pre-training (Rs.)	Income post-training (Rs.)
Amla	600	1000
Honey	3000	4500
Lac	2950	9250
Mahua Flower	1600	2250
Tamarind	4000	5600
Chironji	450	840
Myrobalan	3375	6000
All	1500	2100

Source: Field survey 2018-19

We have conducted a paired sample t-test to ascertain if there exists a significant difference in income from MFP collection before and after training (Table 4.16). Our null hypothesis is there is no difference in income between before and after training and the alternative is income after training is higher than income before training (the difference in income is greater than 0). Thus it is a one-sided t-test. Results show the value of test statistic is 4.23 which is higher than the corresponding t-value with relevant degrees of freedom. Thus we conclude that post-training income from MFP collection is significantly higher than the pre-training income. In other words, the result of this exercise reinforces our findings that income improved after training.

Table 4.16: Results of paired sample t-test on the difference in price, the volume of the collection, and income between after and before training

Hypothesis	Number of observations	Mean of differences	Standard error	Degrees of freedom	t-value	Prob. (T>t)
Difference in mean income post and pre training (H_0 :Diff=0, H_a : Diff>0)	239	2735.9	646.0	238	4.23	0.000

Source: Field survey 2018-19

f). Benefits individual/ community:

BENEFITS RECEIVED BY THE SUPPLIERS

We did a thorough inquiry into the benefits received by the empanelled suppliers from their association with TRIFED. The suppliers were asked to give their opinions on various benefits accruable to them from their association with TRIFED. They were asked to give ranking in five-point scale on selected indicators. In the Table below we present proportion of suppliers ranked who the indicators ‘excellent’ or ‘good’. The indicators we considered are whether there is good volume of orders from TRIFED throughout the year, whether there are timely payments for orders supplied, whether prices are better as compared to other buyers, whether prices are revised timely, whether there is ease in access to finance, whether they receive good opportunity to participate in fairs and exhibitions and whether they got exposure to new designs. We have classified the suppliers in three ways- according to their annual turnover, according to the crafts they are engaged in, and according to the State in which they operate. First we present the results by classifying the suppliers according to annual turnover.

Among different indicators we have considered, most of the suppliers have ranked highly two indicators- timely payment and opportunity to participate in fairs and exhibitions. TRIFED has created goodwill among the suppliers for making payments in time for the orders purchased. In recent years there is an increase in the number of fairs and exhibitions organized by TRIFED throughout the year. The fairs are organized not only in metropolitan cities but also in small towns, tourist locations, and industrial towns. As a result, the suppliers of all categories now received higher opportunity to participate in the fairs. The areas where there exists much scope for improvement is providing the suppliers with exposure to new designs, timely revision of prices and access to finance. One of the important functions of TRIFED is facilitating formal credit to suppliers, particularly to artisans who operate in small scale. But, there are hardly any successful stories of credit linkage. The other grievance of suppliers is that prices at which they supply to TRIFED are not revised keeping with the rising cost of raw materials. They said even the State agencies dealing with handicraft revise their prices periodically. However, this problem was addressed to some extent after the sellers meeting with TRIFED in May 2019 following with prices were increased by 15 percent across all products. Finally, the sellers and even TRIFED feel the need for tying up with designers or institutes of repute to work on new designs as per the latest trends in the market and cultural heritage of the craft and region. Also important to note that the small supplier whose annual turnover is less than one lakh feel themselves disadvantaged across all indicator and TRIFED need give more focus on them through training and consultancy for their capacity building and quality improvement (Table 4.17).

Table 4.17: *Perception of suppliers on benefits from association with TRIFED (classified according to the annual turnover of the supplier)*

Annual turnover (in lakhs)	Proportion of suppliers who reported “Excellent” or “Good”						
	Volume of order	Timely payment	Better and remunerative price	Timely revision of prices	Access to finance	Opportunity for fairs	New designs
<=1.00	8.3	45.8	37.5	8.3	16.7	37.5	20.8
>1.00- 5.00	43.9	65.9	48.8	19.5	19.5	63.4	22.0
>5.00- 10.00	40	90	40	30	20	60	50
>10.00- 50.00	60.5	68.4	39.5	31.6	26.3	76.3	52.6
>50.00	70.0	50.0	40.0	30.0	40.0	80.0	50.0
All	40.9	59.9	37.2	21.2	21.9	59.1	33.6

Source: Field survey 2018-19

Major challenges faced by the suppliers are lack of demand and rising cost of raw materials (Table 4.18). The suppliers who operate on small scale are mostly dependent on the local market to sell their products. TRIFED works as support system for them and if there is fall in demand from them the small artisans face a severe crisis. There is need for better inventory management by TRIFED and rationalize their purchase decisions so that there is no piling up of stocks and procurement operations do not stop for a long period. TRIFED should also focus more on export markets and international buyers. Prices also need to be revised and rationalized from time to time keeping with rising cost of materials. This is also relevant for small producers whose average cost is high due to small scale of operations. However, the evaluation team observed that TRIFED has a system in place to collect detailed information of cost components at the time of coding of products, but the prices need to be considered for revision at regular interval.

Table 4.18: *Distribution of suppliers by the challenges faced by them (classified according to the annual turnover of the supplier)*

Annual turnover (in lakhs)	Proportion said 'YES'						
	Erratic power supply	Shortage of raw material	Fall in demand	High cost of raw material	Non-availability of labour	Non-availability of skilled labour	Labour dispute
<=1.00	16.7	20.8	37.5	29.2	12.5	25.0	0.0
>1.00- 5.00	11.4	22.9	45.7	45.7	5.7	2.9	0.0
>5.00- 10.00	20.0	50.0	50.0	40.0	10.0	40.0	10.0
>10.00- 50.00	18.2	12.1	15.2	18.2	12.1	24.2	15.2
>50.00	33.3	33.3	44.4	22.2	22.2	11.1	11.1
All	15.7	24.8	36.4	30.6	13.2	19.8	5.8

Source: Field survey 2018-19

Apart from retail sales and e-commerce TRIFED organizes fairs and exhibitions regularly at different locations of India as part of their sales strategy. These fairs also serve as an instrument of creating awareness among people, the celebration of tribal culture, and providing exposure to the artisans about market conditions. We collected feedback from the suppliers about their experience of participation in the fairs in terms of sales realization, footfall of visitors, location and amenities, publicity, and arrangements. Overall the picture is encouraging. However, there are variations location-wise on all these indicators. Particularly, sales in capital cities or important urban centers in higher as compared to small towns.

TRIFED provides a daily allowance for two tribal artisans per supplier for participating in a fair. But the suppliers feel that the previous system of arranging boarding and lodging by TRIFED was better than the current practice of providing daily allowance to the participating artisans as the daily allowance is received late by the artisans, and also the cost of accommodation varies greatly between locations. At least they feel the daily allowance should be linked to the cost of living of the city rather than a uniform rate everywhere. This problem is accurate mainly for small suppliers. The big suppliers, on the other hand, feel that TRIFED should provide more attention to the publicity of the fair. Interestingly quite a few numbers of suppliers in the annual sales group of Rs. 10- 50 lakh feel that the boarding and lodging allowance is not enough. This is because they have to send expert salespersons to accompany the tribal artisans who are not so fluent in dealing with the customers and this increases their cost (Table 4.19).

Table 4.19: *Distribution of suppliers by benefits from participation in TRIFED fairs/ exhibitions (classified according to annual turnover of the supplier)*

Annual turnover (in lakhs)	Proportion said “Excellent” or “Good”					
	Sales	Footfall of visitors	Location	Publicity	Travel arrangements	Boarding and lodging facilities
<=1.00	72.7	63.6	81.8	81.8	54.5	54.5
>1.00- 5.00	82.1	89.3	92.9	85.7	75.0	71.4
>5.00- 10.00	71.4	100.0	85.7	71.4	71.4	57.1
>10.00- 50.00	78.8	72.7	75.8	72.7	39.4	36.4
>50.00	75.0	75.0	87.5	50.0	75.0	50.0
All	75.3	77.4	82.8	72.0	61.3	54.8

Source: Field survey 2018-19

The perception of benefits of suppliers across different crafts is presented in the following Table 4.20. It can be observed that suppliers of textile and terracotta and stone pottery are most satisfied with the volume of order they receive from TRIFED. Producers of terracotta and stone pottery are highly satisfied with the opportunities they get to participate in fairs/ exhibitions. Suppliers of stone pottery are few in numbers and the products are popular among customers, hence each supplier gets enough chances to participate in fairs. On the other hand, the suppliers of cane and bamboo products have given low ranks for opportunity to participate in fairs. This is because the small producers of cane and bamboo products- the small SHGs feel they are discriminated in this regard. Ranking of access to finance is little high among metal craft suppliers because few artisans in Bastar

and Kondagaon of Chhattisgarh got loans of Rs. 100000 from NSTFDC in 2017-18. Local TRIFED office facilitated the credit linkage. But such examples are hard to find everywhere. There is a high degree of dissatisfaction about prices offered by TRIFED, especially among the suppliers who supply multiple items to TRIFED. These are mostly big NGOs which produce wide range of products and have long association with TRIFED. Exposure to new designs is also ranked low by suppliers. No design workshops have been organized by TRIFED in last two years. There is a strong demand from suppliers, especially of textile products for TRIFED to tie with institutes like National Institute of Design or National Institute of Fashion Technology and provide new design to the textile producers.

Table 4.20: *Distribution of suppliers by benefits from associated with TRIFED (craft-wise)*

Craft	Number said “Excellent” or “Good”						
	Volume of order	Timely payment	Better and remunerative price	Timely revision of prices	Access to finance	Opportunity to participate in fairs	Exposure to new designs
Textile	54	66	48	21	25	66	34
Metal Craft	25	75	38	31	44	56	38
Cane & Bamboo	20	60	20	40	0	40	20
Terracotta & Stone Pottery	50	100	0	0	0	100	0
Gift & Assortments	25	63	50	25	13	50	25
Food & Natural Products	33	44	33	44	22	67	22
Handicraft	18	73	45	18	36	45	27
Multiple	56	48	20	12	8	68	52
All	43	62	38	22	22	61	34

Source: Field survey 2018-19

Fall in demand is the major problem faced by producers of metal craft and jewellery. These are mainly produced from brass metals. The producers of dokra craft in Bastar region are especially hit hard by the fall in demand for their craft. The TRIFED purchase of their items has nearly stopped in the last few years due to unsold products in their stock. There is no demand in local market either. On the other hand, production of these items requires large investment in purchase of metals which has become costly nowadays. The producers of silk garments also suffered from the supply of cocoons at government determined rate. Shortage of labour is witnessed by suppliers of food and natural products where the new generation is not interested in cultivation (Table 4.21).

Table 4.21: *Distribution of suppliers by problems faced in production (craft-wise)*

Craft	Proportion said YES						
	Erratic power supply	Shortage of raw material	Fall in demand	High cost of raw material	Non-availability of labour	Non availability of skilled labour	Labour dispute
Textile	19	25	32	38	15	19	6
Metal Craft	21	7	64	36	7	7	0
Jewellery	0	50	100	0	50	50	0
Cane & Bamboo	0	0	20	40	40	0	0
Terracotta & Stone Pottery	0	0	100	0	0	0	0
Gift & Assortments	14	29	14	29	0	0	0
Food & Natural Products	13	25	38	38	13	25	13
Handicraft	20	60	40	40	20	20	20
Multiple	12	31	31	12	8	27	8
All	15.7	24.8	36.4	30.6	13.2	18.2	5.8

Source: Field survey 2018-19

The overall impression of TRIFED fairs and exhibitions are good among suppliers across all the sectors (Table 4.22). However, as can be seen the suppliers of multiple items have given a lower rank across all indicators. These are large suppliers who participate in various exhibitions across India and also send skilled manpower to handle accounts and deal with customers. They mostly feel TRIFED needs improvement in all categories.

Table 4.22: *Distribution of suppliers by benefits from participation in TRIFED fairs/ exhibitions (craft-wise)*

Craft	Proportion of suppliers said “Excellent” or “Good”					
	Sales	Footfalls of visitors	Location	Publicity	Travel arrangements	Boarding and lodging facilities
Textile	79.5	79.5	82.1	79.5	79.5	69.2
Metal Craft	62.5	62.5	100.0	75.0	50.0	62.5
Jewellery						
Cane & Bamboo	100.0	100.0	50.0	50.0	50.0	100.0
Terracotta & Stone Pottery	100.0	100.0	50.0	100.0	0.0	0.0
Gift & Assortments	50.0	83.3	66.7	100.0	50.0	50.0
Food & Natural Products	66.7	100.0	100.0	66.7	16.7	33.3
Handicraft	77.8	77.8	88.9	77.8	55.6	77.8
Multiple	72.7	63.6	81.8	50.0	54.5	22.7
All	74.5	76.6	83.0	72.3	60.6	54.3

Source: Field survey 2018-19

Next, we turn to the perception of suppliers of benefits received by classifying them according to the State they are located. Satisfaction among the suppliers over volume of orders from TRIFED is

particularly low among Jharkhand and Sikkim suppliers. In Jharkhand small suppliers are particularly dissatisfied for not receiving orders from TRIFED. On the other hand, in Sikkim, many empanelled suppliers are just participating in fairs and exhibitions only without any direct supply to TRIFED. In Madhya Pradesh a significant number of suppliers have said they are getting better and remunerative prices as compared to other places. Many of these suppliers are tribal weavers of Maheswari silk who are empanelled in 2018-19 and hence prices were set according to current prices of the raw materials. The other category where the suppliers have given positive feedback as opportunities to participate in fairs where suppliers across State have given a good ranking (Table 4.23).

Table 4.23: *Distribution of suppliers by benefits from associated with TRIFED (State-wise)*

Craft	Proportion said “Excellent” or “Good”						
	Volume of order	Timely payment	Better and remunerative price	Timely revision of prices	Access to finance	Opportunity to participate in fairs	Exposure to new designs
Assam	50.0	83.3	33.3	16.7	0.0	50.0	33.3
Chhattisgarh	23.5	76.5	47.1	35.3	47.1	47.1	41.2
Delhi	0.0	0.0	0.0	0.0	0.0	50.0	0.0
Gujarat	37.5	75.0	37.5	37.5	0.0	62.5	62.5
Himachal Pradesh	60.0	60.0	0.0	20.0	40.0	80.0	40.0
Jharkhand	16.7	41.7	50.0	8.3	33.3	50.0	8.3
Karnataka	40.0	80.0	0.0	0.0	0.0	100.0	20.0
Madhya Pradesh	100.0	91.7	91.7	25.0	16.7	100.0	25.0
Nagaland	100.0	100.0	0.0	0.0	0.0	100.0	100.0
Odisha	71.4	85.7	42.9	42.9	0.0	85.7	57.1
Rajasthan	46.7	93.3	33.3	6.7	20.0	46.7	33.3
Sikkim	12.5	18.8	12.5	6.3	0.0	56.3	0.0
Tamil Nadu	85.7	57.1	57.1	57.1	71.4	85.7	85.7
Telangana	60.0	60.0	80.0	40.0	60.0	80.0	60.0
Uttarakhand	25.0	37.5	25.0	25.0	25.0	37.5	50.0
West Bengal	20.0	20.0	0.0	20.0	0.0	20.0	20.0
All	43.2	62.9	38.6	22.7	22.7	62.1	34.8

Source: Field survey 2018-19

The erratic power supply is a major problem faced by suppliers in Tamil Nadu and Karnataka (Table 4.24). On the other hand suppliers of Himachal Pradesh have faced severe crisis of shortage of

supply of raw materials. Suppliers of Uttarakhand also face problem of fall in demand. Suppliers of Delhi face problems related to labour.

Table. 4.24: *Distribution of suppliers by problems faced in production*

State	Proportion said YES						
	Erratic power supply	Shortage of raw material	Fall in demand	High cost of raw material	Non-availability of labour	Non availability of skilled labour	Labour dispute
Assam	33.3	50.0	50.0	50.0	0.0	33.3	0.0
Chhattisgarh	11.8	5.9	58.8	29.4	5.9	11.8	5.9
Delhi	50.0	0.0	50.0	0.0	50.0	50.0	0.0
Gujarat	33.3	44.4	44.4	11.1	0.0	0.0	11.1
Himachal Pradesh	20.0	60.0	80.0	20.0	20.0	40.0	0.0
Jharkhand	0.0	33.3	0.0	33.3	33.3	33.3	0.0
Karnataka	40.0	40.0	80.0	60.0	20.0	40.0	20.0
Madhya Pradesh	0.0	0.0	0.0	75.0	0.0	0.0	0.0
Nagaland	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Odisha	12.5	0.0	12.5	12.5	0.0	12.5	0.0
Rajasthan	27.3	18.2	54.5	45.5	27.3	36.4	0.0
Sikkim	0.0	12.5	6.3	12.5	6.3	6.3	0.0
Tamil Nadu	42.9	14.3	14.3	28.6	14.3	0.0	42.9
Telangana	20.0	0.0	40.0	40.0	20.0	20.0	0.0
Uttarakhand	0.0	87.5	75.0	25.0	50.0	37.5	0.0
West Bengal	0.0	80.0	0.0	0.0	20.0	80.0	20.0
All	15.7	24.8	36.4	30.6	13.2	19.8	5.8

Source: Field survey 2018-19

The feedback of suppliers across States on fairs and exhibitions of TRIFED is given below (Table 4.25). In many of the States all the sampled suppliers have expressed their satisfaction by giving “excellent” or “good” ranks. However, suppliers across States feel there is scope for improvement in travel and boarding and lodging facilities. Especially, they demand higher daily allowance, setting DA as per cost of living in that particular city and early release of TA, DA. Many of them felt that the earlier system when TRIFED would arrange lodging and boarding of the participant tribal artisans was better.

Table 4.25: *Distribution of suppliers by benefits from participation in TRIFED fairs/ exhibitions (state-wise)*

State	Proportion said “Excellent” or “Good”					
	Sales	Footfalls of visitors	Location	Publicity and advertisement	Travel arrangements	Boarding and lodging facilities
Assam	50.0	50.0	100.0	100.0	50.0	0.0
Chhattisgarh	71.4	71.4	100.0	85.7	42.9	71.4
Gujarat	28.6	57.1	57.1	71.4	28.6	14.3
Himachal Pradesh	100.0	100.0	100.0	66.7	100.0	33.3
Jharkhand	50.0	66.7	91.7	66.7	41.7	41.7
Karnataka	80.0	80.0	60.0	80.0	20.0	20.0
Madhya Pradesh	100.0	100.0	100.0	100.0	100.0	100.0
Nagaland	100.0	100.0	100.0	100.0	0.0	0.0
Odisha	100.0	75.0	50.0	50.0	75.0	50.0
Rajasthan	72.7	63.6	81.8	63.6	81.8	54.5
Sikkim	100.0	100.0	90.9	81.8	81.8	81.8
Tamil Nadu	50.0	50.0	100.0	50.0	25.0	25.0
Telangana	100.0	100.0	75.0	100.0	100.0	75.0
Uttarakhand	75.0	100.0	100.0	50.0	50.0	50.0
West Bengal	75.0	50.0	50.0	50.0	25.0	50.0
All	76.1	78.3	84.8	73.9	62.0	55.4

Source: Field survey 2018-19

BENEFITS RECEIVED BY ARTISANS

We have discussed income and employment benefits received by the artisans in the previous section. In this section we shall discuss other socio-economic benefits accruing to them, their perception about work conditions and workload, and satisfaction about their wage/ earnings.

A decent wage rate and fair treatment at the workplace provides incentive to the workers to work better. A living wage is also necessary for security of livelihood of the tribals which is one of the objectives of the scheme. We asked the artisans if they are satisfied with their wage. The responses were coded into three categories –‘fully satisfied’, ‘somewhat satisfied’, and ‘not satisfied’. Around 39 percent of the artisans said that they were fully satisfied with the wages, around 43 percent said they

were somewhat satisfied with the wage, and 18 percent said they were not satisfied with the wage (Figure 4.3).

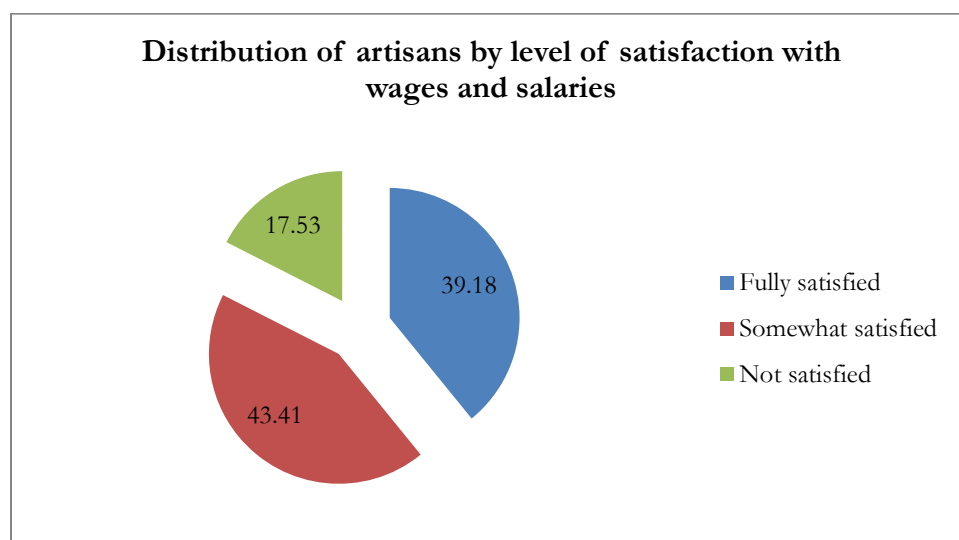


Figure 4.3: *Distribution of artisans by level of satisfaction with wages and salaries*

Source: Field survey 2018-19

We have also enquired from the artisans about the timely release of payments (Figure 4.4). We found that there are very few instances of non-receipt of payment. Most artisans are receiving wages timely. Only 4.1 percent of the artisans have some wages pending and more than 95 percent have received full payments from the employer.

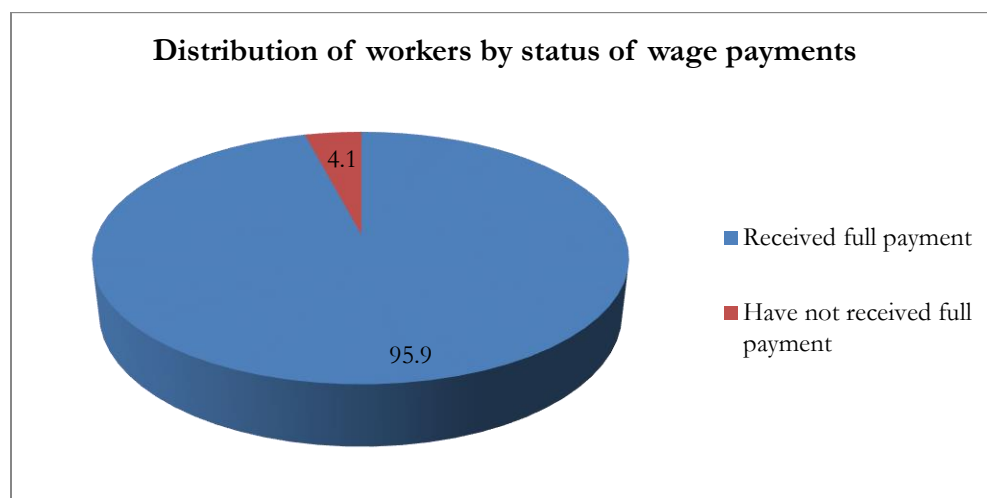


Figure 4.4: *Distribution of workers by status of wage payments*

Source: Field survey 2018-19

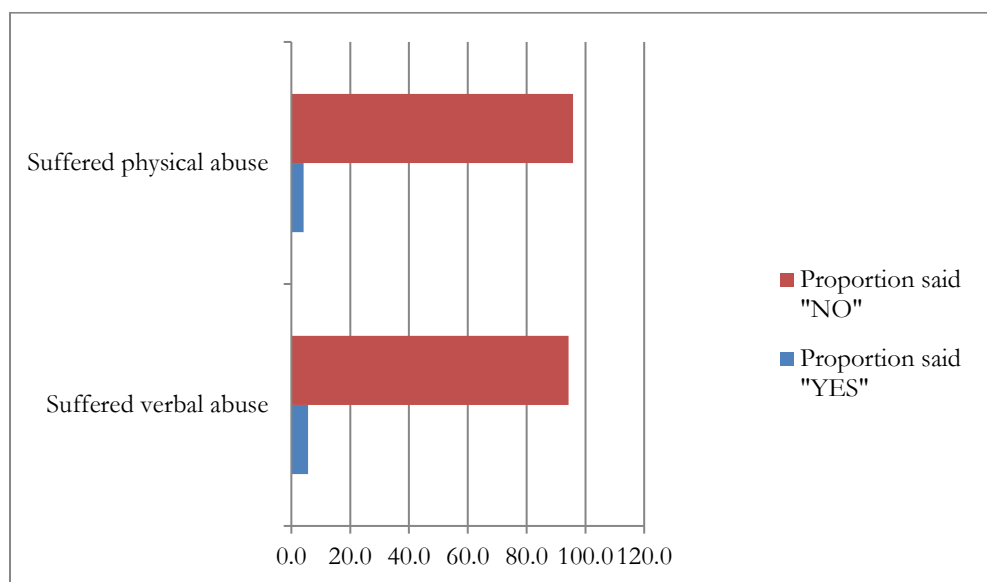


Figure 4.5: *Perception of the artisans on work condition*

Source: Field survey 2018-19

We have seen that most of the artisans were from a very humble background. A significant number of them are female workers and illiterate. We asked the artisans if they have experienced any physical or verbal abuse at the current workplace (Figure 4.5). Around 5.7 percent have said that they have suffered verbal abuse and 4.2 percent have said that they have suffered physical abuse at the workplace.

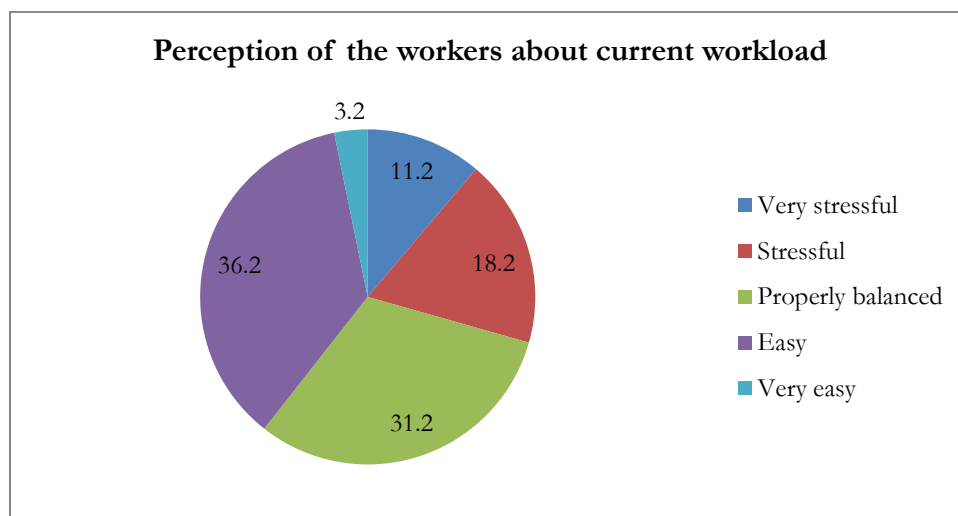


Figure 4.6: *Perception of the workers about current workload*

Source: Field survey 2018-19

Work conditions influence the productivity and wellbeing of the workers (Figure 4.7). Good condition at the workplace like a healthy environment, humane behavior of the employers, good opportunities for learning and skill up-gradation make the workforce more efficient. The same applies to artisans as well. We collected views of the artisans about the condition at their workplace. Specifically, we asked them about behavior of their employers, opportunities for learning and skill up-gradation, and the work environment. We collected their opinion in five-point scale- ‘strongly agree’, ‘agree’, ‘somewhat agree’, ‘disagree’, and ‘strongly disagree’. The Figure shows that the responses we received are overwhelmingly positive.

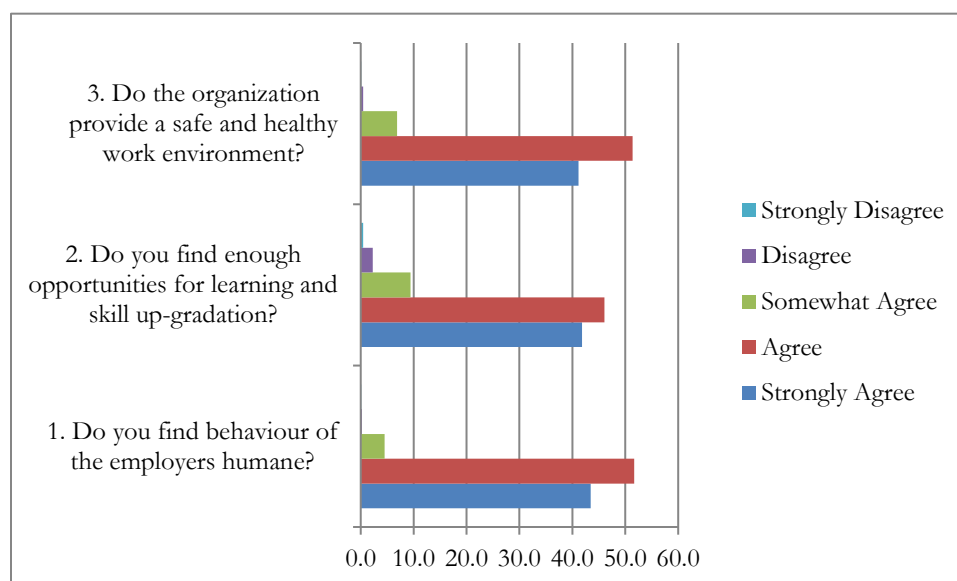


Figure 4.7: *Perception of the artisans about work condition*

Source: Field survey 2018-19

Availability of different facilities at workplace like toilet/ latrine, proper work shed, enough light, drinking water, etc. are closely associated with wellbeing of the workers. We have observed many of the artisans work from their home. Therefore, we have collected responses only from those who work at the workshop or factory of the suppliers. The respondents have reported sufficient availability of the facilities (Table 4.26).

Table 4.26: *Availability of different facilities work place as reported by the artisans*

Facilities	Proportion of artisans said 'Yes'	Proportion of artisans said 'No'	Total response
Toilet/Latrine	85.6	14.4	100.0
Work shed	86.6	13.4	100.0
Enough light	91.4	8.6	100.0
Drinking water	87.8	12.2	100.0

Source: Field data 2018-19

BENEFITS RECEIVED BY HANDICRAFT TRAINEES

We collected the feedback of the handicraft trainees on the impact of training. Questions regarding their perception about the quality of the product, opportunities to learn new methods/ designs, sales and price realization, formations of collectives, access to information about market/ price, etc. were asked (Figure 4.8). In view of the trainees, a better quality of the product after training (79 percent have ranked 'good' or above) and opportunities to learn new designs/ methods (77 percent have ranked 'good' or above) got highest ranks. Other than that, information about grading of the product (66 percent said "excellent" or "good") and formation of collective or groups (51 percent said "excellent" or "above") have received higher ranks among the trainees. However, their views on sales and market prices are quite pessimistic. Around 65 percent have said their sales are either average or poor or very poor. Similarly, around 62 percent have felt that price realization is average or below.

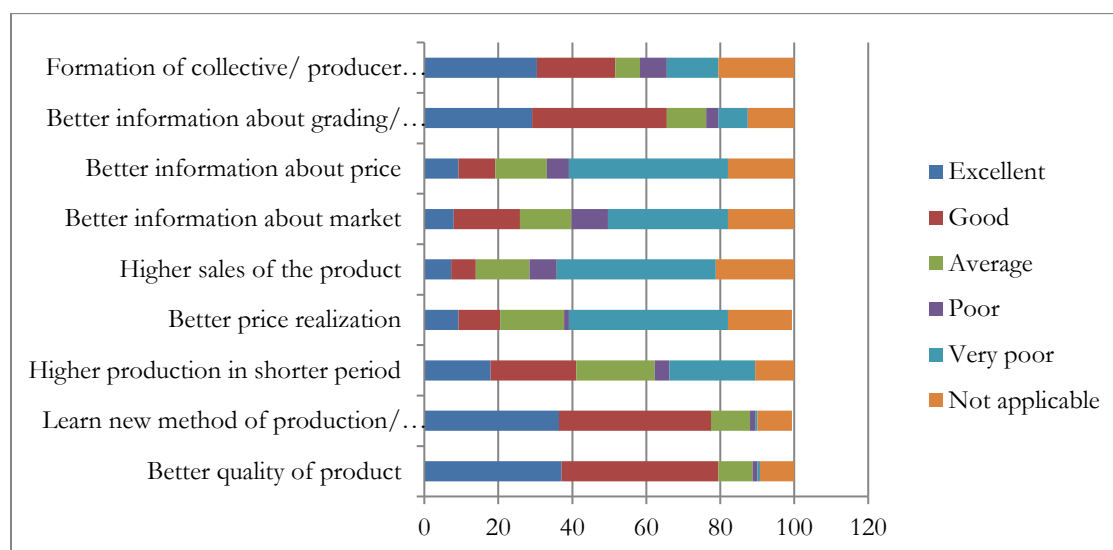


Figure 4.8: Feedback of the trainees on the impact of the training

Source: Field survey 2018-19

BENEFITS RECEIVED BY MFP TRAINEES

Earlier we have analysed in detail the benefits accruing to the MFP trainees post-training. Detailed responses were collected about the perception of MFP trainees on the impact of training. The respondents have given higher ranking for parameters like “better quality of the produce” (78.6 percent have said quality of MFP after training was either “excellent” or “good”), higher price (around 69.5 percent of the trainees said that the price received post-training was either ‘excellent’ or ‘good’), higher production (around 71.3 percent have said production was ‘excellent’ or ‘good’ after training), less wastage (nearly 74 percent of the trainees feel reduction in wastage was ‘excellent’ or ‘good’), and better knowledge about scientific ways of production (nearly 74.5 percent of the trainees feel they now have ‘excellent’ or ‘good’ knowledge about production). On the other hand, the ranking was low in case of market and credit linkages. Nearly half of the respondents (50.7 percent) view that marketing opportunities post-training was ‘average’ or ‘poor’. Similarly, around 66.8 percent of the trainees feel that access to credit was ‘average’ or below average after training. This is mainly because the follow-up actions required for market and credit linkage were conspicuous by its absence. The trainees were largely selling in local markets and there was no procurement by designated agency. In many locations no representative of banks was present during training despite such provisions in the guidelines. Clearly, there is scope for improvement in this regard. (Figure 4.9)

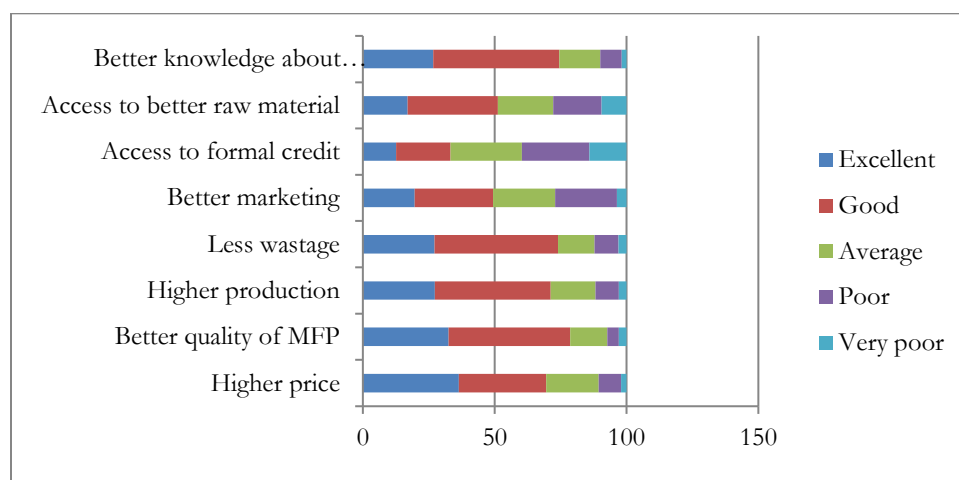


Figure 4.9: Perception of the trainees about the benefits of training

Source: Field survey 2018-19

4.2 a) Coverage of beneficiaries

Table 4.27: *Total Number of ST Families covered under scheme state-wise*

State	Total Number of ST families
Odisha	3949
Tamil Nadu	2530
Kerala	450
Laskhadweep	100
Karnataka	571
Gujarat	3298
Himachal Pradesh	3873
Jammu & Kashmir	441
Madhya Pradesh	863
Uttarakhand	4091
Uttar Pradesh	437
Delhi	108
Tripura	55
Assam	1251
Manipur	330
Meghalaya	60
Nagaland	205
Sikkim	923
Telangana	1172
Andhra Pradesh	8758
Chhattisgarh	2392
Jaipur	4354
West Bengal	2739
Maharashtra	1006
Jharkhand	4808
All	48764

Note: Figures as on 29.04.2019

b) Implementation mechanism:

Retail Marketing Activities:

TRIFED's efforts for marketing development of tribal products aim at enhancing income of tribals by way of providing marketing support. The retail marketing activities involves procurement and marketing of handicrafts, handloom and organic/ natural produce from tribal artisans from different tribal regions of our country. The idea is to provide opportunities to the tribal artisans to market

their product on sustained basis. The tribal products have been broadly classified under following categories

- Metal Craft
- Tribal Textiles
- Tribal Jewellery
- Tribal Painting
- Cane and Bamboo
- Terracotta and Stone Pottery
- Gift and Novelties
- Organic and Natural Products

Empanelment of tribal artisans/ organizations:

TRIFED has developed a system of sourcing products through its empanelled tribal suppliers, which comprise of individual tribal artisans, tribal SHGs, organisations/ agencies/ NGOs working with tribals. TRIFED identifies its suppliers by way of (i) entering into institutional arrangements with Central/ State departments/ organizations/ reputed NGOs for bringing their tribal artisans in ambit of tribal operations (ii) approaching District Collectors/ ITDA and district level officers working with tribal artisans, contacting craft persons, contacting artisans who have been trained by TRIFED and other organizations, through field visits and organizing Tribal Artisan Melas (TAM) etc. (See Appendix 3)

Sourcing of tribal products:

Once the supplier is empanelled with any regional offices of TRIFED, the supplier supply their Product samples along with their offer price, which are placed before by the RO Level Product Selection and Pricing Committee, which undertake either of the following activity:

- Inclusion of the product in the product-line and also fixes price.
- Rejects the samples if the same are not found as per required standard.
- Sending the sample for test marketing in designated shops for a fixed time period.

At times, the aforesaid Committee also suggests for modifications in terms. While fixing purchase price of products, TRIFED ensures that the artisans are paid the right price of products in line with the market. The prices are reviewed from time to time inline with increase in input costs and appropriate correction made to ensure that tribal artisan gets a remunerative price.

System of purchase:

As per the requirement of items by various ROs/ Outlets, the Sourcing regional office of TRIFED places consolidated purchase order on their tribal artisans/ suppliers for supplying the items as per the specified time schedule. The requirement of items is assessed by an RO in consultation with other ROs about their requirement. Based on this assessment a consolidated order is placed on the supplier with staggered supply schedule.

On receipt of stocks by the Sourcing RO of TRIFED, the same are dispatched for supply to the other regional offices of TRIFED for sale through outlets and exhibitions under its jurisdiction. (See Appendix 5,6, 8 for procurement guidelines & monthly reporting system)

Purchase of tribal painting:

Painting is a piece of art which has no expiry date and therefore painting need to be purchased with a long term perspective say three to five years. The only one has to take is to keep it properly to avoid deterioration in quality due to handling.

Tribal paintings cannot be made to order and therefore the normal system of sourcing based on indents is not feasible to be implemented on procurement of paintings. It is mainly because irrespective of the quantity for which order has been placed the tribal artisan would take his normal time to make a painting. In order to tackle peculiarities of sourcing paintings separate guidelines were issued with broad objective.

- To meet aspirations of tribal artisans that they should get fair amount for their work and receive immediate payment.
- To secure TRIFED's interests as an organization responsible for marketing these paintings in open market which make marketability of the painting as critical parameter.
- That since no standard pricing mark up can be prescribed for such art therefore need separate system of sourcing.

- To develop expertise to judge piece of art in TRIFED.

Sale of tribal products:

TRIFED provides marketing platform for sale of tribal products through different channels. The idea is to expand these channels and make efforts to optimize sales through each channel. (See Appendix 4)

Tribal Artisan Melas:

TRIFED has initiated a concept of organizing Tribal Artisan Mela (TAM) at District/ Tehsil/ Block level as an exercise to reach tribal artisans located in interior tribal areas and source tribal art and craft directly from the tribal artisans/ group of artisans. Under this initiative, TRIFED in association with State Govt./Organisations invites tribal artisans to an exhibition area where they display their art and craft items. TRIFED depute its merchandising team to these melas to identify the new artisans and new products which can be marketed through its outlets. This initiative not only helps in sourcing tribal art and craft in its original form but also helps in spreading message about TRIFED's activities and ways and means for a tribal to avail the benefits of TRIFED's activities.

Exhibitions:

TRIFED has been organizing National Tribal Craft Expo by the name of Aadi Mahotsav – a celebration of the spirit of tribal culture, craft, cuisine and commerce, in which individual tribal artisans, tribal SHGs, agencies/organizations working with tribals are invited to participate and showcase their rich tribal heritage.

Mini adimahotsav is organized on a smaller scale at prominent tourist locations on a smaller scale at prominent tourist locations for sale and promotion of tribal products. The budget allotted for each mini adimahotsav is Rs. 1.5 lakhs with a target to dispose of all old stocks and local artisans can only be invited for enhancing sales.

(See Appendix 9, 10 &11)

Minor Forest Produce/ MFP Development Activity:

Minor Forest Produce is a major source of livelihood of tribal communities in rural areas. TRIFED conducts regular training on value addition of MFP under this component. The trainees are MFP

gatherers who are mostly landless or owns meager amount of land. Many of them are illiterate and belong to below poverty line households.

Handicraft/ handloom training:

TRIFED has been imparting training as part of its handicraft/ handloom development activities. As part of this initiative TRIFED provide training inputs for improving skill and knowledge of tribal in design development and skill development in making handicraft and handloom products.

Research and Development activities:

The research on value addition of Minor Forest Produce (MFPs) through developing technologies, tools, product, process, etc. and their optimum utilization is an important constituent of the scheme. TRIFED sponsors such Research and Development (R&D), projects to reputed institutions/ universities on value addition of MFP.

c). Training/ Capacity building of administrators/ facilitators

Discussion with the officials revealed that TRIFED has no specific scheme for capacity building of the administrators but it has an internal mechanism to educate the employees on selling strategies, customers dealings, product details, and its USPs, collection of customers' feedback, analysis of the feedback, test check about the products and inventory management.

It also conducts Training of Trainers (ToT) which aims at creating a pool of Master Craftspersons out of the expert artisans who will carry the craft and technology to those artisans who need skill up-gradation. The duration and the batch size vary depending upon the nature of the craft.

d). IEC Activities

TRIFED conducts Tribal Artisan Melas, suppliers' meet and various publicity campaigns for awareness generation about the scheme.

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 supplier base. As per TRIFED Annual Reports of various years-

In 2014-15 TRIFED organized 11 Tribal artisan Melas in Saputara (Gujarat), (Umaria) Madhya Pradesh, Udaipur (Rajasthan), Mon (Nagaland), Changlong (Arunachal Pradesh), Siliguri (West Bengal), Karwar (Karnataka), Nabrangpur (Odisha), Gondia (Maharashtra), Dumka and Jamshedpur (Jharkhand) where 291 tribal artisnas participated and exhibited 60 crafts.

TRIFED organized 11 Tribal Artisan Melas in 2015-16 at Deogarh and Ramgarh Cantonment (Jharkhand), Pithoragarh (uttarakhand), Gadchiroli (Maharashtra), Vishakhapatnam and Warangal (Andhra Pradesh), Harda (Madhya Pradesh), Kondagaon (Chhattisgarh), Gangtok (East Sikkim), Jorhat (Assam), and Vadodara (Gujarat) wherein 363 artisans participated and exhibited their crafts.

In 2016-17 TRIFED organized 9 Tribal Artisan Melas at Keylong (Himachal Pradesh), Bageshwar (Uttarakhand), Pasighat (Arunachal Pradesh), Nanddurbar (Maharashtra), Agartala (Tripura), Kothagiri (Tamil Nadu), Jagdalpur (Chhattisgarh), Bhadrachalam (Telangana), and Ranchi (Jharkhand) wherein 278 artisans participated and exhibited their craft.

During the year 2017-18, TRIFED organized six Tribal Artisan Melas at different places viz. Ranchi (Jharkhand), Chamoli (Uttarakhand), Udalgiri (Assam), Bhandara (Maharashtra), Dahod (Gujarat), and Hyderabad (Telangana) wherein 233 artisans participated and exhibited their crafts.

Table 4.28 presents details of TAMs organized by different regional offices of TRIFED. Table 4.29 shows perceptions of participants on various aspects of TAM.

Table 4.28: *Details of Tribal Artisan Melas (TAM) organised by TRIFED regional offices*

Regional offices	2015-16			2016-17			2017-18			2018-19		
	No. of TAMs organised	No. of participants	Number of products coded	No. of TAMs organised	No. of participants	Number of products coded	No. of TAMs organised	No. of participants	Number of products coded	No. of TAMs organised	No. of participants	Number of products coded
Assam	-	-	-	2	99	49	1	30	-	1	55	81
Chhattisgarh	1	44	27	1	21	17	-	-	-	1	22	24
Delhi												
Gujarat	-	-	-	1	45	22	-	-	-	-	-	-
Himachal Pradesh	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Jarkhand	2	77	71	1	23	80	1	31	20	-	-	-
Karnataka	-	-	-	-	-	-	1	33	-	1	52	102
Odisha	-	-	-	-	-	-	-	-	-	1	9	26
Madhya Pradesh	1	20	0	-	-	-	1	20	60	2	10	49
Maharashtra	1	36	19	1	25	43	1	21	13	1	30	2
Rajasthan	-	-	-	-	-	-	1	57	125	1	150	200
Sikkim	-	-	-	-	-	-	-	-	-	-	-	-
Telangana	1	55	20	1	60	25	1	15	30	1	45	20
Uttarakhand	1	67	3	1	35	7	1	45	12	1	110	22
West Bengal	-	-	-	-	-	-	-	-	-	-	-	-
All	7	299	140	8	308	243	8	252	260	10	483	526

Source: Compiled from information provided by TRIFED regional offices

Table 4.29: *Distribution of suppliers by benefits from participation in Tribal Artisan Mela*

State	Proportion said “Excellent” or “Good”						Rate to overall organization of TAM
	Got opportunity for demonstration of products	Selection of products by agency	Venue was easily accessible	Access to financial assistance	Opportunities for learning new skills/ techniques	Received feedback from visitors and organizers	
Assam	100	67	83	67	67	100	83
Chhattisgarh	100	100	100	100	100	100	100
Delhi	0	0	0	0	0	0	0
Gujarat	67	33	67	67	33	67	67
Himachal Pradesh	100	100	100	100	100	0	100
Jharkhand	71	71	100	33	14	57	100
Karnataka	100	100	100	0	100	100	100
Madhya Pradesh	100	100	100	0	100	100	100
Nagaland	100	100	100	0	100	100	100
Odisha	0	1	2	3	4	5	6
Rajasthan	89	89	78	89	78	89	100
Sikkim	100	100	100	100	100	100	100
Tamilnadu	100	100	100	100	75	75	100
Telangana	100	100	100	100	100	100	100
Uttarakhand	0	0	0	0	0	0	0
West Bengal	100	100	100	100	200	100	100
All	87	79	87	68	66	79	92

Suppliers’ meet:

During 2017-18, regional suppliers’ meet was held at Dehradun, Bhopal, & Hyderabad and a national level Suppliers’ meet was organized at Bhopal (Madhya Pradesh) during the year 2017-18.

Publicity:

The main strategy being followed by TRIFED for publicity and promotion of tribal products and TRIBES INDIA as a brand are as under:

- Print Medium through periodic news paper advertisements, distribution of brochures, leaflets, flyers etc. and direct mailers to prospective customers.
- Electronic medium through periodic FM radio jingles, bulk SMSs/ emailers
- Outdoor advertising mediums like hoarding, signages, bill boards, poll kiosks etc.

- Online advertisement and publicity through social media networks like Facebook, Twitter, Instagram, Google etc.

All the efforts were backed with focused and timely publicity campaigns across the country, which included advertisement through posters, banners, leaflets, standees, mobile vans, stickers, radio jingles, social and web advertisement on Facebook, Twitter, Instagram, etc. Specific arrangements were made for implementing a comprehensive and focused social and media campaign across the country.

g). Convergence with scheme of own Ministry / Department or of other Ministry / Department:

NIL

4.3 Gaps in achievements of outcomes

Less opportunity for small producers:

Suppliers whose annual turnover is less than Rs. one lakh have given lower ratings on all indicators of benefits (such as volume of order, timely payment, timely revision of prices, opportunity for fairs, access to new designs, etc.) from their association with TRIFED. More often small producers like individual artisans and SHG groups feel that in case of sourcing of products TRIFED is biased in favour of large suppliers/ NGOs. Many of the individual suppliers and small SHGs feel that they are discriminated as they receive very less or no invitation for participation in fairs as compared to the big NGO. This is particularly true in the case of painters, where our survey among Gond and Bhil painters revealed that many of them received an invitation for a fair once in four or five years. The situation is worse as in recent years *adichitra* exhibitions have not taken place.

Increasing income of artisans:

Improving income of artisans is one of the main objectives of the scheme. However, in many States daily earnings of artisans are less than a day's earnings from casual labour work.

Increasing employment of artisans:

The average days of employment of tribal artisans is less than six months if we calculate on the basis of 8-hours standard person-days. Often for women artisans household responsibilities get primacy. Artisans cutting across gender prefer working in field during rainy seasons rather than doing artisanship.

Market linkage and group formation:

Failure of market linkage and working in SHGs are the weak parts of the training. Instances where trainees are doing production and selling activities in group are rare. On the other hand, in absence of proper marketing opportunities, information, and bargaining power income of many trainees remains low or has not improved as expected.

Improving income of trainees:

Improving income of trainees, particularly handicraft trainees is a major challenge. Tribal artisans are expected to become more productive, innovative and efficient after training as thus would experience increase in income. However, Our statistical analysis show there is no significant difference in income between trainees and non-trainees. On the other hand, many trainees have left occupation because of insufficient return.

Commercial launching of R&D projects:

None of the R&D projects funded by TRIFED has been launched commercially. The sanction of patent applications take time which makes the projects delayed. There is no pilot testing of the results also due to lack of funds. Although the projects are running in time, some got delayed due to various reasons like leaving the principal investigator midway, delay in carrying out tripartite agreements, etc.

4.4 Key bottlenecks and challenges

Credit linkage:

Credit linkage is another weaker component of the programme. Except for the two States, Chhattisgarh, and Madhya Pradesh nowhere artisans have received institutional credit through TRIFED's mediation. The role of National Scheduled Tribe Financial Development Corporation is

disappointing. Although NSTFDC is mandated to provide credit to poor tribal households, in none of the States they have come forward to help needy tribal artisans.

Supply of new designs:

Exposure to new designs is also ranked low by the suppliers. No design workshops have been organized by TRIFED in last two years. There is a strong demand from suppliers, especially of textile products for TRIFED to tie with institutes like National Institute of Design or National Institute of Fashion Technology and provide new design to the textile producers.

Lack of presence below State level:

Presently, in most of the States TRIFED regional offices are located in State capitals which are not necessarily tribal-dominated regions. The results in a disconnection between the tribal artisans and the office staff. Field visits by the staff are also occasional.

Post training follow-up:

Post training follow-ups and handholding for certain period is needed for helping the trainees in successfully taking up the profession. This has been observed that many of the trainees have left profession after training.

Patent applications taking longer periods:

A number of R&D projects have filed applications for patent. But the decision is pending. A long time taken to decide on patent applications delays the market arrival of the products. However, this is beyond control of TRIFED as Patent Office (Office of the Controller General of Patents, Designs, and Trade) is a separate body under Government of India.

Lack of funds for pilot testing, shelf life study, and scaling-up of products:

There should be provisions for separate funds for field demonstration, shelf-life study, scaling-up, and pilot testing. These are crucial stages of any R&D experiments. It should be ensured that these processes are not affected due to lack of or delayed the release of funds.

Lack of use of audio-visual presentation in the training programmes:

Nowadays audio visual aids are important tools for teaching and learning process. It helps the trainer to present the lessons effectively and the trainees learn and retain concepts better and for longer duration. But we observed audio visual media is not used in training programmes of TRIFED.

4.5 Input use efficiency:

Table 4.30: Requirement of funds as indicated in SFC in relation to actual allocation of funds including timelines of release

Year	Recommended by SFC (in Rs. Crore)	Approved by M/o Finance at BE/ RE stage (in Rs. Crore)	Grant released by Ministry (in Rs. Crore)
2017-18	60.00	39.00	Rs. 8.00 (GIA- General) Rs. 31.00 (GIA- Salaries)
2018-19	75.00	62.50	Rs. 20.50 (GIA- General) Rs. 42.00 (GIA- Salaries)
2019-20	85.00	73.00	Rs. 21.75 (GIA- General) Rs. 18.33 (GIA- Salaries)
Total	220.00	174.50	

Source: MoTA

TRIFED has developed a system of sourcing products through its empanelled tribal suppliers, which comprise of individual tribal artisans, tribal SHGs, organisations/ agencies/ NGOs working with tribals. TRIFED identifies its suppliers by way of (i) entering into institutional arrangements with Central/ State departments/ organizations/ reputed NGOs for bringing their tribal artisans in ambit of tribal operations (ii) approaching District Collectors/ ITDA and district level officers working with tribal artisans, contacting craft persons, contacting artisans who have been trained by TRIFED and other organizations, through field visits and organizing Tribal Artisan Melas (TAM) etc.

TRIFED has a strong network with reputed NGOs. Many of the empanelled suppliers of TRIFED are NGOs. Also, it conducts its regular training programmes like handicrafts and MFP training through NGOs having experience in this field.

5. OBSERVATIONS AND RECOMMENDATIONS:

Chhattisgarh

Dokra Artisans in Bastar:

Dokra is a folk art that involves the casting of non-ferrous metal like copper or bronze using lost wax technique. Spread over the eastern parts of India, including West Bengal, Odisha, Jharkhand, and Chhattisgarh the dokra art form involves making a basic clay model of an object and covering it with wax, before etching on finer details. Thereafter, another clay layer is added which acts as a mould into which hot metal is poured. The metal melts the beeswax and pushes it out to take the shape of the object.

The evaluation team visited artisan villages in Sidmud and Chilkuti (Bastar) and artisans' colony at Kondagaon. Major problems faced by the artisans are- the rising cost of raw materials, lack of raw materials, lack of working capital, low prices, harassment of police, and absence of market linkage. Many of the *dokra* artisans feel that they face harassment at the hand Railway Protection Force when they carry their products in trains to participate in fairs and exhibitions. TRIFED regional office at Jagdalpur facilitated loans of Rs. 100000 to 11 tribal artisans in 2017-18 but this is not enough. Small artisans in Sidmud and Childkuti (villages of Jagdalpur, division of Bastar) feel they are not able to continue production due to lack of working capital. On the other hand the artisans who got loan facing problems of loan default because of fall in sales due to lack of market demand and orders from TRIFED in recent times. On inquiry, TRIFED official informed that there has been slack in purchase as the stocks of dokra items which were procured earlier are slow to move. Low prices of dokra relative to rising making costs is also another problem faced by the artisans as there has been slack in demand from TRIFED and also when selling to private traders in local market the products fetch price which in their view not remunerative. The condition is bleak for few artisans who are searching alternative livelihood opportunities. Few of them also worked few years as casual labourers or have started petty business. One artisan vented his frustration by saying that he would never encourage his children to take up artisanship.

In our view, the artisans have to keep themselves relevant by producing more contemporary items that have utility for the consumers like doorknob, door handle, ashtray, butter box, pen holder, candle and incense stick stand, photo frame, tissue box, etc.

Organic farmers in Dantewada:

Bhoomgadi Organic Farmers Producers Company Limited was established in 2016. In the same year, it was registered under the Ministry of Corporate Affairs guidelines. It has nearly 1400 shareholders who are farmers from Halba, Muriya and Mariya community. The FPO has received loans of Rs. 50 lakhs from District Mineral Fund at no interest. Authorised share capital of Bhoomgadi FPO is Rs. 10 lakhs and its paid-up capital is Rs. 10000. Various organic crops like rice, poha, millets, and pulses are coded by TRIFED. In 2018-19 they supplied a number of rice varieties such as Khamang, Dubraj, Red cum Brown, Little Millet, and Kulthi.

Organic farming is a system of farming which avoids or largely excludes the use of synthetically compounded fertilizers, pesticides, growth regulators, genetically modified organisms, and livestock food additives. To the maximum extent possible organic farming system rely upon crop rotations, use of crop residues, animal manures, legumes, green manures, off-farm organic wastes, bio-fertilisers, mechanical cultivation, mineral-bearing rocks, and aspects of biological control to maintain soil health and, supply plant nutrients, and to control insects, weeds and other pests.

The FPO has made a significant contribution in preservation of traditional knowledge of cultivation, indigenous varieties of crops, and promoting environmentally sustainable methods of cultivation. But their greater usefulness lies in proving a source of livelihood to resource-poor tribal producers. One of the reasons behind thriving of left-wing extremism in Dantewada is the economic backwardness of the regions and exploitation of tribal community in the hand of outside traders. Such initiatives like Bhoomgadi FPO are a ray of hope for local youth. They are also successful in generating employment based on locally available resources in production, processing, packaging, and transportation of the agricultural produce. The initiative has made farming profitable for the farmers in Naxalite affected regions of Bastar. There is also on job learning skill-building of tribal artisans as they employed mostly unskilled local youth in their processing center who learn processes after joining work only.

Bhoomgadi has organized a number of camps for training of farmers. It also prepared a number of learning materials in different media. Our discussion with tribal farmer members of Bhoomgadi reveals that they are happy with the returns from cultivation in the last few years. The cultivation methods are least expensive, causes no harm to the environment, the process is only based on the scientific application of traditional knowledge handed over through generations.

Apart from directly supplying to Bhoomgadi has participated in many fairs and exhibitions of TRIFED where their experience is good. There are good sales realization in the sales and generated interest among the visitors. They suggested that TRIFED should devote efforts to the publicity of organic products and educating its customers on the benefits of organic products. Presently they need machinery like broiler based drier for their operations. They also want to collaborate with TRIFED for MFP training.

Minor Forest Produce Training, Bastar, Chhattisgarh

About the training partner

Bastar Sevak Mandal, a Non-Governmental Organisation (NGO), is engaged in the service for the empowerment of tribal people in Chhattisgarh especially in Bastar Division for 40 years. Its implemented programmes related to health, human rights, education, livelihood, PRI Advocacy, Awareness programme, etc.

Association with TRIFED

During the financial year 2016-17, Bastar Sevak Mandal (BSM) has been associated with TRIFED as an implementing agency for imparting Training and Skill Up-Gradation/Development Programs related to minor Forest Produce. In the row, Bastar Sevak Mandal had implemented two projects of training on single commodity; i.e. Tamarind and Chironjee seed among 900 tribal MFPs collectors of 4 blocks of Bastar district of Chhattisgarh State. Details of the training are as follows:-

Sr. No.	Name of Block	Name of MFP	No. of participants
1	Darbha	Tamarind	180
2	Jagdapur	Tamarind	120
3	Bastar	Chironjee	180
4	Bakawand	Chironjee	420

About Tamarind

Tamarind is a hardwood tree. The tree produces bean-like pods filled with seeds surrounded by a fibrous pulp. The pulp of the young fruit is green and sour. As it ripens, the juicy pulp becomes paste-like and more sweet-sour. Tamarind is a seasonal fruit. It is only cultivated from March to June. In India, it is chiefly grown in Madhya Pradesh, Andhra Pradesh, Tamil Nadu, and Karnataka. It's grown in some parts of Chhattisgarh and Orissa also.

Training for value addition of Tamarind

About 70% of the total population of Bastar comprises of tribals, which is 26.76% of the total tribal population of Chhattisgarh. The major tribes of the Bastar region are the Gond, Maria, Bhatra, Muriya, Halba, and Dhruva. In rural Bastar, Tamarind is a major economical support for tribal people. But the way of tamarind harvesting and marketing is too primitive and uncompetitive prior to training. They use to harvest unripe tamarind for selling in the local market or middleman at a very low price.

Training for value addition of tamarind was organized by Bastar Sevak Mandal in March – April 2017 in 10 different batches – six batches in Darbha block and four batches in Jagdalpur block of Bastar district. Each batch had 30 participants. During training, trainees were told to harvest ripe tamarind and for that, they had to shake the branches of the trees only. That's an eco-friendly method for the harvesting of tamarind. During the training, they were also trained to deseed the tamarind by use of deseeding machines and making of bricks or cake of deseeded tamarind pulp. For that TRIFED regional office, Jagdalpur, Chhattisgarh provided both kinds of machines for deseeding as well as for making of bricks or *chapatti* (cake) of deseeded tamarind.

Problems associated with Training for Tamarind

According to guidelines for MFP training, an amount of Rs 150 has to provide each and every participant per day for attending the training. But even after two years of the training, trainees have not received the said daily allowance. Also, the deseeding and chapatti making machine which was provided at the time of training was taken back from the villages for some governmental programme in Dantewada, and not installed again. Because of that trainees are forced to sell unprocessed tamarind to the local market or middleman at a low price.

About Chironjee

Buchanania lanzan is a deciduous tree which produces seeds that are edible to humans. It is known as *Chironji* and its fruit is known as *Chaar*. These almond-flavoured seeds are used as a cooking spice primarily in India. After the hard shell is cracked, the stubby seed within is as soft as a pine nut. It is slightly flattened and has an almond-like flavour. They are commonly used in sweets in India. Chironji is used in the Ayurveda and Unani systems of medicine also.

Training for Chironjee

Generally, tribal people collected *Chaar* fruit and sell it to the weekly market at a very low price. They were not aware of the usefulness of the seed of the fruits and its actual price. Bastar Sevak Mandal organized training programme from April 2017 to May 2017 in Bastar and Bakawand block of Bastar district, which is funded by TRIFED, for the tribal people who are engaged in the collection of *Chhar* fruit. During the training, they were informed that how could they get *Chironji* from *Chaar* fruit. The price of fruit varies from Rs 40 to Rs 55 per *Peli* (local measurement unit, 1 *peli* equals to approx. 1.250 kg) in the local market while the price of *Chironji* is around Rs 90 for per 100 gram packet. Also, they were trained about grading and packaging of Chironji. The price of processed Chironji is very high and that could be a good way to get a higher price for their product.

Problems associated with Chironji Training

The pod of Chironji is very hard. It is not easy to get seed from pod. For that, a machine called ‘Chironji Seed Decorticator’ is used to get *chironji* from inside of the pod. During training, it was planned that a seed decorticator machine would be provided to every training venue for further use of tribal people. But because of the shortage of fund, TRIFED not provided the machine to even at a single training location. Also, the remuneration amount of Rs 150 per day to each trainee is not provided until now.

Problems with the association of TRIFED

As mentioned earlier, Bastar Sevak Mandal is associated with TRIFED from 2016-17 for the ‘Minor Forest product Training Programme’. It had provided training in 2016-17 and 2017-18 at 30 different villages of Bastar district of Chhattisgarh. TRIFED sanctioned of total Rs 343000 for tamarind value addition training in Darbha and Jagadalpur block and Rs 686000 for Chironji value addition training programme in Bakawand and Bastar block. But TRIFED only released Rs 185000 for tamarind value addition training out of Rs 343000 and Rs 370000 for *chironji* value addition training programme out of Rs 646000. Total Rs 474000 is still pending.

Odisha

Dokra artisans in Odisha:

The dokra art is practiced by tribals of Odisha in the districts of Puri, Dhenkanal, Nayagarh, Khurda, Keonjhar, Sambalpur, Mayurbhanj, Phulbani, and Ganjam. The motifs of this art are mostly inspired by folk culture. The evaluating team visited artisans’ settlements in Jajpur and Mayurbhanj. These are located in Khunta block and Kuliana block of Mayurbhanj and Danagadi block of Jajpur. These tribals belong to Santhal, Ghantara, and Bathuri community. They are associated with the NGO Anwesha which is an empanelled supplier of TRIFED. Anwesha source the metal craft products/ jewellery from these artisans. The tribal artisans receive Rs. 120 per kg (excluding the cost of metal) for supplying their artifacts to Anwesha.

In recent years due to slack in the demand from TRIFED and no revision of prices for a long time have left the suppliers of dokra items in crisis. They are of the view that dokra items of Odisha are smaller in size and sells faster as compared to the Chhattisgarh items. Hence, they suggested TRIFED should treat differently the dokra items of different locations and place more orders to the suppliers from the locations whose products sell fast. Anwesha feels that prices of dokra items at which they sell to TRIFED have not been revised for long time and they are not supplying to TRIFED as prices longer are no longer profitable.

MFP Training in Sundargarh, Odisha

The NGO SAFAL (Social Action for Advancement of Life) conducted training of MFP in 2015-16 and 2016-17 in different locations in tribal-dominated areas of Sundergarh with the help of funds from TRIFED. Area-based training of *sal*, *neem*, tamarind, *mahua*, and *char* was provided to tribal MFP gatherers of Sundergarh. Around 900 MFP gatherers were trained in two batches. In the first phase of the training they were given information about the availability of local forest resources, scientific methods of collection, grading, sorting, and marketing. During the second phase they were given practical training on de-seeding and secondary processing. TRIFED provided tamarind decorticator and tarpaulin. There were two more training programmes on tamarind (in 2015-16), *mahua* (2016-17) and myrobalan (in 2014-15) in which 300 and 240 MFP gatherers were trained in 10 and 8 batches respectively.

The outcomes of the training programmes are positive. There is awareness generation among trainees about eco-friendly and environmentally sustainable way of harvesting. For example in case of *sal* seed, the gatherers collect it daily 15- 20 days during the peak season in May. Earlier they used to burn the whole bamboo groves which damaged the seed quality as oil content inside the seed was reduced. But now they are aware of this environmental damage and collect the seed in sustainable way. The trainees were also informed about the various uses of *mahua* in jam, jelly, pickle, juice and other value addition activities which increase profitability of *mahua*. It is also now collected by spreading net around the trees and only the flowers and fall from the branches are gathered. This also lowers availability of *mahua* for local brewer which is necessary to count rampant alcoholism.

The main season for char is 10 days of April where a fully grown tree bears 5- 10 kg of fruit. In case of *char* the gatherers earlier used to collect green fruits. But local traders prefer the ripen ones as the quantity of juice is higher in the ripen ones. The traders dip the fruits in water to check its quality. The ripen ones which float in the water are purchased by them. After training the gatherers wait for the *char* fruits to ripen and sell in the market the ripe fruits. The trainees have become knowledgeable about quality parameters of tamarind also. Earlier they used to remove the *chhilka* (rind) by spreading it on floor and beating by sticks. This damaged the quality of tamarind as they get mixed with dust. But now they do this operation (removal of rind) on spreading a tarpaulin over the earthen floor. The tribal gatherers are now aware of the demand for tamarind seed which they earlier used to throw away. Now they sell the seeds separately to market. The myrobalan tree bears fruit two times a year- once in March and again in September. The dry myrobalan is in high demand in the market. The trainees are now taking most care so that the myrobalan does not come in contact with water. They are also taking care that the branches and twigs are not broken at the time collection. The success in market linkage is at best mixed. The trainees are selling the products in groups with their SHG members but the NGO tried to link them with the procurement agency Tribal Development Cooperative Corporation (TDCC) which did not fructify.

West Bengal

Tea Garden Workers in Darjeeling:

Darjeeling is a small district in the extreme north of India's West Bengal State in the Himalayan foothills. Darjeeling tea is famous and popular throughout the world for its high quality, with a reputation based on its aroma, brightness, and taste- all attributable to its geographical origin that are impossible to replicate. Tea cultivation in Darjeeling is a labour intensive process.

The tea gardens of Darjeeling have a long history of employing tribal labourers in different operations from nurturing of tea plants and plucking of tea leaves to processing and packaging of tea in the factory. Plucking of tea leaves is carried out for nine months in a year and for rest three months tea plants need to be cared by trimming, spraying pesticides, and fertilizers, etc. The tea pluckers are predominantly women and a sizeable section of them are elderly women.

In recent year there has been a distinct thrust in the strategy of TRIFED to promote organic products. The evaluation team visited MIM Tea Estate at Sukhiapokhri in Darjeeling district of West Bengal. The tea tribes in Darjeeling are mainly from Sherpa and Tamang community. These tea garden labourers reside in the colonies- Kalukaman, Thapadurai, and Schoolgaon- inside the tea estate. Daily wage payments are made on the basis of their collection. The average daily income of these labourers is Rs. 175 per day. Apart from that receives other benefits like umbrella, shoes, tea for home consumption, and first aid. Few skilled workers who work in the factory for drying, rolling, sorting, packaging get Rs. 185 daily. The major problem faced by the tea estate is shortage of supply of labour. The new generation is not interested in working as tea garden workers. There has been large scale migration of youth from the tea gardens to big cities. As tea is cultivated in the slopes of mountains in Darjeeling mechanization of operations is difficult option.

Madhya Pradesh

Gond and Bhil painters in Madhya Pradesh:

Gond painting is a form of folk art that originated nearly 1400 years ago among the people of Gond tribe that populate vast tribal areas of Madhya Pradesh and Chhattisgarh. Gond paintings are famous for their rich detail, colour, mystery, and intricacies. Majority of Gond painting takes inspiration from Hindu mythology or man's close association with nature.

Bhils are the second largest tribal community in India who mostly reside in central and western India. Bhils have a rich cultural heritage that finds expressions in their art, crafts, and everyday lifestyle. The Bhil paintings are popular among art lovers for this distinctive style, spirits, and texture. The paintings depict their legends, close association with nature, and celebration of human life.

TRIFED is doing commendable work in the preservation of these arts through regular procurement from the painters. For many painters TRIFED is the sole buyer. They work throughout the year and look forward to the day when TRIFED would announce procurement.

Gond painters face problems of low prices of their paintings and TRIFED has not revised prices for the last few years. Some of them work as multipurpose workers at Indira Gandhi Manav Sangrahalaya, Tribal Research Institute, and State Tribal Museum, Bhopal. Also, the painters feel

they get opportunity to participate in fairs very rarely. However, their day-to-day work is not associated with the artwork and this often leaves very little time for painting. As the number of painter has increased, which is a healthy sign for revival and popularity of this art, individual artisans get invitation for fairs only after long wait. The other problem faced by the artisans relates to the infrastructure. As most of them live in slum areas in small apartments they do not have enough space to work or draw in comfortably. This problem becomes accurate when they draw on large canvas as in small rooms there is not enough space to spread large canvasses.

Producers of Maherswari silk at Ashok Nagar, Madhya Pradesh:

Ashoknagar town of erstwhile Guna District (now in Ashoknagar district) of Madhya Pradesh is the hub of Maheswari Silk sarees which is famous for its elegance, colourful fabric, and varied designs. The history of Maheswari Silk dates back to 18th century. The weavers of this silk are mainly from the Muslim community. There were few tribal weavers who were earlier working for others on piece rate basis or supplying to other merchants. Everyone has handlooms installed in their own home. TRIFED empanelled these tribal weavers in 2017-18 and started purchase of their product from the same year. They also got ample opportunities to participate in fairs organized by TRIFED. This proved to be a great support for them and made them confident to venture on their own business. Initially they started on small scale taking loans from market, but seeing the popularity and high demand for their products TRIFED started placing more and more orders. Not only the local RO at Bhopal their sarees are in high demand from every other region of India. Now, their handlooms never lie idle and evidently there has been material improvement of these tribal weavers. However, the weavers feel TRIFED should help them by supplying with new designs.

Sikkim

Suppliers of Sikkim:

The evaluation team talked to twelve empanelled suppliers of TRIFED in Sikkim. They are mainly individual woman suppliers from Bhutia, Lepcha and Tamang community. The suppliers want *adimahotsavs* to be held in Sikkim. Considering that Gangtok and other areas of Sikkim are a favourite destination of tourists there is good reason for organizing more *adimahotsavs* in Sikkim especially during summer months which are peak of tourist season. Not only Indians but

international tourists visit Sikkim during this time of the year. They also want more opportunities to participate in fairs and exhibitions in different parts of the country. But as they are located in northeastern part of the country they need invitation sufficiently advance as travel takes a lot of time. Few suppliers also feel that if TRIFED makes some advance payment at the time of placing orders it would make the job easier for them as they often face crunch of working capital. There are many suppliers who are just empanelled but their products are not coded. So the process of coding products should be hastened. Some of the suppliers also requested regular orders from TRIFED, timely payments and opportunities for international exposure. It has also been observed that in Sikkim region there is an unusual concentration of suppliers near Gangtok. There are skilled tribal artisans in other interior parts of North, East and West Sikkim who are expert in local craft. Such talented artisans should be identified and empanelled.

Assam

The state has a large number of tribes with their variety in tradition, culture, dresses, and exotic way of life. Boro (or Kachari), Karbi, Koch -Rajbanshi, Mishing, Mishimi, and Rabha are among the tribes exhibiting variety in tradition, culture, dresses, and exotic way of life. In Assam, there are as many as 23 tribal communities which constitute 12.82 percent of the total population of the state. Bodo Kacharis constitute the largest tribal group in Assam who account for 38 percent of the total tribal population of the state. Next to the Bodo Kacharis, the Mishings constitute 16.16 percent of the total tribal population.

Major problems faced by the artisans

Some of the major concerns of tribal artisans of Assam are as follow-

1. Most of the tribal artisans still use their traditional handlooms for the production of textile product. Because of that, they are not able to compete with the modern world's commercial product. They want financial support from TRIFED to replace the traditional handlooms with modern handlooms.
2. In the Assamese tribal villages, the handlooms are installed in temporary work shades outside the residential structure. And as in Assam, the rainy season continues for more than 5 months, it is not possible for the artisans to work under the simple shades. Financial

assistance for building concrete work shades is another important requirement for continuous production of textile products throughout the year.

Major grievances of suppliers

1. The long process of documentation for coding new products with TRIFED. The suppliers have requested speeding up the process.
2. The suppliers who were empanelled during the year 2018-19 received orders from TRIFED only once. They received this order during the tribal artisan fair held at the Indian Institute of Entrepreneurship, Guwahati in June 2018. The suppliers want more orders so that they get work throughout the year.
3. The prices of the coded products were revised only once in the last two years. They suggest that the price should be revised on an annual basis.
4. The daily allowance provided by TRIFED is not enough to meet boarding and lodging expenditures during the fairs and exhibitions. Instead, TRIFED should arrange suitable accommodation and food near the fairground for the artisans. It is difficult for the artisans who hail from tribal villages to make sober short term living arrangements in the cities at cheaper rates.

Status of Handicraft trainees

A handicraft training on handloom products was provided by TRIFED and Dristi Foundation in 2015-16 in Nichinpur, Kamrup district and in 2016-17 in villages of Morigaon districts of Assam. A total of 80 tribals were trained. But only 30 percent of the handicrafts trainees are engaged in production now. Due to the lack of proper marketing facilities, either they were forced to sell the product at lower prices or produce only for self-use. No follow up action taken by TRIFED after training. Trainees want to supply TRIFED and want to be an empanelled supplier, but due to lack of knowledge about the process, they are not connected to the organisation.

The extent to which benefits are reaching the targeted population

TRIFED provides a forum for tribal women to represent their talents and provide an alternative source of income for them. In recent years there is some momentum in the empanelment of new suppliers. More than sixty percent of the total current suppliers listed with TRIFED Regional

Office, Guwahati was empanelled in the financial year 2018-19 only. But most of them were given only one order till the date of the survey. TRIFED gave them an opportunity to participate in different fairs and exhibitions at various places in the country. But due to their reluctance in traveling outside of their state and distant location, very few of them participate in such exhibitions like Adimahahotsav and Mini-Adimahotsav.

TRIFED has two outlets in Guwahati, one in Manipur Bhawan and another in Khadi Village through which it sells tribal products. Apart from this, the Guwahati has organized exhibitions from time to time within the city and outside the city so that more tribal artisans can participate.

Traditional Handloom of Tribal Artisan





Artisan working on her handloom



Advance handloom machine with modern design technique.



Uttarakhand

Bhotiyas are an ethnolinguistic group of people residing in the upper Himalayan valleys of the Kumaon and Garhwal divisions of Uttarakhand state, India. Districts of Pithoragarh, Chamoli, and Uttarkashi have tribes belonging to Bhotiya. The people of this tribe are skilled in making shawls, stoles, mufflers, sweaters and many other colorful outfits out of rabbit wool called Angora wool.

Major problems faced by the artisans

In the Munsaiyari region of Pithoragarh, all the artisans are working individually from their home. All the artisans have their own domestic spinning wheels and handlooms within their house. Artisans have to get raw materials like raw angora wool and raw pasham wool on their own either from Pithoragarh or from Dharchula. After that, they have to do all the procedure from cleaning the raw material to spinning the yarn to the weaving of cloth. They sell their finished products like sweater, muffler, woolen cap, woolen gloves, etc. to Him Kuteer Sansthan which display the product at Saras

Bazar (local outlet) and sells the products at 10% margin to the tourists. During this entire process, artisans face so many problems which are as follows:-

1. The availability of raw material is a major concern for artisans. There is no such local market within Munsaiyari for raw angora and pasham. They have to get it either from Pithoragarh or from Dharchula.
2. The sale of the product depends entirely on the availability of tourists during the tourist season. Artisans have to first invest in production and then display their product on a local outlet. Whenever someone purchases the items from the outlet then only the artisans get the returns. There is no fixed duration for returns.
3. The marketing activity is crucially dependant on the few months of tourist season. There is no fixed income for the artisans in other months.

Major grievances of suppliers

1. Three self-help groups of Nanaseem, Munsaiyari, Mahakali SHG, Devi Mayya SHG, and Jai Bhagwati Maa are empanelled with TRIFED, Dehradun RO from 2018 but they have not received orders from TRIFED till now. Even their products are also not coded by TRIFED.
2. An NGO named 'Him Kuteer Sansthan' in Sirmoli, Munsaiyari was supplied worth of Rs. 10,000 in 2015-16, Rs. 30,000 in 2017-18 and Rs. 270,000 in 2018-19 only. It is one of the suppliers who listed with TRIFED from last ten years. Also, they get the invitation letter for participation in exhibitions so many times but because of difficulties like lack of transportation facilities for the product, they never participate except the exhibition held in Delhi.
3. Another empanelled supplier 'Johar Mahila Janjati Uthan Samiti' has been working for the empowerment of women of Bhotiya tribe belongs to Johar valley of Munsaiyari, Uttarakhand since 2002. Artisans from Munsaiyari also send their product to this Samiti. As per the proprietor, TRIFED should make some arrangement for product transportation. It is difficult for artisans to supply the product at their own as already they got a very low marginal return for their product. They want that TRIFED should help the artisans to get raw material at a low price.

Overall assessment of the implementation of the scheme in the State

1. Though there are several tribal artisan families which totally depend on handloom work, only very few of them are directly empanelled with TRIFED.
2. Most of non-empanelled artisans sell their products to empanelled suppliers at a 10% margin. If those artisans become empanelled supplier then they will get a higher price for their production.

The extent to which benefits are reaching the targeted population

1. Tribes of Uttarakhand mainly comprise five major groups namely Jaunsari tribe, Tharu tribe, Bhotiya tribe, Buksa tribe, and Raji tribe. TRIFED regional office Dehradun has tried to reach each and every corner of the tribal region of Uttarakhand, and for that, it organized Tribal Artisan Melas (TAMs) from time to time at different locations to connect with the artisans.
2. So many tribal artisans are empanelled through these TAMs but only a few of them are able to continue supplying the product. TRIFED is not only the sole and single medium of marketing of tribal artisanry product but it can be prominent for artisans who are not able to sell the product by themselves.
3. TRIFED only working very actively from the last five years and that can be seen through their annual turnout figures. During the financial years 2018-19, TRIFED RO Dehradun's total sale was worth almost Rs. 5.5 cr from their outlet and exhibitions. As mainly tribal women are engaged in this occupation, it is a very good opportunity for them for a sustainable livelihood.

Images of the Bhotia Women working on their handlooms.





Gujarat

Gujarat accounts for 8.1% of the scheduled tribe population of the country. The tribal population of Gujarat, numbering 89.17 lakh, constitutes 14.8% of the State's population. They are concentrated in the eastern districts, from Mt. Abu on the Rajasthan border in the north to Dahanu district on the Maharashtra border in the south. There are 11 major tribes in Gujarat; the largest Bhil, constituting 47.89% of the state's tribal population.

Overall assessment of the implementation of the scheme in the State

The motive of TRIFED is to provide a proper marketing channel to the products of tribal artisans. Most of the scheduled tribe population of Gujarat is engaged in the production of textile and handicraft items. **Beadwork, Woodwork, Zari work, Hand Block Printing, Embroidery Work and Patchwork are some of the famous handicraft work of tribal artisans of Gujarat.**

TRIFED has five outlets in Ahmedabad, Gujarat. Through these outlets, it sold tribal products worth more than Rs. 55 lakhs in 2018-19. Also its organized exhibitions like AdiMahotsav and Mini-Adimahotsav where the empanelled and also non-empanelled suppliers sell their tribal products.

Major problems faced by the artisans

Some of the major concern of tribal artisans of Gujarat is as follow-

1. Because of the lack of orders, employers are not able to provide employment to the artisans throughout the year. Some of the artisans are only employed for 4 to 6 months in the entire year.
2. In some tribal villages, where the average family size is 5, the entire family is engaged in the production of handicraft products. Their monthly family income is from 25000 to 30000. This is very low for a five-member family group as compared to the cost of living although they work for 6 to 8 hours a day.

Major grievances of suppliers

1. To become an empanelled supplier artisans have to submit so many documents. The process of documentation is very difficult for some of them. For that, they have to visit the TRIFED office so many times at their own expenses.

2. Inadequate regular order from TRIFED is another major problem faced by the supplier. There is no schedule for the order.
3. The suppliers want the supply price of the products should be revised on an annual basis. It is difficult for suppliers to run their business at the selling price set by TRIFED.
4. According to some of the suppliers, the buyer-seller meets should be organized annually by TRIFED for the buyer and seller where the suppliers can get feedback directly from the buyers.

The extent to which benefits are reaching the targeted population

To reach the maximum number of tribal artisans, TRIFED organized Tribal Artisan Mela (TAM) for empanelment of suppliers who sell tribal handmade products. Adivasi Hastkala Udyog Sahkari Mandali Limited (empanelled in 1993) from Ahmedabad, Sahaj NGO (empanelled in 1994) from Dahod and Sharda Devi Gramudyog Sahakari Mandali (empanelled in 2011) from Chhota Udepur are the major supplier of TRIFED regional office, Ahmedabad. Around 1500 tribal artisans are directly associated with these suppliers for employment. Also, many other artisans are associated through small suppliers, self-help groups. There are some individual suppliers of TRIFED.

Gujarat regional office is moderately successful in generating employment. But it can be improved from its current status by empanelment of more tribal suppliers. TRIFED should increase the number of its outlets, open new outlets in major cities, and reduce the sales price to customers so that more people can afford its products.

Images of Tribal Artisans of Gujarat.





Rajasthan

Sakhi Pratidhwani Sansthan

Kushalgarh, Rajasthan

Kushalgarh is a town and municipality in the Indian State of Rajasthan. It is located in the Banswara District approximately 65 km south of the city of Banswara. Kushalgarh was an Indian Princely State that existed till 1949. Demographically, the sub-division has an overwhelming population of the tribal community. It is only in the township that non-tribal social groups like Brahmins, Jains, Bohra Muslims, and some backward social groups reside.

Sakhi Pratidhwani Sansthan

Sakhi Pratidhwani Sansthan was established in March 2016 and got registered on 14th February 2017 under Rajasthan Government Societies Registration Act. It is a Social Trust headed by Dr. Nidhi Jain and guided by Dr. Sanjay Lodha, head of the Department of Political Science in Mohanlal Sukhadia University, Udaipur. The main objective of this project was to make the women self-reliant. It's provided skill training in the field of Mehendi, clay art, soft toys making, sewing machine, and embroidery to the women in the time period of last year. This program was aimed at equipping women with specific skill sets to create home-based livelihood opportunities for them.

Achievements

1. Sakhi has trained a total of 831 women in different disciplines, and out of these 580 women were trained in tailoring.
3. Reaching out to the people living in the area, Sakhi has held workshops with local school and colleges.
4. Sakhi has incubated women self-help group.
5. Sakhi strives for preparing women to become financially capable so that they could lend a hand in feeding their families.

Association with TRIFED

Sakhi Pratidhwani Sansthan was empanelled with TRIFED, Regional office Jaipur only in July 2018. Till the date of the survey, a total of fifteen different items of textile of the Trust were coded by TRIFED. From August 2018 onwards, the Trust is continuously supplying to different regional

offices of TRIFED. Silk saree with mirror work, silk saree with embroidery and ladies long dress are some of the products which are demanded most till the date of the survey. Majorly the Trust is working only on ladies apparel. The total worth of Rs. 465308 of the product was supplied to TRIFED, Jaipur regional office, and Rs. 197845 of the product was supplied to TRIFED, Bhopal regional office during the financial year 2018-19 (till the date of the survey). For the production, the raw material like silk and tasar silk fabric is imported from Jaipur, Rajasthan, and Banaras, Uttar Pradesh mainly. More than fifty workers are working in the Trust from last one year. One master trainer is also employed by the trust to guide the workers and creating some designs as per market demand. During 2018-19, Pratidhwani Sansthan participated in two exhibitions, the first one is organized by TRIFED, Bhopal regional office in September 2018 in Indore, Madhya Pradesh and the second one is organized by TRIFED, Ahmadabad regional office in October 2018 in Vadodara, Gujrat.

Problems related to production

Although Sakhi Pratidhwani Sansthan was established in 2016, it started supplying to TRIFED in 2018 only and were not associated with any other market agency prior to that. As of now, TRIFED is the sole buyer of its products. As it is newly established, they have a very low level of profit to reinvest it in the production and because of that, it is difficult for them to get the loan also.

Support required

TRIFED provides only three months time to supply their order but according to sakhi in the textile industry, it is difficult to supply in such a short period of time. They want at least six months time duration for such kind of order mainly because they have only a fixed number of workers and that number of skilled workers cannot be increased in short duration. Also, some advance payments are always required from TRIFED for bulk orders and it is not possible for the agency like Sakhi Pratidhwani Sansthan to arrange working capital for production. So, TRIFED should make some advance payment at the time of place the orders according to the size of the consignment. Sakhi Pratidhwani Sansthan has great potential. The Trust is graded in five stars category by TRIFED. The only support they required is proper fund and continuous order for supply to run the operations smoothly.

Dungarpur, Rajasthan

Kheda Kachhavasa Prathamik Aajivika Vikas Sehkari Samiti (KKPAVSS) is located in Khera Kachwasa village which falls under Dungarpur Tehsil in Dungarpur district. Khera Kachwasa is a large village which has 2222 population of which 1102 are males while 1120 are females. The average sex ratio of the village is 1016 which is higher than the Rajasthan state average of 928. The literacy rate of this village is 70.14 % compared to 66.11% of Rajasthan (Census, 2011).

Kheda Kachhavasa Prathamik Aajivika Vikas Sehkari Samiti was empanelled as a supplier of TRIFED in 2011-12 while it was established in 2004-05. There are 10-12 Self-Help Groups comprising of 125 tribal artisans and 25 other artisans associated with this Samiti. Devlal Kharadi is the secretary and trainer of Kheda Kachhavasa Prathamik Aajivika Vikas Sehkari samiti. Durrie and Carpets were produced by this samiti but production has been stopped since 2012-13 due to various factors like there was no demand from TRIFED. It also appears that there is a lack of communication between both parties. Only RUDA (an exclusive agency promoting rural micro-enterprises in the state) helped in marketing of their products through giving a platform in exhibitions to showcase their products, but prices of durrie items seemed costlier to the customers. KKPAVSS started production in 2011 and stopped in 2012-13. TRIFED had provided one-month training to 10-15 tribal artisans in 2011-12 on dari and carpet items. But no commercial transactions took place with TRIFED afterward. During the survey, it was realized that KKPAVSS is not much aware of TRIFED and its retail marketing activities that promote the livelihood of tribal artisans. Devlal Kharadi mentions that all tribal artisans are old women with poor eyesight and hence, they are no longer interested to work. Initially, it worked with RUDA (Rural Non-Farm Development Agency) and participated in exhibitions in Udaipur and Chandigarh in 2011-12 where average Rs. 400 price of a small dari seemed costlier to the customers and hence, no sale was made. Price of a small durrie could not be reduced further since the cost of production was high. As per the tastes and preferences of consumers, price and quality did not match. There was no demand from any side and so, all tribal artisans lost their interest and engaged in other activities like agriculture. Devlal neither tried to contact any other trader nor explored local markets except contacting RUDA and participating in exhibitions where he failed to sale the products due to higher prices of durrie. The

trainer who is a physically challenged person himself is now working as a contractual teacher in a primary school.

Different kinds of cotton thread were used as raw materials for making durries brought from Jodhpur in 2011-12. Cotton threads worth Rs. 40,000 were bought at that time. The loom frame and taana machines which were provided by RUDA are now kept in the workshop only due to lack of demand for their products.

SADHNA, Udaipur

SADHNA was established in 1988 to provide alternative incomes for women in Udaipur's rural, tribal and urban slum belts. As these communities were not dependent on agriculture, handicraft was introduced to them as a source of livelihood. SADHNA taught Patchwork, Appliqué and Tanka embroidery skills to the women for them to earn a secure living. Today, SADHNA provides continuous training to women artisans to improve their skills, a support network to them in their villages and a respectable position in their family and society. SADHNA is a women's handicraft enterprise located in Udaipur which has three production centers- Delwara, Rajsamand, Dewali, Udaipur city and Bedla, Udaipur. SADHNA's head office is located in Old Fatehpura, Udaipur. There are five staffs (Marketing Officer, Business Development Officer, Administration Head, Account Head, and Social Head) who work at SADHNA's head office.

SADHNA has its roots in Seva Mandir, a leading development organization based in Udaipur. It was registered as an independent Mutual Benefit Trust in 2004 to ensure SADHNA's transformation into a self-sufficient, small-scale unit for production of handcrafted products owned by its artisan members. Having started with 15 women, Sadhna today prides itself of being a 714 member family. There are 43 groups spread over 16 locations in and around Udaipur city and each group comprises of 10-20 artisans. But there are only 8 tribal groups out of 43 groups- Godwa (formed in 2009) -16 members, Madar 2 –(2005) -18 members, Madar 3 – (2005) - 9 members, Raya –(2009) -20 members, Rama – (2009) -20 members, Bhil Basti – (2014) -13 members. There are merely 135 tribal artisans working with SADHNA.

Sadhna's artisans create exquisite and exceptional textile products with their signature handwork and appliqué in kurtas, sarees, home furnishings, and accessories. All products sold by Sadhna hold the authentic 'CraftMark' certification.

SADHNA's work has catalyzed a noticeable change in the lives of its artisans, who once were not even exposed to outside their home even within the boundaries of their own villages. The main concern for the tribal artisans is low wages paid to them by SADHNA. The artisans work only a few hours in a day to make handcrafted products which eventually generate low income for them.

Exhibitions, export and showroom sales are the main sources of its income. SADHNA has supplied goods worth Rs.11100000 to TRIFED in 2018-19 as on January 15, 2019. 110 types of items supplied to TRIFED during 2017-18. SADHNA has availed loan worth Rs. 70 lakhs from NABARD (FCRA) in 2010-11.

The basic issues concerning NGOs like SADHNA who works with the grassroots level artisans, are to explain to them the social and economic benefits they could get and the need for quality and timely delivery. Consumers should also appreciate the delicacy, skill and the costs involved and the livelihood it generates for small artisans.

Mahan Seva Sansthan, Udaipur

About Mahan Seva Sansthan

Mahan Seva Sansthan (MSS) is a non-profit, non-governmental voluntary organisation that has been working in the tribal districts of Southern Rajasthan for over 25 Years. MSS works in the tribal-dominated, drought-prone districts of Udaipur and Dungarpur in Southern Rajasthan. Focusing on the blocks of Jhadol, Kotra, and Kherwara in Udaipur District, and the blocks Dungarpur and Sagwara in Dungarpur District, MSS covers 270 villages and 47 Panchayats.

Association with TRIFED

(i) Supplier of textile/handicraft items.

Mahan Seva Sansthan became an empanelled supplier of TRIFED, Regional office Jaipur, Rajasthan in 2014. As a supplier of textile and handicraft items, total 35 items of different clothes and handicraft i.e. saris, suits, stole, kathputli (puppet), bedsheets, etc. of MSS are

coded with TRIFED. Almost 150 women are associated with MSS for production of these items and more than 120 of them belong to different tribal communities. During financial years 2015-16 and 2016-17, MSS not actively participated as a supplier. It only supplied items worth Rs. 23256 in 2015-16 and Rs. 31463 in 2016-17. But in 2017-18 the value of product supply reached Rs. 848074 and in 2018-19 reached to Rs. 936822. Some of the Self-help Groups founded by MSS has been made empanelled supplier but because of lack of working capital, new updated fashion design and capacity building training, those groups were not able to continue regular production or expand their operation. They presently supply solely to TRIFED or their parent NGO.

Problems associated with textile/handicraft production

Although MSS receives orders from TRIFED throughout the year, there are some issues associated with it.

1. The price of the coded items was set by TRIFED prior to the implementation of GST. The prices have not been revised by TRIFED from last three years even as the price of raw material and labour cost continuously increased. That's lead to the low margin for MSS.
2. MSS only receives orders from TRIFED Jaipur regional office and Delhi office. Till date, no direct transaction with other TRIFED regional offices.
3. During 2018-19, MSS participated in a total of 6 fairs organized by different TRIFED regional offices. Some of the suggestions given by MSS for improvement of these events are as follows:-
 - a. Advertising of fair and exhibition should improve so that more and more people came to know about such events.
 - b. The location of the exhibition should be in the middle of the city. That would lead to an increase in the footfall of the visitors.
 - c. Also, it is difficult for some stranger to get accommodation in a new city. Proper accommodation and travel arrangement should be provided for participants.

Mahua Training in Udaipur, Rajasthan

MFP Training Activities

The Mahua tree is a nature's reward to tribal's communities in India. It is a major source of income for the forest dwellers. Especially, the tribal communities are very much dependent on this tree for their income and employment. Most of the tribals along forested area depend on such products for sustaining themselves for around two to four months in a year. The tribal communities depend on the business of Mahua flower. This business is a necessity as its products required for different purposes like bakeries and beverages, wine, pickles sarbot, etc.

Mahan Seva Sansthan (MSS) in association with TRIFED has conducted a number of training programmes in honey gathering, *mahua* flower collection, *mahua* seed collection, and *karanj* seed collection. With the collaboration of TRIFED and MSS, 720 tribal people got training in different field of Minor Forest Produce (MFP) production. The list of the training provided by MSS with support of TRIFED is as follows:-

Sl No.	Training Name	Start Date	End Date	Location	Remark
1	TRAINING IN RAJASTHAN - AREA BASED TRAINING	15/07/2015	31/03/2016	Village- Penerwa, Tehsil-Jhadol, Udaipur	The training of 270 beneficiaries for <i>Mahua</i> Flower, <i>Mahua</i> Seed, and <i>Karanj</i> Seed.
2	TRAINING IN RAJASTHAN - AREA BASED TRAINING	9/2/2016	9/3/2016	Village- Manpur Panrwa, Block Kolyari, Tehsil- Jhadol, Distt- Udaipur	Training of 180 beneficiaries for Honey Gatherers, <i>Mahua</i> Flower, and <i>Mahua</i> Seed
3	Best collection practice for <i>Mahua</i> flower	30/03/2017	6/4/2017	Village- Penerwa, Tehsil-Jhadol, Udaipur	Training under MOU scheme on <i>Mahua</i> Flower for 09 batches containing 270 beneficiaries

During financial years 2015-16 and 2016-17 total 3 different types of training were organized by MSS in association with TRIFED. Total 24 batches get training and each batch has 30

beneficiaries. During the two days of the training schedule, different topics were covered. Some of them are as follow:-

1. What are the objectives of the training programme? What are the merits and demerits of the current practices adopted by the Mahua Flower Collectors? Discussion on up-gradation of knowledge & skills on management of *mahua* flower business activity in entrepreneurship mode.
2. Demonstrate the techniques of scientific collection of *Mahua* flower, cleaning, grading, and drying, etc.
3. Availability of *mahua* flower in the area, different varieties of *mahua* flower, parameters of good quality, scientific techniques and timings for harvesting, etc.
4. Drying methods, grading of available materials, optimum utilisation of different grades to minimise wastage, quality preservation, use of tool kits, storage materials, and their maintenance so that they could store the *mahua* flower and sell in the market at a higher price.
5. During training the benefits of formation and operationalisation of Cooperative/SHGs/Collectives' was discussed. Some other topics like division of work, the opening of Bank account, documentation, management principles and practices for starting and running the enterprise including sourcing of quality raw materials, also discussed.

Outcomes of the training

After training, beneficiaries became much confident about the collection of *mahua* flowers. During MFP collection training, beneficiaries were guided on how to collect Mahua flower with the use of plastic mat so that the flowers remain clean and dust-free. Also, the beneficiaries were informed about the correct time of selling the flower so that they get a better price for their product. That new practice of collection leads to low wastage of flowers, higher production per collector, and because of better price realization they are able to get a higher margin for per unit of the produce.

Follow-up actions required

For scientific storage, one *peti* (storage box) was provided but because of lack of fund, it was not possible to provide every trainee. Because of the shortage of storage box, some of the trainees are forced to sell flowers just after collection as they cannot store them for a longer period for a better

price. Also, tribal people are not so actively engaged in the market transaction and because of lack of knowledge about the market condition they sell their product at a very low margin to local traders/money lenders. During festival seasons or some family functions, they purchase back the same *mabua* flower at a higher price.

To overcome these problems of market linkage and storage problems government should provide support to some local agency to establish some kind of flower collection center, storage, and processing units. The centers and units should work as the collector during peak season and sell them at the time of requirement.

Jharkhand

Thomas Hast Kala Kendra



Thomas Hast Kala Kendra is an empanelled supplier of TRIFED since 2000. It is an individual enterprise owned by Thomas Munda. Despite the long association with TRIFED, he has not received any bulk order since its inception in 2000. He was informed that wooden art craft products are not in high demand. The products are expensive as well. Thomas mentions that he does not attend any local exhibition/fair other than TRIFED because the organizers charge huge money. Hence, he sells his wooden art craft products to any customer who places an order to him and also

supplies to JHARCRAFT. He purchases raw timber from India Timber situated near Kantatoli Chowk, Ranchi which is hardly one kilometer away from his workshop. His workshop is a part of his home. He has only two rooms- one is used as his studio and the second is used as a living room. The home is semi-pucca one. He had taken a loan worth Rs. 2 lakhs from Bank of India in 2000-01. He does not participate in exhibitions organized by TRIFED because of the expectation of fewer sales in the exhibition and losses.

Thomas needs proper marketing and branding of his products. He does not lack originality or finesse of the products. TRIFED should work pro-actively to promote individual artisans like him.

Satish Kujur



(Photo: A Renowned Lady Social Worker from Lohardaga district of Jharkhand)

Satish Kujur is an individual empanelled supplier of TRIFED. It seems that he is merely mentioned in the list of empanelled suppliers of TRIFED and has not supplied a single item since his empanelment. He stays in a rented house in Pahan Toli, Hehal, Ranchi where he also runs his workshop. He learned metal and fiber craft skills from his brother. He makes metal and fiber craft statues of mainly old tribal leaders and social workers from Jharkhand. He participated in TRIFED

exhibition at Audrey House, Ranchi in January 2018 where he got some business connections with few wealthy customers like art-lover Member of Legislative Assembly (MLAs), University Registrars. Now, he is entirely dependent on them for sales. He is not interested in participating in exhibitions organized by TRIFED since it charges GST and hence, it eats his profits if the sale is low. His average monthly income is Rs. 18000-20000 from this profession.

His products are attractive and represent the culture of the state of Jharkhand and the valour of old tribal leaders. He is in dire need of marketing of his products. He needs training and financial capital also to scale up his production. He supplied few sample items to TRIFED but payment was delayed by two months.

JHAMFCOFED



JHAMFCOFED (Jharkhand State Minor Forest Produce Co-operative Development & Marketing Federation Limited) was established in 2007 by the government of Jharkhand to promote collection and management of MFPs (Minor Forest Products) and secure a remunerative price and income for MFP gatherers. There are 165 societies (PACS/LAMPS/VMSS/PMFPCS) and 50 SHGs (Self-Help

Groups) working with JHAMFCOFED. It has supplied only a sample of tamarind bricks to Regional Office, TRIFED, Ranchi. It purchases tamarind bricks from forest dwellers at Rs. 95 per kg and sells to TRIFED at Rs. 160 per kg (including GST) while its retail price is Rs. 200 per kg. In 2018-19, it has started production of Chironji Nuts and its total production is 100 kg of which 10 kg was sold to TRIFED. It purchases Chironji Nuts at Rs. 600 per kg and sells to TRIFED at Rs. 800 per kg while its retail price is Rs.1000 per kg. It has also started production of Aroma candles and floating candles where 50 pieces of Aroma candles worth Rs. 7000 (at Rs. 120-135 per piece) and 10 kg of Floating candles were sold to TRIFED. Tribals who are engaged in the making of Aroma candles get Rs. 85 per kg for finished candles. Till now, JHAMFCOFED has sold different products to TRIFED as a sample only. It further mentions that if demand comes in bulk order from TRIFED, it would be beneficial for tribal families who work in their SHGs. Ministry of Tribal Affairs has provided Rs. 24.15 crore for MSP funding. It has proposed the idea of setting up a Multi-Purpose Tribal Development Centre to TRIFED.

JHAMFCOFED provides raw materials to SHGs and purchases processed products. It gives training to tribal families in regular batches on the processing of primary products. It has set up processing machines and worksheds near their home from where all processing and packing is done. Packaged products are then transported to JHAMFCOFED office, Ranchi. Transportation charges are borne by JHAMFCOFED only. Tribal forest dwellers and other tribal people working with JHAMFCOFED can make almost Rs. 3000-5000 per month. They hardly work for eight months in a year.

JHAMFCOFED has participated in TRIFED exhibition in Ranchi in January 2018 only. JHAMFCOFED requires sufficient demand from TRIFED to promote livelihood among tribal forest dwellers.

Baby Lah Bangle



Baby Lah Bangle is a registered cooperative society. It is an empanelled supplier of TRIFED which produces lac bangles. It has more than 100 artisans working with this society. Most of the artisans work from home, they are provided raw materials and finished lac bangles are procured from their homes. It has participated in the TRIFED exhibition in Ranchi in January 2018. According to the owner, it receives very fewer orders from TRIFED and payments are also not made timely. It pays its artisans as per the number of pieces of bangles made by an artisan. Normally, a tribal artisan or an artisan makes around Rs. 3000- 4000 per month. Artisans work for 7-8 months in a financial year.

Om Creation

Om Creation is a registered cooperative society. It is an empanelled supplier of TRIFED which produces textile items like silk saree, dupatta, stoles, and necktie. It was empanelled with TRIFED in 2016-17. There are almost 15 tribal artisans associated with this society while two of them are regular workers. It has participated in exhibitions organized by TRIFED in Ranchi, in January 2018 and in Delhi, in November 2018. But Kamini's (the owner) reactions are not satisfactory from participation in exhibitions because of low sales worth Rs. 125000 cumulatively were recorded. She

supplies textile items to JHARCRAFT. She has few personal customers who buy her textile items. Its annual sales cumulatively value Rs.6 lakhs. It has not supplied any textile item to TRIFED till the date of the survey but four items have been selected for coding. TRIFED officials told the owner that selected items are still in the process for coding. The proprietor needs bulk order from TRIFED to enhance the income of tribal artisans. Tribal artisans are paid fixed salary Rs. 4000 per month.

Chhotanagpur Craft Development Society

Chhotanagpur Craft Development Society (CCDS) is a quite big cooperative society. There are hardly twelve tribal artisans working in its workshop on the date of our survey. One of them is physically handicapped. It is located in Hawai Nagar, near Ranchi airport. There are few other tribal artisans associated with this society reside in Lohardaga district which is almost 66 km away from CCDS. It is regularly getting the bulk order from TRIFED but TRIFED usually delays the payment. Major challenges faced by CCDS have delayed payments and low sales in some exhibitions. It has participated in TRIFED exhibitions in Ranchi in January 2018 and in Delhi, in November 2018. Tribal artisans are paid as per piece rate where an artisan makes nearly Rs. 3000-5000 per month. They normally work for almost 10 months in a year. CCDS provides a source of livelihood to tribal artisans and sometimes it also provides them loan worth Rs. 10000-20000 without charging any interest almost for six months. There is no other support that CCDS provides them.

Tila Devi



Tila Devi is an SHG based empanelled supplier of TRIFED which has never got any order for her cane & bamboo items from Regional Office, TRIFED, Ranchi. This SHG had five members. It

produces Cane & Bamboo items only. But now all the members of SHG works individually on her own and sells her items in nearby markets and sometimes in exhibitions/fairs organized by other agencies than TRIFED. Actually, TRIFED has never sent her participation in any exhibition organized by TRIFED till the date of the survey.

Amar Nath Munda

Amar Nath Munda is an SHG based empanelled supplier of TRIFED. It has never got any order for his items from Regional Office, TRIFED, Ranchi. It produces textile items like carpet, stole. Becoming an empanelled supplier of TRIFED does not mean anything to it as in neither order comes from TRIFED nor any marketing is done by it. SHG has financial scarcity and all SHG members have stopped working with it. The production also stopped due to the relocation of machines for the construction of a new house. SHG members received training from JHARCRAFT and have worked for four months during the training period but they have not received a stipend from JHARCRAFT till the date of the survey. Now only Amar Nath Munda's mother works on her own and produces carpet and stoles and sells in local fairs.

TRIFED should work for the promotion of small artisans through regular training, credit linkage, and marketing of their products. Special focus should be paid to ensure that the products they make are useful and attractive. The product specifications and quality should be as per market requirement. Prices should be kept reasonable and at the same time, it should be remunerative for the artisans. The regional office should also be in constant touch with the small scale suppliers (individual & SHGs), assess their difficulties and provide the necessary support.

It should also be ensured that the benefit of the scheme is reaching the targeted beneficiaries. TRIFED should make it certain through continuous engagement with big suppliers that there is enough number of tribal artisans as stipulated in the guidelines and all of them are earning minimum wages required for a decent livelihood.

Hihri Pipiri Adivasi Trust

The Hihri Pipiri Adivasi Trust is an empanelled supplier of The Tribal Cooperative Marketing Development Federation of India (TRIFED). It has registered office at Kajri, Churchu block of Hazaribag District in Jharkhand. The trust is engaged in handloom industry and has three handloom centers, first at Kajri at the registered location, second at Bagjobra, Churchu block of Hazaribag and third at Tapin 23, Mandu block of Ramgarh district, Jharkhand. Over one hundred tribal women are working with Hihri Pipiri Adivasi Trust under different Self Help Groups (SHGs). It produces textile items made of tussar silk and cotton.

The Trust was empanelled by TRIFED in 2017. There are thirteen self-help groups working under the Trust. However, each of these SHGs is empanelled as an independent supplier of TRIFED empanelment at the same time. Prior to empanelment with TRIFED, the trust and SHGs supplied handloom products to Jharkhand Silk Textile & Handicraft Development Corporation Ltd. (JHARCRAFT) till 2014.

Association with JHARCRAFT

Jharkhand Silk Textile and Handicraft Development Corporation Ltd., also known as JHARCRAFT, is a government of Jharkhand undertaking. JHARCRAFT was the major buyer of the products made by the Trust. In 2011, JHARCRAFT provided training to the members of newly established Hihri Pipiri Adivasi Trust on the weaving of handloom items. After the training, production started at different production units and supplied to JHARCRAFT as per order. However, since 2012, JHARCRAFT has not made full payment of Rs. 40,000 to 50,000 to the Trust. After 2014 they stopped supplying to JHARCRAFT after continuous payment failures.

Production status

From 2014 to 2017, production was stopped at all three production unit. Many of the formal artisans working in Bagjobra unit have still not received full labour payment. In 2017, after

empanelment with TRIFED of the trust, Kajari handloom unit, and Tapin handloom unit had resumed production but the unit at Bagjobra was never functional again. Even the Tapin handloom unit again closed down since last year. Kajari handloom unit is one and only production unit working now. Around 30 tribal women now working at that unit. Although trust was empanelled in 2017 till the date of the survey it has not supplied a single item of TRIFED, neither has received any order from it.

Problems

As mentioned initially, more than 100 women were engaged in the different activities of production and most of them were weaving Saari, stole and different other garments. They were paid on a piece-rate basis. The wage for weaving a meter of cloth is Rs. 40 only and women can weave 2 meters of cloth on an average per day.

In the beginning, in 2011, only around 50 women were trained. After that, no such training has taken place and that has led to semiskilled or unskilled women weavers. For proper working of handloom unit presence of a master trainer always required. But at Kajari and Tapin handloom unit, only a single master trainer is available. As both these production units are not at the same place, it is difficult for the trainer to oversee the units at the same time. Nonavailability of master trainers is one of the problems. Shortage of silk yarns at a subsidized rate is another challenge faced by the trust. They have to purchase yarns either from Orissa or from West Bengal and purchase at a market price which makes their product costlier. The high cost of raw material leaves producer with a very low-profit margin.

To meet the problem of lack of silk yarns, the Trust has released cocoons in a nearby forest. This may solve the problem of silk yarns to some extent but the main challenge of low working capital and lack of meet demand still persists.

Case study of MFP Training (Lac Cultivation) Jharkhand

Chokarbera and Hetbarga Mungataand are small villages in Gola Block in Ramgarh District of Jharkhand State, India. It is located 31 km towards East from District head quarters Ramgarh Cantonment, 57 KM from State capital Ranchi. In November 2016, training for Lac cultivation was provided by Agragati NGO in Chokarbera and Hetbarga Mungataand village. Lac is categorized as Minor Forest Product and minimum support price for lac was set by the Ministry of Tribal Affairs.

Lac is a resinous secretion from a scale insect called Lac Insect that inhabits on Ber, Palas, and Kusum. Chokarbera and Hetbarga Mungataand situated in the deep pocket of the forest area of Jharkhand, so it is very important from the viewpoint of production of Lac because it is surrounded by the required type of trees. Also, the farmers of these villages have been engaged in the cultivation of Lac for a long period of time along with agriculture. But their way of production was too traditional or local and because of the traditional way of cultivation the production of lac per tree was very low. There was a lack of a scientific and innovative way of production and in the current scenario. For the improvement of the way of lac cultivation, Agragati NGO identifies such villages where most villagers have engaged in Minor Forest Product (MFP) cultivation and provided them proper scientific training about the lac cultivation.

In 2016, a 6 day of training was organized. Around 60 farmers participated in that training programme into 2 batches, one in Chokabera village and the other in Hetbarga Mungataand village. The training session started around 10 am and continued till 5 pm. The trainees were provided with all the necessary equipment like spraying machine, lac cutter, etc. and sufficient time was given to farmers to understand the importance of each step.

About the training

We interviewed 16 farmers, 10 from Chokabera village and 6 from Hetbarga Mungataand village. Our discussion with the villagers revealed the following points-

1. During the training, there was a discussion on the schedule of lac production activities and time/month for different crops such as Kusumi and Rangeni so that the farmers can maximize their output from each kind.
2. The farmers were informed about how many types of host plants are available, and how to and when to prune the host trees.
3. How to select the brood lac and the inoculation and self-inoculation process of the tree was also explained.
4. When and how to remove the *phunki* from lac so that it remains in the best condition.

5. The trainer provided information about the types of pesticides. They demonstrated properly to each and every farmer how to handle the spraying machine and the quantity of pesticide required to be sprayed in different scenarios of pest attack.

6. Also, the information about pre-harvesting techniques like forecasting of larval emergence, estimation of yield from the crop, estimation of brood lac requirement for next crop season, etc. was given.

Outcomes of the training:-

After the training, the production of some farmers increased from 2-4 kg per tree to 8-10 kg per tree. But few of them cut down the required trees for lac cultivation for agricultural purposes. Because of that, the overall production of lac went down. However, even after realizing that the proper way of harvesting with scientific cultivation practices can increase the production per tree, some of the farmers have again turned back to the traditional way of harvesting. In 2017-18, the production of crude lac was very low. During our conversation the farmers mentioned that a new factory was established in a nearby town and the change in the air quality caused by the factory emissions is very harmful to the worm of lac. Non-application of plant protection chemicals is another reason for the decline in production during the second year after training. Some climatic condition like mist and fog is not good for lac cultivation also.

During training, they were informed about the market condition and quality parameters of lac. Farmers were advised selling their product collectively so that they get the maximum price for their product. Some farmers were not literate and as lac cultivation is biannual so it was difficult for them to remember all the details. There must be a follow-up training session so that farmers get a proper solution for their queries and move in a positive direction.

Maharashtra

There are 35 empanelled suppliers of TRIFED in the state of Maharashtra. All of them are individual suppliers. Most of them are engaged in the production of warli paintings. Warli painting is a style of tribal art mostly created by the tribal people from the North Sahyadri Range in India. This

range encompasses cities such as Dahanu, Talasari, Jawhar, Palghar, Mokhada, and Vikramgad of Palghar district. This tribal art was originated in Maharashtra where it is still practiced till date. Warli painting is one of the most intriguing forms of Indian folk paintings. A traditional Warli painting depicts a normal workday in the life of the Warli tribals. Warli is the name of the largest tribe found on the northern outskirts of Mumbai, in Western India. Despite being in such close proximity of the largest metropolis in India, Warli tribesmen shun all influences of modern urbanization. Warli Art was first discovered in the early seventies. While there are no records of the exact origins of this art, its roots may be traced to as early as the 10th century A.D. Warli is the vivid expression of daily and social events of the Warli tribe of Maharashtra, used by them to embellish the walls of village houses. This was the only means of transmitting folklore to a populace not acquainted with the written word. This art form is simple in comparison to the vibrant paintings of Madhubani. A Warli painting contains all the events of the past, the stillness of the present and the possibilities of the future within it. Its greatest attraction is its lack of pretentiousness in conveying the profound: it is done through simple folk symbols drawn with bold, easy strokes and uncluttered with none but the most minimal colors since none is needed to draw attention to their message.

Dattatraiya Naik is an individual supplier of TRIFED who lives in Alibaug in Raigad district almost 100 kms from the main city of Mumbai. He makes warli paintings. His major concern is that he has not received any purchase order from TRIFED since 2017-18. He was also provided handicraft training along with three other artisans by TRIFED through engaging an individual trainer. There are four handicraft trainees who were provided training in the painting who were new to this tribal art. They use Manjarpat fabric for the painting work. Unfortunately, two of them don't engage in this activity since there is a lack of financial support and regular purchase order. The purchasing cost of 1 metre square of the fabric is Rs. 45. Dattatraiya Naik participates in TRIFED exhibitions but he prefers to participate in NABARD exhibitions because NABARD provides all facilities including food, accommodation and travel allowance while TRIFED just provides money for attending the exhibitions which is availed later.

Maharashtra State Cooperative Tribal Development Corporation Limited (MSCTDCL) was selected as an MFP training agency in Maharashtra. It is headquartered in Nasik. It has one of the four regional offices in Junner, birth place of Shivaji in Pune district. It has provided 2 days MFP training of value addition to Myrobalan in March, 2016-17 in Kohne village, Akul Tehsil of Ahmednagar district and in February, 2016-17 in Ambegaon tehsil of Pune district. The total number of trainees

is 300 where 150 trainees were identified from Pune and Ahmednagar district each. They are spread over 30 villages in Ambegaon tehsil of Pune district and Akul tehsil of Ahmednagar district. The objective of the training was to improve the quality of Myrobalan but MFP gatherers are still using the old method of collecting Myrobalan since they have neither been provided any tool kit nor money given for attending the training programme. The total fund of Rs. 3 lakhs was provided for the training but only Rs. 1.5 lakhs was given to MSCTDCL. The training has helped the beneficiaries in getting remunerative prices of Myrobalan. They used to sell it (Hirda/Myrobalan) at Rs. 8 per kg but now they sell it at Rs. 15 per kg. There is an increment in the income of MFP gatherers. They also sell Balheda (Young Myrobalan) at Rs. 200 per kg which reduces the quantity of Hirda supplied.

Tamil Nadu

A Study of Handicraft Trainees in Nilgiris

Shalom Welfare Society was initially started as a self-help group in 2005 to help women who have full-time responsibility for running a household to earn an income.

The objective was to enable these women to strive for some degree of financial freedom to enhance their self-worth and independence within the constraints of their daily routine. The group started its life with just a few sewing machines in a small room. Training women to gain basic skills in hand and machine sewing was one of the first missions of the group. Women from the Toda community (one of the six PVTGs of Nilgiris) began joining the group which sparked the idea of using their traditional talent in exclusive hand embroidery on mainstream products such as cushions and bedspreads.

The exquisite embroidery in black and red on bags, bed-spreads, and cushions caught the imagination of the local people and tourists and a niche market started developing. The success of these products which marry exquisite traditional embroidery with every-day products caught the attention of the Government which began assisting the group. The group has now grown in size and has 120 members. The group markets its products through a wide range of outlets and has a turnover of about around 10, 00,000. Women from a wide range of age groups benefit from Shalom

as it gives them the opportunity to earn an income without compromising on the demands of their households. The timings are flexible as the women are able to carry out their work at home while attending to their family needs. They bring in their pieces of work when they come to the town for other errands. They are given fair compensation for their piece based on the complexity and length immediately which motivates them to work.

The Toda Tribes

Ooty is a tourist place situated in Nilgiris district of Tamilnadu, India. It is the district capital of the Nilgiris, also known as The Blue Mountains. Nilgiris is India's first biosphere. It has been declared as one of the 14 hotspots of the world because of its unique bio-diversity. With its district headquarters as Ooty, almost the entire district is contained within this mountain range. Toda (also called as Tudas, Tudavans, and Todar) is a primitive tribal group inhabiting the Nilgiris District. The Toda people are living only on the upper plateau of the Nilgiri hills with an average elevation of 2300 ft. at the junction of the Eastern and the Western Ghats. It has been inferred that the Toda people are not aborigines but came probably as conquerors or immigrants from the sea. The Government of India has identified the Toda as one of the six Primitive Tribal groups of Tamil Nadu. They were primarily pastoral and with the steady decline and disappearance of the grasslands, were forced to settle down in hamlets in the upper Nilgiris region. Their sole occupation is cattle-herding and dairy-work. The current population of the Toda community is approximately 1500.

Toda Embroidery

The Toda women do an aesthetically great and intricate form of embroidery on matted fabric and this form of art holds a cultural uniqueness for the community. They have their own distinctive style of embroidery called pugur (or flower). The art and skill of embroidery have been a tradition in the community. The whole artwork is based on counting. It is done on a calculation and the finished product is extremely attractive and traditional. The effort and the time taken by the women to

complete the same become a pleasure and a technique to concentrate and improve eyesight. In earlier days, the Toda (women) ancestors were believed to have developed this unique embroidery style using wildflowers as a base and the skin of a wild plant as thread. Later the embroidery started getting done on matted fabrics. The embroidery has red and black bands that are spaced out, giving an embossed look with varied size loops on the design edges. The spaces in-between are filled with red designs made with red and black threads. Matted cotton fabric is used to do Toda embroidery. The fabric is loosely woven because the embroidery is done by counting the weaves. The fabric resembles a plain bed-sheet handwoven in single width. For their poothkuli (their traditional wear), wide bands in red and black are woven at the end of the fabric and embroidery done between the bands creating a striking design. The embroidery is done on the reverse to produce a rich, embossed effect on the surface and each one has more than nine intricate designs.

Colour of the base fabric is light cream or white. The colours of the woolen threads are red and black and blue at times. The traditional Toda embroidery does not permit any other colour except red and black. It is symbolic of their cultural beliefs: the base white indicates purity and innocence; the red depicts adolescence and youth and the black, maturity.

The vision of Shalom is to become a force for transforming lives of women from the Toda tribe community and related marginal communities from a socio-economic perspective. Its mission is to use traditional embroidery skills of Toda women for reviving an exquisite craft, facilitating its global outreach and thus providing source of sustainable livelihoods. The philosophy of this society is to make their cultural knowledge a symbol of uniqueness, thereby introducing them to the world to create and design new products and concepts as the means of better self-esteem and self-actualization of marginalized women.

Major Activities Undertaken by Shalom

It is a member of Tamilnadu Corporation of Women Development. It takes part in Annual Tea Festival organized by the Department of Tourism. It is an empanelled supplier of TRIFED since 2011-12. It conducts primary level training for the Tribal Artisans sponsored by TRIFED. It also participates in various exhibitions organized by TRIFED and Craft Council of India.

Products Made by Shalom:

Home Furnishings

- CUSHION COVERS:12*12/16*16*
- BEDSPREADS:SINGLE –KING SIZE
- TABLE RUNNERS
- TABLE LINEN
- SQUARE TABLE CLOTH
- TABLE MATS
- BOLSTERS
- TEA NAPKINS

Accessories:

- HANDY PURSES
- MOBILE POUCHES
- EVENING BAGS
- COLLEGE BAGS
- 2 IN 1 PURSE
- SAREE POUCHES
- LANGUAGE TAGS
- KEY CHAINS
- SPECTS COVER
- SLING BAGS

- NEEDLE CASE
- FOLDABLE SHOPPING BAGS
- CHRISTMAS ORNAMENTS

Apparels:

- SHAWLS:HEAVY/LIGHT EMBROIDERY
- STOLES
- MUFFLERS

Handicraft Training

Shalom Welfare Society has received fund Rs. 68000 from TRIFED to provide primary level embroidery training to four tribal artisans from Toda community in Nilgiris district. They were provided training in the premises of Shalom in March 2017. The duration of training was 20 days only. Each of four selected trainees was provided free food, breakfast and dinner, and Rs. 125 per day for attending the training. All of them belong to BPL families and live in reserve forest regions of Nilgiris. They are located almost 20-40 km away from society. Mobilization of these tribal artisans is the most difficult task. These trainees are already skilled artisans who learned such skills from their forefathers. This training was provided for better finishing on embroidery. Now, there are almost 250 tribal artisans from Toda tribe actively working with Shalom. The main concerns cited by Shalom are requirement of regular order from TRIFED, increment in daily allowance for attending the TRIFED exhibitions and selection of proper venue and timing of exhibitions. The average yearly supply of Shalom to TRIFED is approximately Rs. 200000. It is regularly participating in TRIFED exhibitions.

Nilgiris Adivasi Welfare Association

The blue mountains of the Nilgiri in Tamil Nadu were once so densely forested, considered the region to be wild and impenetrable. However, the truth of the matter was actually nature at her resplendent best with multiple eco-zones supporting a variety of forest cover and vegetation alive with a baffling range of creatures. Rivers and streams fed by springs and substantial rainfall watered region.

On the lower slopes towards the adjoining Kerala lived the ancient hunting tribe of Moolukurumbas and the food gathering Paniyas, the tropical and subtropical moist evergreen forests were inhabited by the hunting and gathering Irulas and Kurumbas with the marginal forest dwellers known as the Kattunaichens, in the belt below the temperate and the artisan Kotas lived and in the high temperate grasslands the Todas established their settlements and grazed their buffalos.

The indigenous people became strangers in their own lands and rootlessness, poverty and ill-health took their toll as cultures fell by the wayside under the ruthless plough of change. Toda grazing grounds shrank, markets for artisan Kota produce vanished, the Kurumbas and Irulas lost most of their forest, the Moolukurumbas were isolated, the Kattunaickens were pushed to the edge of survival whilst the Paniya were forced in bonded labour.

When The Nilgiris Adivasi Welfare Association (NAWA) was founded in 1958 by the pioneering humanist Padmashri Dr. S. Narasimhan, it aimed at addressing the challenges of rejuvenating a battered people and empowering them to take their destinies in their own lands.

At present, NAWA is running three hospitals, three dispensaries and a Mobile Medical Unit offering free medical assistance to tribal patients from the Nilgiris District and adjoining area with grant-aid from the Ministry of Tribal Affairs, Govt. of India, New Delhi. Five Tribal Medical Outreach Programmes(TMORS) and sickle cell anemia programmes are grant-aided by Tamil Nadu Government.

NAWA works closely with the District Administration, District Health Department in monitoring and implementation of various programmes in health and family Welfare in the Nilgiris District. NAWA is also networking with other NGO's in the district in monitoring and evaluating various Programmes. NAWA is also providing training facilities to the personnel from other NGO's and

Staff from PHCs in Health Education, clinical Investigations of Sickle Cell Anaemia and other health-related subjects.

The objectives of NAWA set out at that time of its registration are broad and flexible that it continues to be relevant even today to the rapidly changing socio-economic and cultural climate and the emerging needs of the tribal people.

The basic mission of NAWA is to develop and empower people from tribal communities so that they can assert their social, community and cultural identities and build a sustainable future for themselves.

Objectives of NAWA:

1. To improve the educational, health and economic conditions of the Aboriginal Tribes (Adivasis), residing in the Nilgiris district of the Tamil Nadu State, and adjoining areas by all constitutional means, viz:

- The opening and conducting of schools, hostels, libraries, reading rooms, dispensaries, health, and maternity centers.
- The establishment of such other institutions that is conducive to the promotion of this objective.

2. To protect and promote the best values in the ways of the life of the said tribes and to encourage anthropological and sociological studies for this purpose.

3. To develop a sense of unity and co-operation among the said tribes.

4. To do such other things as are incidental and conducive to the welfare of the said tribes, according to the circumstances deemed necessary, and to raise funds through donation, grants from the State Government and Union Government and contributions by individuals and organizations.”

The focus of NAWA is followings:-

- Attending to primary health care and education

- Working for screening the Tribal Communities affected with Sickle Cell Anemia and providing necessary medical assistance and counseling
- Providing nutritional support and early childhood care and development through a network of balwadis
- Initiating socio-economic development interventions for sustainable livelihoods of the Tribal Communities
- Focus on Tribal children's education and employment options
- Networking with other agencies for an integrated tribal development
- Strengthening of CBOs at the basic level for sustainability
- Tribal women's empowerment through promoting Self Help Groups
- Promoting people's participation and community ownership of programmes

NAWA has been playing a major role to support the Tribal communities to achieve sustainable livelihoods through various on-farm and off-farm programmes.

The major on-farm programmes have focused on the development of the land resources belonging to tribal members to establish horticulture plantations of tea, coffee, spices, and fruit trees and also value-addition of both agricultural produce as well as minor forest produces. Promotion of tribal herbal medicines has also been another intervention aimed at livelihood enhancement for Traditional herbal medical practitioners.

To provide supplementary income, animal husbandry development has been another area of focus for livelihood enhancement.

Similarly, NAWA has also focused on the enhancement of traditional livelihood skills of tribal communities (Carpentry, blacksmith, pottery, embroidery, painting, etc to enable the youth for self – employment and sustained economic development.

Promotion of Tribal handicrafts has been another area of livelihood promotion that NAWA has facilitated among the tribal communities.

Handicraft Training

There are almost 460 tribal artisans consisting of 400 women and 60 men associated with NAWA. Approximately 100-120 are regular working women who carry the production of handicraft products worth Rs. 30-32 lakhs yearly. NAWA was empanelled as a supplier with TRIFED in 2001. Since its empanelment, it has supplied only once in 2002. There is no order from TRIFED but some samples were given to TRIFED. Neither any order was placed nor sample returned. In the year 2018-19, NAWA has participated in one exhibition at Delhi Haat. NAWA has its own outlet in Ooty for marketing of handicraft products. Overall, the work of NAWA seems satisfactory in the sense of working with Toda and Kurumba tribal communities and providing them livelihood support but it requires regular purchase order and other marketing support from TRIFED for continuous support to tribal people in the Nilgiris.

In the year 2016, NAWA was provided approximately Rs. 2.5 lakh by TRIFED to provide Kurumba painting training to 20 tribal artisans from Kurumba tribe. The trainees were new generation artisans who do not have such skills. They were provided Kurumba painting training almost for 45 days at NAWA, Kotagiri. Apart from training, free food, tea, and Rs. 100 per day was given to each artisan for attending the training. These trainees are located almost 20-30 km away from NAWA in the deep green pockets of reserve forest regions of Nilgiris. Kurumba tribe uses to learn this skill from their ancestors. Artisans use the leaves of local trees as color to make paintings on canvas. Their paintings are amazing but these artisans are poor so they have no money to buy canvas and framing material to make their paintings as marketable product. They require financial support where NAWA can help if it gets regular purchase order from TRIFED.

Karnataka

Gramya Turnkey Services (Pvt) Ltd. was incorporated in the year 2003 by the professionals led by Srikant Hebbal with varied experience in the banking and social sector, fostering entrepreneurial skills among the village women artisans through enhancing the traditional skills and practices inherited through generations within the communities over centuries. Unfortunately, these skills are

getting extinct and are disappearing very fast due to the changing lifestyles and trends in modern societies. An initiative by Gramya to conserve and promote the traditional skills of rural artisans, is quite challenging and exciting, yet it is satisfying as it has transformed the lives of many women and to a great extent arrested their migration to the big metropolis in search of square meals. The initiative will connect directly the urban green-conscious consumers to the unique hand-made craft products made by the rural artisans, mutually benefitting both. There are almost 450 working tribal artisans spread over five villages in Chitradurga district located approximately 180 kms away from the main city of Bengaluru. Gramya is engaged in the production of Handcrafted Banana Fibre Products like File & Folder, Flour lamp, Crochet, Gipsy Bags, Globe Lamp, Floor Runner, Yoga Mat, Dinning Table Runner, Laptop Bag, Clutches. There are 35 women tribal artisans who normally work 7 hours a day for 25 days in a month. On average, a tribal artisan earns 3 to 4 thousand rupees a month. Gramya became an empanelled supplier of TRIFED in 2006-07. Its yearly average supply to TRIFED is Rs. 2 lakhs. Main concerns are requirement of improvement in the TRIFED exhibitions to attract high-value customers, regular purchase order and no delay in payments.

Pamshangphi Ngasainao (PAM) is a Bengaluru based individual empanelled supplier of TRIFED. It was empanelled in 2009. There are almost 12 working tribal artisans. They produce more than 136 designs of Longpi Pottery. All tribal artisans belong to Longpi Village in Ukhrul district, Manipur. Longpi is famous for age-old pottery making locally called Longpi Ham. It is believed that Longpi ham used to be the main cooking utensil among the Tangkhuls before the advent of aluminum pots. Longpi ham as of today has attained national and international popularity. Longpi pottery is one unique art where the potters do not use the potter's wheel.



Longpi ham is made from a mixed paste of ground black serpentinite stone and special brown clay. As claimed by the locals, the clay is native to only Longpi village. After the pots are shaped, polished and sun-dried they are heated in a bonfire and thereafter polished with a special tree leaf locally called Chiron ni. The black color of Longpi ham is a result of polishing the heated earthen pots with the tree leaf. Pottery is the secondary occupation of the populace and is the main source of income for the artisans. Agriculture is the primary occupation of the people. 99 percent of the population is Christians. Longpi has three high schools. Literacy rate of Longpi is 75%.

The artisans of PAM have migrated to Bengaluru and working from here only. They carry raw materials- mixed paste of ground black serpentinite stone and special brown clay from Longpi village to Dimapur, Nagaland, and Dimapur to Bengaluru. The transportation charges of carrying 1000 kgs raw materials from Longpi to Bengaluru are Rs. 38000. It has supplied pottery items worth Rs. 219000 to TRIFED only once in January, 2018 and second-time purchase order worth Rs.54000 has been placed. The major concerns are followings:

1. The regular Purchase order should be placed
2. Freight & Passenger charges need to be paid as per the bill furnished while participating in exhibitions
3. Better remunerative prices should be given/fixed during coding of items
4. Payment needs to be paid the day delivery is made

The organization named HAND was empanelled as a supplier of TRIFED in July 2018. There are 40-50 tribal artisans who actively engage in handicraft activities. It mainly supplies gift & assortment items to TRIFED. The major requirements of the organization were skill training, design development training, better remunerative prices for items and at least 50% advance payment at the time of purchase order placed.

Maruthi Ayurvedic is an individual supplier of TRIFED. It is located almost 60 kms away from the main city of Bengaluru near Wondrela. It supplies herbal products like hair oil, massage oil, and pain killer oil. The herbal products are made by pure tribal ayurvedic herbs which effectively prevents the hair fall and help to grow long hairs with no side effects. The major concerns are lack of regular purchase order, revision of better remunerative prices for items.

Telangana and Andhra Pradesh

Suwali Bai is an empanelled supplier of TRIFED, Hyderabad region. She is located in SR Nagar in Hyderabad. Suwali Bai is a gifted artisan who belongs to Banjara community. She has learned the craft of Banjara embroidery, mirror work, beadwork etc., long back from one of her community people. Initially she used to supply to the Andhra Pradesh state emporium, Lepakshi. Later when more orders started pouring in; she hired more help from the same community and taught them the craft. Now there are 40 Banjara artisans who are actively engaged in the craft with Suwali Bai. Now she and her son, T.Prakash Singh supplies to TRIFED regularly. Their efforts have provided a source of livelihood to 40 women of their own community.

Sai Social Empowerment Society formerly known as Sri Sai Educational Society is an NGO based empanelled supplier of TRIFED. It was founded in 1997 and registered as an NGO in 1999 under Society Registration Act, 1860. It was empaneled with TRIFED in 2004. It is located in Ghatkesar almost 30 kms away from the main city of Hyderabad. Ghatkesar is a town in the Medchal-Malkajgiri district of the state of Telangana. It supplies Banjara Hand Embroidery and Needle Work based items to TRIFED. It has supplied items to TRIFED worth Rs. 740000 in January 2019. Almost 150 Banjara tribal artisans are actively working with the society.

K.Lakshmi is also an empanelled supplier of TRIFED. She is located in Yellama Thanda village in Rangareddy district almost 54 kms away from Hyderabad. She works in a group of 50 Banjara tribal artisans. She has supplied items worth Rs. 1.5 lakh in 2019. An artisan hardly makes Rs. 3000 to

4000 per month. Their handicraft items like saris, dupatta are unique and very costly. She also supplies saris to few other buyers in Delhi who provides the artisans plain saris and these artisans do the Banjara embroidery work on them and eventually, finished items are taken back by those suppliers who export these items to other nations.

Banjara Seva Samiti has become an empanelled supplier of TRIFED in 2012. It was founded in 1996 and registered as an NGO in 1996 under Society Registration Act, 1860. Its working shed is located in Mahbubabad district almost 200 kms away from Hyderabad. There are 200 Banjara tribal artisans who are actively engaged in Banjara Hand Embroidery and Mirror Work for many years. But it has never received any purchase order from TRIFED since its empanelment.

All of these suppliers' main concerns are lack of regular purchase order and revision of prices for items.

MFP Training in Andhra Pradesh

MANYASEEMA was selected by TRIFED for providing MFP training in Visakhapatnam districts. MANYASEEMA is a non-profit, non-political, non-religious and non-governmental organization established by a group of grass-root, development professionals, in the year 1998. It has been providing services through community participation of the needy tribal, rural and urban communities by delivering various developmental programmes on women & child, health, education, tribal empowerment and youth development, NTFP value addition, development of herbs and shrubs, infrastructure development, land development, horticulture, agriculture, child rights-based activities, etc. MANYASEEMA is a civil society-based organization which is committed to the advancement of tribal and rural communities laying focus on rights, environment, health, education, women and child development and livelihoods by a shared vision towards empowerment, self-reliance, awareness generation, and self-sustenance. MANYASEEMA believes in protecting and conserving the environment of tribal areas, sustainable development as well as cultural, socio-economic and ecological integration.

It is located in Narasipatnam almost 71 km away from the main city of Visakhapatnam. It has provided value addition and skill development training to four minor forest products- Karanj Seed, Tamarind, Myrobalan, and Amla to 600 tribal MFP gatherers. It has selected a few villages from Chintapalle mandal. Chintapalle is 132 km from Visakhapatnam. TRIFED has provided Rs.22 lakhs for providing the training to tribal MFP gatherers but only Rs.1980000 fund was released and Rs.220000 fund was pending till the date of the survey. Out of the total given fund, Rs. 372000 was allocated for the training of Value Addition to Amla for 300 beneficiaries but only Rs. 240000 was released to Manyaseema and Rs. 180000 was pending until the date of the survey. The training was conducted for 4 days in the month of November 2016 in the village itself. Beneficiaries' accounts were not credited with the amount (Rs.150 per day) supposed to be given for attending the training. MFP trainees were only provided food. They did not receive any tools which are the most essential part of the training for the collection of wild Amla. There is almost no production of wild Amla now since most of the trees have been cut down.

FEEDBACK OF STORE MANAGERS AND CUSTOMERS

One of the important activities of TRIFED is the retail trade of tribal products. The retail trade is made from TRIBES INDIA stores as well as using online e-commerce platform. Some of the retail shops are own outlets and some of them are run on franchisee, consignment or revenue sharing basis.

The evaluation team has talked to store managers of 15 outlets run on consignment or franchisee basis by TRIFED. Except for three stores, all other stores entered into an agreement with TRIFED after 2015. Out of these 15 outlets 4 are run on franchisee basis and rest 13 are run on consignment basis. Daily sales volume of these retail outlets ranges between Rs. 200 and Rs. 40000. Approximately 5 to 35 customers visit the shops on average daily. Around half of the store managers feel products are quite popular among customers, one-third of them fully agreed with view that selling of the products are profitable, and more than half of them feel that the price of the products is on little higher side. There is near full agreement on the view that TRIFED products are

of good quality and finishing of the products are also good. They also feel that TRIFED does quick replenishment of the products after finish of the stocks. However, most of them rated poorly the incentives provided by TRIFED on sale of the products and felt that these incentives are not enough to increase the sales. We also took the feedback from store managers on operational issues. Most of them felt that the process of placing indent for new supplies is convenient to them but half of them felt that the process of reporting sales realization is inconvenient. Most of the store managers suggested that prices of products should be reduced to make them more attractive. This suggestion has come particularly for metal craft products. They also feel TRIFED should make more effort into publicity and advertisement to make the TRIBES INDIA brand more popular. Some has suggested that TRIFED should keep at least one sales representative at their stores to deal with customers.

We have also collected views of the customers/ consumers of TRIBES INDIA brand. Around 180 such customers were contacted who had purchased products of the band recently from TRIBES INDIA stores. These customers are spread in different regions of India. Majority of customers of TRIFED are women. Around 57 percent of the customers we interviewed are women (Figure 5.1).

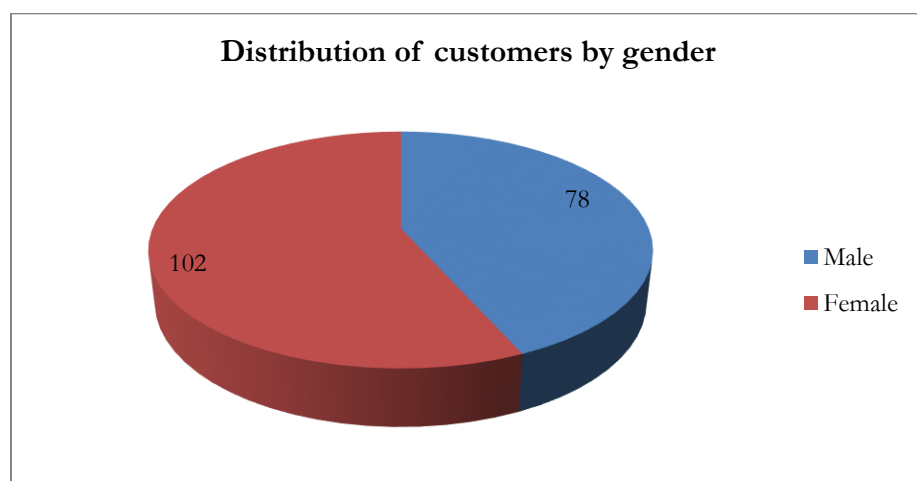


Figure 5.1: *Distribution of customers by gender*

Source: Field survey 2018-19

TRIFED stores are mostly frequented by customers in the age group of 31- 50 years. Around 37 percent of the sampled customers are in the age group of 31 to 40 years. Age of another 23 percent of artisans lies between 40 and 50 years (Figure 5.2).

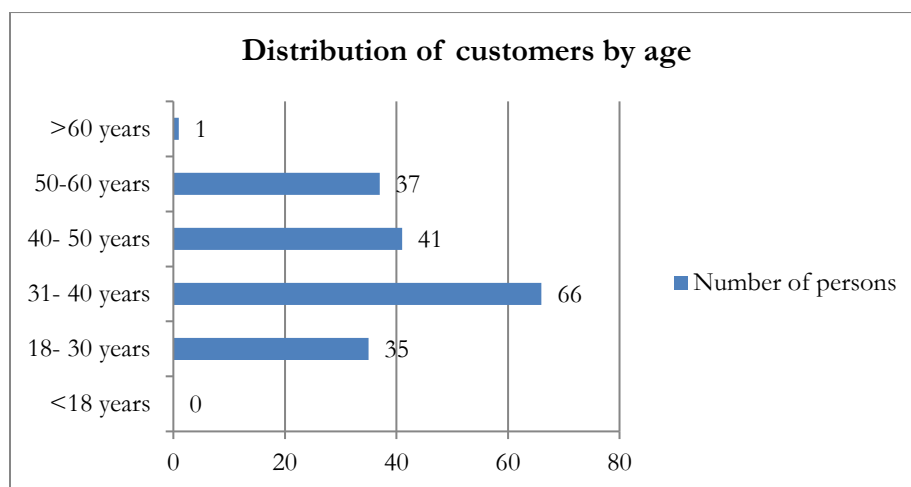


Figure 5.2: *Distribution of customers by age*

Source: Field survey 2018-19

We have collected information from both first time and frequent visitors. Among the sampled customers 108 (around 60 percent) are first time visitors and 72 (around 40 percent) are frequent visitors (Figure 5.3).

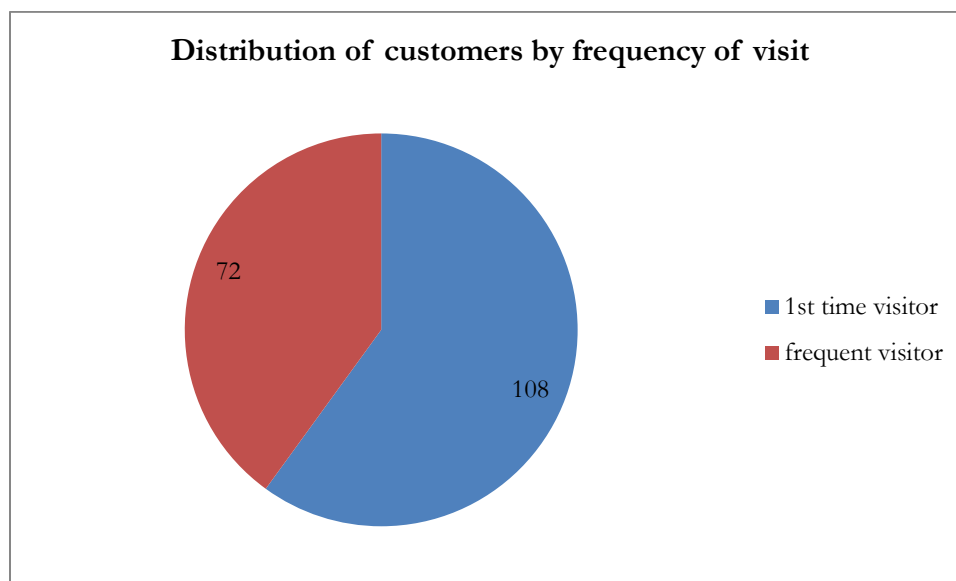


Figure 5.3: *Distribution of customers by frequency of visit*

Source: Field survey 2018-19

We have collected customers' views on the facilities inside the shop. The spaciousness of the stores, cleanliness, behavior of staff, user-friendly payment systems gives satisfaction to the customers, gives a good impression, and induces them to visit again. As the ensuing discussion shows the customers has a very pleasant experience of shopping at TRIFED stores. Around 91 percent said the space inside the shops is sufficient (Figure 5.4).

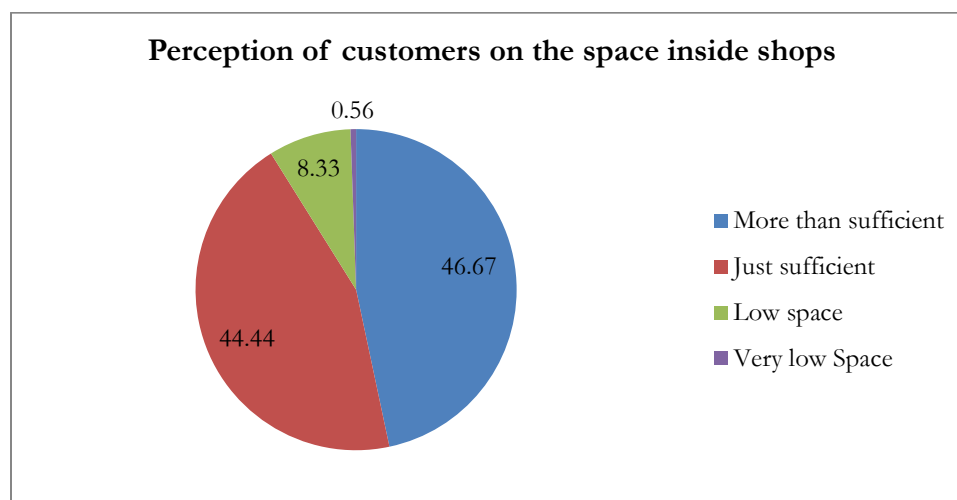


Figure 5.4: Perception of customers on the space inside shops

Source: Field survey 2018-19

In view of the customers cleanliness of the shops is satisfactory. In opinion of 62 percent of the customers the cleanliness of the shops is satisfactory (Figure 5.5).

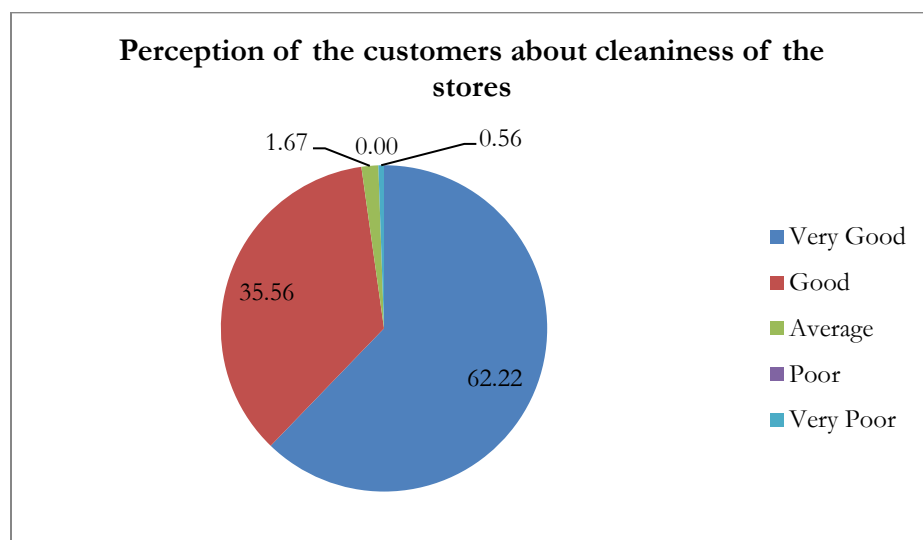


Figure 5.5: Perception of the customers about cleanliness of the stores

Source: Field survey 2018-19

The convenience of store timings has direct bearing on the business of the stores. Over 90 percent of the customers have opined that the opening and closing times of the shops are convenient for them (Figure 5.6).

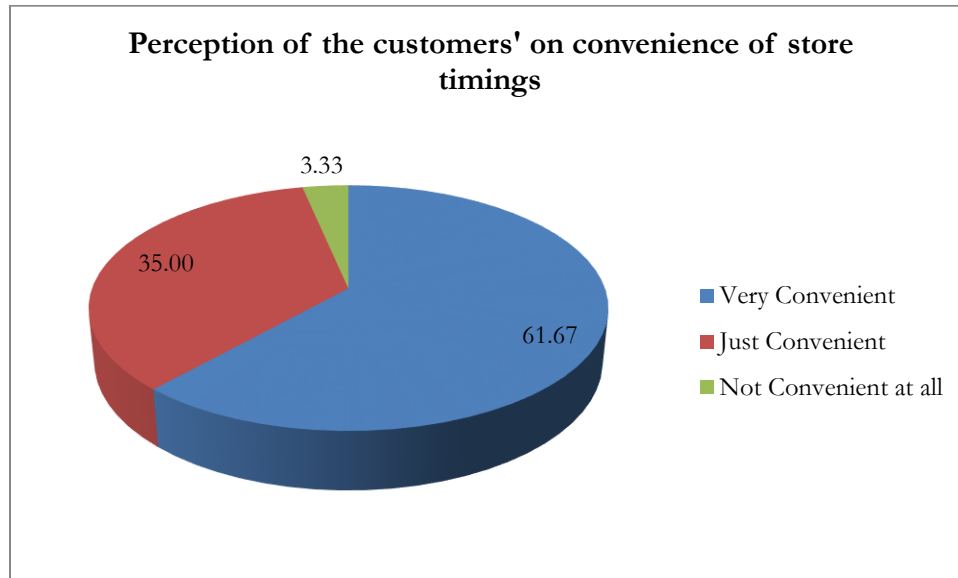


Figure 5.6: *Perception of the customers' on convenience of store timings*

Source: Field survey 2018-19

Stores have to keep sufficient staff for smooth management of everyday operations. Nearly 93 percent of the customers have said there is sufficient manpower in the shops (Figure 5.7).

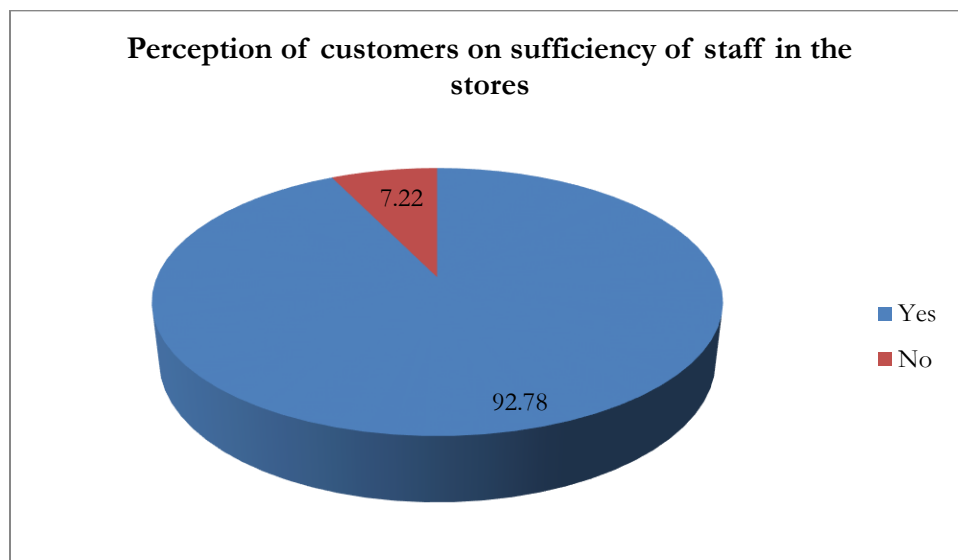


Figure 5.7: *Perception of customers on the sufficiency of staff in the stores*

Source: Field survey 2018-19

Keeping a variety of stocks gives customers wide range of options to choose from. Around 80 percent of them viewed that there is sufficient stocks and variety of products in the shops (Figure 5.8).

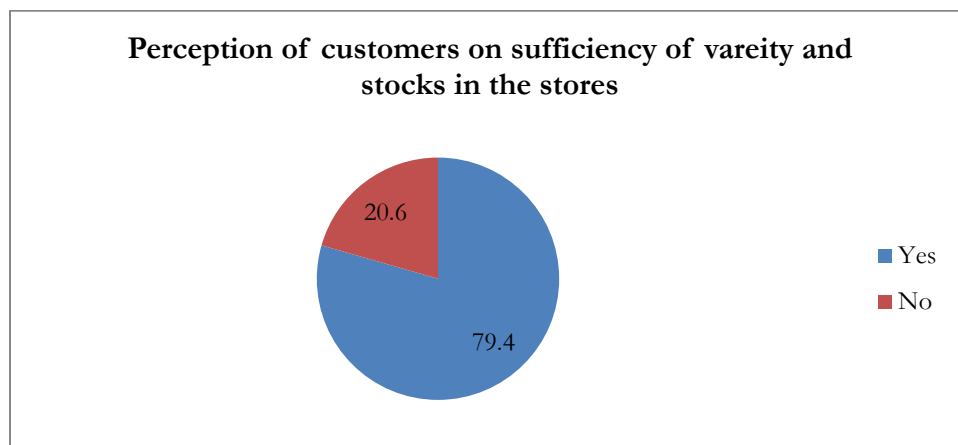


Figure 5.8: *Perception of customers on the sufficiency of variety and stocks in the stores*

Source: Field survey 2018-19

Proper air conditioning of the shops is required in extreme weather conditions of Indian sub-continent. Around 85 percent of the customers feel that the shops are adequately air-conditioned (Figure 5.9).

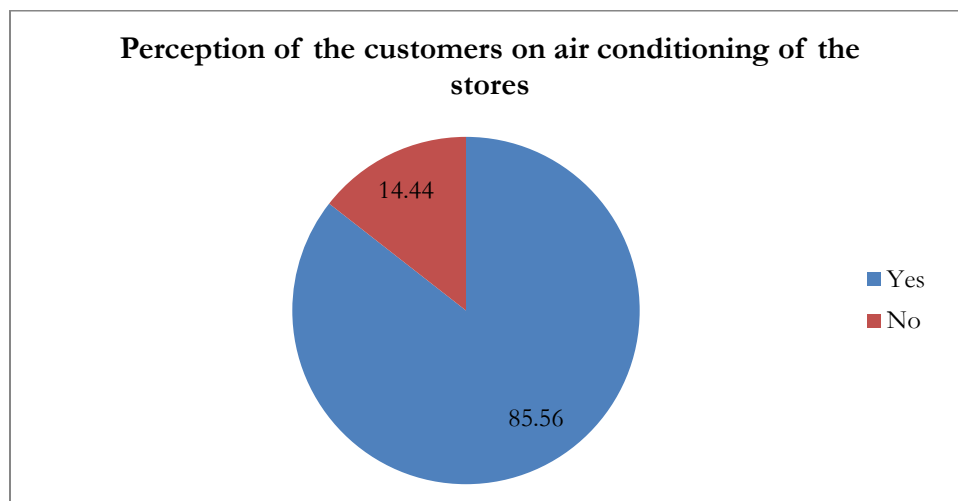


Figure 5.9: *Perception of the customers on air conditioning of the stores*

Source: Field survey 2018-19

Expansion of business in the modern world crucially depends on the user-friendly mode of payments. As the following Graph shows very few of the customers have viewed mode of payment is not user- friendly. On the other hand there are overwhelming supporters of the view that the mode of payments is user- friendly (Figure 5.10).

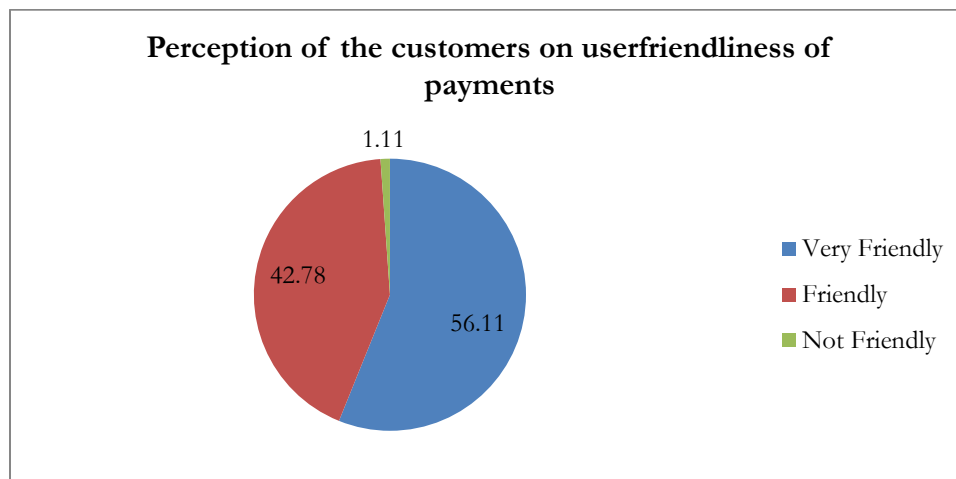


Figure 5.10: *Perception of the customers on user-friendliness of payments*

Source: Field survey 2018-19

Overall satisfactory experience of the customers of shopping from TRIFED stores has encouraged them to refer others to purchase this brand. Almost 96 percent has said that they will refer others to do shopping from TRIFED (Figure 5.11).

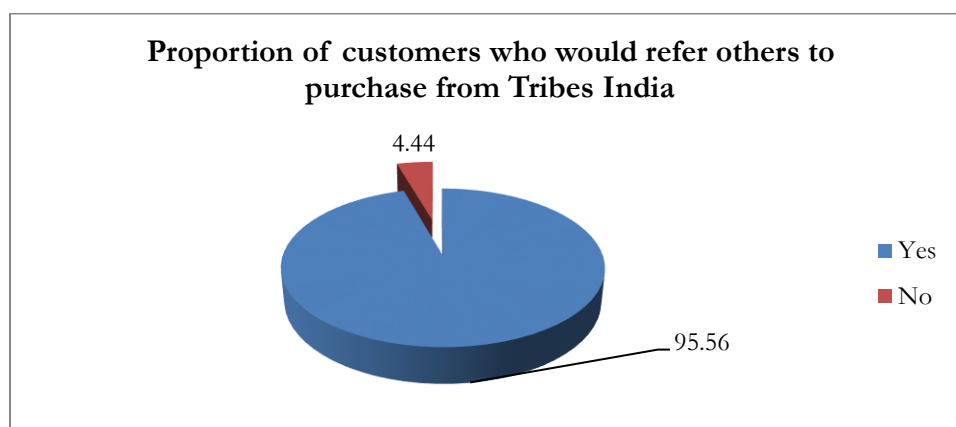


Figure 5.11: *Proportion of customers who would refer others to purchase from Tribes India*

Source: Field survey 2018-19

Among the sampled customers to whom we have talked to visited adimahotasav the fair organized by TRIFED at different locations of the country. Their opinion on different organizational aspects of this fair is presented below (Figure 5.12)-

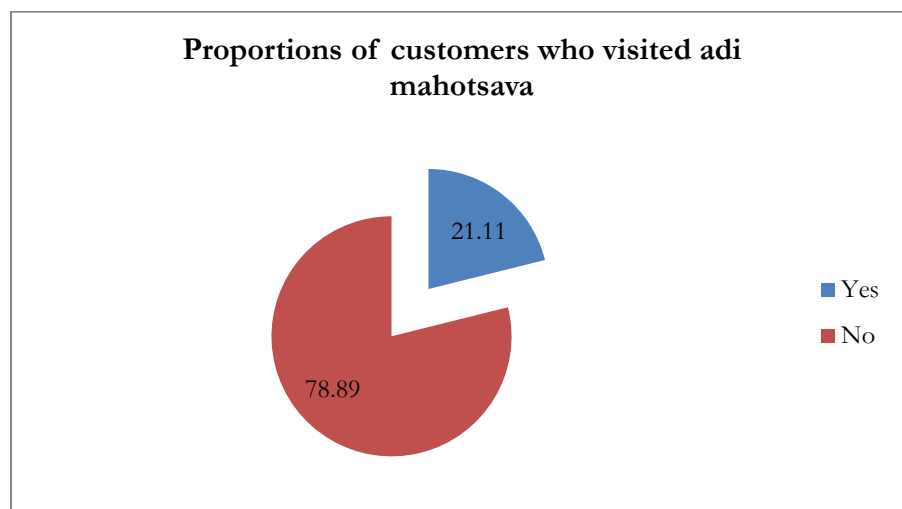


Figure 5.12: *Proportions of customers who visited Adi-mahotsav*

Source: Field survey 2018-19

On all the parameters we have considered we have received very positive feedback from the customers (Figure 5.13).

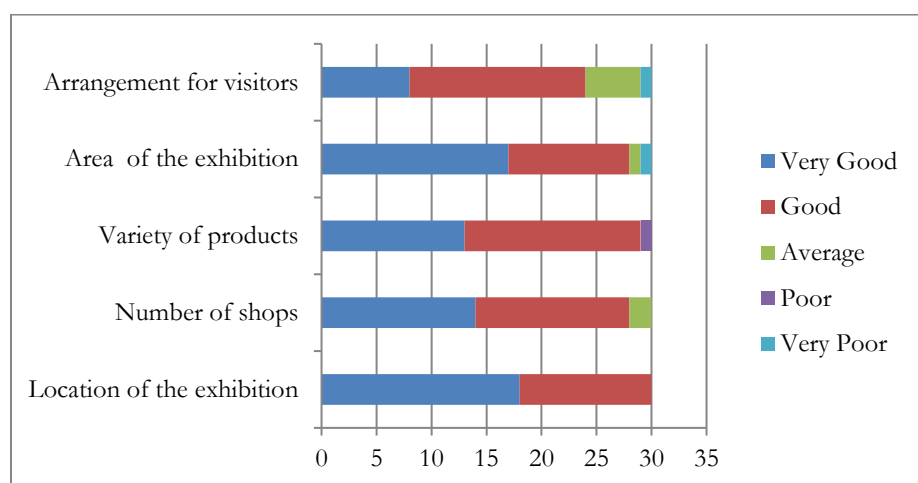


Figure 5.13: *Perception of the customers on arrangements at adimahotsavas*

Source: Field survey 2018-19

Majority of the customers we interviewed purchased textile products from TRIFED (Figure 5.14). In recent years there is more thrust in the business strategy of TRIFED on textile items. A significant proportion of customers viewed that quality of TRIBES INDIA textile products is very good. In our sample highest number of customers purchased textile products and 77 percent of them feel that product quality is very good. Around 83 percent of metal craft buyers feel products are of very good quality. Overall, 79 percent of customers of TRIBES INDIA brand feel products are of good quality.

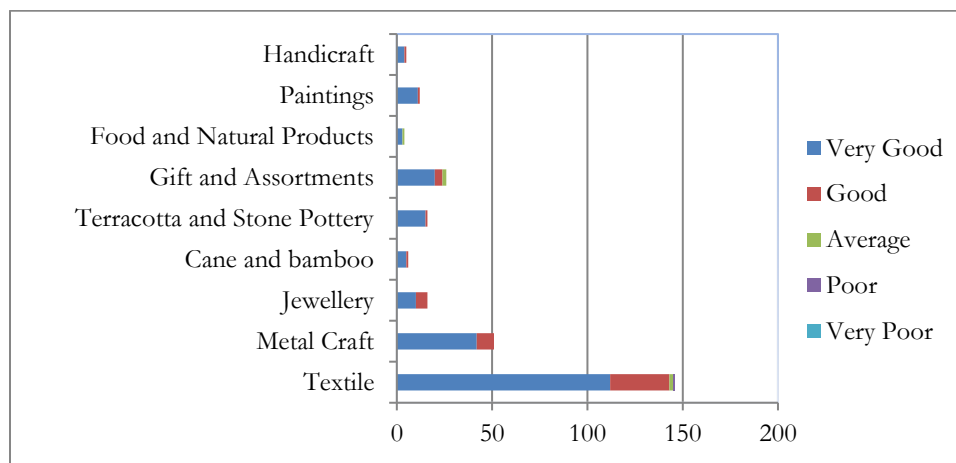


Figure 5.14: *Feedback of the customers on the quality of TRIBES INDIA products*
Source: Field survey 2018-19

Prices are one of the determining factors for the attractiveness of the products. In theory, prices and quantity demanded has an inverse relationship. The feedback of customers on prices of TRIBES INDIA products is mixed (Figure 5.15). A sizeable number of customers have said that the products are costly or expensive. Around 16 percent of customers of textile items feel that products are little expensive. Similarly, 27.5 percent of customers of metal craft items feel products are costly. Moreover, 18 percent of the customers of textile items feel products are neither too expensive nor too cheap.

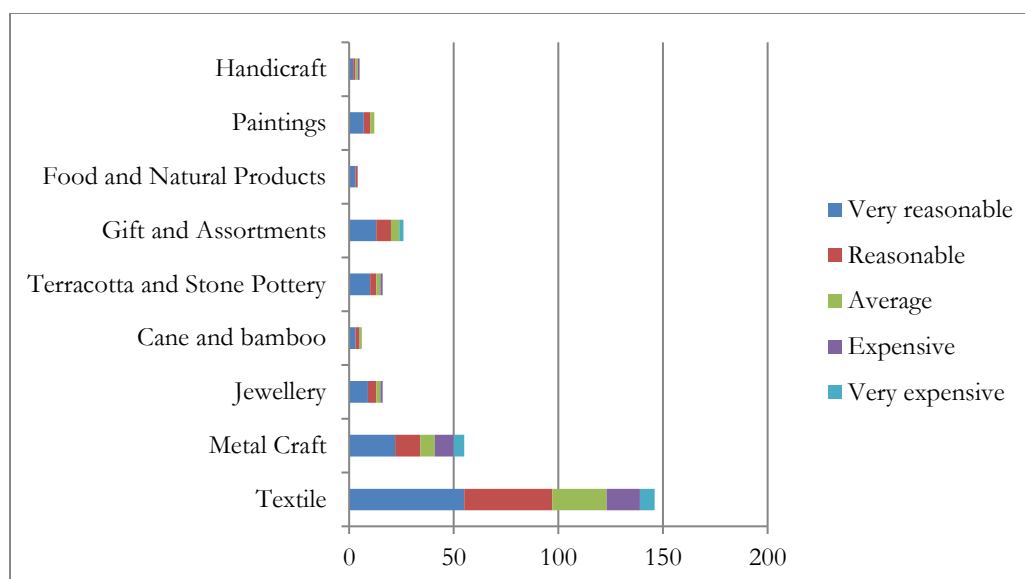


Figure 5.15: *Feedback of the customers on price TRIBES INDIA products*

Source: Field survey 2018-19

HANDICRAFT TRAINING

As discussed in the methodology section, we interviewed 150 trainees. We also visited training agencies who collaborated with TRIFED to give training to the tribal artisans. These agencies are Maa Sharda Lok Kala Manch (Jagdalpur/Bastar), Prabhat Tara Women Development Centre (Siliguri/West Bengal), Kalamandir (Jamshedpur/Jharkhand), Agragati (Ramgarh/Jharkhand), Avantika (Deoghar /Jharkhand), (Sidhi/Madhya Pradesh), M/S Hathkargha Evam Dastkari Swayt Sahkari Samiti (Dhar/Madhya Pradesh), Madhukar SHG (Bagh/ Madhya Pradesh), Dristee Foundation (Guwahati/ Assam), Manav Seva Sansthan (Udaipur/ Rajasthan) and The Nilgiris Adivasi Welfare Association (Nilgiris/ Tamil Nadu). In a few cases, even the respective TRIFED ROs are no longer in contact with the NGOs who conducted training programmes in the past and could not track the trainers or the trainees. So the officials are completely in dark about the outcomes of the training or present work status of trainees. For example the NGO ODIANI in Puri, Odisha organized training programme on appliqué work in the years 2015-16 and 2016-17. But even the TRIFED officials could not track the women who got training neither could they contact the trainer. We faced similar experience in Chhota Udepur, Gujarat where handicraft training was

conducted in 2014-15 on Pithora painting. But in this case also TRIFED officials had no information about the present status of trainees neither could they track the trainer or trainees. In few cases the training agencies have not received the full payment of the sanctioned amount from TRIFED even after repeated appeals and reminders. The training agencies also feel that the handling of trainees post-training is largely absent and many trainees have left profession or migrated to other places in search of livelihood as the craft was no longer profitable to them. Even the new generation is not willing to take up craftsmanship as their profession which is a matter of grave concern.

We also contacted the designers and trainers who were part of the training. The designers were knowledgeable and experienced professionals in the field and were directly hired by TRIFED. They have a background in degree/ diploma in fashion and apparel design. They were of the view that unless there is continuous update in designs of products to catch up with the latest fashion trends in the market which changes so rapidly, such one-off training initiatives will have little impact. According to the trainers, the agencies must take follow-up action to educate the trainees in marketing strategies, new techniques, and designs. They also suggested design of training modules as per the available time and providing training infrastructure. The local resource persons who worked with the expert designers as per their instructions and help the trainees also feel that supply of new designs is required to remain competitive and relevant in the market.

There are also suggestions from training agencies to increase the current daily stipend to equal at least daily wage of casual labourers. In this connection, they also feel that the budget for training programmes is very less. This is especially true for metal craft items where the wastage rate of metal is very high. There is also need for more involvement of expert designers in the training. The training programmes should also be of longer duration. Post-training experiments with SHG groups have met with mixed results. Here we want to particularly mention the experience in Kondagaon where an SHG was formed with 20 trainees (iron craft artisans) as its members and named Maa Jagdamba Swayam Sahayta Samuh. But it failed when 7-8 of its members left and started new vocation. It never did production and marketing activities jointly and was not linked to any bank. The group has become defunct now.

MFP TRAINING

We evaluated the MFP training programmes of the past three years. The objectives were to understand the efficacy and impact of the training programmes, the challenges, and areas that need improvement. Keeping these objectives in mind we interviewed all the stakeholders- the trainers, the trainees, training agencies, and also collected official information from TRIFED.

The evaluation team met representatives of training agencies- SAFAL (Sundergarh/ Odisha), Bastar Sevak Mandal (Bastar/ Chhattisgarh), Mahan Seva Sansthan (Udaipur/ Rajasthan), Agragati (Ramgarh/ Jharkhand), Maharashtra State Cooperative Tribal Development Corporation Limited (Ahmednagar/Maharashtra), Centre for Advanced Research and Development (Dindori/ Madhya Pradesh), Institute of Social Welfare Action (Chhota Udepur/ Gujarat), Manyaseema (Vishakhapatnam/ Telangana). According to the agencies, different sessions of training included a practical demonstration of scientific and eco-friendly harvesting technique and post-harvest practices like drying, sorting, grading, cleaning, storage packaging, and value addition. The training also includes modules ‘enterprise formation and management’, and ‘financial linkages’. The trainees were given lunch and refreshments at the training venue.

The trainers associated with these agencies and who took sessions during the training were also contacted. These trainers have a varied educational background (community development/ social work/ SC-ST rights/ organic farming/ watershed development, etc.) but all are experienced who are in the field for many years. They are of the view that the tribal MFP gatherers need constant monitoring and handholding for at least one year after training otherwise they will revert back to earlier practices. The trainers are proficient in local languages and understand the psyche of tribal community as many of them are tribal themselves. They also viewed that the trainees were mostly regular in class and interested in learning. Although the training locations were situated in left-wing extremism affected areas, insurgency never caused any difficulty or barriers in conducting the classes. They also got the support of local administration in organizing the training.

These agencies complained that a part of the sanctioned amount of total budget of training still remains unpaid by TRIFED. This unpaid amount includes the daily allowance of the trainees. Nonrelease of daily allowances is causing enough obstacles to carry out further developmental works

in the training area as the trainees are very much agitated for not getting the promised daily stipend. Also, the training agencies concede that to realize the full benefits of training more follow-up actions are required in terms of working in SHGs, market linkage, primary processing and value addition, etc. The actual results are less than the intended outcomes because the follow-up actions have not been on expected lines. In few places the gatherers cannot do the post-harvest processing of the products (like extraction of *chironji* seeds before sale or preparing tamarind bricks because of lack of required tools and machines) However, as per the training agencies, these programmes have been successful to generate awareness about eco-friendly and sustainable way of MFP collection, handling, storage, value addition, and marketing even among the illiterate and aged MFP gatherers.

RESEARCH AND DEVELOPMENT

TRIFED having the mandate of marketing development of MFPs considers that it is essential to improve per unit realization from MFPs to provide better earnings to tribals. The research on value addition of MFPs through developing technologies, tools, products, process, etc., and their optimum utilization provides the tribal people entrepreneurship opportunities and thus empowerment. TRIFED sponsors such Research and Development (R&D) projects to reputed institutes /universities like IITs, CFTRI, IICT, BIT, etc. on value addition of MFPs.

All the research projects aimed to bring substantial benefits to the local tribal communities. If successfully implemented it will create value addition to the locally available MFP, create opportunities for employment in the small-scale food processing industry and also develop entrepreneurship. The machines will reduce the drudgery of MFP collectors substantially. Quite a few good international publications in international journals have come out of these research projects. But the projects have not yet been commercially launched. The real evaluation of the success of these projects can take place only when they will be launched in the market and the feedback of the industry and users will be received. Income from royalty should also be taken as a parameter for judging the success of the programme. Many researched have demanded more funds for scaling up the results and for pilot testing. However, for use of the machine profitably and economically there is a need for creation of collectives because some machines like dryers can be used unless there is sufficiently large demand for its services. There is also need for wider publicity and advertisement for the results to generate awareness among local people. The patent application

is taking a long time. There should also be adequate back-up to ensure that the projects do not get delayed due to change in manpower in the midway.

Mass Multiplication of Chironji through Tissue Culture

The objective of this project is mass multiplication of with vegetative propagation through tissue culture. The total cost of the projects is Rs. 22.94 lakhs. MoU for this project was signed on 11th July 2016. The project is running behind its schedule. The reason cited for delay was the exit of the earlier principal investigator. Till January 2019 only the first installment of Rs. 10.4 lakhs was released.

The project was still at the stage of laboratory research. The process involves giving species plant hormone, put in test-tube and keeps in greenhouses. The first stage of the project- seed initiation in tissue culture- was achieved in time. The second stage of development of plants from the seeds in culture is on progress. The species of *chironji* was collected from Chhindwara district of Madhya Pradesh based on their yield. State Forest Research Institute of Jabalpur helped in the selection of species. Indian Farm Forestry Development Cooperative Limited (IFFDCL) will help in planting in tribal regions the samples developed in the laboratory.

Once completed, the project will result in a higher yield of Chironji and will lead to livelihood enhancement of tribal communities. Expert teams from TRIFED have visited the research facility at TERI to inspect the progress made. The latest visit was made on 19th December 2019. The principal investigator feels TRIFED should sanction more projects in the field of biotechnology.

Development of Value Added Products from Tamarind, Mahua, and Amla

Mahua is a food which is traditionally used for the production of liquor by the tribal people. Tribal people face problems related to fresh *mahua* flower owing to its low shelf life and lack of storage facility. Due to limited use and lack of awareness, tribal people are not able to utilise this fruit properly.

The aim of the project was to develop ready to serve (RTS) beverage and other products such as candy, pickle, and chutney from a combination of Tamarind and Mahua concentrate. It was implemented at the Centre for Rural Development and Technology, IIT Delhi. Tamarind and Mahua are predominantly cultivated in the tribal region of India and use of this product is very limited apart from their good nutritional profile. The present study was designed to enhance the nutritional properties of developed products with the use of fruits which were not used earlier for value addition. Development and value addition of food product is associated with the food industry, and this industry has the potential to provide employment and skill to many needed people. The product developed is ready to use, and the used for the development is simple and required minimum investment in terms of machinery.

The total budget for the project was Rs. 28.08 lakhs and the last installment of Rs. 4.96 lakhs was pending till 29th January 2019 when the visit was made by the evaluating team to the research facility at IIT Delhi. The researchers have filed an application for patent of the product. A training cum demonstration was organized for technology transfer to tribals from different States (Odisha, Jharkhand, Chhattisgarh, Madhya Pradesh, Rajasthan, and Telangana). The training was aimed to promote value addition of NTFPs (nontimber forest products) as these NTFPs have potential to bring about an economic revolution in the lives of tribal people. The shelf life study for the product is pending. The researchers have applied additional fund for this. Two rounds of field demonstration were also done during *adimabotsav* at Delhi Haat in November 2018 and during International Union of Food Science and Technology (IUFOST), Mumbai at CIDCO in Mumbai. The researchers feel that there should be more funds for pilot study, field demonstration, scaling-up, and shelf-life study. During the study some equipment like induction, deep freezer, mincing machine, juice dispenser, juicer-mixture, and aluminum sealing machine were purchased utilizing the research fund. However, there was need for *mahua* pulper and tamarind seed remover. These works were time-consuming and stressful but were done manually.

Development of Degreasing and Cleaning Formulation Using Sal (*Shorea Robusta*) Leaves Extract

The objective of this research study is to develop water-based degreasing and cleaning formulation having anti-corrosive properties which will be environment-friendly and also a cost-effective

replacement of heavy metal-based anti-corrosive agents. According to the researcher, as the developed formulation give 100% cleaning efficiency in cleaning efficiency in removing silicone grease, petroleum grease, oils and dirt's from ferrous and non-ferrous metal parts within 10 minutes in ultrasonic bath, it will be highly beneficial for companies using integrated systems for mass finishing, washing, and cleaning for a wide variety of applications in automotive, defense and general engineering metal parts. This is a water-based cleaning formula which will replace the heavy metal-based cleaning solutions available in the market. Moreover, sal leaves are more environment-friendly and easily dissolvable.

As reported by the researchers, at the stage of laboratory research, selection of eco- friendly ingredients and identification of the party for process scale-up at the stage of validation was major challenges. A pilot testing of the effectiveness of the product was done with M/s R. K. Transonic Engineers Pvt. Limited, Noida and the results are reported to be positive.

Two publications have been made from this research project- One newspaper article was published in the Times of India on Sept. 04, 2018 titled “In sal leaves, auto companies may find a cleaner” and paper was presented in an international conference on Recent Trends in Chemical, Environmental, Bioprocess, Textile, Mining, Material and Metallurgical Engineering (CEBTIME- 2017). The title of the paper is Shorea Robusta (*sal*) leaves extract: a promising green corrosion inhibitor.

The total cost of the projects is Rs. 12.15 lakh and the final installment of Rs. 1.4 lakh is still pending. A patent application for the product has been filed and is under process. Review meetings of the work have been made from time to time on 20th September 2016, 4th September and 20th December 2017, and 14th March 2018. One inspection visit was made on September 9, 2019. All the reviews found that the progress of the work was satisfactory.

Development of Edible Coating based on Gum Karaya for Shelf Life Enhancement of Tomato

The project aimed at developing edible coating formulation using gum karaya for shelf life enhancement of tomatoes. The shelf life studies were conducted on indigenous and hybrid tomatoes. The tomatoes were coated with the coating developed at the laboratory and stored at ambient conditions along with control tomato samples. The shelf life of tomatoes was enhanced

from 7 days to 14 days in case of indigenous tomatoes, and from 15 days to 30 days in case of a hybrid variety of tomatoes. One litre of the coating can be used on 25- 30 kg of tomato.

The total cost of the project is Rs. 8.17 lakh. The final installment of Rs. 1.09 lakh is yet to be received. Final report of the project was submitted to TRIFED on 14th March 2018. Review of the project was made at a regular interval. The project was delayed due to various challenges at every stage. At the phase of lab research availability of oxygen permeability testing facility, the short shelf life of *gum karaya*, size reduction of gum karaya to less than 100 ppm, and availability of specific variety of tomatoes were major challenges. At the stage of optimization of coating formulation availability of gum karaya sample was challenging. Availability of a facility for particle size reduction of *gum karaya*, and testing of oxygen permeability of developed film was problematic. The researcher also made request for additional funds for testing the tomato coating on a large number of samples but that was not approved.

Utilisation of Mahua Oil Cake towards the Development of Biodegradable Film for Food Packaging: Synthetic, Characteristics and Applied Aspects

This project was awarded to Sambalpur University, Odisha. The project aims to develop low-cost plant protein using an agro-waste (oil cake of *Madhuca Latifolia*), smart functionalized nanomaterials (silver/ carbon dot), and packing material for food and feed products. The extracted protein can be used as a food supplement, the packing material can be used for food packaging, the synthesized silver nanoparticle with improved functional and thermal properties can enhance the quality of biodegradable film materials, and potential application of carbon dot in heavy metal removal and production of organic fertilizer. The laboratory research of the project is completed and the researchers are working on the validation process. When the evaluation team visited the research facility until then no application for patents filed.

At the stage of laboratory research, few challenges were encountered in characterization of the samples using analytical techniques like TEM, SEM, FESEM, EDAX, DLS, which the host institute does not have and this process was outsourced.

The total cost of the project is Rs. 29. 24 lakhs. So far only the first installment of Rs. 17.52 lakh has been released. Three publications have been made in international journals-

1. Achyuta Biswal, Akshaya Kumar Samal, Minaketan Tripathy, Pramila K. Misra*, Identification of the secondary structure of protein isolated from deoiled cake flour of Mahua (*Madhuca latifolia*) Materials Today: Proceedings, 00(2018)0000, (Elsevier).
2. Achyuta Biswal, Prabhu Prasad Mohapatra, Akhsaya Kumar Samal, Pramila K. Misra* Isolation of protein from *Madhuca indica* de-oiled cake flour: Extraction, characterization and biological activities(2019), Journal of Food Processing and Preservation, Communicated(Wiley)
3. Achyuta Biswal, Prabhu Prasad Mohapatra and Pramila K. Misra*, Investigation on functional and thermal properties of protein extracted from Mahua deoiled cake using AOT reverse micelle. Food Chemistry, Communicated (Elsevier).

Two reviews have been made on the project till 20th February and the review committee found that the progress made till then was satisfactory.

Development of Low-Cost Process Technology for Extraction of Oleoresin, Essential oils, and its Value Added Products from Tejpat (*Cinnamomum Tamala*) and Creating Entrepreneurship for Tribal People of Meghalaya

The project is being carried out at the Department of Agribusiness, North Eastern Hill University, Tura Campus. Tejpat leaves based on value-added products by using low-cost processing technology will result in viable commercial products that can enhance their economic security thereby improving livelihoods among tribal community of Meghalaya.

The research projects are expected to identify various lacunae in the technology up-gradation and bring out specific action points to be taken to improve its efficiency. Besides, it will also create a small scale enterprise based on *tejpat* that has high market potential in the northeastern region. Creation of processing infrastructure at the field level and capacity development will help the tribal community of Meghalaya to improve their economic security and sustainability.

Developing a wide array of value-added products from *tejpat*, like oleoresin emulsion, essential oil, refined flavor powder, ready spice mix, etc., for the purpose of food and nonfood purposes, which

has a high potential for establishing small scale enterprises among tribal people of Meghalaya. Total grant for the project is Rs. 21.05 lakhs. Out of this total of Rs. 8.38 lakhs have been received so far. The researchers have suggested the timely release of installments and requested for enhancement of the contingency grant. An official review of the progress was conducted on 22nd August 2018.

Design, Development, and Testing of a Myrobalan Decorticator for Rural Application for Rural Application

This project is being carried out at the National Institute of Technology, Rourkela. The project aims to develop efficient process technology and a machine for decortications of Myrobalan fruits. The developed machine will be useful for decortications of Myrobalan. It will save time, energy, and money of the rural people and thus bring economic benefits to them. It also reduces drudgery and lowers the risk of injury of the laborers. De-seeded Myrobalan fruit can be used for the production of powder. This powder is used in Triphala *churna* (herbal medicine) tablets. Myrobalan seeds can be used for oil extraction which has several applications in Ayurveda, Siddha, and Unani medicines. The laboratory process is completed and results have been validated. At the stage of laboratory research sample collection, and design and fabrication of the machine were two major challenges experienced by the researchers. The fabricator is not locally available in Rourkela, so it was manufactured especially for the purpose of this project. Collection of clean and dry myrobalan fruit was a challenge. The machine will not operate if the myrobalan has fallen on the ground or not properly dried.

The achieved results were published in the form of a research article titled “Physical characterization and mass modeling of dried Terminalia chebula fruit” in the Journal of Food Process Engineering, Wiley, January 2019. Presently, the researchers are experimenting with reducing the dust generated during decortication process. Other aspects they are trying to improve are RPM, moisture content and gap in the machine.

According to the researchers, more funding should be given to researchers/ scientists, who work on the problem related to rural tribal people. A regular advertisement should be published for R&D projects. Funding for laboratory infrastructure development should be given under the scheme. The total cost of the project is Rs. 15.96 lakhs. This money has been received in two installments- Rs.

9.65 lakh in November 2017 and Rs. 6.64 lakhs in February 2018. The machine can decorticate 20-25 kg of myrobalan when operating at its full capacity.

**Fabrication and Installation of 3 Hybrid Dryer and 4 Mobile Dryer at Different PESA
(Panchayat Extension to Scheduled Areas) States on Trail and Run Basis**

This project is being carried out at the CSIR Institute of Minerals and Materials Technology (CIMMT), Bhubaneswar. Three hybrid dryers have been installed in Mawai, Mandala (Madhya Pradesh), Ambegaon, Pune (Maharashtra) and Kutra, Sundergarh (Odisha). The mobile dryers have been installed in Dumariya, East Singhbhum (Jharkhand), Ranchi (Jharkhand), Amadubi, East Singhbhum (Jharkhand), and Tamia block, Chhindward (Madhya Pradesh). The dryers were installed with the help of local NGOs. Utilization of these dryers will give multiple benefits to the local community. The tribal community can dry and preserve MFP for a longer period. The value addition will fetch a better market price of the produces, which will boost their socio-economic condition. It will also generate employment in rural areas. Researchers have filed a patent application for this dryer.

The process got little delayed due to delay in execution of tripartite agreements by TRIFED. The total cost of the project was 15.5 lakhs. The money was released in two installments- Rs. 10 lakhs in 22nd May 2016 and Rs. 5.5 lakhs on 8th June 2017. Installments were released in time. Three review meetings were held in January, March, and July of 2017. The suggestions of performance studies of the dryers and joint filing of patent applications have been implanted.

The project was implemented in three phases. During the first six months fabrication, transportation, installation, and demonstration of 2 hybrid and 2 mobile dryers were made. In the next six months, the same was done for 1 hybrid and 2 mobile dryers. During the next 9 months demonstration of functions of the dryers were done in identified locations with the help of selected local NGOs. The announcement of demonetization caused some delay in implementation.

Despite installation and training at selected locations, no feedback has been received from the users. The evaluation team visited the NGO at Sundergarh where one hybrid drier was installed but found the dryer has not worked for a single day for past one year due to lack of sufficient demand. Also, to operate efficiently the dryer require good quality of MFP which is in short supply due to lack of awareness among local MFP gatherers.

6. CONCLUSION

The prime objectives of the scheme 'Institutional Support for Development and Marketing of Tribal Products (TRIFED etc.) are socio-economic upliftment of tribal artisans, providing income and employment support, and promotion of tribal handicrafts. The scheme has been instrumental in opening up a gainful employment avenue for the tribal artists and craftsmen. The main beneficiaries of the scheme are tribal women of different ages, education, and levels of income. A majority of them are from below poverty line households. This scheme has enabled the women artisans to support the meager income of family income through working from home. Even college students can earn during their leisure time to meet the costs of their study. Quite a few of the beneficiaries are widows or destitute women for whom this work is the sole source of income. Artisanry is also a desirable source of income by the tribal people as compared to working in the field as an agricultural labourer where they have to break their back to earn a day's wage. Also, most of the artisans have reported receiving wages regularly and viewed the workload is properly balanced. Except for only a few instances the artisans have not experienced any mental or physical abuse.

TRIFED has made a significant contribution in conservation and promotion of tribal art and culture especially Gond, Bhil, Saura, and Warli paintings which are the rich inheritance that India is rightly proud of. For the tribal artists the scheme has meant not just an opportunity for career growth, but a way to preserve their art and cultural heritage. TRIFED gives encouragement to the painters through organizing regular craft demonstrations, fairs, exhibitions where they can showcase their aesthetic brilliance, rich traditions, and skills. Periodic purchase of paintings from the artisans and sale through its outlets gives a window to artists to reach art lovers and connoisseurs. Sometimes it is also the only opportunity for them to sustain in this field.

During the last few years, the number of fairs and exhibitions organized by TRIFED has increased manifold. Such fairs are now being organized not only in metropolitan cities but also in small cities and towns and thus attracting newer visitors and business contacts for the participant artisans. These are also occasions where the artisans get exposure to a variety of designs, latest fashion trends, consumers' tastes and preferences. Tribal artisans' participating in these fairs can demonstrate their skills and can also learn mutually from other participants. However, fairs in all locations are not equally successful in generating profits for the artisans. Only a few cities are desired by the suppliers' as profitable venues for fairs.

VISION FOR FUTURE:

- Scheme to be implemented with a larger scale and coverage across India. Adding more creative suppliers/ artisans and removing the inactive ones.
- More efforts in design development and increasing, quality, utility and attractiveness of the tribal products.
- Special focus on associating more artisans from north east India.
- Ensuring a remunerative price for all suppliers.
- Ensuring handholing support and follow-up actions by the training agencies post-training in terms of group formation for harnessing collective capability, market linkage for better price and sales realization, and credit linkage for working capital.
- Speedy commercial launch of the R&D projects and income from royalty/ sales.
- Focus on export market and more participation in international fairs/ exhibitions, opening of stores/ outlets outside India based on business prospects.
- Ensuring a sustainable income generation for the trainees, skill developments of the artisans and a living wage for them.

RECOMMENDATIONS:

Retail Development Activities (continue with modification):

1. Updating database of tribal artisans:

It is recommended that TRIFED should collect from each supplier the list of current tribal artisans working with them and the process or stage of the production line in which they are engaged. This is necessary as the tribals are working on a temporary basis, and thus over time, the composition of the workforce can change. TRIFED should collect periodic information on wage/ earnings of the tribal artisans and also check if the artisans are learning new skills or are engaged in the same process without any career growth. We have observed that in few cases tribal artisans are engaged in a low paid job like spinning the yarn and extracting the thread while the tasks like weaving are done by the non-tribals. Also, tribals weavers are engaged in simple designs or cotton garments. Relatively complex designs and silk garments are woven by non-tribals. Hence, it is recommended that the TRIFED

should ensure that tribals are contributing and gainfully employed in making the products they purchase from the suppliers.

2. *Credit linkage:*

Credit linkage is another weaker component of the programme. Except for the two States, Chhattisgarh, and Madhya Pradesh nowhere artisans have received institutional credit through TRIFED's mediation. The role of National Scheduled Tribe Financial Development Corporation is disappointing. Although NSTFDC is mandated to provide credit to poor tribal households, in none of the States they have come forward to help needy tribal artisans.

3. *Daily allowances in fairs/ exhibitions:*

There are suggestions from the suppliers' to fix daily allowance for the participating tribal artisans based on the cost of living in the city. As the cost of boarding and lodging in metropolises is much higher in comparison with other cities, a uniform rate of daily allowance is not acceptable. It is difficult to find suitable and cheaper accommodation at the current rate of D.A. in metropolitan cities. There are also suggestions to bring back the earlier system where TRIFED would arrange the boarding and lodging of the artisans.

4. *Publicity:*

There is a need for strong and effective publicity for the fairs and exhibitions. There is a lot of scope for improvement in this respect. While adequate publicity is made for *adimahotsavas* in metro cities like Delhi, Jaipur, or Bhopal, in smaller cities or towns is far from satisfactory. Suppliers' have also expressed their dissatisfaction in the selection of fair location/ venues in some towns.

5. *More opportunity for small producers:*

Many of the individual artisans and small SHGs feel that they are discriminated as they receive very less or no invitation for participation in fairs as compared to the big NGO. This is particularly true in the case of painters, where our survey among Gond and Bhil painters revealed that many of them received an invitation for a fair once in four or five years. The situation is worse as in recent years *adichitra* exhibitions have not taken place.

6. *Regular Revision of Prices:*

Many of the suppliers and individual artisans/ painters have complained that they are not getting a remunerative price from TRIFED. The prices have not been revised for long while the cost of production has increased due to a rise in the cost of raw materials. Several

suppliers have sent repeated application but to no avail. It is recommended that prices be reviewed in every two years.

7. *Focus on the export market:*

TRIFED should now focus more on tapping market outside India through the opening of retail outlets, thrust on e-commerce, participation in international trade fairs, etc. Exploring the export market for tribal handicrafts are also envisioned in the Action Plan of NITI Aayog 2017-18 to 2019-20 and Strategy for New India @75 of NITI Aayog.

8. *Creation of awareness among consumers:*

TRIFED suppliers and artisans who come in touch with the consumers during different fairs/ exhibitions felt that the consumers are often not aware of the characteristics of the products. TRIFED should take special care to create awareness among customers about the history and specialties of the products by pamphlets, short films, cultural programmes etc. The fairs such as *adimahotsava* can be used as a platform for such publicity.

9. *Modernisation of handlooms:*

TRIFED should provide financial assistance in the form of facilitating subsidized loans to BPL artisans to build their workshed and replacement of outdated handlooms. This is required for increasing productivity and improving efficiency. This will also help in improving the product quality. We observed that many artisans are not able to work during rainy seasons in North East regions because of lack of a proper workshed. Organisations like Khadi and Village Industries Commission provide assistance to khadi artisans to build worksheds. TRIFED should also facilitate availing such assistance.

10. *Cluster approach:*

TRIFED should focus on the development of artisans' clusters. It should facilitate loans for the purchase of raw materials and installing modern tools and machinery. TRIFED can also employ one accountant and business development manager per cluster.

11. *Opening of sub-regional offices:*

Presently, in most of the States TRIFED regional offices are located in State capitals which are not necessarily tribal-dominated regions. The results in a disconnection between the tribal artisans and the office staff. Field visits by the staff are also occasional. Hence, TRIFED should open sub-offices at tribal-dominated regions. It will help them to connect with the tribal artisans better, identify new talents and also to learn better their problems and

challenges. This sub-regional office should be in contact with the district tribal welfare department and cooperative department.

12. *Capacity building of administrators:*

TRIFED should institutionalize induction level and mid-career training for its employees on business management, financial management, different tribes in India, tribal history, culture, society, and the challenges of working in the tribal areas. It should also create a cadre of management trainees. provide regular training to its employees on new products, its history, process, and market valuation.

13. *Opening more outlets:*

The thrust should be given on opening new retails outlets at tourist destinations. Support should be given to TRIFED to purchase and own shops rather than opening shops at rented premises as this would save rental costs.

14. *Adding national awardees, designer merchandisers:*

Special support should be provided to TRIFED to associate national awardees and designer merchandisers with the organization. A vital component of business strategy of any organization is introducing new product designs to increase their utility and attractiveness. A designer merchandiser would help in this respect.

15. *CSR initiatives:*

TRIFED should work proactively to procure Corporate Social Responsibility (CSR) funding for training of tribal artisans, development of clusters and marketing strategies. It should develop a policy to make this initiative attractive to the funders.

16. *Increasing the number of outlets:*

There is a requirement for opening more stores at important locations. A good location is a key element for attracting customers to the outlet. A well located store makes supply and distribution easier. A thorough appraisal should be made of the performance of existing shops as compared to its costs of operations. New stores should be opened after giving due considerations to their advantages and disadvantages.

17. *More publicity and advertisement:*

There is a need for wider publicity and campaigning especially using electronic and telecommunication media like sending SMS, emails to customers informing new arrivals,

special offers, and discounts, designing special app for online transactions. Publicity can be done using social media platform like facebook. A dedicated team should be developed for more proactive publicity and advertisement.

HANDICRAFT TRAINING PROGRAMMES (continue with modifications):

The study has found the handicraft training programmes are quite an indispensable part of the scheme. These are necessary for skill development, capacity building, and professional growth of tribal artisans. In order to remain competitive and relevant in the fast-changing scenario the artisans need to upgrade their skills and designs continuously. They have to remain updated about the consumer tastes and preferences and bring requisite changes in their craft designs. This has to be done while remain rooted in their traditional ethos, heritage, and originality. In other words there is need to be a blend of tradition and modernity and make their crafts more attractive, creative, useful and qualitatively superior. The utility of these training programmes lies in giving exposure to the artisans about market conditions, value addition to their products, making them confident and bringing out their inner potential and creativity. In order to achieve these milestones we have few recommendations:

1. *Post-training follow-up:*

Post-training follow-ups and handholding for a certain period are needed for helping the trainees in successfully taking up the profession. This has been observed that many of the trainees have left profession after training. A tracking mechanism should be instituted to track the trainees' post-training and address their challenges, grievances, and, difficulties. Presently TRIFED keeps no records of the trainees. Keeping a proper database is required to understand the conditions under which artisans have left the profession.

2. *Release of pending amount:*

It was found that in a number of cases the implementing agencies have not received full payments from TRIFED. Hence, the trainees have also not been paid their daily allowance. This has caused much discontentment among the trainees. In some places, trainees are so agitated that even the representatives of implementing agencies fear to meet them. Non-payment of stipends entails financial loss on the part of trainees as they have to forgo a day's earning to attend the training. This also causes loss of credibility of TRIFED and multiple hurdles in the work of the concerned NGO. Hence, it is recommended that all pending

installments should be released at the earliest after affirming the genuineness of their demand.

3. *Collection of feedback:*

Presently, there is no mechanism for the collection of formal feedback from the trainees. Hence, a responsive mechanism for the collection of feedback and the redressal should be instituted. A helpline should also be instituted so that trainees can contact the designated official to record their views.

4. *Credit and market linkage:*

In many cases, the trainees are not able to sustain their enterprise because of lack of finance and market information. Therefore, TRIFED should work with the training partners in facilitating access to institutional finance and market.

5. *Awareness creation:*

As the market demand for product designs and specification changes fast, the artisans need to constantly updated about the consumers' tastes and the latest fashions in the market. A one-off training will not serve this purpose. TRIFED need to tie-up with reputed organizations like National Institute of Fashion Technology (NIFT) and National Institute of Design and others in respective fields to supply newer designs to their artisans. TRIFED can also think of starting a dedicated R&D fund to finance research on qualitative improvement and value addition to the tribal products.

6. *Selection of trainees:*

Selection of candidates who are actually interested and creative potential is vital for the success of the programme. In this regard a screening test may be conducted for selecting right candidates who have faculties of creativity, quick learning, and entrepreneurship.

7. *Selection of trainers:*

TRIFED should be careful about the selection of trainers. Priority should be given to those who can integrate modern designs and techniques with traditional knowledge, heritage, and local specialties. If the designs shown at the workshop are detached with local culture and heritage it will lose originality. Hence, the trainers, experts need to be knowledgeable about local traditions and history associated with the craft. The designs that would be shown in the workshop should be approved by the experts a priori. Suggestions of local experienced and renowned artisans who have made a mark in the field should be taken.

MFP TRAINING PROGRAMMES (continue with modifications):

In our view, the MFP training activities are essential and very useful components of the programme and this should be continued with more effectively. This is a medium for empowerment and social and economic mobility of tribal poor households. These training programmes to an extent has been able to reach the most vulnerable sections of tribal society, viz. the women, illiterate and below poverty line households. The training programmes are also effective in creating environmental awareness and environmentally sustainable methods of MFP collection. However, there are few recommendations for implementing it in a more effective and focused way:

1. Follow-up

There is a need for brief follow-up sessions at regular gap after the training was conducted. This is because the collectors/ gatherers often face various practical challenges in implementing the techniques/ suggestions given during the training. They need guidance for group formation and its functioning, bank operations, market and price information. Also, as most of the trainees are illiterate, they need constant handholding to give up their long-standing practices and assimilate modern and scientific techniques.

2. Early release of the pending amount

It has been found during our field visits to training locations that many of the trainees have not received the daily allowances due to non-release of full installments by TRIFED. Despite the persistent follow-ups and applications of implementing agencies, TRIFED has not released the sanctioned amount and that includes items such as the daily allowance of the trainees. As most of the trainees are from poor households even an amount of Rs. 150 is valuable to them. Also, for attending a day's training the trainees have to forgo that day's wage. Hence, it is necessary to release their stipend/ allowances in time. In many places we visited, people have become so agitated that the concerned NGOs are not able to carry out other developmental works in the areas. There is a sense of distrust and unrest among the people when repeated assurances from NGOs and TRIFED officers have not yielded any result.

3. *Providing the necessary tools and implements*

Provision of tools and implements related to the collection, processing, storage, and other operations are necessary for a higher income from MFP activities. In many cases, we found the machines as originally promised by TRIFED such as decorticators, collection boxes, mats were not provided. This has prevented the trainees from adopting best practices and caused much inconvenience.

4. *Market linkage*

Market linkage is the most neglected part of the training. During our field surveys, most trainees were found unaware about the MSP and the agency that collects MFP at MSP. In the absence of proper organizational support, inaccessibility, and unawareness the poor MFP gatherers are still compelled to sell their collections to local traders, middlemen or moneylenders. Therefore, it is recommended that adequate efforts should be taken to link the trainees with State procurement agency or markets where they can expect to get remunerative prices. Efforts should be made to establish local collection centers of State agencies/ NGO who work with TRIFED for procurement of MFP.

5. *SHG formation*

Individual MFP gatherers/ collectors are vulnerable to exploitations in the market. Because of the remoteness of their habitats better markets are inaccessible to many of them. Individual gatherers cannot also afford expensive processing machines for value addition to their products. Thus, if they are organized in SHGs and at a higher level further grouped into clusters/ federations, the MFP gatherers can harness their collective potential. There will then much scope for mutual learning and adoption of best practices. Hence, it is recommended that even at the time of training thrust should be given for SHG formation.

6. *Performance evaluation of training agencies*

The performance of the training agencies in terms of the post-training follow-up should be strictly monitored. How far the training partners are successful in handholding of the MFP gatherers in facilitating group formations, marketing support, financial literacy, skill development should be considered in awarding them future training programmes. There should also be a mechanism for collecting feedback from the trainees. Presently, the feedback is collected only informally, but there should be proper documentation of the

feedback of trainees, trainers, and training agencies. This will provide necessary directions for course correction.

7. *Making Audio-visual presentation as part of the training:*

Nowadays audio-visual aids are important tools for teaching and learning process. It helps the trainer to present the lessons effectively and the trainees learn and retain concepts better and for longer duration. But we observed audiovisual media is not used in the MFP training. TRIFED should prepare short films based on best practices of MFP collection, processing, and training. It should include successful SHG based activities and process of financial transactions (e.g. account opening, loan application, interest calculation, repayment, etc.) in the films.

Research and Development Activities (continue with modifications):

1. *Fund for Pilot testing:*

There should be provisions for separate funds for field demonstration, shelf-life study, scaling-up, and pilot testing. These are crucial stages of any R&D experiments. It should be ensured that these processes are not affected due to lack of or delayed the release of funds.

2. *Wider publicity of results:*

Wider publicity of successful experiments should be made through arranging field demonstration, workshops and providing incentives for publication and attending conferences whose results have been successful and completed projects within the time limit.

3. *Thrust on following the timeline:*

Emphasis should be given on strictly following the timelines and there should be provision for penalty for missing the timelines.

4. *Encouraging collaboration among research institutions:*

TRIFED should encourage collaborative research among institutes based on the relative strengths of the institutes. Necessary alterations should be made in the guideline to facilitate such smooth collaboration.

APPENDIX TABLES

Table A1: *State, district and block/ tehsil-wise coverage of the scheme*

State	District	Name of Block/Tehsil
Andhra Pradesh	Chittoor	Gollapalli, K.V.B.Puram, Madanapalle, Tirupati (rural)
	East Godavari	Chinna Bhimapalli, Rampachodavaram
	Krishna	Machilipatnam, Vijayawada
	Kurnool	Kurnool
	Nellore	Venkatagiri
	Srikakulam	Seetampeta
	Vijaywada	Vijayawada
	Visakhapatnam	Visakhapatnam
	West Godavari	Buttaigudem, Bhimadolu, Eluru Mandal, Velrupadu
Assam	Baksa	Barama, Debchara, Jalah, Mushalpur, Tamulpur, Thanguri
	Barpeta	Bajali
	Goalpara	Domra
	Guwahati	Guwahati
	Kamrup	Boko, Chayani, Garchuk, Kamrup, Kulsi, Rani
	Kokrajhar	Dotma, Kokrajhar
	Lakhimpur	Bihpuria, Bordoloni, Lakhimpur, Nowboicha
	Nagaon	Kathiatoli
	Nalbari	Ghograpar, Thanguri
	Udalguri	Khoirabari, Mazbat, Sasrapara, Udalguri
Bihar	West Champaran	Valmikinagar
Chhattisgarh	Bastar	Bastar, Jagdalpur
	Dantewada	Dantewada
	Durg	Balod
	Kanker	Antagarh
	Kondagaon	Kondagaon
	Narayanpur	Narayanpur, Orchha
	Raigarh	Pussore, Raigarh, Tamnar, Raipur

Table A1: *State, district and block/ tehsil-wise coverage of the scheme*

State	District	Name of Block/Tehsil
	Rajnandgaon	Dongarh
Delhi	Delhi	Delhi
Himachal Pradesh	Chamba	Bharmour, Chamba
	Kinnaur	Kalpa, Nichar, Tapri, Sangla
	Kullu	Banjar, Kullu, Manali, Naggar
	Lahul & Spiti	Keylong
	Shimla	Shimla Rural(I)
Jammu And Kashmir	Anantnag	Aishmuqam
	Budgam	Narbal
	Leh	Leh
Jharkhand	Deoghar	Palojori
	Dumka	Dumka, Ranishwar
	East Singhbhum	Bistupur, Jamshedpur, Potka
	Gumla	Gumla, Raidih, Sisai
	Hazaribag	Churchu, Katkamsandi
	Khunti	Khunti
	Latehar	Garu, Mahuadand
	Lohardaga	Kisko
	Ranchi	Hawai Nagar, Kokar, Mandar, Namkum, Ormanjhi, Ranchi, Ratu, Shikaripara, Torpa
	Sahibganj	Borio
Karnataka	Bangalore Urban	Anekel
	Bangalore Rural	Ramnagara
	Bidar	Bidar
	Bellary	Sandur
	Kodagu	Kushalnagar
Kerala	Palakkad	Agali

Table A1: *State, district and block/ tehsil-wise coverage of the scheme*

State	District	Name of Block/Tehsil
	Thiruvananthapuram	Thiruvananthapuram
	Ernakulam	Kochi
	Wayanad	Sultan Batheri, Mananthavadi, Kalpetta
Madhya Pradesh	Anuppur	Amarkantak, Anuppur, Rajendra Gram
	Betul	Betul, Shahpur
	Bhopal	Barkhera, Bhopal
	Chanderi	Chanderi
	Dewas	Bagli
	Dhar	Bagh, Dhar, Gandhwani, Kushi
	Dindori	Bajag, Dindori,
	Jabalpur	Karanjia
	Jhabua	Ranapur
	Khargone	Maheshwar
	Neemuch	Neemuch
	Sehore	Budhni
	Siddhi	Bahari, Churhat, Rampur Naikin, Sihawal
	Tikamgarh	Orchha
	Umaria	Bandhogarh
	Vidisha	Vidisha
Maharashtra	Bhandara	Bhandara
	Gondia	Salekasa
	Nagpur	Umred
	Palghar	Dahanu, Jawhar, Palghar, Talasari, Vikramgad
	Raigad	Alibag, Panvel
	Satara	Mahabaleshwar
	Silvasa	Silvasa

Table A1: *State, district and block/ tehsil-wise coverage of the scheme*

State	District	Name of Block/Tehsil
	Thane	Shahapur, Talasari
	Wardha	Deoli, Samudrapur, Seloo
Manipur	Chandel	Chandel
	Chirang	Kakra gaon
Meghalaya	Ribhoi	Umling
Mizoram	Lawngtlai	Chawngte
Nagaland	Dimapur	Chumukedima, Dimapur
	Phek	Chizami
Orissa	Balangir	Balangir, Puintala
	Bhubaneswar	Bhubaneswar
	Cuttack	Athagad
	Dhenkanal	Dhenkanal, Dhenkanal (Sadar), Gondia, Hindol
	Jaipur	Danagadi
	Kandhamal	Tikabali
	Keonjhar	Ghasipura, Keonjhar, Patana
	Mayurbhanj	Baripada, Barsahi, Kaptipada, Kuliana, Udala
	Nabarangpur	Kosagumunda
	Puri	Chandanpur, Pipili
	Rayagada	Gunupur, Rayagada
	Rourkela	Rourkela
Rajasthan	Badmer	Badmer, Sindhari
	Banswara	Kusalgarh
	Baran	Shahbad
	Bundi	Nainwa
	Dausa	Dausa
	Dungarpur	Dungarpur, Sanganer
	Jaipur	Chomu, Dudu, Jaipur, Jamwa Ramgarh, Sanganer

Table A1: *State, district and block/ tehsil-wise coverage of the scheme*

State	District	Name of Block/Tehsil
	Jaisalmer	Jaisalmer
	Jhalawar	Jhalrapatan
	Kota	Kota
	Pratapgarh	Peepalkhunt, Dhariyawad
	Rajsamand	Nathdwara, Rajsamand
	Sawai Madhopur	Khandar
	Sirohi	Abu Road, Pindwara
	Udaipur	Girwa, Kherwara, Mavli, Udaipur
Sikkim	East Sikkim	Gangtok, Martem, Pakyong
	West Sikkim	Gyalshing
Tamilnadu	Coimbatore	Karamadai
	Dharmapuri	Harur
	Nilgiris	Kothagiri, Ooty
	Vellore	Tondayakoti, Gudalur
	Thiruvannamalai	Jamunamarathur
Telangana	Adilabad	Tamsu Mandal, Adilabad, Dahegaon, Indervelly, Kerameri, Mandamari, Talamadugu
	Asifabad	Rebbena
	Bhadradi	Pinapaka
	Hyderabad	Ameerpet, Asifnagar, Malkajgiri, Nampally, Hyderabad, Saroonnagar
	Jayashamkar	Mahadevpur, Mallahar Rao
	Karimnagar	Metpalli
	Khammam	Manuguru
	Mahboob Nagar	Narayanpet, Gadwal, Mahboob Nagar
	Manchiryala	Kalluru, Bellampalli

Table A1: *State, district and block/ tehsil-wise coverage of the scheme*

State	District	Name of Block/Tehsil
	Nalgonda	Chouttuppala, Damaracherla, Devara Konda, Koyyalagudem
	Nirmal	Kadem
	Nizamabad	Armoor, Dichpally
	Ranga Reddy	Ibrahimpattanam, Ghatkesar, Manchal, Ranga Reddy, Rangapur
	Secunderabad	Marredpally, Trimulgherry
	Sircilla	Sircilla
	Warangal	Disgonda, Geesugonda, Ghanpur(station), Hanamkonda, Karimnagar, Sangam, Warangal
Uttar Pradesh	Kushinagar	Tamkuhiraj
	Lakhimpur Khiri	Palia
	Sonbhadra	Myorpur
	Varanashi	Harahua
Uttarakhand	Almora	Almora
	Bageshwar	Bageshwar, Kapkote
	Chamoli	Chamoli, Dasholi, Joshimath, Karnaprayag, Tharali
	Dehradun	Dehradun, Kalsi
	Haridwar	Muni-ki-Reti
	Pithoragarh	Dharchula, Munsyari
	Rudraprayag	Rudraprayag, Guptkashi
	Tehri Garhwal	New Tehri
	Udham Singh Nagar	Khatima, Sitarganj
	Uttarkashi	Dunda, Uttarkashi
West Bengal	Birbhum	Birbhum Santiniketan, Saithia
	Burdwan	Burdwan

Table A1: *State, district and block/ tehsil-wise coverage of the scheme*

State	District	Name of Block/Tehsil
	Darjeeling	Darjeeling, Matigara, Siliguri, Sukhia Pokhri
	Kolkata	Kolkata
	Medinipur	Medinipur
	Paschim Medinipur	Sabang

Source: Empanelled Suppliers' list of TRIFED

Table A2: *Number of training programmes and participants of handicraft training*

Regional offices	2015-16		2016-17		2017-18	
	Number of training programmes	Number of participants	Number of training programmes	Number of participants	Number of training programmes	Number of participants
Assam	3	60	2	40	-	-
Chhattisgarh	1	20	1	20	-	-
Delhi	-	-	-	-	-	-
Gujarat	-	-	-	-	-	-
Himachal Pradesh	NA	NA	NA	NA	NA	NA
Jharkhand	2	40	3	60	1	20
Karnataka	1	40	1	-	-	-
Odisha	1	20	1	20	-	-
Madhya Pradesh	-	-	1	20	-	-
Maharashtra	-	-	-	-	1	4
Rajasthan	2	40	2	40	-	-
Sikkim	-	-	2	40	-	-
Telangana	-	-	-	-	-	-
Uttarakhand	-	-	1	20	-	-
West Bengal	-	-	-	-	-	-
All	10	220	14	260	2	24

Source: Compiled from information provided by TRIFED regional offices

Table A3: *Total budget of handicraft training programmes, funds released and amount due to the training agencies*

Regional offices	2015-16		2016-17		2017-18	
	Total budget	Funds released	Total budget	Funds released	Total budget	Funds released
Assam	1125000	868000	750000	612000	-	-
Chhattisgarh	335800	335800	318550	312504	-	-
Delhi	-	-	-	-	-	-
Gujarat	-	-	-	-	-	-
Himachal Pradesh	NA	NA	NA	NA	NA	NA
Jarkhand	650000	528419	850000	776852	200000	196740
Karnataks	438100		53000	-	-	-
Odisha	269000	269000	133500	133500	-	-
Madhya Pradesh	-	-	370000	227000	-	-
Maharashtra	-	-	-	-	32000	21390
Rajasthan	740000	682000	740000	617000	-	-
Sikkim	-	-	577700	571011	-	-
Telangana	-	-	-	-	-	-
Uttarakhand	-	-	200000	185805	-	-
West Bengal	-	-	-	-	-	-
All	3557900	2683219	3992750	3435672	232000	218130

Source: Compiled from information provided by TRIFED regional offices

Table A4: *Number of training programmes and participants of MFP training*

Regional offices	2015-16		2016-17		2017-18	
	Number of training programmes	Number of participants	Number of training programmes	Number of participants	Number of training programmes	Number of participants
Assam	3	1395	2	600	1	510
Chhattisgarh	3	300	2	900	-	-
Delhi	-	-	-	-	-	-
Gujarat	3	600	4	1140	-	-
Himachal Pradesh	NA	NA	NA	NA	NA	NA
Jharkhand	4	1650	2	900	-	-
Karnataka	-	-	-	-	-	-
Odisha	2	600	1	300	1	750
Madhya Pradesh	1	150	3	600	-	-
Maharashtra	1	120	1	180	1	30
Rajasthan	4	720	3	1530	-	-
Sikkim	-	-	1	120	-	-
Telangana	4	900	2	600	-	-
Uttarakhand	-	-	-	-	-	-
West Bengal	-	-	-	-	-	-
All	25	6435	21	6870	3	1290

Source: Compiled from information provided by TRIFED regional offices

Table A5: Total budget of MFP training programmes, funds released and amount due to the training agencies

Regional offices	2015-16			2016-17			2017-18		
	Total budget	Funds released	Amount due to the training agencies	Total budget	Funds released	Amount due to the training agencies	Total budget	Funds released	Amount due to the training agencies
Assam	4752000	NA	NA	1672000	836000	NA	1421000	NA	NA
Chhattisgarh	1315000	350000	965000	3036000	1167000	1869000	-	-	-
Delhi	-	-	-	-	-	-	-	-	-
Gujarat	3422000	3199000	223000	7302900	3366468	3936432	-	-	-
Himachal Pradesh	NA	NA	NA	NA	NA	NA	NA	NA	NA
Jharkhand	8084000	4295000	523000	3576000	2083000	926000	-	-	-
Karnataka	-	-	-	-	-	-	-	-	-
Odisha	2926000	2926000	0	1555000	140000	265000	1568000	900000	667000
Madhya Pradesh	203000	194000	12000	3719000	2866000	661000	-	-	-
Maharashtra	472000	451000	21000	700000	560000	140000	119000	90000	29000
Rajasthan	4547330	4299868	189100	8510700	3813405	2114579	-	-	-
Sikkim	-	-	-	516820	516820	0	-	-	-
Telangana	3630000	-	-	2288000	-	-	-	-	-
Uttarakhand	-	-	-	-	-	-	-	-	-
West Bengal	-	-	-	-	-	-	-	-	-
All	29351330	15714868	1933100	32876420	15348693	9912011	3108000	990000	696000

Source: Compiled from information provided by TRIFED regional offices

Table A6: *Expenditures and sales from adimabotsavs organised by different regional offices of TRIFED*

Regional offices	2015-16		2016-17		2017-18		2018-19	
	Expenditures	Sales	Expenditures	Sales	Expenditures	Sales	Expenditures	Sales
Assam	-	-	-	-	-	-	-	-
Chhattisgarh	-	-	-	-	-	-	774298	149638
Delhi	By head office	8825000	-	-	-	15548000	By head office	29277000
Gujarat	-	-	-	-	275000	75000	4000000	4335000
Himachal Pradesh	NA	NA	NA	NA	NA	NA	NA	NA
Jharkhand	-	-	-	-	-	-	-	-
Karnataka	-	-	-	-	-	-	3620000	4326000
Odisha	-	-	-	-	-	-	-	-
Madhya Pradesh	400000	1240000	445000	1396000	2884000	6307000	167000	313000
Maharashtra	-	313515	-	418334	-	358402	3944000	3398923
Rajasthan	-	-	-	-	3667000	5105000	4000000	5895000
Sikkim	-	-	-	-	-	-	156967	477061
Telangana	-	-	-	-	-	-	-	2628000
Uttarakhand	-	-	-	-	-	-	3759000	7399000
West Bengal	-	-	-	-	-	-	-	104678
All	400000	10378515	445000	1814334	6826000	27393402	20421265	58303300

Source: Compiled from information provided by TRIFED regional offices