



Tech For Tribals: TRIFED

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Why in News

Recently, the **Tribal Cooperative Marketing Development Federation of India (TRIFED)** has launched a transformational **“Tech For Tribals” program** in partnership with Institutes of National Importance (INIs) to develop Tribal entrepreneurship.

Key Points

- **Tech For Tribals** program aims to **transform 5 crore Tribal Entrepreneurs** by **capacity building and imparting entrepreneurship skills to tribal forest produce gatherers** enrolled under the **Pradhan Mantri Van Dhan Yojana (PMVDY)**.
- The program will ensure higher success rate of the Tribal Entrepreneurs by enabling and empowering them to run their business with marketable products with quality certifications.
- Under the program **trainees will undergo a 30 days training program** over six weeks comprising 120 sessions. The **Partner institutions will develop course contents relevant to Entrepreneurship in Value Addition and Processing of Forest Produces.**

The course curriculum will include Achievement Motivation and positive psychology, Entrepreneurial Competencies, capacity utilization, Product positioning - Grading / Sorting, Branding, Packaging, etc.

TRIFED

- The Tribal Cooperative Marketing Development Federation of India (TRIFED) came into existence in 1987. It is a national-level apex organization functioning **under the administrative control of the Ministry of Tribal Affairs.**
- The **objective of TRIFED is socio-economic development of tribal people in the country by way of marketing development of the tribal products** such as metal craft, tribal textiles, pottery, tribal paintings and pottery on which the tribals depend heavily for a major portion of their income.

- TRIFED acts as a facilitator and service provider for tribes to sell their product.
- The approach by TRIFED aims to empower tribal people with knowledge, tools and pool of information so that they can undertake their operations in a more systematic and scientific manner.
- It also involves capacity building of the tribal people through sensitization, formation of Self Help Groups (SHGs) and imparting training to them for undertaking a particular activity.
- TRIFED has its Head Office located in **New Delhi** and has a network of 13 Regional Offices located at various places in the country.

Source: PIB