



drishti

Webinar on Covid-19 Response by TRIFED

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Why in News

Recently, the **Tribal Cooperative Marketing Development Federation of India** (TRIFED) organized a **Webinar** in collaboration with the **United Nations Children's Fund** (UNICEF) and the **World Health Organisation** (WHO).

Key Points

- The webinar was organised for **Virtual training of TRIFED Trainers and Self Help Groups (SHGs)** on basic **orientation on Covid-19 response and key preventive measures** to ensure that tribal gatherers carry on their work safely.
 - To **create awareness** among the community about social distancing and steps to be followed.
 - **Do's and Don'ts Advisories** during collection of **Non Timber Forest Produce** (NTFP).
 - To **provide suggestive practices** for maintaining personal hygiene, adopting cashless practices, etc.
 - To reach more than 18,000 participants and cover tribal regions across all the 27 States.
- The collaboration helped in developing a digital communication strategy for promoting a digital campaign and highlighting the importance of Social Distancing.

- Certain **proactive measures need to be initiated** to ensure the wellbeing of the tribals and their economy by providing them safety and ensuring their livelihoods.
 - It becomes important because it is the **peak season for collection and harvest** of **Minor Forest Produce (MFP) and NTFP** in many regions.
 - MFP **includes all non-timber forest produce of plant origin** and includes **bamboo, canes, fodder, leaves, gums, waxes, dyes, resins and many forms of food including nuts, wild fruits, honey, lac, tusser** etc.
 - It provides both **subsistence and cash income** for people who live in or near forests. They form a major portion of their food, fruits, medicines and other consumption items and also provide cash income through sales.
- **Other Measures:**
 - **UNICEF** is providing the **necessary support to the SHG Centers** in the form of Digital Multimedia content, Webinars for Virtual training, Social Media campaigns and Vanya Radio.
 - TRIFED has also reached out to the **Art of Living Foundation's #iStandWithHumanity Initiative** to include a **Stand With Tribal Families** component which will provide food and ration for survival of the tribal community.
 - Promotion of 15,000 SHGs as **Van Dhan Social Distancing Awareness cum Livelihood Centers'** through a digital training program. Over 3.6 lakh tribal gatherers will be involved in the scheme.
 - A total of 1205 **Van Dhan Vikas Kendras** (VDVKs) have been sanctioned in 27 States and 1 Union territory involving around 18,075 Van Dhan Self Help Groups.

Source: PIB