



Virtual Aadi Mahotsav

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Why in News

The **Ministry of Tribal Affairs** has launched the **virtual edition of Aadi Mahotsav** - Madhya Pradesh.

The **next focus state** would be Gujarat, followed by West Bengal.

Key Points

- **Aadi Mahotsav:**
 - It is a **national tribal festival** and a **joint initiative** of the **Ministry of Tribal Affairs** and the **Tribal Cooperative Marketing Development Federation of India (TRIFED)**. It **commenced in 2017** and is **held annually**.
 - It is an attempt **to familiarise the people** with the rich and diverse craft, **culture of the tribal communities** across the country, in **one place**.
 - In **2019**, the festival was held in **New Delhi** and featured an exhibition-cum-sale of tribal handicrafts, art, paintings, fabric, jewellery, etc.
- **Virtual Edition of Aadi Mahotsav:**
 - This year, TRIFED has **moved the event online** and will be **hosted on the Tribes India E-Marketplace**.
 - It will **bring the spotlight on all the major tribes one-by one**.

Tribal Cooperative Marketing Development Federation of India

- **Formation:** It was established in 1987 under the Multi-State Cooperative Societies Act, 1984 by the Government of India as a National level Cooperative body.
- **Organisation:** It is a national-level apex organization functioning under the **administrative control of the Ministry of Tribal Affairs**.
It has its **head office in New Delhi**.
- **Objectives:** Socio-economic development of tribal people, empowerment of tribal people with knowledge, tools and information and their capacity building.

- **Initiatives and Involvement:**

- TRIFED, under the **brand name Tribes India**, markets the handcrafted products directly procured from the tribals in India through its 73 brick and mortar outlets all over India. Tribes India has its **own e-commerce platform**.
- **TRIFOOD Scheme** is a joint initiative of the Ministry of Food Processing Industry, Ministry of Tribal Affairs and TRIFED and it promotes value addition to Minor Forest Produce (MFP).
- It has organised the **Van Dhan Internship Programme**, to enhance the output of the Van Dhan Yojana.
- TRIFED helps in **implementation of the scheme** 'Mechanism for Marketing of MFP through **Minimum Support Price** (MSP) and Development of Value Chain for MFP' to ensure fair returns to forest dwelling **Scheduled Tribes** (STs) and other traditional forest dwellers.

MSP for MFP and Van Dhan program is in line with the **"The Scheduled Tribes and Other Traditional Forest Dwellers (Forest Rights Act, 2006)"**, a key forest legislation passed for securing protection & livelihood of poor tribals and concerns with the rights of forest-dwelling communities to land and other natural resources.
- It has also launched a transformational **Tech For Tribals program** in partnership with Institutes of National Importance (INIs) to develop tribal entrepreneurship.

Source: PIB