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“TECH FOR TRIBALS” PROGRAMME

A game changing and unique project aimed to transform 5 crore Tribal Entrepreneurs under the name “Tech for Tribal” has been launched by TRIFED.



What is it?

Tech for Tribals, an initiative of **TRIFED** supported by **Ministry of MSME**, aims at capacity building and imparting entrepreneurship skills to tribal forest produce gatherers enrolled under the **Pradhan Mantri Van Dhan Yojana (PMVDY)**. The trainees will undergo a **30 days program** over **6 weeks** comprising 120 sessions.

Who all are involved?

“**Tech for Tribal**” has been launched by **TRIFED**. It was launched on **19th March 2020** by **TRIFED** and **IIT-Kanpur** along with **IIT-Roorkee**, **IIM Indore**, **Kalinga Institute of Social Science**, **Bhubaneswar** and **SRIJAN**, **Jaipur** in the first phase of organising tribal entrepreneurship and skill development program.

What will be included in the Programme?

Under the **Tech for Tribals** program, the Partners will develop **course contents** which

are relevant to **Entrepreneurship in Value Addition and Processing of Forest Produces**. The course curriculum will include the following:

- Achievement
Motivation and positive psychology,
- Entrepreneurial
Competencies,
- Identification
of locally available NTFP based Business
Opportunities,
- Round the Year
capacity utilization,
- Product
positioning – Grading / Sorting, Branding,
Packaging, Product
certifications, Bankable Project Report
preparation, Market Survey,
Business Plan Preparation, Distribution
Channels.
- Retail sales,
supply contracts with manufacturers.

- Good Manufacturing Practice(GMP),
- Total Quality Control(TQC),
- Hygienic Operations management,
- Operational and Financial statements,
- Business Strategy & Growth,
- Digital literacy & IT adoption, etc.

The **Tech for tribals capacity building 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.

What are the other initiatives taken up by TRIFED?

TRIFED under Ministry of Tribal Affairs is establishing 1,200 “Van Dhan Vikas Kendra (VDVK)”, across 28 States engaging 3.6 Lakhs Tribal Forest Produce gatherers. One typical VDKV comprises of 15 Self Help Groups, each consisting of 20 Tribal gatherers. The program aims at providing skill upgradation and capacity building of VDKV lead members.

IIT- Kanpur, Roorkee, Ranchi, Rampur, IIM- Vizag, Ahmedabad, Kolkata and other reputed institutes like DRI, SRIJAN, KISS, TISS etc. have shown their keenness to partner with this programme initiated by TRIFED.

TRIFED also has aggressively pursued their e-Commerce strategy with their own website (www.tribesindia.com) and is also available on other major e-com portals such as Flipkart,

Snapdeal, Paytm, Amazon India, Amazon Global etc.

In order to push Government institutional purchases, **Tribes India** has a presence in **Government e-Market Place (GeM)**. **National Level Tribal Festivals** namely **Aadi Mahotsavs**, along with other exhibitions, are being organised in various cities all over the country are other efforts being taken to expand the marketing opportunities for Tribes India products and country's tribal heritage.