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## TRIFED-UNICEF CAMPAIGN FOR SHG

**Context:** TRIFED-UNICEF campaign for SHG (Self Help Group) is to be launched to ensure Tribal Gatherers carry on their work safely without facing any problem.



### Key details about TRIFED-UNICEF Campaign for SHG

In order to ensure tribal gatherers carry on their work safely, TRIFED has collaborated with UNICEF for developing a **digital communication strategy** for promoting a digital campaign for Self Help Groups (SHGs) involved in this work, highlighting the importance of Social Distancing.

UNICEF would provide the necessary support to be circulated to the **SHG centers** in the form of **Digital Multimedia content**, **Webinars** for Virtual trainings (basic orientation on COVID response, key preventive behaviours), **Social Media campaigns** (on social distancing, home quarantine, etc.) and **Vanya Radio**.

TRIFED has reached out to the Art of Living Foundation's *#iStandWithHumanity* Initiative with a **Stand With Tribal Families** component in providing much needed food and ration for survival of the tribal community.

### **About Self Help Groups (SHGs)**

Self-Help Groups (SHGs) are informal associations of people who choose to come together to find ways to improve their living conditions. It can be defined as **self governed, peer controlled information group of people** with similar **socio-economic background** and having a desire to collectively perform common purpose.

Villages face numerous problems related to poverty, illiteracy, lack of skills, lack of formal credit etc. These problems cannot be tackled at an individual level and need collective efforts. Thus SHG can become a vehicle of change for the poor and marginalized. SHG rely on the notion of "Self Help" to encourage self-employment and poverty alleviation.

### **Origin of SHGs**

- The Origin of SHG in India can be traced to formation of **Self-Employed Women's Association (SEWA)** in 1970. The **SHG Bank Linkage Project** launched by **NABARD** in 1992 has blossomed into the world's largest microfinance project.
- NABARD along with RBI permitted SHGs to have a savings account in banks from the year of **1993**. This action gave a considerable boost to the SHG movement and paved the way for the SHG-Bank linkage program.

- In **1999**, Government of India, introduced **Swarn Jayanti Gram Swarozgar Yojana (SGSY)** to promote **self-employment** in rural areas through formation and skilling of SHGs.
- The programme evolved as a **national movement in 2011** and became **National Rural Livelihoods Mission (NRLM)** – world’s largest poverty alleviation programme.
- Today, **State Rural Livelihood Missions (SRLMs)** are operational in **29 states** and **5 UTs (except Delhi and Chandigarh)**.

### **About 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 **Ministry of Tribal Affairs**.

TRIFED has its Head Office located in **New Delhi** and has a network of **13 Regional Offices** located at various places in the country.

The **ultimate 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 depends heavily for major portion of their income.