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Karigar Mela in partnership with Tribes India launches by Amazon



Amazon India launched Karigar Mela in partnership with Tribes India. As part of this initiative, customers will be able to access and shop from a selection of over 1.2 lakh unique traditional tribal and local Indian handicrafts and handloom selections.

Some of the unique art forms that will be available in products listed for purchase as part of Karigar Mela include Bidri, Dhokra, Ikkat, Patachitra, Blue Art Pottery etc.

“The launch of Karigar Mela will play an important role in helping artisans and weavers revive their livelihoods and accelerate their growth during these challenging times,” said Arjun Munda, minister, Tribal Affairs, Government of India.

“To help generate online demand for artisans and weavers’ products while supporting them with working capital as they look to bounce back from the recent disruptions, we have launched the ‘Karigar Mela’ storefront,” said Amit Agarwal, global senior vice president and country head, Amazon India.

As part of the Karigar Mela initiative, Karigar sellers will also benefit from a 100 per cent Selling on Amazon (SoA) fee waiver for two weeks starting from August 30, 2021 to September 12, 2021.

“With Amazon introducing the Karigar Mela initiative towards the revival of this segment, tribal artisan sellers will benefit from a dedicated store as it will bring customer attention to their unique and differentiated products while

providing them with a host of relaxations and benefits of selling online,” said Pravir Krishna, MD, Trifed, Government of India.

In the last one year, Amazon launched initiatives such as Stand for Handmade for small sellers which enabled over 4,500 Pochampally weavers from 56 villages of Telangana, and weavers and artisans from several other States who are associated with sellers that are part of Amazon Karigar programme to resume their handlooms and handicrafts business.

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