



TRIFED's Digitisation Drive

Why in News

The [Tribal Cooperative Marketing Development Federation of India](#) (TRIFED) celebrated its **33rd Foundation Day on 6th August 2020** and launched its own virtual office on the same day.

Key Points

▪ Virtual Office:

- It has **81 online workstations and 100 additional converging State and agency workstations** that will help the team members of TRIFED in working with their partners across the country on mission-mode towards bringing the tribal people closer to mainstream development.
- To gauge the level of employee engagement and streamline their efforts, an **Employee Engagement and Work Distribution Matrix** with Dashboard Links has also been launched.

▪ Reasons:

- After the [Covid-19 pandemic](#), **every aspect** like shopping, banking, working, etc. has gone **online** and it has been observed that the trend has increased even after relaxations of [lockdowns](#).
- All these organisational initiatives are a part of TRIFED's ambitious **all-encompassing digitisation drive to promote tribal commerce and map and link its village-based tribal producers and artisans to national and international markets** by setting up **state of art e-platforms** benchmarked to international standards.

Tribal Cooperative Marketing Development Federation of India

▪ Formation:

- TRIFED came into existence in **1987** as the **national nodal agency** under the aegis of the **Ministry of Tribal Affairs**.
- It was registered under the then **Multi-State Cooperative Societies Act, 1984**.
- It **started its operations in 1988** with its **head office in New Delhi**.

▪ **Objectives:** Socio-economic development of tribal people, promotion of economic welfare, empowerment of tribal people with knowledge, tools and information and their capacity building.

▪ **Functions:** It mainly undertakes two functions which are [Minor Forest Produce](#) (MFP) Development and Retail Marketing and Development.

▪ Initiatives and Involvement:

- It started the **procurement and marketing of tribal art and craft items** through its **first retail outlet** called **TRIBES INDIA** in New Delhi in **1999**.
- It has organised the [Van Dhan Internship Programme](#), to enhance the output of the **Van Dhan Yojana**.
- It has also launched a transformational [Tech For Tribals program](#) in partnership with **Institutes of National Importance** (INIs) to develop Tribal entrepreneurship.

- **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 MFP**.
- **Mechanism for Marketing of MFP through [Minimum Support Price \(MSP\)](#) and Development of Value Chain for MFP** was **implemented in 2013** to **ensure fair returns to forest dwelling [Scheduled Tribes](#) (STs)** and other traditional forest dwellers.
- It has organized a **[Webinar on Covid-19 Response](#)** in collaboration with the **[United Nations Children's Fund](#)** (UNICEF) and the **[World Health Organisation](#)** (WHO).
 - 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.

[Source: PIB](#)

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