



# Virtual Aadi Mahotsav

## 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](#)

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