

Tribal Entrepreneurship Development Program

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In News

Ministry of Tribal Affairs and Associated Chambers of Commerce and Industry of India (ASSOCHAM), an apex industry body have embarked upon a new **three-year initiative** jointly for Tribal Entrepreneurship Development. ASSOCHAM has been designated as one of several **Centres of Excellence** which are partnering with the Ministry of Tribal Affairs to carry out **special projects related to socio-economic development of Tribals.**

More About Tribal Entrepreneurship Program

- The new initiative is aimed to position and develop tribal offerings in the national and international market and in turn create better livelihood opportunities for tribal artisans.
- More than 4.5 lakh SMEs are directly or indirectly currently associated with ASSOCHAM. Through this Centre of Excellence, **value addition, technology advance and marketing of tribal products** would be facilitated to the tribal communities in a more effective and efficient manner.
- 1000 tribal artisans would be identified under this initiative and would be helped to **create a unique brand identity with a differentiated value proposition and connect with the potential customer base** through exhibitions, virtual roadshows and explore the participation of the entrepreneur's in major events across the country and internationally.