

# Tribes India on Wheels

August 21, 2020

57 mobile vans 'Tribes India on Wheels' were flagged off in the cities like Ahmedabad, Allahabad, Bangalore, Bhopal, Chennai, Coimbatore, Delhi, Guwahati, Hyderabad, Jagdalpur, Khunti, Mumbai and Ranchi to name a few. This novel initiative by TRIFED ensures that one doesn't even have to step out to shop for **organic, essential natural immunity-boosting products and adopt a sustainable and wholesome way of living.**

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Adapting 'Go Vocal for Local', a mantra in these troubled times, into '**Go Vocal for Local Go Tribal**', TRIFED has been striving to ameliorate the condition of the distressed and affected tribal people by putting in place several path-breaking initiatives, in addition to its existing flagship programmes and implementations, which have emerged as a panacea and relief. With this novel initiative of Mobile Vans, TRIFED is now **taking these goods directly to the customer in various localities, and offering the same discounts. All the sales proceeds will directly go to the tribals** and help in sustaining their income and livelihoods.

These mobile vans will bring the **natural and immunity-boosting tribal produce such as organic haldi, dry amla, wild honey, black pepper, ragi, triphala, and lentil mixes such as moong dal, urad dal and white beans** directly to the doorstep of customers over the next few months. TRIFED is also tying up with business partners for accelerating the sales of products. Due to the suddenness of the pandemic overtaking the lives and the immediate lockdown, **stocks by tribal artisans worth crores had been lying unsold.** In order to ensure that these stocks got sold and all the sales proceeds go to the affected tribal families, TRIFED has launched an aggressive plan to market these unsold goods online (offering substantial discounts)

through its **Tribes India website and other retail platforms such as Amazon, Flipkart and GeM.**

Keeping in line with the clarion call of Atmanirbhar Abhiyan, TRIFED is also set to launch an **exclusive e-marketplace for tribal producers** – forest dwellers and artisans, to facilitate the purchase of MFPS, handicrafts and handlooms online soon. The **Tribes India E-Mart platform** will be an omni-channel facility for tribals to sell their goods to a large national and international audience in an e-marketplace through their own e-shop. TRIFED is in the process of onboarding approximately 5 lakh tribal producers across the country and sourcing their natural produce and handcrafted goods.