



गीतांजलि गुप्ता, भा.प्र.से.  
प्रबन्ध निदेशक

**GITANJALI GUPTA, IAS**  
Managing Director

DO.No. TFD/HO/MD/Mkt./2023

Dear Sir,

भारतीय जनजातीय सहकारी विपणन विकास संघ मर्यादित  
(जनजातीय कार्य मंत्रालय, भारत सरकार)

**Tribal Cooperative Marketing Development  
Federation of India Ltd.**

(Ministry of Tribal Affairs, Government of India)

Dated: 17<sup>th</sup> April, 2023



As you may be aware that TRIFED is an organization under Ministry of Tribal Affairs working towards socio-economic development of tribal people in the country by way of marketing development of tribal products under its branch "TRIBES INDIA". It aims to improve the livelihood of the tribal communities by providing business opportunities and marketing of their Art, craft and natural produce thus ensuring fair and equitable remuneration. TRIFED has been organizing and participating in various exhibitions across the country to provide tribal artisans the platform for marketing and promotion of their products.

2. Aadi Mahotsav is one such exhibition, showcasing and promoting tribal art, craft, cuisine and cultural heritage of the country. The National level Aadi Mahotsav to celebrate the spirit of tribal culture was recently organised in February, 2023, at Dhyan Chand National Stadium, New Delhi and was inaugurated by the Hon'ble Prime Minister of India.

3. In view of India holding the presidency of G20 till November 2023, several meetings of Inter-Governmental groups are being organized at various cities. We consider the G20 Meetings to be the ideal platform for promoting tribal products by way of putting up a display of exquisite tribal products at the meeting venues. I, therefore, request you to kindly consider allocating space for the same. This will provide a huge encouragement to our tribal artisans, besides fulfilling the mandate of 'Vocal for local' of our Hon'ble Prime Minister.

3. I would also request your Ministry to kindly consider sourcing exclusive tribal Art and craft for gifting, which are primarily handcrafted and handloom based. A copy of our e-catalogue is attached.

4. We shall be grateful for your personal intervention in our endeavor to promote and support the cause of tribal livelihood by marketing of their traditional art, craft and natural produce.

With warm regards,

Yours sincerely,

*[Signature]*  
17/4/2023  
(Gitanjali Gupta)

Encl : as above

Shri Pankaj Kumar, IAS,  
Secretary,  
D/o. Water Resources, River Development &  
Ganga Rejuvenation, Ministry of Jal Shakti,  
Shram Shakti Bhawan, Rafi Marg,  
New Delhi.

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