

File No. D-20011/11/2016-GA(Pt.)  
Government of India  
Ministry of Water Resources, River Development  
& Ganga Rejuvenation  
(General Administration Section)  
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Shram Shakti Bhawan, Rafi Marg,  
New Delhi, dated /7 .08.2016

**OFFICE MEMORANDUM**

**Subject: Tribal products – Gifts, Souvenir, Bags, Folders, Paintings etc. – marketed by TRIFED, M/o Tribal Affairs.**


The undersigned is directed to enclose herewith the D.O. Letter No. TFD/HO/MD/BP/03/2016/1038 dated 01.08.2016 received from TRIFED, M/o Tribal Affairs on the above mentioned subject for kind information and necessary action at your end.

2. TRIFED has nominated the following officers to coordinate the visit of foreign delegates to TRIFED showroom:

S.No.	Name and Designation	Contact Details
1.	Shri Sanjiv Mathur, Regional Manager	011-22430910 9810688747 sanjivmathur.trifed@gmail.com
2.	Shri Sandeep Pahalwan, Senior Manager (Marketing)	011-26867304 9871380623 sandeepahalwan.trifed@gmail.com

3. All Wings of MoWR, RD & GR as well as all Attached Offices/ Subordinate Organisations/ PSUs under MoWR, RD & GR are requested to patronize the tribal products and guide foreign delegates to visit the TRIBES India showroom and support TRIFED's initiatives in promoting cause of tribal people of our country.

Encl: As above.

  
(R.K.Ojha)  
Under Secretary to the Government of India

Tel: 23710303

e-mail: rk.ojha25@nic.in

To

1. All Wing Heads/SMDs in MoWR, RD & GR.
2. All Heads of Attached Offices/Subordinate Organisations/PSUs under MoWR, RD & GR with their offices in Delhi-NCR.
- ✓ 3. Director(Tech), NIC for uploading in Intra-MoWR.

डॉ. बाला प्रसाद  
निदेशक  
Dr. BALA PRASAD  
Managing Director



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)

D.O. No. TFD/HO/MD/BP/03/2016/1038

Dated: 1<sup>st</sup> August, 2016

Dear Sir,

You may be aware that TRIFED is marketing exclusive and authentic tribal products through its TRIBES India chain of showrooms. Through my previous D.O. letter of even number dated 6<sup>th</sup> April, 2016 you were requested to support TRIFED's initiatives of marketing of tribal traditional products and direct the concerned officers of your Ministry to patronise tribal products by purchasing the gifts, souvenirs, conference bags/folders, tribal paintings, furnishings, art & craft items for official purposes from TRIBES India Showrooms.

2. Some members of foreign delegations visiting your Ministry may also be interested in purchasing gift, memento, souvenir etc. Those delegates who are interested in shopping traditional souvenir, memento, gift items etc. may be advised to visit our TRIBES India flagship showroom at 9, Mahadev Road, New Delhi. It shall be ensured that such foreign delegates are duly received at our said TRIBES India showroom and due protocols, hospitalities and curtsies are extended to them during their visit to the showroom.

3. I am assigning Shri Sanjiv Mathur, Regional Manager, Delhi (Phone No. 22430910, Mobile No. 9810688747 and email ID: [sanjivmathur.trifed@gmail.com](mailto:sanjivmathur.trifed@gmail.com)) and Shri Sandeep Pahalwan, Senior Manager (Marketing) (Mobile No. 9871380623, Office No. 26867304 & email ID: [sandeeppahalwan.trifed@gmail.com](mailto:sandeeppahalwan.trifed@gmail.com)) to coordinate the visit of foreign delegates to our showroom and clarify any points regarding sale of any product from our showroom.

4. In view of above, it is requested that the concerned officers of your Ministry may be advised to patronise tribal products and guide foreign delegates to visit our TRIBES India showroom at 9, Mahadev Road, New Delhi in case they are interested in shopping of traditional painting, memento, souvenirs, handloom, handicrafts, gift items etc. Your support to TRIFED's initiatives of providing marketing support to tribal products will go a long way in promoting cause of tribal people of our country.

with regards,

Yours sincerely,

(Dr. Bala Prasad)

Shri Shashi Shekhar, IAS,  
Secretary,  
Ministry of Water Resources, Rival Development &  
Ganga Rejuvenation,  
Shram Shakti Bhawan,  
Rafi Marg,  
New Delhi.

एन.सी.यू.आई. भवन, दूसरी मंजिल, ३, सीरी इंस्टीट्यूशनल एरिया, अगस्त क्रांति मार्ग, नई दिल्ली-११००१६

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वेबसाइट / Website: [www.trifedindia.com](http://www.trifedindia.com)