

CONCEPT OF TRIBES SHOP

TRIFED plans to procure organic products grown or collected by tribals, or art and craft objects made by them to sell through the chain of retail outlets to be opened countrywide. Similar products having involvement of handicapped persons will also be sold through these outlets. It has been decided to open the shop in the month of March'99. The first such shop shall be opened in Delhi.

1 NAME OF THE SHOP

The shop shall be known with the name TRIBES.

Initially TRIBES shop shall be started as our own venture and subsequently idea is to give franchise of the shop to others.

The idea is to provide facility of self-employment to these weaker sections and put their products in an up-market circuit and thereby create an economically viable, on-going programme.

2 PRODUCTS

The sector of urban marketing of Organic Produce in India is rather new. Similarly usual tribe crafts items are marketed all over through emporiums and Handicraft shops. Therefore, there is a scope for discovering lesser known crafts and selling them. In view of this concept, it is proposed to sell following products through the shop

- a Art/ Craft/ Textile based products made by tribals
- b Organic products cultivated by tribals/ others
- c items mentioned at (a) and (b) above produced by disabled

It has been decided that the products sold through the shop shall be strictly environment friendly products. TRIFED is NOT interested in those products which are generally sold through the Cottage Emporiums, State Handicraft emporiums and general Handicraft and handlooms shops in different states. Only the unique products which are different from the usual similar products available in the market shall be sold through TRIBES shop. This is to give competitive edge and a distinct identity to "TRIBES".

Finding out such products and correlating their sourcing to our target group would definitely be a difficult task, but this would be achieved through