



MANAGING DIRECTOR

जनजाति कल्याण विभाग
Tribal Welfare Section
सचिवालय
पोर्ट ब्लेयर
जा. हा. सं.
दिनांक

Sl. No. - 51 (A)

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TRIBAL COOPERATIVE
MARKETING DEVELOPMENT
FEDERATION OF INDIA LTD.

NCUI BUILDING, 2ND FLOOR,
3, SIRI INSTITUTIONAL AREA,
AUGUST KRANTI MARG, NEW DELHI-110016

Tel. No. : 6866084 Fax : 91-11-6866149

D.O.No:41/163/98-IMP/ 10287

8th Feb., 1999

Dear Shri Rajinder Singh,

As you are aware, TRIFED is an apex level Federation of the State Tribal Development Cooperative Federations and the State Forest Corporations, having a network of 14 Zonal/Regional Offices and member organisations throughout the country for procurement/processing and marketing of forest and agricultural products collected/cultivated by persons belonging to the tribal community and from predominantly tribal areas. The broad objectives of TRIFED are : full utilisation of the natural products in the tribal areas by arranging in improving their marketability thereby ensuring higher earnings and employment opportunities for the tribal people and creation of awareness of market forces among the tribals to enable them to optimise their income.

Towards achieving its objectives and widening the scope of the market for value added items made by the tribal communities, TRIFED has taken the initiative of marketing of tribal products through a chain of retail outlets proposed to be located across the country. TRIFED plans to sell Art, Crafts, Textile based products made by tribals and organic food products cultivated by tribals through the chain of retail outlets named 'TRIBES'. The shop would in addition sell the products made by persons affected by physical disabilities and also promote products cultivated through organic farming practices.

The 'TRIBES' Shop Project would provide the opportunity and those practising organic farming for income generation and for self-employment of tribals/disabled persons. At the same time it will strive that the product find acceptance in the market particularly in the lucrative upmarket circuit. It is expected that this would boost the incomes of the tribals, the disabled and promote organic farming. As a beginning, the first shop is being located at 9, Mahadev Road, New Delhi and is scheduled to be opened in March, 1999.

I am writing this letter to you to request you to bring to our notice products which could be sourced from the above mentioned groups. Since we would like to provide a marketing outlet for product of these specific groups from all parts of the country, your active cooperation in this respect would be critical for the success of the project. If you have any

This is a project.
Let us discuss it
on 22/3/99 at
4 PM. in my office.
WON

19/3/99

Spoke to
Say (T) over phone.
This could be
discussed at
the T.S.P. office
meeting on 23/3/99
at 3 PM.
27/3/99