

- d) Dr. Jaya Jaitely, Member
- e) Dr. Jyotindra Jain, Director, Craft Museum, Member
- f) Shri Ashok Khosla, Member
- g) Shri Arjun Sharma, Member
- h) Shri Dashrath Patel, Member
- i) Shri T.S. Darbari, Convenor

The members of the committee will give their valuable suggestion in developing the market of the products available in the shops.

## 6 ASSOCIATION OF DESIGNERS

In order to attract the up market clientele, qualified designers are being associated so that tribals can be provided with design input for upgradation, diversification and development of designs. The main objective of associating the designers is socio-economic-welfare of tribals, assisting the desirous and deserving agencies to produce unique and contemporary items and thus leading to their self-reliance, self-sustainability and economic empowerment. The Design inputs shall be made available to weavers, artisans, tribals, State Tribal Development Co-operative Corporations, Govt. Deptt both in the state/ central and NGO's to produce items to cater to the consumer tastes and to produce unique items for the TRIBES shop.

## 7 SUPPLY OF PRODUCTS TO THE SHOP

The field of handicrafts and organic foods are new for TRIFED and the necessary expertise is not available with us. Therefore in order to maintain the supply line on a continuous basis it has been decided to hire services of following on contract basis

- A a Chief Merchandiser and
- B Procurement Coordinators (PCs) in each states.

### A CHIEF MERCHANDISER

The Expert Committee suggested to hire services of a Chief Merchandiser to look after the activities related to selection of products and other aspects related to sale of product through the shop. The Chief Merchandiser would help Expert Committee in implementing the suggestions made by Expert Committee regarding products, its source, sizes, costing & pricing, designs, modifications, promotional aspects of the shop etc. The Chief Merchandiser