

# TRIBES INDIA AADI MAHOTSAV'S SOAR TO NEW HEIGHTS 40,000 TRIBAL ARTISANS BENEFITTED

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Ministry of Tribal Affairs

## Tribes India Aadi Mahotsav's Soar to New Heights 40,000 Tribal Artisans Benefitted

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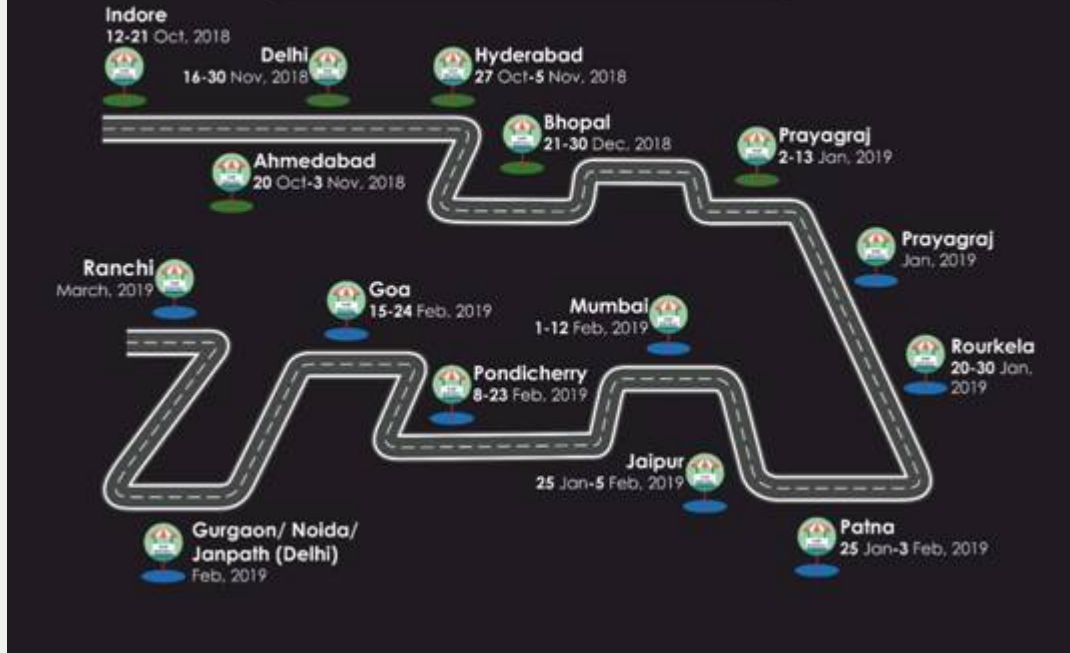
Aadi Mahotsav is an effort to scale up the livelihood and income generating opportunity for tribals by giving them the opportunity to interact and sell their goods directly to the customers. Ministry of Tribal affairs and TRIFED through Aadi Mahotsav's provides them market access across the country.

With the above objective 5 Aadi Mahotsav's in INDORE-AHMEDABAD-HYDERABAD-DELHI-BHOPAL were held in the second quarter of 2018, with another 12 scheduled (as shown in the map below) for the first quarter of 2019.

Aadi Mahotsav's this year have provided livelihoods and additional income to around 14,000 Tribal families and around 40,000 Tribal Artisans. Transactions of more than Rs.18 crores have been registered during the Mahotsavs this year. During the month of the December, 2018, 2 Aadi Mahotsav were organized at Bhopal and Ranthambore wherein a sale of 69.07 Lakhs was generated.

Besides, TRIFED organised/participated in 28 numbers of exhibitions at New Delhi, Raipur, Guwahati, Jaipur, Udaipur, Bhubaneswar, Mumbai, Ranchi, Lucknow, Mussoorie, Dehradun, Varanasi, Bhopal, Bangalore, Kanyakumari, Coimbatore, Bhilai, Kohima, Kaziranga, Kota, Rourkela, Ranthambore, Pune, Prayagraj, Pondicherry, Kolkata, Chennai and Chandigarh generating a sale of Rs. 110.58 Lakhs.

## Schedule of Aadi Mahotsavs 2018-19



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NB/UD

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