



A STUDY ON MARKETING OF TRIBAL PRODUCTS IN TAMILNADU

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ABSTRACT

Tribals artisans and MFP gatherers need to be provided a sustainable livelihood strategy through skill up gradation and platform to sell their goods. TRIFED is the only body at the National level which had been dealing with the marketing of tribal products and produce for the past some years. It has moved forwards alright but not at a pace as was envisaged. Reasons have been many which have been dealt in detail in the preceding sections but the primary problem has been in the reverse logic of functioning that tribals are for the market and not vice versa.

KEYWORDS: *tribal, products, market, TRIFED.*

INTRODUCTION

Tribals are known to be the autochthonous people of the land. Tribals are often referred to 'adivasi', 'vanvasi', 'pahari', 'adimjati', 'anusuchit janjati', etc. India has the second largest tribal population in the world, the first being Africa and tribal Communities are the integral segment of Indian society. India, with a variety of ecosystems, presents a varied tribal population throughout its length and breadth depicting a complex cultural mosaic. India is a home for large number of tribal people, known as "ADVASI". Nearly all the tribal people of India have been in almost continuous contact with their neighbours, who live by farming and a large number of specialized manual industries (Bose, 1971 : 2). This contact goes back, at least, to the days of the Ramayana and the Mahabharata; for in them there are references to tribal communities who are referred to as Jana. When, in his exile, Rama reached the borders of the forests of Central India, the land was introduced to him as the abode of the tribal people, Janasthana. The areas inhabited by the tribal constitute a significant part of the under developed areas of the country. The tribal people have rich traditions, cultures and heritage with unique life styles and customs. Despite some regional variation, the tribes share many common traits, including living in relative geographical isolation, and being relatively more homogeneous and more self-contained than the non-tribal social groups.

A substantial list of Scheduled Tribes in India are recognised as tribal under the Constitution of India. Tribal people constitute 8.6% of the nation's total population, over

104 million people according to the 2011 census. Central Indian states have the country's largest tribes, and, taken as a whole, roughly 75% of the total tribal population live there, although the tribal population their accounts for only around 10% of the region's total population. Smaller numbers of tribal people are found in Odisha in eastern India; Karnataka, Tamil Nadu, and Kerala in southern India; in western India in Gujarat and Rajasthan, and in the union territories of Lakshadweep and the Andaman Islands and Nicobar Islands. About one percent of the populations of Kerala and Tamil Nadu are tribal, whereas about six percent in Andhra Pradesh and Karnataka are members of tribes.

REVIEW OF LITERATURE

Mahalingam S. (1989) has advocated that the tribals in India with their very segment of the weaker sections of the country with their traditional skills and resources. He also explained the importance of different tribal groups and their marketable products, salient features of tribal marketing structure and institutional building for the development of tribal market.

Sharat A.(2008) examined the performance evaluation of ITDAs in Andhra Pradesh with special reference to Paderu of Visakhapatnam district. Literature on the subject gave a focus on the overall view of the agency areas, functioning of weekly markets, selling activities of minor forest produce and linkages of tribal people with markets.

NEED FOR THE STUDY

The earlier studies on forest economy in Tamilnadu reveal that there is no direct study on marketing of Tribal products in Tamilnadu. However, marketing of Tribal products is a very important subject because of the need for creation of more employment, income and utilization of the forest resources. But the tribal people cannot establish marketing networks to assess the marketing situation in different products at different levels.

OBJECTIVES OF THE STUDY

1. To study the socio-economic profile of tribal people in study area.
2. To study the process of marketing of tribal products in the tribal areas of Tamilnadu.

RESEARCH METHODOLOGY

The region selected for the study comprises of a total of 5 weekly markets conducted in the entire area of Nilagiris district in Tamilnadu. 20 respondents are selected in this study. This study is based on both secondary and primary data.

MARKETING OF TRIBAL PRODUCTS TRIFED

Govt. of India has initiated a number of steps to develop socio economic conditions of tribal population in the country and one of those initiatives, is the formation of Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) in 1987. It is a national-level apex organization functioning under the administrative control of Ministry of Tribal Affairs, Govt. of India. TRIFED has a network of its (Member Federations) and (13 offices) all over India with its headquarters in New Delhi.

Catching up with e-commerce spread in the country, the government of India has partnered with Amazon to sell tribal products through the online marketplace. PTI report said that Tribal Cooperative Marketing Development Federation of India Limited (TRIFED), a PSU under Ministry of Tribal Affairs, Government of India, and Amazon would sign a MoU next week for the same. TRIFED is also expanding its operations through other ecommerce portals.

TRIFED had earlier partnered with Snap deal as well. The tie-up with ecommerce players is part of the government's aim to scale up sales of tribal products in the country, for which it is also looking for retailers to become franchise of 'Tribe India' from all over the country. TRIFED is targeting sales Rs 100 crore for the financial year 2018. The sales for the year FY17 stood at Rs 1117.85 Lakh.

DATA ANALYSIS AND INTERPRETATION

Table - 1
Gender

S.No	Gender	Frequency	Percentage
1.	Male	14	70
2.	Female	06	30
	Total	20	100

Source: Primary date

The above table shows that 14 respondents are male and 6 respondents are female.

Table - 2
Educational qualification

S.No	Educational qualification	Frequency	Percentage
1.	Illustrate	12	60
2.	School level	08	40
	Total	20	100

Source: Primary date

The above table shows that 12 respondents were illustrate and 8 respondents were school level.

MFP Development

An important source of livelihoods for tribal people are non-wood forest products, generally termed 'Minor Forest Produce (MFP)' means all non-timber forest produce of plant origin and will include bamboo, canes, fodder, leaves, gums, waxes, dyes, resins and many forms of food including nuts, wild fruits, Honey, Lac, Tusser etc. The Minor Forest Produces provide both subsistence and cash income for people who live in or near forests. They form a major portion of their food, fruits, medicines and other consumption items and also provide cash income through sale. Minor Forest Produce (MFP) starts with the word "Minor" but is a major source of livelihood for tribals who belong to the poorest of the poor section of society.

Tribal products

Product categories include:

- ❖ Metal Craft
- ❖ Tribal Textiles
- ❖ Tribal Jewellery
- ❖ Tribal Paintings
- ❖ Cane & Bamboo
- ❖ Terracotta and Stone Pottery
- ❖ Gifts and Novelties &
- ❖ Organic and Natural Food products.

Process of Sourcing Tribal Products

Sourcing products made by empaneled tribal suppliers comprising of:

- ❖ Individual tribal artisans
- ❖ Tribal SHGs
- ❖ Organizations, Agencies, NGOs working with tribals per the guidelines for empanelment of suppliers

Tribal Artisan Mela (TAM)

- ❖ Tribal Artisan Melas (TAMs) at district and tehsil level associate tribal suppliers with retail operation
- ❖ Reach tribals located in interior areas and source tribal art and craft directly from artisan.
- ❖ TRIFED invites tribal artisans to exhibition area where they display their art and craft items.
- ❖ TRIFED's merchandising team identify new artisans and products to be marketed through outlets to augment tribal art and craft.

Table - 3
Income of Tribal's

S.No	Income (Rs.)	Frequency	Percentage
1.	Below 5,000	9	45
2.	5,000 to 7,000	7	35
3.	Above 7,000	4	20
	Total	20	100

Source: Primary date

The above table deals with income of tribal's. 9 respondents is income level below Rs.5000 and 4 respondents is above Rs. 7000 of income level.

Limitations of the study

1. Social, Political and Cultural aspects of tribal people is not discussed and analysed.
2. This Study is restricting it analysis in Nilagiris district only.

CONCLUSION

Tribals artisans and MFP gatherers need to be provided a sustainable livelihood strategy through skill up gradation and platform to sell their goods. TRIFED is the only body at the National level which had been dealing with the marketing of tribal products and produce for the past some years. It has moved forwards alright but not at a pace as was envisaged. It has to be clearly underlined that it is running these entire gamuts of activities for the welfare of the tribals, to empower them with better economic and social capabilities. If only that is achieved, it would automatically feed into the market and TRIBES India as a brand name would flourish. But it would happen gradually. If profit is the only motive then

welfare cannot be achieved. Welfare activity cannot generate profit and without surplus funds, it is difficult to run the marketing activity on its own. Therefore, Ministry of Tribal Affairs has to continue its support to TRIFED in the maximum possible way and TRIFED must continue in its endeavor in a more focused manner. With better policies in place, the MFP gatherers and tribal artisans would be able to garner better benefits and hence would be interested in the sustainability and upgraded market valuation of their products which could include adding newer designs/ crafts or processing MFPs to suit the market need at the national as well as the international level.

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