

Marketing and Logistics Development for Promotion of Tribal products from North-Eastern Region

(PTP-NER)

Operational Guidelines



सत्यमेव जयते

Government of India

Ministry of Tribal Affairs

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Abbreviations

Full Form	Abbreviation
Ministry of Development of North-East Region	MoDoNER
Department of Posts	DoP
Ministry of Tribal Affairs	MoTA
Pradhan Mantri Janjatiya Vikas Mission	PMJVM
Project Management Unit	PMU
Self Help Group	SHG
Tribal Artisans Mela	TAM
Tribal Cooperative Marketing	TRIFED
Development Federation of India	
Van Dhan Vikas Kendra	VDVK

Definitions

- a) Suppliers: A supplier could be an individual tribal artisan, tribal SHGs and Government Organizations/Agencies/NGOs working with tribals/VDVKC formed under the PMJVM scheme/FPOs etc.
- b) Tribal products: As defined in the bylaws of the TRIFED, other livelihoods activities and related activities taken by tribals shall also be included.

1. Background

The Indian States known as Seven Sisters and Sikkim constitute the North-Eastern region of India. The region comprises approximately 10% of the total tribal population of India, numbering about a crore people. The region is rich in its cultural and historical heritage and is also the home to many tribes and sub-tribes. This tribal population is known for its craft, handicrafts, handlooms which is gaining wider popularity. Considering this background, it is evident that this region has a range of products which have a potential for wider marketing and reach. Such a wider reach would ensure better livelihood opportunities as well as income augmentation of the tribal population engaged in these activities. Therefore, the Ministry of Tribal Affairs has introduced a new scheme "Promoting of Tribal products from North-Eastern Region (PTP-NER)" for the benefit of Scheduled Tribes of North-Eastern Region.

2. Vision

The scheme "Marketing and Logistics Development for Promoting Tribal Products from North -Eastern Region (PTP-NER)" has the vision to strengthen livelihood opportunities for tribal artisans through increased efficiency in procurement, logistics and marketing of tribal products.

3. Objectives

- a) To establish sustainable connection with tribal artisans for facilitating backward and forward linkages for their products.
- b) To set up collection and aggregation centres for enhancing the economies of scale in respect of procurement, packaging, standardization, etc.
- c) To design and implement branding and marketing strategies for expanding the reach and access of tribal products.
- d) Improving logistics infrastructure for smooth procurement and marketing of tribal products.
- e) To improve and diversify income-generating opportunities for tribal artisans.
- f) Establishing convergence with other government departments and organisations for cost-effective implementation of these initiatives.

4. Scheme Coverage and duration

The scheme envisions directly enhancing the livelihood of more than 6000 tribal artisans and suppliers across the Northeast region. The original period of implementation of the scheme was two years i.e. from 2021-22 to 2022-23 which is now extended till 2024-25.

5. General Features

- a) Title of the Scheme: The Scheme will be called the “Marketing and Logistic Development for Promotion of Tribal products from North-Eastern Region (PTP-NER)”.
- b) Coverage of the Scheme: The scheme will apply to the states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, and Sikkim.
- c) Scope of the Scheme: The scheme (PTP-NER) will facilitate Tribal artisans to avail opportunities of enhancing income through the provision of backward and forward linkages through incubation support, aggregation, skill and entrepreneurship development, sourcing and procurement, marketing, transportation and publicity.
- d) Convergence and collaboration: The scheme is a fully funded Central Sector Scheme of the Government of India (GoI). The scheme has been formulated as a convergence /collaboration intervention amongst Tribal Cooperative Marketing Development Federation of India (TRIFED), an autonomous organization under the Ministry of Tribal Affairs, Ministry of Development of North-Eastern Region (MoDoNER), and Department of Posts, Ministry of Communications).
- e) Monitoring Mechanism: The TRIFED shall evolve monitoring mechanism for M&E, which shall be digital. Data Base Management System shall be developed to capture all relevant information.

6. Institutional framework

6.1 Nodal Implementing Agency

TRIFED has been appointed as the Nodal Implementing Agency of the PTP-NER scheme by the Ministry of Tribal Affairs for effective implementation of the scheme.

6.1.1 Role of TRIFED as Nodal Implementing Agency:

- a) Overall scheme implementation and management,
- b) Identification and engagement of the Implementation Partner(s)
- c) Empanelment of artisans,
- d) Sourcing of products,
- e) Development of Marketing channels for ensuring the sales of the product,
- f) Developing Monitoring parameters for monitoring and evaluation of the scheme, including utilization OOMF to be developed by the Niti Aayog,
- g) Developing SOPs for the activities of the scheme

6.2 Implementation Partner(s)

Under the PTP-NER Scheme, the TRIFED may implement the scheme through designated Implementation Partners, who shall be onboarded to support TRIFED in the effective implementation of the scheme at the field level and in other aspects, including in providing expertise in various aspects connected with the role of TRIFED. TRIFED may also engage the Implementation Partners for carrying out its activities at the ground level.

6.2.1 Who can be the Implementation Partners?

- a) Agency(s) under aegis of Ministry of DoNER, or
- b) Other Central/state Government agencies with a proven track record of work in the North-East region towards livelihood promotion activities.

Implementation Partners shall work in coordination with respective State Government. Further, the State Government, in convergence with their own scheme, shall nominate agencies that shall assist the Implementation Partners in scheme implementation, to ensure synergies between the TRIFED, the Implementation Partners, the MoDoNER and the DoP and the State Government in achieving the goals of the scheme.

6.2.2 How the Implementation Partner(s) will be selected?

The TRIFED shall, based on work undertaken by the Central/State Government agencies and on the willingness of the agencies concerned, select the Implementation Partners.

6.2.3 Role of Implementation Partner(s)

- a) Sensitization and awareness about the scheme in the North-eastern states,
- b) Assist TRIFED in identification of Tribal producers for empanelment as suppliers under the PTP-NER,
- c) Assist TRIFED in sourcing of products as per the terms of the MoU with TRIFED in addition to its existing channel of procurements,
- d) Feasibility study of the product and market
- e) Facilitating necessary support, wherever required, to the existing and additional suppliers empanelled under the scheme for obtaining required certification such as FSSAI, organic certification, GI, Silk mark, Wool mark, Handloom mark, etc.
- f) Implementation of quality control at the collection centres and central warehouse,
- g) Assist TRIFED in development of marketing channels to ensure the sales of products,
- h) To Identify and recommend new Geographical Indicators and promote the existing ones from the region,
- i) Assist TRIFED in preparation of consolidated procurement plan after ascertaining demand and supply of the tribal products produce by tribal suppliers,
- j) Packaging, Standardization of products, and management of the collection centres
- k) Aggregation Centre and Warehouse Management

7. Scheme Components

a) Identification and empanelment of Tribal Artisans and Suppliers

Who can be an empanelled supplier?

A supplier could be an individual tribal producer, a supplier of products by tribal producers, tribal SHGs, Van Dhan Vikas Kendras under the PMJVM or its predecessor scheme of Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and Development of Value Addition for MFPs, tribal cooperative societies, Tribal Producer Organizations as per the Companies Act 2013 and others dealing with tribal products. Wherever the supplier is a group of individuals and/or an organization, at least seventy percent (70%) of the persons comprising the group/organization shall be tribals and subject to the condition that key positions in the Supplier organization, like President, General Secretary, etc, will be manned by persons from ST community. Further, the supply shall be made

of only products produced by the tribals and the proceeds of such supply would be reaching the tribal producers.

The suppliers shall be empanelled as per the existing guidelines of TRIFED. However, the existing databases with other Ministries/Departments/agencies of the Central and State Governments shall be utilized for identification of the suppliers and the products for procurement. The details of suppliers shall be maintained in the database that will have the following illustrative details:

- Present and potential production capacity,
- Sourcing of raw materials,
- Seasonality of production,
- Length of the production cycle,
- Details of any certifications obtained,
- Any other details as deem fit by the Incubation Agencies.

b) Sourcing of products: The scheme is focused on sourcing and marketing products from the empanelled tribal artisans/suppliers from North -Eastern region. The various categories of tribal products which are sourced from tribal gatherers have been broadly classified under the following 8 broad categories:

- Metal Craft
- Textiles
- Jewellery
- Painting
- Cane & Bamboo
- Terracotta & Stone Pottery
- Gift & Novelties

TRIFED in consultation with Implementation Partner(s) may add or amalgamate the above categories as per requirement and quantity of sourced products.

c) Branding of Products: Branding of the products shall be developed by the TRIFED, that depicts the story of the North-east traditions and rich heritage. The branding exercise shall be conducted by TRIFED in consultation with onboarded Incubation agencies. The branding shall not be a substitute for existing brands but would be developed with regard to the sensitivity of the region and the existing brands.

d) Development, Promotion, and Marketing of tribal products through online and offline channels: In addition to the existing marketing channels of the TRIFED, dedicated online and offline channels would be developed in form of Retail outlets, exhibitions, and e-commerce platforms, etc. that would exhibit products ranging from

the North-eastern region. TRIFED may market the products sourced under the scheme through its existing marketing platforms of retail outlets, Atma Nirbhar Corners, and e-commerce platforms as well as utilize the platform, as per the willingness, of the Incubation agencies and other Government agencies. Efforts will be made to mobilize bulk orders for the North-Eastern products from the Government Organizations and corporate houses.

e) Development of Logistic channels (Maintenance and operations of the transport network): DoP shall be responsible for providing logistic support in transfer of goods from collection Centres to the retail outlets, other aggregation centres and warehouses, to consumers and other destinations as required. Apart from these, DoP shall also be a global delivery partner for the e-commerce orders. TRIFED shall enter into an MoU with the DoP for ensuring that the logistics arrangements are taken care of in a manner as to subserve the objectives of the Scheme.

f) Setting up of Collection and aggregation Centres (1 in each of the North-Eastern states): TRIFED in collaboration with implementation partners will set up professionally and technically equipped collection-cum-aggregation centres at such locations as to be logistically facilitating for the scheme. For this purpose, the existing infrastructure and resources of implementation partners, MoDoNER and the State Governments concerned may be used to reduce cost and effective utilization of the available resources. These collection and aggregation centres would be managed by the Implementation partners and will be used as common facility centres for multiple purposes such as:

- i. **Collection Centres:** The artisan will arrange for the delivery of the products from the production unit to the Collection Centres. However, in case of any logistical difficulties, such as huge quantities, the support of an implementation partner can be sought. In such cases the implementation partner shall make suitable arrangements for the pickup of the products from the production unit and deliver the same at the designated collection Centres and also ensure the quality of the products procured.
- ii. **Quality Inspection:** Before accepting the consignment of products from the artisans, the due quality check shall be done as per the pre-defined parameters. The implementation partner shall be responsible to ensure that each product in the consignment is as per the quality norms defined. For this, resources shall be deployed by the implementation partner at each centre. The products shall be accepted only after meeting all the parameters of quality

check. Further, barcoding of the products shall be done at the collection Centres by the implementation partner.

- iii. **Training centres for capacity building training activities for tribal artisans:** These Centres shall also facilitate space requirements, required for training as conducted by the implementation partner and others for capacity building of the tribal artisans.
- iv. **Warehouse and Packaging Centres**
- v. **Site for exhibitions of the product:** The centres shall also facilitate as a site for exhibitions of the product. These will increase the potential of direct sales from the collection centre itself.

In nutshell, these collection and aggregation Centres will provide the required forward and backward linkages.

g) Retail Inventory Software (RIS): TRIFED has operationalized Retail Inventory Software (RIS) in all its Tribes India Outlets, Regional Offices and Head Office for inventory control under the PMJVM scheme. The same Inventory Management System will be put in place at all collection & aggregation Centres.

7.1 Role of Regional Office of TRIFED: The Regional office team shall make regular monitoring visits to the centralized warehouse. The Regional Office shall coordinate with the Implementation partner in the implementation of the Scheme.

8. Financial layout of the scheme

The total budget for the scheme is Rs. 143.52 crores, approved by the SFC for the period of implementation of the scheme.

9. Release of Grant:

- i. In the first year of the scheme, entire available budgetary grant will be released in one instalment for initiating various preparatory activities. In the next financial year/years budgetary grant will be released in two instalments. The first instalment of up to 50% of the budget will be released on receipt of requisition from TRIFED. The second instalment will be released after submission of the work-plan as approved by the Board of TRIFED, along with submission of utilization certificates as per GFR.
- ii. Release of the second instalment in a year will also be subject to adjustment of pending Utilization Certificate under the PTP-NER.

- iii. Fund-flow shall have to follow the procedure prescribed under Public Financial Management System (PFMS), GFR and other stipulations made by the Department of Expenditure, Ministry of Finance, Government of India from time to time.
- iv. TRIFED will endeavour to achieve convergence from any other scheme of the Central or State/UT government for enhancing the financial resources to achieve the objectives of the Scheme.
- v. Financial utilization of grants released by the Ministry should be identifiable in terms of physical achievement and should not be mixed with other resources. Specific physical progress achieved through dedicated funding under the PTP-NER will facilitate smooth and continuous release of funds to TRIFED.
- vi. TRIFED will be liable to maintain and submit the physical progress report of the activities undertaken out of funds under PTP-NER as and when asked for by the Ministry or any statutory body/organization including Audit.
- vii. TRIFED shall ensure that there is no committed liability at the end of the duration of the scheme.
- viii. TRIFED shall ensure that there is no duplication of expenditure on any work under this scheme, which is being carried out under any other scheme of Government of India. Towards this end, and to consolidate TRIFED's efforts in the Northeast for purposes of this scheme, the grants under the Institutional Support Scheme shall not be utilized in the NER for procurement or any other activity within the NER. However, investments made in e-commerce under the Institutional Support Scheme may be utilized for marketing of the products procured under the NER scheme.

10. Monitoring and evaluation framework

- a) TRIFED shall properly design the Output - Outcome Monitoring Framework to assess the progress and impact of the scheme in coordination with DEMO, NITI Aayog.
- b) TRIFED shall initiate the process of informing the NITI Aayog of the commencement of the scheme and design the same, to enable the OOMF to be formulated within 6 months from the issue of these guidelines.
- c) In addition to the above, the following system will be put in the place by the TRIFED to ensure timely monitoring and review of the scheme:
 - i. Database Management.
 - ii. Retail Inventory Management System (RIS), Supply Chain and Logistics Management system.

- iii. Periodic Review with Implementation partner.
- iv. The TRIFED shall submit a quarterly report (the first such report should be for the period up to June, 2022) to the MoTA within 15 days of the end of each quarter on the physical and financial progress of implementation of the scheme.
- v. Social Audit: TRIFED will conduct social audit of the scheme in association with local bodies, people's representatives and reputed NGOs in a transparent manner.

11. Convergences

The scheme has focused on convergence with various schemes and programs being implemented by other Ministries and Departments of the Government of India as well as respective state governments in the North-East:

- a) TRIFED shall ensure there is no duplication of expenditure on any work under this scheme, which is being carried out under any other scheme of the Government of India, except in the case of PMJVM, wherein the component of the scheme of 'Institutional support for development and marketing of tribal products/produce' of TRIFED may be utilized for developing Software's and other computerization / automation related activities that will be of use to the operations of TRIFED throughout the country since the retail outlets beyond the North-East region would also be involved in the marketing of the tribal products of the North-Eastern region.
- b) In leveraging the existing agencies' resources and strengths, outcomes for all stakeholders, i.e., artisans, suppliers, agencies, and many more will be optimized.
- c) TRIFED shall also ensure convergences with the schemes of the MoRD, DPIIT, MSME, MoFPI, Ministry of Skill Development, Agriculture, Commerce, MEA and other State and Central Government Ministries/Departments/Agencies to ensure that the vision and objectives of the scheme are fulfilled.

12. Role of State Government

The Scheme envisages proactive engagement of the State Governments in the following areas:

- a) Providing necessary external infrastructure to the projects such as power, water supply, roads, effluent disposal, etc., wherever needed,

- b) Dovetailing assistance available under related schemes for overall effectiveness and viability of the projects; and
- c) Providing all the requisite clearances wherever needed and providing necessary assistance for power, water, and other utilities to the cluster.
- d) Convergences of this scheme with the existing scheme of Marketing of Minor Forest Produce (MFP) Through Minimum Support Price (MSP) And Development Of Value Chain For MFP” (now revamped as PMJVM) to enable the empanelment of VDVK Clusters in the North-Eastern region and also enable marketing of their products.
- e) Designating a nodal agency to coordinate with the IP in the successful implementation of the scheme.

13. Operation & Maintenance (O&M) of Assets

TRIFED shall ensure that the assets created under the scheme are properly accounted for and maintained for continuing the utilization of these facilities beyond the period of the scheme. TRIFED shall enter into an agreement / memorandum of understanding with the stakeholders, wherever necessary.

14. Awareness Generation and Publicity

Awareness generation through Information, Education and Communication (IEC) should be undertaken by TRIFED to give wide publicity of the Scheme. Besides, social messages on aspects relating to the components of the scheme can be disseminated.

15. Removal of Ambiguity / Relaxation

Notwithstanding anything contained above, Central Government may issue such instructions / interpretations as may be necessary for implementation of the above guidelines, as and when required to do so. In respect of interpretation of any of the provisions of these guidelines, the decision of the Ministry of Tribal Affairs shall be final. Relaxations in the guidelines shall be subject to recommendation of the TRIFED with justification and will be made by the MoTA with the approval of the competent authority.

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