




केन्द्रीय विद्यालय संगठन/ Kendriya Vidyalaya Sangathan
18, संस्थानिक क्षेत्र/ 18, Institutional Area
शहीद जीत सिंह मार्ग/ Shaheed Jeet Singh Marg
नई दिल्ली-16/ New Delhi - 16
011-26858570

फ.स.110239/51/2017/बजट /केवीएस(मुख्या.)

दिनांक:07.12.18

मानव संसाधन विकास मंत्रालय द्वारा अग्रेसरित प्रबंध निदेशक जनजातीय सहकारी निर्माण विकास, फेडरेशन ऑफ इंडिया लिमिटेड का पत्र संTFD/HQ/MD/2014-15/436/4805/2078 दिनांक 23.10.2018, आवश्यक कार्रवाई हेतु अग्रेसरित किया जा रहा है।



(संजय कुमार)

सहायक आयुक्त(वित्त)

प्रतिलिपि :

1. उपायुक्त, के. वी. एस. , सभी क्षेत्रीय कार्यालय।
2. वित्त अधिकारी , के. वी. एस. , सभी क्षेत्रीय कार्यालय।
3. सभी अधिकारी / अनुभाग , के. वी. एस. (मु.)।
4. प्राचार्य , के. वी. काठमांडू , मास्को एवं तेहरान ।
5. महासचिव , सभी मान्य संघ ।
6. निदेशक , जीट ग्वालियर , मुंबई , मैसूर , चंडीगढ़ एवं भूबनेश्वर।
7. उपायुक्त, ई डी पी , के वी एस (मु.) को इस निवेदन के साथ की पत्र को के वी एस (मु.) की वेबसाइट के शीर्ष "सूचना पट(Announcements) " के अंतर्गत अपलोड करें ।
8. आर टी आई , के वी एस (मु.)।
9. गार्ड फाइल

No.F.17-1/2018-EE.1 (pt.)
Government of India
Ministry of Human Resource Development
Department of School Education and Literacy

New Delhi, the 1st November, 2018

**Subject: Information related to Tribal Cooperative Marketing
Development Federation of India Limited (TRIFED) -regarding.**

Please find enclosed a letter No. TFD/HO/MD/2014-15/436/4805/2078 dated 23.10.2018 received from Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) on the subject cited above, for information and compliance.

Rajesh Samplay
(Rajesh Samplay)
Under Secretary (EE.1)

✓ JS(SE.II) - 504677/18
JS(AE & Coord)
JS(EE.I)
JS(ISSE)
EA(SE&L)

JS(41)
JS(5-3)

5.11.18

US/UT-2)
5/11/18
5/11
Sh. Ac-4
Ms. Annu



प्रवीर कृष्णा, भा.प्र.से.
प्रबन्ध निदेशक

PRAVIR KRISHNA, IAS
Managing Director

भारतीय जनजातीय सहकारी विपणन विकास संघ मर्यादित
(जनजातीय कार्य मंत्रालय, भारत सरकार)

**Tribal Cooperative Marketing Development
Federation of India Ltd.**
(Ministry of Tribal Affairs, Government of India)



TFD/HO/MD/2014-15/436/4805/20759 26 OCT 2018 Dated: 23 October, 2018

24
501957
26 OCT 2018

Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) is an agency of the Government of India under the Ministry of Tribal Affairs which is primarily engaged in the development and marketing of tribal traditional products including handicrafts and natural products. TRIFED aims to improve the livelihoods of the tribal communities by creating markets and business opportunities for them based on their culture, traditional skills whilst ensuring fair and equitable remuneration.

For marketing of the tribal products, apart from the chain of 104 Tribes India showrooms and franchises in the major cities, across the country, we are now poised for big e-commerce push with MOUs signed with GEM, Amazon, Snapdeal, Flipkart and PayTM for the purpose. A list of TRIBES India showrooms in India is attached.

20/10/18
(1000)

Considering the uniqueness and authenticity of a wide and diverse range of tribal artefacts, you would find these tribal products appealing for different purposes e.g. conferences, interiors and furnishings of your offices and also for gifting during the festive season and for various other dignitaries.

USG (C...)
f

I shall be grateful, if the concerned are directed to patronize tribal products and start purchasing requirement of their gifts, souvenir, conference bags/folder, tribal paintings, furnishings, art and craft items etc., made from pure and natural materials, from TRIBES INDIA showrooms, the list of which is attached. Your support to TRIFED's initiatives of providing marketing support to tribal products will go a long way in promoting cause of tribal people of India. A brochure of our products is also enclosed.

15m

Yours sincerely,

Pravir Krishna
(Pravir Krishna)

Please circulate for information and compliance.

Encl.: As above

Shri Rina Ray,
Secretary,
Ministry of Human Resource Development,
Room No.124-C, Shastri Bhawan,
New Delhi.

Rajesh
29/10/18

800000

Shri Rina Ray
29/10/18