OFFICE MEMORANDUM

Subject: TRIFED - Consideration and utilization of the special services provided through Tribes India Interior Design Studio as well as procurement of Tribes India Items from GeM as per GFR - regarding

The undersigned is directed to refer to D.O. No.TRD/HO/MD/2010-11/286 dated 15th May, 2018 received from the Managing Director, Tribal Cooperative Marketing Development Federation of India (TRIFED), New Delhi on the subject cited above.

2. In his communication, the Managing Director, TRIFED has introduced TRIFED as an organization primarily engaged in the development and marketing of tribal traditional handicrafts, handlooms and agricultural products. By creating marketing and business opportunities for these products, TRIFED aims at improving the livelihoods of the tribal communities. The Communication further states that TRIFED has now set up a Tribes India Interior Design Studio manned by National Award Winning artists to transform interiors of Offices and homes with vibrant colors, motifs and exotic designs from the rich traditions of the tribes of India. In addition to the above, stationery and furniture for office use and gift items for visiting delegations and official is available at all their showrooms in Delhi and also at GeM portal of the Ministry of Commerce, Government of India.

3. The Managing Director has made a request to consider and utilize the special services provided through Tribes India Interior Design Studio and procure Tribes India items from GeM as per GFR.

4. The above communication is being circulated to all the NPOs/ All Directors General of Research Councils and all Directors of National Institutes/Secretary, CCIM/CCH/Managing Director, IMPCL/ HPL/PLIM/PCIM&H for information and necessary action.

5. All concerned may please peruse/download the above cited communication which is being uploaded in the website of the Ministry of AYUSH: www.ayush.gov.in to economise use of stationery. The pathway for arriving at the documents is: www.ayush.gov.in →Tender/Vacancy→Communication received from other Ministries for information of Officers under Ministry of AYUSH.

Under Secretary to the Government of India

K.B. Sinha

To:
1. CEO, NMPB/Adv. Ay.(MN)/ (DCK)/DDG(RCA)
2. Dir. (FLK)/(SRKV)/(SKA)/Dy. CEO (NMPB)/Jt. Adv.(Yoga)
3. DS (RM)/Dy. Dir (NMPB)/ Dy. Adv. (Dr. Qasmi)/Dr. Raghu/Sr. Con(SS)
5. All Directors General of Research Councils and all Directors of National Institutes/Secretary, CCIM/CCH/Managing Director, IMPCL/ HPL/PLIM/PCIM&H
6. NIC Cell, Ministry of AYUSH with a request to upload the enclosed communication on the Website of the Ministry of AYUSH

Copy to:
1. PPS to Secretary (AYUSH)
2. PPS to JS (PKP)/PS to JS (RJ)/Sr.PPS to JS (PNRK)
Tribal Cooperative Marketing Development Federation of India Ltd. (TRIFED) an Organisation of the Ministry of Tribal Affairs, Government of India is primarily engaged in the development and marketing of tribal traditional handicrafts, handlooms and agricultural products. By creating marketing and business opportunities for these products, TRIFED aims at improving the livelihoods of the tribal communities.

TRIFED has now set up a Tribes India Interior Design Studio manned by National Award Winning artists to transform interiors of Offices and homes with vibrant colors, motifs and exotic designs from the rich traditions of the tribes of India. Some images of the recent assignments at Shastri Bhavan and NCUI building at Hauz Khas is enclosed.

In addition to the above, stationary and furniture—for office use and gift items for visiting delegations and official is available at all our showrooms in Delhi(addresses enclosed) and also at GEM portal of the Ministry of Commerce, Government of India.

I shall be grateful if appropriate directions are given to the concerned officials to consider and utilize the special services provided through Tribes India Interior Design Studio as well as procure Tribes India items from GEM as per GFR.

A brochure of TRIBES India and leaflet of Design Studio is attached.

Yours sincerely,

(PRAVIR KRISHNA)

Encl: as above

Vaidya Rajesh Kotecha,
Secretary,
Ministry of Ayush, AYUSH BHAWAN,
B Block, GPO Complex, INA,
New Delhi – 110023.
Name & Address of Own Outlet

TRIBES INDIA,
9 Mahadev Road,
New Delhi
Smt. Yasoda Dutt, +91-9958590627,
tribes_india@yahoo.co.in

TRIBES INDIA,
Gallery No.2,
Rajiv Gandhi Handicraft Bhawan,
New Delhi
Sh. Pramod Kumar, Sr. Assistant, 011-22341282, 9211852432,
hbtribesindia@yahoo.co.in

TRIBES INDIA,
Hall No.2, Dilli Haat, INA,
New Delhi (DELHI)
Sh. S.T. Lamkhojin, +91-9015640727,
tribesdillihaat@yahoo.com
We light up your offices and residence with the scenic beauty of the Tribal art, craft and traditions through Tribal master craftsmen. See the Tribal art come alive by getting your rooms designed in Tribal colours and themes by the painstaking efforts of our esteemed and talented artisans from across the country.

Wall art done in the conference room of Ministry of Tribal Affairs, Shastri Bhawan

Managing Director's room, NCUI Building

Wall Art around the staircases, NCUI Building

Wall Art in the corridors, NCUI Building

Wall Art in the reception area, NCUI Building

TRIBES INDIA INTERIOR DESIGN STUDIO
Services provided for interior designing-

The process starts with a design consultation followed by a detailed design of the space in an ethnic Tribal mode.
This would include custom space design and plan, to communicate the design render.

- Space planning - (Function and Flow of the space)
- Design concept
- Style Discovery
- Measuring and taking pictures in the home or business
- Selection of the fixtures and materials
- Selection of accessories, lighting and artwork
- Color/paint consultation if required
- Furniture and rug plan
- Installation with styling and decorating
- Art Hanging
- Reupholstering of existing pieces
- Other needs as and when required

With an observant eye and nimble hands, the chitrakar carefully renders the purity of his environment into tribal art.
A storyteller, he infuses life into the colors and strokes with his skill. Popular tribal painting styles are that of Pithora, Gond, Saura and Warli.

From a wide range of Home Décor products our team will help you design your workplace and home.

TRIBES INDIA
The Art and Soul of India

For more details visit us at:
TRIBES INDIA, 9 Mahadev Road, New Delhi
+91-9958590627
TRIFED - Empowering Tribes since 1987

Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) is a national-level apex organization functioning, since 1987, under the administrative control of Ministry of Tribal Affairs, Government of India, striving to promote the economic development of the Tribal communities of the country through marketing development and sustained upgradation of their skills and products.

In essence, TRIFED's sole objective is to bring about a multi-dimensional transformation of the tribal society and a shift in the perception of their existing image.

TRIBES INDIA - The Art & Soul of India

The magical mystique of Tribal India finds expression at Tribes India- the exclusive shop of tribal artefacts in India espousing tribal cause. It aims at accelerating economic development of tribal people, the poorest among the poor, through the marketing of their products on sustainable basis and providing wider exposure to their art and craft in domestic as well as international markets. It houses the most exquisite and authentic tribal handloom and handicrafts beautifully handcrafted by the tribals from across the country. Tribes India through online selling is spreading its wings in the new age digital world.
GIFTS & NOVELTIES

GUJARAT HANGINGS
WIND FLUTE
BUDDHA STATUE
STATIONERY

NATURAL & ORGANIC PRODUCTS

HONEY
TUNA FISH
DRY FRUITS (CASHEW)
TEA

DIGITAL COMMERCE

In line with the national program of Digital India, TRIFED has adopted Digital TRIFED as a standard mode for financial transactions. Customers are encouraged to go cashless and pay by credit/debit card. Artisans have been encouraged to open bank accounts under JanDhan Yojana and payments to them are through the banking channel. Gradually, we expect to go totally cashless.

E-COMMERCE

E-commerce is the future of Retail trade. To reap greater benefits for the tribal artisans and expand their retail trade all over the country and the world, TRIFED has developed an e-commerce portal www.eshop.tribesindia.com for sale of all its products.

To further amplify the sales, TRIFED has made arrangements with other online marketing giants like Snapdeal, Amazon, Paytm, Flipkart and GeM for all its products.

www.eshop.tribesindia.com
www.trifed.in
www.tribesindia.com
www.mstecommerce.com (e-RaKAM)