

Prospects of Tribal Products Marketing in India

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ABSTRACT

The word tribes is used in many different category of human society, that group of people who lives in forest or backward areas, they are dependent on forests for their livelihood and survival. Tribal communities are integral part of Indian society. The term vanwasi is also used for the tribal population in India. Their existence was found since the days of the Ramayana and the Mahabharata. They are considered to be one of the original inhabitants of India. Constitution of India recognised them as schedule tribes. Tribal people constitute 8.6 percent of total Indian population. Tribal societies are found throughout the country and have a very rich traditional cultural and heritage with unique life style and customs. To improve their social economic conditions tribal people adopted commerce and have a very vast range of tribal products for trade together with traditional agriculture. TRIBES sells the tribal products under eight categories mainly metal craft , tribal jewellery, cane and bamboo products, tribal textile , tribal painting, terracotta stone pottery gifts and novelties ,and organic natural products . To spread the world about the availability of Tribal products are marketing by TRIFED, NSTFDC, TRIBES India, and several other brands. There are several mediums like you tubes, newspapers, leaflets, snap deal, flipchart, Amazon, GeM Portal etc.

Keyword: Tribal community, tribal product, TRIFED, TRIBES India,

Introduction:

The Adivasi refers to the heterogeneous tribal community across the Indian subcontinent. They are considered to be one of the original inhabitants of India. Constitution of India recognised them as schedule tribes. Tribal people constitute 8.6 percent of total Indian population. In north eastern states like Arunachal Pradesh, Meghalaya, Mizoram, and Nagaland more than 90 percent of population is tribal. There are several groups in tribal. Tribal communities are integral segment of Indian society. The tribal people have a very rich traditional and cultural heritage with unique life style and customs. Tribal community lives in a belt of Himalayas stretching through Jammu and Kashmir, Himachal Pradesh, Western Uttar Pradesh, Assam, Meghalaya, Tripura, Arunachal Pradesh, Mizoram, Manipur, Nagaland, Madhya Pradesh, Orissa, Jharkhand , Bihar , and West Bengal. Even tribal societies are found in Karnataka, Tamil Nadu, Kerala and Rajasthan Gujarat and even in union territories of Lakshadweep, Andaman and Nicobar Island also. The largest tribal population are found in

central India. In 1950 a policy of protection was adopted towards all tribal peoples in India. The government of India recognised tribal communities as scheduled Tribes and gave them special benefits in Assembly, services, school, colleges etc. Government policy on forest reserves has affected tribal people's life positively.

Tribal in Jharkhand:

The tribes of Jharkhand consist of 32 scheduled tribe's inhabitancy. The tribes in Jharkhand were originally classified on the basis of their cultural types by the Indian anthropologist. These classifications were as follows.

1. Hunter gatherer types tribal are mainly Birhor, korwa, Hill kharia
2. Shifting agriculture type's tribes are Sauria, Paharia, Mal paharia etc
3. Simple artisan's tribes are Mahli, lohra, karmali, Baraik etc

4. Settled agriculturists type tribes are Bhumij, Ho, Oraon, Munda, Santhal etc.

The tribes population in Jharkhand as per 2011 census is 86, 45,042. Tribal population are mainly resides in villages almost 91.7 percent tribes live in villages. Gumla district have highest population in tribes. Santhal are largest, oldest and major tribal population in Jharkhand.

Methodology of study:

The study is based on secondary data collected from published documents of various magazines, economics time daily news paper, Economic political weekly, reports published by various institutions, government data published by ministry of tribal welfare, various internet site etc.

Need of the study:

Tribal products are distinct from the other type of product. The urban products are crowded and saturated. Their share is declining but Tribal products are new in market and have potentiality to catch the consumers and fulfil the market need. Tribal marketing improve the prosperity of tribal community.

Objective of the study:

In the light of above discussion the main objectives of the study are:

- 1 To study the Reduction of the poverty of the tribal community through tribal business.
- 2 To study the Acceleration of the growth of tribal products
- 3 To study the support of government and other Agencies like TRIFED in marketing of tribal products.

Hypotheses:

The study has undertaken the following hypotheses

H₀; Tribal product have no potentiality to catch the market

H_a; Tribal products have a potentiality to catch the market

Tribal products :

To improve the socio economic conditions of the tribal people the institution TRIBES sell the tribal products and categorised fewer than eight types of products.

1 Metal craft:

Metal craft products are mainly produce by Gadwas, Dhurwas and Gond tribes. They used wax technique and hollow casting techniques in building metal craft. Wax is subsequently melted off and cavity formed is filled with metal and copper and tin. Tribes mainly make products of tree, Birds, animals, mythology of rituals etc.

2. Tribal textiles:

The history of tribal textile is very glorified. The tribal cloth artists have adopted age old traditional style together with contemporary styles. They have mixed tradition with modernity beautifully. Today tribal cloths collection received immense popularity among all class and types. Tribal shawls, mufflers, are made with world class materials like sheep wool and Angora wool which provide warm and softness and durability in nature. Tribal textiles such as Tassar silk in Jharkhand muga and Eri silk in the North East are very rich fabrics used in sarees, and shawls, and stoles. Men wearing rang line from kurta to band gala jackets are all a part of tribal textile collection. A wide range of home furnishings covers like bed sheet, cushion covers, and table cloths etc are available in variety. The brilliance of tribal artists covers all boundaries of time and space. They have adopted traditional style with contemporary style.

Tribal jewellery :

Tribal jewelleries are made by the animal bones, coral, glass beads and shells. These jewelleries have exceptional range and variety. Different tribes have specific speciality original bead necklace from the wancho tribe Arunachal Pradesh, Sea shell glass bead and coral necklace from konyak tribes of Nagaland, necklace made with beads With two brass heads and fish tails which are considered as fertility symbols worn by Naga tribes, Dokra jewellery crafted by the famous Gond tribes of odisha is beautiful form of

jewellery which gives antique look. These tribal jewelleries are well with look of traditional as well as contemporary styles.

Tribal painting:

Tribal communities have expressed their sensitivity and creativity through their arts and crafts. Their art exemplifies a level where life and creativity are inseparable. The tribal art reflects the community's myth legends, epics and many Gods. There paintings made with natural colours and pigments. These paintings are vibrant and colourful representation of seasons, festivals, regular activities such as hunting, fishing, dancing, and religious beliefs, God and Goddesses etc.

Tribal Pottery:

Tribal potteries are exceptionally beautiful. These potteries are style in black stone. Longpi pottery is a famous pottery they are not made through wheel rather they are shaping with hand. These pots are grey black in colour. These products are gained popularity in Australia, European countries and United State of America.

Cane and Bamboo products:

Cane and Bamboo products are abundantly found in most of the entire tribal region. Tribal people make from cane and Bamboo some utility products like Baskets of different shape and design. Cane and bamboo are also used in Sofa sets, chair, Dining conference table, laundry basket, wastebaskets etc. These products are mainly eco friendly. Cane and bamboo products are one of the major sources of income of tribal community.

Gifts and Novelties:

Gifts are remembrance of the beautiful moments and memory. Tribal gifts are some magical filling. There are some sides like e-commerce platforms, Tribes India outlets and Amazon, fliPkart have offered a Variety of range to choose from this specially designed Products .

Organic natural products:

Products are always better in a natural forms. Tribal products are still far away from chemicals

fertilizers, artificial culturing. These products are healthy but have little extra costly. Tribal organic natural product range are wide some famous products are Honey, Tea leafs, spices, dry fruits, different types of bath soap, fish etc.

Tribal marketing :

In fast changing world market , where modernity, technology and development have taken root but still tribal entrepreneurs have trying to preserve their traditions in their art and crafts together with technology. Tribal co operative marketing development federation of India (now called **TRIFED**). TRIFED is a National level co operative body under the administration of ministry of tribal affairs government of India. TRIFED started the procurement and marketing of tribal art and craft products. TRIFED was formed with main objective of institutionalise the trade of tribal products and to provide the fair price for their products. TRIFED open outlets in many places called TRIBES India. It was opened in 1999 at New Delhi, today there are 130 retail outlets across India. The aim of TRIFED is to accelerate economic development of tribal people by providing wider exposure of their products in Domestic and International markets. TRIFED also expanding their market through e-commerce for this the TRIFED started their website known as tribe's india.com. TRIFED made publicity strategy through Exhibitions and Aadi Mahotsavas of tribal products. Many corporates are helping tribal entrepreneurs in improving their products quality and technology.

National scheduled tribes finance and Development Corporation is an apex organisation, setup for financial assistance of tribal entrepreneurs in procurement and marketing of MFPs and other tribal products to meet their working capital requirements.

Tribal's who had not even heard the of e-commerce platforms are now selling their products online platforms. The tribal products are available whole new world. TRIFED open on line portal www.tribalindia.com, on this site costumers have a wider range of products available according to their choice. Some similar other on line platforms are

Amazon, flipkart, snap deal, GeM (Government e-Marketplace). These sites also offer a substantial discount to promote the products and clear the piled up stock. This platform helps tribal producers in lockdown period also.

Conclusion:

In recent years tribal products have acquired significance growth in the market due to substantial increase in the purchasing power of the customers. Tribal products are defined as those products which are specially collect or manufactured by tribal peoples. Tribal products are getting importance due to saturation of the other similar market products. This has also boost by the CSR activity by the corporate and other agencies. The physical distribution and channel management adversely affect the service as well as cost aspects .tribal consumer are cautious in buying and decisions are slow and delayed. They like to give a trial and only after being personally satisfied than they buy the product. Tribal products marketing involves more intensive personal selling, efforts in compare to other market products. Many tribal areas are not connected by rail, transport, rather kacha roads become unserviceable during the monsoon and interior tribal areas are isolated. There are not enough opportunities for education in rural areas. The literacy level is very low in compared to other part of country. But we say that the Tribal products have a capacity to face all the challenges and come out from them. Tribal products have a potentiality to capture the market with all healthy competition.

Suggestion:

The government has to develop infrastructure facilities like roadways, railways etc. In tribal areas so as to reach large trial product.

Effective supply chain management practices can bring down the various costs like distribution cost, cost of communication, customer cost, cost of sale etc.

Tribal products marketing is the nerve centre of a rural marketing as well as to promote cultural integration.

Greater need for strategic tribal product marketing practices includes

- Client and location specific promotion
- Joint or cooperative promotion
- Bundling of inputs
- Development marketing
- Unique selling proposition
- Extension services
- Business ethics
- Management of demand

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