

ECONOMY

■ Scheme Launched for Effective Marketing of Northeast Tribal Products

The Ministry of Tribal Affairs has launched the Marketing and Logistics Development for Promotion of Tribal Products from North-Eastern Region (PTP-NER) scheme. The scheme



has been introduced for the benefit of Scheduled Tribes of the North-Eastern Region with the vision of strengthening livelihood opportunities for tribal artisans through increased efficiency in procurement, logistics and marketing of tribal products from North Eastern States. The scheme will apply to the States of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim. As part of the scheme, tribal artisans from North Eastern Region will be empanelled by organising 68 Tribal Artisan Melas in various districts of the region.