



# भारतीय जनजातीय सहकारी विपणन विकास संघ मर्यादित

जनजाति कार्य विभाग मंत्रालय, भारत सरकार

TRIBAL CO-OPERATIVE MARKETING DEVELOPMENT FEDERATION OF INDIA LTD.

Ministry of Tribal Affairs, Government of India.

TFD/ROB/MFP/2018-19/

TO

The Vice Chancellor,  
Central University,  
Puducherry.

Seen by me  
28/2  
Registration  
DA (Admin)  
27/2/19

TRIFED/Reg/No. 2021

Dt/ 28/02/2019

27.2.19

PU/VCSI 425

27/02/2019

1 2019

So/HTS  
27/2/19

Sub: **Central University Day** -Aadi Mahatosav (Tribal handicraft exhibition) at Puducherry from 1<sup>st</sup> March-10<sup>th</sup> March 2019-reg

Sir,

As you may be aware that Tribal Cooperative Marketing Development Federation 'of India Limited (TRIFED) has been functioning since 1987 as a national-level apex organization functioning under the **administrative control of Ministry of Tribal Affairs, Govt. of India.** The ultimate objective of TRIFED is socio-economic development of tribal people in the country by way of marketing development of the tribal products on which the lives of tribals depends heavily as they spend most of their time and derive major portion of their income from these products.

The magical mystique of tribal india finds expression at TRIBES INDIA-the exclusive shop of tribal artifacts in India espousing Tribal cause.It aims at accelerating economic development of tribal people,the poorest among the poor,through marketing of their products on sustainable basis and provided wider exposure to their art and craft in domestic as well as international markets.

All products are Eco-friendly, crafted from naturally available raw materials and they are pocket friendly as well.

TRIFED is organising Aadi Mahatosav an exhibition of tribal art &craft at Gandhi Thidal Beach Road,Puducherry from 1<sup>st</sup> March-10<sup>th</sup> March 2019. Two hundred tribal artisans from different parts of the country will display their products for sale.The timing of the exhibition 10 am to 8.30 pm.TRIFED in association with Ministry of Culture Government of India is organizing Cultural programme during the event from 6pm to 8pm.

DA (Admin)

We are celebrating 5<sup>th</sup> March 2019 as Central university day as our token of appreciation to all the faculty and staff members of Central university for immense contribution made by them towards the education of the people of Puducherry. We are inviting all the members as our special guest on 5<sup>th</sup> March 2019 to the Aadi Mahatosav Pondicherry.

We request you to kindly accept the invitation and participate the above event.

Thanking you,

Yours faithfully,

  
(V. Ramindhan)

Regional Manager