

State takes tribal products online, ties up with Amazon

The Times Of India - Mumbai, 17/09/2018; Section: Times City, Page: 7

Mumbai:

In a bid to open up new markets for handmade and tribal products, the state government has tied up with a major online platform. The government is looking at creating an exclusive slot on the online platform to list, market and sell handicrafts made by tribal groups of Maharashtra.

The state government signed an MoU with online seller Amazon in July. Officials said they are currently training artisans to market and package their products to meet the quality standards of the ecommerce platform. Bamboo products, *Warli* paintings and hand woven items like Kashida work will be listed online.

Officials said the Tribal Cooperative Marketing Development Federation of India has signed an MoU with Amazon, Flipkart, Snapdeal and Government E-Market to promote tribal arts and crafts. TNN