

Arjun Munda inaugurates National Tribal Festival – Aadi Mahotsav in Jamshedpur

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सत्यमेव जयते

Ministry of Tribal Affairs

#Jamshedpur hosted the inauguration of Aadi Mahotsav, the National Tribal Festival, led by Shri Arjun Munda, the Union Minister for Tribal Affairs. Organized by the Tribal Cooperative Marketing Development Federation of India Limited (TRIFED), Ministry of Tribal Affairs, this grand event will run from October 7th to October 16th, 2023.

Shri Munda, addressing the audience, emphasized the significance of Aadi Mahotsav as a pivotal platform to showcase the rich cultural heritage, traditions, and art of tribal communities at both national and international levels. He commended the live demonstrations by women tribal artisans showcasing their unique artifacts. The Minister expressed gratitude to Prime Minister Narendra Modi for envisioning the promotion of tribal products, notably through their presentation to visiting dignitaries at the G20 Summit.

Aadi Mahotsav, characterized as a celebration of the contributions of tribal ancestors, diverse tribal cultures, lifestyles, and the tribes themselves, aligns with the spirit of 'Ek Bharat Shreshtha Bharat,' according to Shri Munda. The festival provides a unique opportunity to interact with artisans, learn about their way of life, and immerse oneself in tribal culture and traditions.

This annual event, celebrating tribal entrepreneurship, craftsmanship, culture, cuisine, and commerce, serves as a vital platform to showcase the rich and diverse heritage of tribes from across the nation. This year, the festival will feature the talents of 336 tribal artisans and artists, including Particularly Vulnerable Tribal Groups (PVTGs) and Van Dhan Vikas Kendra (VDVK) beneficiaries.

The event will include 30 artisans' stalls, around 11 VDVKs' stalls, and 5 cuisine stalls from Jharkhand. Moreover, there will be 68 artisans' stalls from other states, along with 15 cuisine stalls, offering live demonstrations across various categories such as textiles, painting, jewelry, metalwork, cane, bamboo, and cuisine. Dignitaries present at the event included Shri Bidyut Baran Mahato, Member of Parliament, Shri Chanakya Chaudhury, Vice President (Corp. Affairs) at Tata Steel, and Ms. Geetanjali Gupta, Managing Director of TRIFED, among others.