



**TRIBAL COOPERATIVE MARKETING DEVELOPMENT  
FEDERATION OF INDIA LTD.(TRIFED)**  
(Under Ministry of Tribal Affairs, Government of India)  
NSIC Business Park, NSIC Estate,  
Okhla Phase – III, Okhla Industrial Area,  
New Delhi - 110020

**Advertisement No: 05 / 2023**

TRIFED, a Government of India Organization invites applications from eligible candidates for hiring 30 (25+5) bright and innovative minds as **Interns / Program Associates** who can connect with the goals of TRIFED for the social and economic upliftment of tribals. Specialized Institutes of repute having domains congruent to the objectives of TRIFED may nominate/ recommend suitable candidates meeting the selection criteria along with their detailed biodata or such candidates may apply with their Institute's recommendation.

Applications may be submitted to the General Manager , Personnel Division , TRIFED ,Head Office , New Delhi by Speed Post or on E-mail ID: [pers.div.trifed@gmail.com](mailto:pers.div.trifed@gmail.com) , so as to reach on or before 28<sup>th</sup> August , 2023.

For eligibility & details, please visit TRIFED's website <https://trifed.tribal.gov.in> under the opportunities - careers section

No TA/DA is admissible for appearing for the entire selection process.

**General Manager (Personnel)**

Place: New Delhi

## **Detailed Notice for Hiring of 30 Interns/ Program Associates for TRIFED Head Office and Regional Offices of TRIFED**

### **1. BACKGROUND OF THE ORGANIZATION:**

TRIFED is a National level apex organization under the Ministry of Tribal Affairs, Govt. of India, striving to promote the economic development of tribal communities through marketing development and sustained up gradation of their skills and products such as tribal handicrafts, value added natural products and minor forest produce.

Tribal Co-operative Marketing Development Federation of India Ltd. shortly known as TRIFED is a national level organization under the Ministry of Tribal Affairs, Govt. of India, primarily engaged in the development and marketing of tribal handicrafts and natural products.

The main mandate of TRIFED is capability enhancement of tribals, promotion of tribal products and creation of marketing opportunities for the tribal's with a view to ensuring them remunerative prices for their products and augmenting their income on a sustainable basis.

Towards attainment of this mandate, TRIFED is poised for expansion of retail operations for marketing of unique and ethnic tribal handicrafts and natural products in high end markets through a chain of retail outlets called "TRIBES India showrooms" across the country besides international marketing thereof and skill up gradation & capacity building of tribal artisans and gatherers of Minor Forest Produce. TRIFED has also been entrusted by the Govt. of India to implement its proposed Minimum Support Price Scheme for 87 Minor Forest Produce.

TRIFED, with its Headquarter at New Delhi, has a network of 14 Regional Offices and a chain of Retail Outlets (expanding every year). In line with the objective TRIFED has planned to scale up Marketing of Tribal Products through increase of its Retail Outlets 'Tribes India' throughout India and other retail marketing activities.

### **2. EXPECTED KEY DELIVERABLES FROM THE INTERNS/PROGRAM ASSOCIATES:**

(i) To work in different States and Districts for undertaking various tribal developmental programs like PMJVM, PM-PVTG Mission being implemented by TRIFED through State Implementing Agencies.

(ii) To assist in undertaking various livelihood programs by TRIFED through Training, Value addition and Marketing of value-added products.

(iii) To assist in implementing MSP for MFP scheme including development of infrastructure in States.

(iv) To assist in implementation of Van Dhan Yojana (VDY) being implemented by TRIFED through designated State Nodal Departments and State Implementing Agencies, including operationalisation of VDVks in States.

(v) To assist in establishment of VDVks exclusively of PVTGs under PM-PVTG Mission in different States through State Nodal Departments/Implementing Agencies, including operationalisation of PVTG-VDVks.

- (vi) To assist in converging schemes of other Ministries and Department for effective implementation of various tribal developmental programs being implemented by TRIFED.
- (vii) To assist in collection of related data of MSP for MFP scheme, Van Dhan Yojana, PM-PVTG Mission, etc.
- (viii) To assist in development of integrated Digital Solution for effective implementation and Monitoring of various tribal developmental programs being implemented by TRIFED.
- (vii) To formulate marketing/communication strategies for marketing of tribal products through various offline and online Stores of TRIFED and measures for scaling up the sales operation.
- (viii) To assist in development of SOPs for activities of TRIFED, including Tribes India Outlets.
- (ix) Consolidating and upgrading the Outlets, including improving interiors/ exteriors for making them more presentable /attractive visiting customers.
- (xi) Preparation of various concept notes, proposals, Roadmaps, MoUs/Agreements with other agencies including development of detailed project reports with cost estimates etc. for various initiatives of the TRIFED.
- (xii) Development of competency matrix for assessing the gaps and finding suitable vocation for area specific, based on social /economic uniqueness of different tribal groups.
- (xiii) Develop tools, techniques and methodologies for linkages within the Panchayat, Block, District, State Agencies with the Regional and Head Office of TRIFED.
- (xiv) Any other work assigned by MD or Divisional Head and Regional Managers of TRIFED in the interest of the organization.

### **3. Process of Selection of Interns / Program Associates:**

Selection will be in three phases. Applications received from the candidates /Institutions till **28<sup>th</sup> August,2023 upto 5:00 PM** at TRIFED Head Office New Delhi will be screened and shortlisted by a internal Committee of TRIFED Head Office in **first stage** for interview call.

**In second stage**, interviews will be conducted at respective Regional Offices of TRIFED and the shortlisted candidates will be directed for an interview at the Regional Office concerned on **11<sup>th</sup> September between 10.00 A.M. to 5.00 P.M.**

This will be further followed by a confirmatory interview on **25<sup>th</sup> September 2023** at TRIFED Head Office, New Delhi in the **third stage**.

Decision of TRIFED for short listing and selection will be at its sole discretion and no representation in this regard would be admissible. Selection as intern/ program associates will bestow no rights for permanent or continued service with TRIFED. No TA/DA is admissible for appearing for the entire selection process.

#### **4. Overall Objective of the Assignment:**

To facilitate the reduction and removal of gap in the Human Development Indices (HDI) of the Scheduled Tribe as per the provisions of the Forest Rights Act, Constitutional Provisions, PESA Act, and aid in the efforts of TRIFED through creation of sustainable markets for the Minor Forest Products and other Tribal Handlooms/Handicrafts /other such products of ethnic value that enables the economic /social mobilization of Tribal Population. One may learn more about the activities of the organization by visiting the websites- <https://trifed.tribal.gov.in> [www.tribesindia.com](http://www.tribesindia.com)

#### **5. Terms of Reference (TOR) for hiring Interns/ Program Associates under Internship Programme in TRIFED, Ministry of Tribal Affairs, Govt. of India**

**(i) NUMBER OF INTERNS/ PROGRAM ASSOCIATES REQUIRED: 30 ( Thirty)**

(25 Interns/Program Associates for MSP for MFP, Van Dhan Yojana & PVTG activities, and 5 Interns/Program Associates for Handicraft & Design Development and Retail Marketing Development activities under the Scheme PMJVM).

**(ii) AREA OF WORK FOR INTERNS / PROGRAM ASSOCIATES:** Gujarat & Daman and Diu, Madhya Pradesh, Odisha, West Bengal & Andaman & Nicobar Islands, Karnataka, Kerala Goa, Tamil Nadu, Chandigarh, Himachal Pradesh, J & K and Ladakh , Uttarakhand & Uttar Pradesh, Assam, Arunachal Pradesh, Manipur , Tripura, Meghalaya, Mizoram, Nagaland and Sikkim , Jharkhand & Bihar, Chhattisgarh, Rajasthan, Maharashtra, Delhi & Delhi-NCR Or Any Other Place In India.

**(iii) PERIOD OF INTERNSHIP** – The duration of the internship will be initially for six months and may be extended at the sole discretion of TRIFED by another six months. The total duration of the internship will not exceed twelve months. However, in case TRIFED feels the necessity, the internship may be terminated at any time with two week's notice.

**(iv) EMOLUMENTS:**

- a. Rs. 30000 P.M FIXED - Graduates/ Postgraduates passed out from the reputed Institutions.
- b. Allowances on tours of duty will be admissible/applicable as applicable to Pay Level in Pay Matrix of **Level-4** and below of the Seventh Central Pay Commission (i.e. First Class/AC-III/AC Chair Car in normal train travel and AC 3<sup>rd</sup> /Chair Car by Premium/Premium Tatkal/Suvidha/Shatabadi/Rajdhani/Duronto trains)
- c. **Applicants have to indicate their three preferences for posting in the application form.**

**(v) REQUIRED EDUCATIONAL QUALIFICATION: (GRADUATES)**

- Graduates/ Post graduates in the area of Social Works, Management, Social Sciences, Food Technology, Forestry, Botany, Forest Management, Food Science, Nutrition Science, Public Administration, Anthropology, Or any other discipline relevant to the area of Tribal Welfare and Development/ Rural Management & Welfare Administration for 25 Interns for MFP, Van Dhan & PVTG activities.
- Graduates/ Post graduates from premier institutes in the area of Fashion Technology/ Design Development/ Product Development for 5 Interns for Handicraft and Marketing Development activities Development and Management will also be considered.
- In disciplines in the areas noted above where a graduate degree is not available, a Post-Graduate degree Or equivalent from a recognised Institution will be a must.
- Further, students with Graduate degree, pursuing Post-Graduate degree education in the area noted above may also apply subject to the rules & regulations of the Institution where they are studying. Other things being equal preference will be given to Management graduates.

(vi) **Required Skills:**

- (a) Proficiency in written & oral communication with language desired to proficiency with knowledge in social media.
- (b) Proficiency in handling digital office products and computer language & formats such as Excel, Word, Power-Point etc.
- (c) Competence at being a self-starter requiring only expert supervision.

**Note: The selected candidates may as per exigencies will be required to work after office hours.**

**6. Deployment of 30 Interns/Program Associates in various offices of TRIFED(HO/ROs)**

S. No.	Name of the State	TRIFED's Regional Office	Location	No. of interns to be deployed *
1	Gujarat	Ahmedabad	Ahmedabad	01
2	Madhya Pradesh	Bhopal	Bhopal	01
3	Odisha	Bhubaneswar	Bhubaneswar	01
4	West Bengal and Andaman & Nicobar Islands	Kolkata	Kolkata	01
5	Karnataka, Goa Tamil Nadu, Kerala	South	Bangalore (Karnataka) / Tamil Nadu/ Kerala	03
7	Chandigarh (UT), Himachal Pradesh, J&K, Ladakh	Chandigarh	Chandigarh/ Shimla Leh/ Jammu	<u>02</u>
8	Uttarakhand, Uttar Pradesh	Dehradun	Dehradun Lucknow	02
9	North-East Region (Assam, Arunachal Pradesh, Manipur, Tripura, Meghalaya, Mizoram, Nagaland, Sikkim)	Guwahati/ Gangtok	Guwahati  Gangtok	03
10	Andhra Pradesh & Telangana	Hyderabad	Hyderabad	01
11	Jharkhand & Bihar	Ranchi	<b>Ranchi</b> Patna	02
12	Chhattisgarh	Raipur	Raipur	<u>02</u>
13	Rajasthan	Jaipur	Jaipur / Udaipur	01
14	Maharashtra	Mumbai	<b>Mumbai</b>	01
15	HO, TRIFED ,Delhi /Delhi-NCR	Delhi	Delhi	09
Total				30

\* The number can increase /decrease based on HO/ Regional Offices requirements.

## 1) Head Office, TRIFED, Delhi

<p>➤ <b>Postal address/ E-mail for sending the applications to TRIFED Head Office ,New Delhi :</b></p>
<p>To,</p> <p><b>The General Manager (Pers), Tribal Cooperative Marketing Development Federation of India Ltd.(TRIFED),NSIC, MDBP Building ,Ground Floor, Core-07-12, Okhla Phase-III, Okhla Industrial Estate , New Delhi -110020</b></p> <p>E-mail : <a href="mailto:pers.div.trifed@gmail.com">pers.div.trifed@gmail.com</a></p>

## 2) Regional Office

S. No.	Regional Office	RO Office Address	Contact Name	Email	Tel
1	Regional Office Gujarat	2nd Floor, BSNL Exchange Building, Mangal Murti Road, Shastri Nagar, Naranpura, Ahmedabad - 380063, Gujarat	Shri Ajit Vachhani-Regional Manager	ajit.vachhani@trifed.nic.in	9913364025
2	Regional Office South	No.323/1, Hosur Main Road,2nd Floor, Near Madiwala Police station, Madiwala, Bangalore 560 068, Karnataka	Lt Col Shubhajeet Tarafdar - Regional Manager	trifedrobangalore@gmail.com	Mob: 8788233654
3	Regional Office Madhya Pradesh	35, Shyamala Hills, Rajiv Gandhi Bhawan II, Ground Floor, - 4620011, Madhya Pradesh	Shri AK Bhagat Regional Manager	trifedbhopal@gmail.com	7552660348
4	Regional Office Odisha	TRIFED NCDC Premises, Ground Floor, Alok Bharati Complex, Sahid Nagar, Bhubaneshwar-751007, Orissa	Shri Rahul Kumar-Regional Manager	trifed.odisha@gmail.com	9771741289
5	Regional Office North	Central Warehousing Corporation, Plot No 5, Industrial Area, Phase-II, Chandigarh, Pin Code No- 160020	Shri Shantanu Saharan - Regional Manager	trifedchd.pkl@gmail.com	Office LL- 01722572575 Mob: 8141377857
6	TRIFED RO Uttarakhand & Uttar Pradesh	GROUND FLOOR, SILK PARK, PREM NAGAR DEHRADUN-248007	Shri Bhola Shanker-Regional Manager	trifeddehradun@gmail.com	9990956456

7	Regional Office Delhi	TRIFED Godown, Beej Bhawan, NSC, Pusa Complex, Near SBI New Delhi - 110 012	Shri Mayur Gupta - Regional Manager	trifedpusa9[at]gmail[dot]co m	+91-11- 25842975 , 25845884,
8	Regional Office North East	H. No. 03,1st floor Madhab Kamal Path, ASEB Road, Behind Hotel Shiva, Ulubari, Guwahati-781007	Shri AD Mishra- Regional Manager	trifedroguwahati@gmail.co m	8084112036
9	Regional Office Telangana & Andhra Pradesh	NO.5, 1st Floor, Chenetha Bhavan, Nampally, Hyderabad - 500001, Telangana State	Shri Srinivasan Shankey	hyd_trifed[at]yahoo[dot]co[ dot]in	-24653134
10	Regional Office Chhattisgarh	ASHIRWAD BHAWAN, PLOT NO-7, BEHIND MATA GARAGE, BEHIND JAI BHOLE COMPLEX, PANDRI, RAIPUR -492004, CHHATTISGARH	Shri P C Chakraborty	trifedraipur@gmail.com	-2437393
11	Regional Office Rajasthan	Room No.406, 4th Floor, Nehru Sahakar Bhawan, Bhawani Singh Road Jaipur, Rajasthan	Shri Sandeep Sharma- Regional Manager	rojapurtrifed@gmail.com	9024489417, 8561054227,
12	Regional Office West Bengal	Ground Floor, BSNL Telephone Exchange, Admin Building, DE Block Bidhannagar, Salt Lake Sector 1, Kolkata(WB), Pin code: 700064	Shri Raj Vashisth- Regional Manager	kolkatatrifed@gmail.com	PH: 033- 23348030
13	Regional Office Maharashtra	Plot No.3, Sector-17, Opp. Khanda Colony, Near Panvel, Mumbai – Pune Highway Road, New Panevel [W], Navi Mumbai 410206, Maharashtra	Sh Shiva Chalwadi- Regional Manager	trifedmumbai@gmail.com	022- 27463826,
14	Regional Office Jharkhand & Bihar	B-381, Road No.4, Ashok Nagar, Ranchi – 834004	Shri Shailendra Kumar Raju - Regional Manager	trifedranchi@gmail.com	9431357391



**Format for Hiring Interns /Program Associates in TRIFED**

Application for the post/ position applied: .....

Preferences for place of posting: 1) ..... 2).....3).....



1. Name of Applicant: .....
  2. Father/Mother/ Husband Name : .....
  3. Sex (Male /Female/Others) :.....
  4. Date of Birth : .....
  5. Age on the last date of application: :.....
  6. Nationality :.....
  7. Religion : .....
  8. Whether belongs to SC/ST/OBC/PwD/EWS : .....
- (Attach a self-attested photocopy with an application form)*
- Also, mention - Certificate Number ..... & Issuing Authority .....
9. Language Known : Speak: ..... Write: .....
  10. Address for communication: .....
  11. Permanent Address: .....
  12. Telephone / Mobile Number: ..... E-mail-Id: .....
  13. Educational Qualification: *(Attach a self-attested photocopy with an application form)*

Sl. No	Examination /Degree or Equivalent Passed	Year of Passing	Name of Board/ University	Class/ Division	Percentage of Marks	Subjects / Specialization
1	10 <sup>th</sup> / Secondary Exam					
2	12 <sup>th</sup> / Senior Secondary Exam					
3	Graduate:					
4	Post Graduate:					

**.14. Experience, if any - (Attach a self-attested photocopy with an application form)**

Sl. No.	Name of Department /Organization / Institution /Agency	Post /Position held	Total remuneration / / Salary (Per month)	Period		Total Experience (Year /Months)	Nature of job/ duties performed
				From	To		

**14. Any other information :**

Place : .....

(Signature of Applicant)

Date :.....

**List of documents enclosed with the application form :**

- 1.
- 2.
- 3.
- 4.
- 5.