

High Commission of India
Ottawa

Media Release

Indian Tribal Art comes to Canada

On October 2, which marks Gandhi Jayanti, High Commissioner of India to Canada, Mr. Ajay Bisaria inaugurated 'Atmanirbhar Bharat' corner, to showcase exquisite GI-tagged tribal art and craft products from India, for discerning consumers in Canada. The corner displays a sampling of tribal handicraft and products, offers lists and literature on the products as well as information about commercial purchase and distribution of such products in Canada. The initiative will help connect tribal artisans from India with the market in Canada.

The 'Atmanirbhar Bharat' corner in the High Commission has been set up as part of a global initiative, in collaboration with the Tribal Cooperative Marketing Development Federation of India (TRIFED), to promote products that tribal groups across India have been creating for centuries.

TRIFED was established in August 1987 under the Multi-State Cooperative Societies Act, 1984 by the Government of India as a national level cooperative body. TRIFED plays the dual role as both a market developer and a service provider, empowering tribal communities in India with knowledge and tools to improve operations in a systematic, scientific manner and also to assist them in developing marketing strategies.

The corner will continue to display, for public viewing, a range of tribal handicraft of India in the historic Pillai Memorial Consular Hall of the High Commission, located at 10, Springfield Road, Ottawa.

Commercial enquiries can be directed to the Commercial Wing of the High Commission (hciottawa.gov.in).

October 2, 2021
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