

**USHA INTERNATIONAL LTD – GURUGRAM**  
**(USS Department)**

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**To :** The Executive Chairman  
**From :** USHA Social Services  
**Dated :** 16<sup>th</sup> July 2019  
**Subject :** Proposal for Partnership with Tribal Cooperative Marketing Development Federation of India (TRIFED) for the engagement of Tribal Women's associated with USHA Silai School

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**Background / Purpose:** Partnership with Tribal Cooperative Marketing Development Federation of India (TRIFED) for the engagement of Tribal Women's associated with Silai School

- 1) The Tribal Cooperative Marketing Development Federation of India (TRIFED) came into existence in 1987. It is a national-level apex organization functioning under the administrative control of Ministry of Tribal Affairs, Govt. of India.
- 2) TRIFED has its registered and Head Office located in New Delhi and has a network of 15 Regional Offices located at various places in the country.
- 3) It also has more than 50 outlets across 27 States where products produced by Tribal are showcased and sold.
- 4) TRIFED is associated with 1.5 lakhs tribal people and have clusters where tribal people are making apparels for outlets.
- 5) The project partners are Usha International Ltd. (UIL) and Tribal Cooperative Marketing Development Federation of India (TRIFED)
- 6) Tribal women and learners are associated with Usha Silai School Program. These women are associated with Usha Silai School Program in Seven sister states of North East, Jharkhand, Madhya Pradesh, Maharashtra, Tamil Nadu, Rajasthan, Gujarat, Andhra Pradesh, West Bengal and Andaman & Nicobar Islands,
- 7) USHA can associate as a knowledge partner to enhance the existing sewing skills of TRIFED cluster

**Process:**

- 1) A Non-financial agreement for a period of one year will be signed between Tribal Cooperative Marketing Development Federation of India (TRIFED) and UIL to take this initiative forward.
- 2) **Providing market linkage to existing Silai School tribal women and learners**
  - i. Tribal women of existing Usha Silai Schools will be given order work by TRIFED to stitch clothes that can be sold through TRIFED outlet.
  - ii. Garments/ products produced by all Silai School tribal women and learners will be bought by TRIFED if they meet the quality standard. Women and learners will be empaneled with TRIFED for product sale.
  - iii. All products will be bought by TRIFED upfront.

**3) Developing Clusters:**

- i. Establishing clusters in tribal areas where TRIFED and USHA presence is not there.
- ii. Opening Silai Schools with Tribal women as per need basis

**4) Invitation to exhibitions:**


- i. Tribal Silai School women entrepreneurs will be provided an opportunity to participate in exhibition and showcase their products.

**Financials:**

- i. All cost pertaining to travel, boarding, lodging and food of women's will be borne by TRIFED
- ii. All cost, if any, incurred by USS team member during the project period while implementing this intervention will be settled under GL469030 of Silai School initiatives budget 2019-20 against submission of the proper bills/invoices.

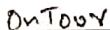
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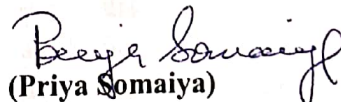
**SUBMITTED FOR APPROVAL**

  
(Alok Shukla)

  
(Mohit Donter)

(Harvinder Singh)

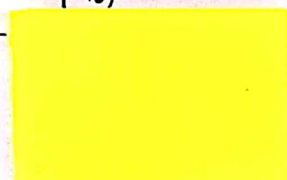
  
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(Priya Somaiya)

  
(Dinesh Chhabra)

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The above proposal is hereby approved.

  
(Executive Chairman)

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