Aadi Mahotsav” Begins at Leh-Ladakh

Context

- Aadi Mahotsav (National Tribal Festival), a joint initiative of Ministry of Tribal Affairs, Government of India & Tribal Cooperative Marketing Development Federation of India (TRIFED) begins at Leh-Ladakh.

Aadi Mahotsav

- As the name of this event AadiMahotsav suggests, it is the ‘adi’ factor that is important about them.
- The Adivasi way of life is guided by primal truths, eternal values and a natural simplicity. The greatness of the tribes lies in this that they have managed to retain the primal skills, the natural simplicity.
- Their creations issue from the depths of time. This quality gives their arts and crafts a timeless appeal.
- The crudest tribal handicraft instantly touches a primal instinct in all of us. This is particularly true of tribal music and dance.
- The first of its kind event in Leh-Ladakh will see around 160 Tribal artisans from more than 20 states across the country, actively participating and showcasing their masterpieces.
- Mahotsav is also covering to identify:
  - Food and Forest Produces, which can be processed, value added and marketed under the Van Dhan Scheme of the Ministry of Tribal Affairs
  - Artisans and master craftsmen and women of Ladakh for empanelling them as suppliers of TRIBES India.
- These products can then be marketed all over the Country through the 104 retail outlets run by TRIBES India across the country and 190 countries across the world through AMAZON, with whom TRIBES India has an agreement.