



TRIBAL COOPERATIVE MARKETING DEVELOPMENT  
FEDERATION OF INDIA LTD (TRIFED)  
(UNDER MINISTRY OF TRIBAL AFFAIRS, GOVERNMENT OF INDIA)

REGIONAL OFFICE : DEHRADUN  
GROUND FLOOR, SILK PARK, PREM NAGAR,  
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No. PMVDY/Steering Committee /2021-22/752

18 August, 2021

To:

The Managing Director  
U P Forest Corporation  
Arnaya Vikas Bhawan, 21/475 Indira Nagar, Lucknow

The Director  
Tribal Development Directorate  
142/4C, Sector A, Mandir Marg, Maha Nagar, Lucknow, U.P

The Director,  
Indian Institute of Technology (IIT), Roorkee

The Director,  
Directorate of Horticulture & Food Processing  
Udyan Bhawan, Sapru Marg, Lucknow, U.P

The Director  
Directorate of Industries,  
Sarvodaya Nagar, G.T Road, Kanpur, U.P

The Director  
Directorate of Agriculture,  
Krishi Bhawan, Madan Mohan Malviya Marg,  
B-2, Shringar Nagar, Alambagh, Lucknow, U.P

Centre for Technology and Entrepreneurship Development (CTED)  
E-6, Sector-21, Industrial Area, Jagdishpur, Dist. Amethi, UP

**Sub: Constitution of Mission Van Dhan Yojna (VDY) Implementation  
Architecture at TRIFED Regional Office level (Mission Van Dhan)**

Sir/Madam,

TRIFED is the Nodal Agency for implementation of "Mission Van Dhan", which has been recently launched on 15<sup>th</sup> June, 2021 by the Hon'ble Minister for Tribal Affairs. The Mission will involve in implementation of various tribal development programs with convergence of activities and schemes of MoFPI, Mo MSME, MoRD and Ministry of Tribal Affairs

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schemes i.e., "Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and Development of Value Chain for MFP' (MSP for MFP)"; "Institutional Support for Development and Marketing of Tribal products/produce" and Grants under "Article 275(1)".

To accelerate the implementation of the "**Mission Van Dhan**", a State Steering Committee at TRIFED Regional Office level has been decided to be constituted with following composition:

- (i) Regional Manager as State Mission Director
- (ii) Representative of Nodal Department (*i.e. Tribal Development Directorate*)
- (iii) Representative of State/District Implementing Agency (ies) (*i.e. U P Forest Corporation*)
- (iv) Representative/s from Convergence partners
- (v) Designated representatives from Technical Agency / ESDP partners (*i.e. IIT Roorkee-ESDP and Centre for Technology and Entrepreneurship Development (CTED)*)
- (vi) Representatives of convergence partners i.e Ministry of Agriculture & Farmer Welfare, MoRD, Mo MSME and MoFPI as per requirement.

The Regional Managers of TRIFED will coordinate with the SND/SIA/ ESDP partners/ TAs for convening the State Steering Committee and its functioning.

Further, Regional Manager will be the Mission Director and will be supported by:

- MFP Officer – Shri Ram Karan/TRIFED
- Marketing Officer – Shri Bhola Shanker/TRIFED
- Finance and Audit Officer / Shri Om Prakash/TRIFED
- Monitoring, Evaluation and Documentation Officer/Shri Aneesh Bhatnagar/TRIFED

The State Steering Committee will assemble at least once in a month to review the mission implementation and will submit the progress report to Head Office on monthly basis.

In view of above, you are **kindly requested to nominate one representative from your department/organization** at the earliest please so that the first meeting of the Steering Committee may be convened.

Thanking you,

Yours sincerely,

[A A Ansari]  
Mission Director &  
Regional Manager TRIFED  
Uttarakhand & Uttar Pradesh