

RISA: Timeless Tribal

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RISA: Timeless Tribal Latest News

The Ministry of Tribal Affairs, through the Tribal Cooperative Marketing Development Federation of India (TRIFED), recently unveiled a dedicated premium signature brand, "RISA – Timeless Tribal".

About RISA: Timeless Tribal

- It is a **dedicated premium brand for tribal textiles, embroideries, and handicrafts.**
- It was **launched** by the **Ministry of Tribal Affairs, through the Tribal Cooperative Marketing Development Federation of India (TRIFED).**
- The RISA initiative has been **conceptualised**
 - to create a **distinct brand identity for tribal products**
 - **strengthen market linkages** for tribal artisans
 - **facilitate design development** and product diversification, and
 - **promote tribal heritage in premium domestic and international markets.**

- It seeks to generate enhanced livelihood opportunities for tribal artisans while ensuring the preservation of traditional crafts and indigenous knowledge.
- As part of the **first phase** of implementation, **seven tribal textile and embroidery traditions** have been identified based on their cultural significance and market potential.
 - These include **Eri Silk and Muga Silk of Assam, Santal Cotton of Jharkhand, Changpa Pashmina of Ladakh, Kotpad Cotton and Dongria Embroidery of Odisha, and Toda Embroidery of Tamil Nadu.**
- The **first phase** also includes focused promotion of selected **tribal handicrafts**, namely **Longpi Pottery of Manipur, Turtuk Brass Cutlery of Ladakh, and Dokhra Art of Chhattisgarh.**
- To facilitate design interventions and product development, **eminent fashion designers have been associated** with the initiative.
- The initiative is being **implemented through the National Design Centre (NDC)**, an **autonomous organisation under the Ministry of Textiles.**
- The project encompasses **design development, creation of garment prototypes, capacity building** of tribal weavers and artisans, **establishment of stitching facilities**, strengthening of weaving and handicraft clusters, and **improvement of product presentation and packaging.**
- The **National Institute of Design (NID), Haryana**, has been engaged for the **development** of premium and environmentally **sustainable packaging solutions** for products marketed under the RISA brand.
- **First exclusive RISA Store:** Gallery No 2, Rajiv Gandhi Handicrafts Bhawan, Connaught Place, **New Delhi.**

Source: **HT**

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