



RISA: Timeless Tribal — Promoting Indigenous Crafts

RISA: Timeless Tribal is a premium national brand initiative aimed at promoting tribal textiles, embroidery and handicrafts in domestic and global markets while preserving India's rich indigenous heritage. It focuses on enhancing visibility and value for traditional tribal craftsmanship.

The initiative is under the Ministry of Tribal Affairs and implemented by TRIFED. It includes diverse products such as Eri silk of Assam and Pashmina of Ladakh, supporting artisans through market access, branding and livelihood opportunities.

APSC Relevance: Important for tribal welfare, handicrafts promotion and cultural economy of India.