

TEDP training helped me bag an order of Rs 1-lakh, says Sohrai-artist Awani Bhushan Ram



Awani Bhushan Ram

Beneficiary TEDP

Tribal Artist

Sohrai Painter

Awani Bhushan Ram, 52, is a Sohrai artist from the Gumla district in Jharkhand. The artisan, who belongs to the Mahli tribe, has been making Sohrai paintings for the past 20 years. He is among the first Sohrai-artists of his district to have participated in the 2002-Delhi Exhibition with the help of the Tribal Cooperative Marketing Development Federation of India Limited (TRIFED). Since then he has participated in various exhibitions, including in places like Haryana, Kolkata, and Panjim among others.



On the Tribal Entrepreneurship Development Program (TEDP) training front, the artist learned to use the features of social media networking sites like Facebook. The workshop not only helped him enhance his knowledge of social media, but also made him aware on how to conduct online business. The workshop is a joint initiative of the Ministry of Tribal Affairs (MoTA) and Associated Chambers of Commerce and Industry of India (ASSOCHAM), which provides a platform to make an effortless transition to digital business.

After the completion of the TEDP training, the Sohrai-artist immediately got an order from Bihar, which was worth a lakh through Facebook. The artist could complete his order successfully with the help and support from his team

In the year 2006, he, along with his team, has also worked with Jharkhand Silk Textile and Handicraft Development Corporation Ltd, also known as JHARCRAFT (an initiative by the government of Jharkhand to create sustainable livelihood opportunities in rural areas). Recalling his experience, he said, "We worked very hard along with the designers and transferred the wall paintings of Sohrai onto a canvas, saree and paper. It was a great project."

Acknowledging his contribution towards art and tribal culture in 2002, Awani was felicitated by the then Vice President of India, at Hisar, Haryana. He also takes the time out to train other tribal artists of his district. He believes, "I just try to teach them out of my experience and learning as I want my community people to progress and have a stable life like me. I feel proud and happy

when I see some of my students progressing and earning."



The artist has a team of 10 tribal women Sohrai artists, who help him complete the orders that he takes from the locals and through social media platforms. They are now going to Delhi as he has got an order from the government of Jharkhand to decorate Jharkhand Bhawan in the posh area of Vasant Vihar.