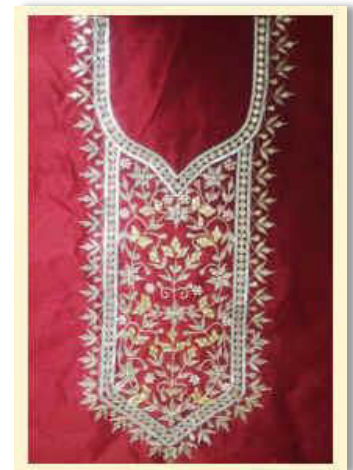




Bhuri Devi Meena
Beneficiary TEDP
Tribal Artist
Gota Patti

How embroiderer Bhuri Devi Meena got digital savvy despite the odds

She sits and crafts silver and gold flowers using *gota* threads and stripes to appeal to a millennial dresser. One of life's ironies — an unlettered woman working to match the fashion taste of a modern customer. In appreciation of this skill, MoTA and ASSOCHAM have endeavoured to empower women tribal embroiderers like Bhuri Devi (33) by training them on the nuances of online marketing with Tribal Entrepreneurship Development Programme (TEDP).



Further, empowerment of women through Information Communications Technology (ICT) is one of the UN's Sustainable Development Goals (UN SDGs) as well. To reach a global customer from her remote village in Rajasthan, all that



Bhuri Devi needs is a smartphone, wireless technology and internet. Hence, despite the challenges such as her own lack of education, network connection in her village and the family that has access to only one smartphone, she learned about online marketing using basic ICT skills. She also learned to create her profile on Facebook and reach out to new customers through Whatsapp Business.

Well aware that the craftsmanship from Rajasthan is in demand all over the world, her four children have joined together to help her out in completing the embroidery work. She mainly receives orders for *saree*, *lehnga-chunni* and *salwar-kurta* from the retail shops in Jaipur.

Bhuri Devi, who works around 8-9 hours every day, earns around Rs 10, 000 – Rs 15,000 in a month. However, she aspires to expand her customer base for increased earning. Therefore, she is hopeful that her online training would enable her to gradually receive more orders from prospective customers.

