



### **Chatnyu Wangsu**

Beneficiary TEDP

Tribal Artist

**Handicrafts**

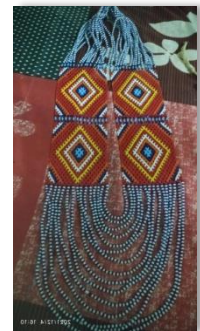
### **How TEDP helped Chatnyu to add an alternate source of income**

Longphong is a small village located in the Longding Tehsil in Tirap District of Arunachal Pradesh State, India. This village is situated in the hilly mountains and to reach the nearest town (Longding) that is 24-kms away from the main city, one has to pass through the hilly road of Longphong village.

One such resident of Longphong, Chatnyu Wangsu (20) is a mother of a two-year-old girl, who with the help of the Tribal Entrepreneurship Development Program (TEDP) learned about different types of handicraft products and opportunities by selling them online. 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 coach online selling and move towards a digital business.



Chatnyu not only learned about the different types of handicraft products at the TEDP workshop, but she also showcased some of her creations. She makes necklaces, earrings, bracelets and bags from beads. It takes around 2-3 days to complete earrings, bracelets and a simple *mala* (chain) which she sells for Rs 50, Rs 100, and Rs 400. The big necklaces are sold between Rs 800 - Rs 1000, because it takes 2- 3 weeks to complete it. She is restricted to selling her



products in the village itself due to lack of proper transportation as well as facing financial constraints in purchasing raw materials which is highly priced and sometimes, not available.



Chatnyu has a family of six members who farm for a living. They cultivate *dal* (lentils), *kachu* (arbi/taru), pumpkin and potato among other things. She wants to continue making handicrafts as that's her area of interest. She has learned this art from her friends and elders in the village. Besides, she also wants to contribute to her family's income, as the only permanent income comes in the form of pension of her late father-in-law, who served in the Indian army.



Due to poor network connectivity, the artisan hasn't sold online anything yet. However, she is eager to learn more about digital opportunities to be able to reach a wider audience instantly. Following her experience at TEDP, which helped her enhance her skills as well as explore new ones. Chatnyu is keen to attend the future workshops conducted by TEDP.