



Dingrang Wangpan

Beneficiary TEDP

Tribal Artist

Bamboo Artwork

HOW TEDP HELPED DINGRANG WANGPANG CASH IN ON CROPS AND HANDICRAFTS ONLINE

Dingrang Wangpan (27) is a resident of Chasa village in Arunachal Pradesh State, India. He is a member of the Nocte tribe, who is skilled in bamboo and cane works. Known for their craftsmanship, Nocte tribesmen decorate bamboo sticks with goat hair and various types of basket works. Dingrang, however, has a cash crop business and he cultivates betel leaves.

Dingrang with the help of the Tribal Entrepreneurship Development Program (TEDP) learned to do business online. He also learnt to sell his products on social media networking sites and e-commerce sites like Facebook, Flipkart, and Amazon, etc. 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 learn online selling and



move towards digital business.



Through this program, he learned to sell his cash crops and artistic basket products on social media platforms. He also learned of a website created for tribal communities, where they can post their products for free. Apart from this, Dingrang also learned of other features that were useful for doing online

business. His monthly earnings from cash crops and bamboo handicrafts come to Rs 7,000- Rs 8,000. They are sold to the traders who come from Assam to buy them.

Currently, he focuses on how he can sell cash crops (betel leaves) online and is working towards the beautification of basket products as Dingrang thinks he needs more improvement. Apart from this, they do farming of mixed crop. During the nationwide lockdown, they cultivated vegetables that helped them survive the lockdown period. They were also provided a ration kit by the government.

Dingrang is now keen to learn about the social media platforms, where he can launch and sell his product online. He is eager to take his business digital so that he can reach a wider audience. He also wishes to attend more future workshops to enhance and learn more about the digital world.

