



Guddi Devi

Beneficiary TEDP

Tribal Artist

Katai Bunai

TEDP has helped me create an alternate source of income, says embroidery specialist Guddi Devi

Nandprayag is known to be one of the *Panch Prayag* (five confluences) of the Alaknanda River. It also acts as the *Nagar Panchayat* of the Chamoli district of the Garhwal region of Uttarakhand state. *Katai Bunai* work is a common household income-generation activity in this small town, especially among the Bhotiya tribe. They are skilled in embroidery work of *kaleen* (carpet), which has been passed down to them for generations. Wild animals like monkeys, *langurs*, and pigs prevent people from this place from engaging in full-time farming activities, hence embroidery works become the alternate source of income for them.



One such Nandprayag resident, Guddi Devi, 34, is a mother of two kids, who with the help of the Tribal Entrepreneurship Development Program (TEDP) learned new embroidery designs for shawl, coat *ki* chambers *ki patti*, socks, sweater, 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 coach online selling and move towards a digital business.

Guddi Devi says people don't buy handicraft products because of price, but it requires a lot of hard work and the quality of *kaleen* is long-lasting which can stay remain unchanged for 20-25 years. She makes a profit of Rs 100 to Rs 200 on each handicraft product. She also believes that through TEDP many villagers can learn new skills and can generate their source of income.



She recently shifted to Dehradun with her husband, where she continues to supplement her family's income with embroidery and *kaleens*. She believes that she has got an opportunity to work and earn which most people don't get, hence there's no harm in doing hard work.

After the seeing the results of TEDP workshop and how it has enhanced her new skills of designing, Guddi Devi is now keen to learn more about online marketing and is eager to attend future workshops conducted by them.

