



Gajanand Meena

Beneficiary TEDP

Tribal Artist

Gota Patti

‘Online marketing, faster way to connect with customers’

Gajanand Meena was ten years old when he first held a needle in his hand and embarked on a creative journey with embroidery as a stepping stone for his goal. Today, at the age of 32, he is a full-fledged handcrafts artisan specialising in *gota-patti* work.

He is thankful to his parents for having educated him well. He has a degree in B.A, B.P.Ed and did a course in Industrial Training Institute, hoping to take up a government job to add to his income and provide financial security to his family.



A secure government job helps at times like Covid-19 when businesses are down, he said.

Education has helped him to understand the digital training programme on online marketing conducted by the

Ministry of Tribal Affairs (MoTA) and the Associated Chamber of Industry and Commerce (ASSOCHAM).

In the two weeks training held online from Delhi, he learnt about doing business through digital platforms and apps-- Facebook, Flipkart, WhatsApp and other e-commerce apps.





Earlier, he did not know this new way of marketing his products. He is thankful that during lockdowns, when shops were not operating regularly, it was a good way to sell his product to customers directly.

Gajanand even trained 8–10 persons from his village in online marketing after he had completed his training. He provided help to those who did not understand the main medium of instruction, which was English or Hindi.

Further, the participants were given tips to save product wastage, make products according to demand, and the optimal use of raw material etc.

Throughout the lockdown, triggered by the pandemic, he suffered losses, but work is now picking up, slowly. He is happy with the programme because online selling assures a steady source of income for his community



members.



His village of Booj is located in Jamwa Ramgarh Tehsil of Jaipur district in Rajasthan, where most villagers are engaged in *gota-patti* work as due shortage of water, farming is no longer a lucrative option.

His family consists of parents, a wife, kids and a brother. He has a workshop at home where some ladies from the village, along with his wife, work on *gota patti*. Plus, he has a separate workshop where a few more artisans do job work for him. He sources raw materials from the *bazaars* in Jaipur, mostly.

His products include *gota- patti* and embellishments on *sarees*, *kurtas* and *lehnga*. The demand is more for simple cost-effective office wears like kurta and casual wear. During the wedding season brighter and heavier varieties of work are in demand.

He has tied up with shops and has a chain of clients to whom he supplies. Income on regular orders is between rupees 10 to 15 thousand per month. If irregular, he manages to make 8000 rupees per month.



In connection with online marketing training, he believes such endeavours empower and enrich communities and facilitate connect with the market.