



Gaurav Dungriyal
Beneficiary TEDP
Tribal Artist
Wall Art Painter (Muralist)

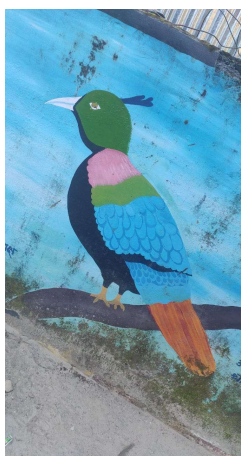
HERE'S HOW GAURAV DUNGRIYAL GOT ONLINE SAVVY WITH HIS MURALS

Gaurav Dungriyal (33) is a resident of Badola village in Uttarakhand. He is a wall art painter (muralist) who creates designs on large walls.

The 33-year-old, a 12th Class pass, is a father of two. The artist, who has been dabbling in wall paintings for the last five years, learned to purchase and sell online with the help of the Tribal Entrepreneurship Development Program (TEDP) recently. The workshop is a joint initiative of the Ministry of Tribal Affairs (MoTA) and Associated Chambers of Commerce and Industry of India (ASSOCHAM). It also provides a platform to train in online selling and move in the direction of digital business.



Apart from wall paintings, the artist also does a part-time job to keep the kitchen fires burning. His paintings, however, fetch him around Rs 10,000- Rs 15,000 every month.



Gaurav and his family survived the COVID-19 pandemic period, which affected everyone around the world, by farming. During this period they did farming and cultivated wheat, rice, lentils (*daal*), etc. When everything opened up gradually and basic life almost returned back to normal, he started with his wall painting jobs again.

After adding another skill with online marketing at the TEDP workshop, Gaurav is keen to explore the online platform more and hopes to reach a wider market. He also wishes to learn more through their training and is eager to attend future courses by them.