



## Gongam Losu

Beneficiary TEDP

Tribal Artist

Handicrafts

### How TEDP helped Gongam Losu explore the world of online marketing

Gongam Losu (26), a resident of Kamakhya village in Assam, is a member of Wancho Tribe, which is famed for its art of tattoo. He recently learnt the ropes of doing business online with the help of the Tribal Entrepreneurship Development Program (TEDP). The workshop, a joint initiative of the Ministry of Tribal Affairs (MoTA) and Associated Chambers of Commerce and Industry of India (ASSOCHAM), provides a platform to coach online selling and move towards a digital business.



Gongam resides in a family of more than ten members, who specialize in making different types of *Mura* (handicrafts). He makes collective *mura* like bamboo chair, sitting sets, and table among others. He wants to contribute to his family's income, therefore he wants to learn more about digital opportunities and reach a wider

audience at once.

During the TEDP training, the tribal artisan learned about new styles of *mura* and online selling. The price of a *mura* product depends on the size and design, where a simple handicraft sells for Rs 700-Rs 800, while high-end product gets sold for Rs 1,000- Rs 1,200 as it takes two days to finish. Gongam also dabbles in farming with his family. They cultivate *kosu (taro)*, *dal (lentils)*, rice, etc.

Gongam hasn't started online selling yet due to a network range issue, but he is eager to explore the online platform to sell his handicraft product.

