



Hepuni Kaisii
Beneficiary TEDP
Tribal Artist
Bamboo Handicrafts

Started business of artifacts during the lockdown

Hepuni Kaisii, 34, used to run an NGO where they would conduct computer training, he has been conducting these sessions for people from nearby Mao for around seven to eight years now. Apart from that, his activities involved making use of wild apple and other medicinal products for use. However, during the pandemic, he realized that the computer training sessions and other training conducted by his NGO cannot be held because of the lockdown. Thus, he along with his family and six other friends started new artifact activities, where they started making brooms, products from bamboo, wooden plates, saw handles, and other such products made from forest products. Now, these six families are actively involved in the business of artifacts and are jointly upgrading their skills to improve the reach of their business.



Hepuni says his group specialises in products that are traditionally Manipuri specialties.

“My NGO has been running since 2014, but just before the pandemic, in the year 2019, we started making wooden-based artifacts. Then we decided to pursue it better when the lockdown started because we had to pause our NGO work because of Covid 19,” said Kaisii.



With an aim to expand his start-up, he joined the Tribal Entrepreneurship Development Program (TEDP) workshop organised by the Ministry of Tribal Affairs (MoTA) and the National Industry Body, ASSOCHAM, which was held in the month of March 2021.

As a part of the course, Kaisii and his friends were given training on how to use digital marketing as a tool to amplify his business. Kaisii said that another such workshop is now planned within a few weeks.

He added that the idea behind joining this workshop was because he wanted to reach out to more people with his products as he lives in a small village of Makhel in the Mao district of Manipur.

“Social media and e-commerce as a business are very much required in today’s times. I intend to set up a center in our NGO, wherein people can come with their products and also sell them. This is why I decided to attend the module on artisan training,” said Kaisii.



He was given training on making his Facebook page, using WhatsApp business, and also clicking pictures and uploading them to promote their products on e-commerce platforms.

As of now, Kaisii has already made his business account on WhatsApp and is in the process of making a portfolio so that it can be used to display his products on websites.