



Himjyoti Morang

Tribal Artisan

Budding entrepreneur

Digital marketing gives wings to budding woman entrepreneur from Assam

While a lockdown is enough to bring all the economic activity to a halt, it fails to scare Himjyoti Morang from Assam. It has turned her into a budding entrepreneur. Armed with the knowledge of digital marketing, this weaver from the northeast feels confident to face the world.

Morang, 31 is from the Dolaghat district of Assam and is married with two children. She is a weaver and makes traditional tribal outfits like *Mekhala Chaddar*, *Gamocha* (gamcha), *Galuk* (coat), muffler, blouses for women, etc. These clothes are worn by both men and women and are a must during festivals.



“These clothes are worn in our daily lives as well and are also a part of the dowry. They are worn by bride and groom during the marriage,” says Morang. “Men have to wear Daluk during Ali Aye Lijang every year,” she adds. Ali aye Lijang is a popular spring festival in Assam to celebrate the beginning of paddy cultivation.



Morang learned to weave these outfits by observing her mother. “Women in our house weave clothes while men go for farming. Making and wearing our clothes is a routine for us,” she says. This habit has helped her earn a living for her family. “We do farming as well but the annual floods destroy

our crop and we are left with no profit,” she adds.

While the demand for Mekhala and other clothes is high, the yield from the offline market is not that great. It takes two to three days to make a Mekhala but the price it garners is far from pleasing. “We do not earn as much as the number of hours we put into weaving these clothes,” she says.

By selling her weaves, Morang earns around Rs 5000 per month. “At times we sell the products at less than their price to take care of our monthly expenses,” she adds.



But this summer the destiny of Morang took a U-turn when she was selected for the Tribal Entrepreneurship Development Program jointly organized by the Ministry of Tribal Ministry (MoTA) and the national Industry body The Associated Chambers of Commerce of India (ASSOCHAM). This online initiative started in May this year, is meant to train artisans to use the online platform to forward their business.



“On our first day we learned to make our Facebook page. I also posted two pictures of mufflers I made,” she says. To her surprise, Morang received an order of 30 mufflers within a week. “I was so happy that though it was lockdown I went myself to the local speed post to send the parcel,” she adds.

Encouraged with this order, Morang has decided to involve herself full fledgedly into this business. “I will also post advertisements in Amazon and other e-commerce websites. With online marketing I can easily manage my business from home,” she quips.