



Ini Yirang

Beneficiary TEDP

Tribal Artist

Handloom Weaving

I'm learning more about the digital world to reach a wider audience

Ini Yirang (24) is a resident of Bizari li village, which comes under the Dambuk *taluk* in the Lower Dibang Valley district of Arunachal Pradesh. The artisan belongs to the Adi tribe, who are believed to have come from South China in the 16th century. Handloom weaving is a common household income for the women of this tribe, especially those situated in the Dambuk area. They are considered to be expert weavers. Ini Yirang can be counted among those skillful weavers and she is also pursuing her

Master's simultaneously.



The weaver-artisan participated in the Tribal Entrepreneurship Development Program (TEDP), where she learned to conduct business online as well as sell her products there. The workshop is a joint initiative of the Ministry of Tribal Affairs (MoTA) and Associated Chambers of Commerce and Industry of India (ASSOCHAM); it provides a platform to tribal artisans to make the transition to digital business

and learn online selling.

Ini makes traditional clothes that are favoured by her tribe, like coats, jackets, skirts, shawls, and blankets, which also display her abilities in handloom. She sells one Adi coat for Rs 4,000 as it takes a month to complete it. She also weaves designer skirts, shawls and blankets for Adi women. She earns around Rs 15,000 - Rs 20,000 every month. She benefits mostly during the winters as the sales are high due to festivals and celebrations.





There are seven members in her family, including her parents who are farmers; they cultivate paddy fields, ginger and jackfruits among other things. However, Ini chose to take up weaving along with her studies as she wants to contribute to her family's income. She is keen to learn more about digital opportunities to be able to reach a wider audience instantly.



Due to poor connectivity in her area, Ini's online selling is yet to take off, but that has not put a dent on her enthusiasm to learn more about the online platform to sell her handloom products. Following her experience at TEDP, she is also keen to attend the future workshops conducted by them.