



Isha Pallavi Kujur

Beneficiary TEDP

Tribal Artist

Sohrai-Kohvar Painter

I got to learn and witness different art forms at the TEDP workshop: Sohrai-Kohvar artist Isha Pallavi Kujur

Isha Pallavi Kujur, 21, is an artist and student of Hazaribagh, a city in Jharkhand. She makes *Sohrai* and *Kohvar* paintings on paper and walls.

The artist, who belongs to the Oraon tribe, participated in the TEDP workshop recently.

She recalls, "As a history student, I have a deep interest in art and culture. So, the workshop turned out to be a great learning opportunity as I got to witness different art forms. I also learned how other artists work on their art and learned to do artwork on a saree. Till then, I only painted on paper and walls which I have been doing for the past three years. I am still learning every day."



The TEDP workshop is a joint initiative of the Ministry of Tribal Affairs (MoTA) and Associated Chambers of Commerce and Industry of India (ASSOCHAM), providing a platform for tribal artisans to make the transition to digital business and learn online selling.

Her mother is a teacher in a private school and her father does farming. They cultivate *sarson* (mustard), vegetables and potatoes on their land. She says that they don't buy any vegetables from the market as they grow most of them on their farm.

Talking about how she developed her interest in the paintings, she said “When I visited the village during summer vacation, I used to see paintings on the walls. I learned the art from my grandmother, who used to make artwork on the walls of our house. I was aware of Oraon artwork only, but when I got associated with Sohrai Samiti group, Alka ma’am introduced me to different arts like *Munda, Santal, Sohrai, and Kohvar* among others.”

Isha has participated in a state-level exhibition in Matha, Jharkhand where her two paintings were sold for Rs 2,000. She is soon going to participate in the national-level exhibition in Odisha this month (December 11 – 15, 2021), where 200 artists will be participating from all over India.



The artist is yet to explore the digital opportunities as she is completing her graduation along with paintings. But she is keen to learn more about online marketing and eager to attend future workshops conducted by TEDP as it helped her explore different artworks she wasn't aware of.