



Jitender Kumar
Beneficiary TEDP
Tribal Artist
Gota Patti

Jitender Kumar roots for digital marketing to sell *gota patti* embroidery

Twenty-one year old Jitender Kumar has recently graduated with a BA degree. Hoping to secure a job, he is now preparing to appear for the Indian Railway examination. Amid his busy schedule, he helps his family with their small business of *gota patti* embroidery. Simultaneously, he also underwent training at the Tribal Entrepreneurship Development Programme (TEDP), which is an online marketing organised by MoTA and ASSOCHAM for the benefit of tribal artisans.



Jitender belongs to the Meena tribe and lives at the village of Booj in Rajasthan. At the age of 15, he learned the unique craft of *gota* embroidery from his uncle. Since then, he has been helping out his mother Prem and sister Vimla, who are expert artisans themselves.



During the month-long online marketing training, Jitender learnt about FB business and selling his product on Flipkart. He finds doing business through the digital medium interesting as it has opened a new avenue for him to market and sell his products effectively. His trainers have taught him the importance of quality control concerning his products.

His business presence on social media has started showing results; it generated around four enquiries. Although they paid him less than the market rate, he agreed to sell to increase the volume of his business. Besides, he hopes to build a loyal customer base through the medium. Consequently, he earned 10-12 thousand rupees in the first month.

Jitender generally makes Rs 5,000 - Rs 6,000 in a month from his offline selling. As for his product range, he works on sarees, *salwar* suits and *lehenga*. Having been introduced to online marketing, he hopes that his social media presence will give a fillip to his embroidery business.

