



Joma Devi
Beneficiary TEDP
Tribal Artist
Embroidery

How TEDP training helped Joma Devi enhance her embroidery skills

Joma Devi, 51, is a resident of Niti Malari village, which is located in the Dhauli Ganga Valley of the Nanda Devi Biosphere Reserve near the Tibet border. It's about 61km from Joshimath within the Chamoli district of

Uttarakhand. A member of the Bhotia tribe of Uttarakhand, they are known to shift to the lower altitude in Nand Prayag for six months in a year from October, because the village becomes inaccessible as it receives significant snowfall during that time. This way, they divide their work during the year - between farming and herbs cultivation (Rajma, Lemon, etc) in Niti Malari for six months and embroidery work i.e *Katai-Bunai* (*kaleen*, shawl, stole) for another six months in Nand Prayag.



Joma Devi is illiterate, but she is skilled in embroidery work of *kaleen* (carpet) that her family has been doing for generations. She was introduced to the Tribal Entrepreneurship Development Program (TEDP) by her daughter-in-law, where she readily agreed to learn online marketing



with the hope to increase their income and expand the business. TEDP is a joint initiative of the Ministry of Tribal Affairs (MoTA) and Associated Chambers of Commerce and Industry of India (ASSOCHAM), which provides a platform to coach



online selling and move towards a digital business.

The TEDP workshop enabled Joma Devi to boost her new skills in embroidery. This training enabled her to learn a new style of embroidery for shawls and stoles. Apart from that, she was also taught how to promote her handicraft products on social media.



Earlier she used to earn Rs 4,000- Rs 5,000 per month for the carpets, but after learning to embroider shawls and stoles, it helped her to raise Rs 10,000- Rs 15,000 per month in a local market.

Apart from embroidery work, Joma Devi and her family cultivate medicinal herbs from which they prepare incense sticks like *agarbattis* and *dhoops*. Currently, she is focusing on making more handicraft products; therefore she will be able to promote them online. She expects that digital marketing will help to expand her handicrafts products to wider markets.



As TEDP helped her in enhancing new skills and online marketing, she wishes to learn more through their training and is eager to attend future workshops conducted by them.