



### **Lalita Kumari**

Beneficiary TEDP

Tribal Artist

**Gota Patti**

### **In search of a better life for the family**

Lalita Kumari was only nine when she started helping her sister meet the job work commitments. Now at 19, and educated up to the eleventh standard, she has a better understanding of modern technologies when compared to her older sister, Asha, who dropped out of school very early in life.

Though married, she spends most of her time at the maternal home. Hence, she enjoys the flexibility to focus on her work. Having heard about the benefits of online marketing in business, she trained to learn about the basics of selling online. Her training took place due to the initiatives taken by the Ministry of Tribal Affairs (MoTA) and the national industry body-ASSOCHAM that are keen to give tribal artisans exposure to modern ways of doing business. She is convinced that it would help her find more clients.



Working for 3-4 hours every day, she blends *sitaras* with *gota patti* on *chunris*. Lalita revealed that she developed her skills because of her early initiation into this creative art. Reminiscing about the time she was growing up, the youngster said, her mornings were spent in school. And then, in the afternoon, she would work with *gota patti*.



Lalita works on outfits with *gota*, also called '*Lappe ka kaam*'. She enjoys creating a rich and heavy look with *gota*, which is light to wear. Her work involves tucking or stitching the cut *gota* pieces, usually on a light-fabric piece. This work is done using specific kinds of needles. Earlier, she helped her sister but now works independently and earns around 6000-7000 rupees in a month.

Lalita is keen on expanding her work because she feels there is a demand for this centuries-old handicraft from Rajasthan. All that it needs is the effective marketing of the products.