



M Careson
Tribal Artist
Carpentry work

Need funds to buy better machinery

When M Careson, 39, completed his Master's degree in Social Work, he decided that he wanted to pursue a government job, but being unable to find one, he decided to take up a course in carpentry. Over the last five years, he has been practicing carpentry at Manipur and has two more people employed under him. Some of the products made by Careson include doors, sofa sets, almirahs, and beds, among others. While he tries to make the best of what he has, Careson says that he wants to invent and work further with advanced technology in order to provide better quality



products to his clients.



With that aim in mind, he recently attended the Tribal Entrepreneurship Development Program (TEDP) workshop organised by the Ministry of Tribal Affairs (MoTA) and the National Industry Body, ASSOCHAM.

On having been selected for the program, he received training on how to use digital marketing as a tool to amplify his business. According to Careson, he decided to attend the training so that he could manage to get more fundings for his workshop.

“I need better machinery to make the products. We are doing well now, but if we get machinery to be used for the carpentry process, I will be able to deliver better,” said Careson.

Careson said that the training would also help him reach a larger audience with his products. "If we get more orders, I can get funding for the machinery," adds Careson.

However, he hasn't yet started using e-commerce platforms or started selling his products on online platforms because he doesn't have a smartphone.

He is of the opinion that once he receives funding, he will be able to set up a larger set-up away from the village, in town.



"Where we stay currently is a small space, I want to expand further, which is why I need machinery. Once I get the machinery, I would like to move away from the village and set up a shop in town, so that more people can approach me," said Careson.

Ask him where his vision comes from, he says he is passionate about his profession and had decided that this would be his second option as a schoolchild itself.

"When I was in fifth or sixth grade, I started preparing for it. In fact, I have done a course on interior designing, this helps me in my profession," said Careson.

