

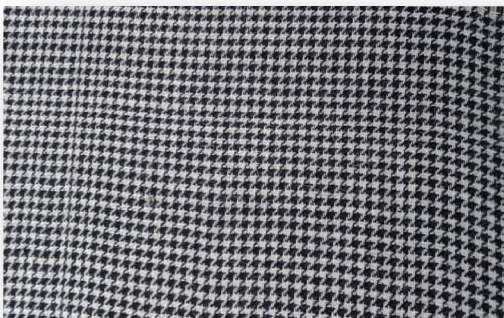


Manisha Devi
Beneficiary TEDP
Tribal Artist
Katai Bunai

How TEDP helped Manisha Devi to promote her embroidery products online

Jhelam village is located in Jakhnidhar Tehsil of Tehri Garhwal district in Uttarakhand, India. It is situated 5km away from sub-district headquarter Jakhnidhar and 51km away from district headquarter New Tehri. Katai Bunai work is a common household income-generation activity in this small town, especially among the Bhotiya tribe. They are skilled in embroidery work of Kaleen (carpet), which has been passed down to them for generations.

They are also known to shift to the lower altitude in Nand Prayag for six months in a year from October because the village becomes inaccessible due to significant snowfall during that time. This way, they divide their work during the year - between farming (Rajma, Potato, Amaranth (chulai), etc) in Jhelam for six months and embroidery work i.e Katai-Bunai (Kaleen, shawl, coat ki chambers ki Patti) for another six months in Nand Prayag.



One such Jhelam resident, Manisha Batola, 29, is a mother of two kids, who with the help of the Tribal Entrepreneurship Development Program (TEDP) learned to create a Facebook profile and how to upload her product pictures to promote them in two days. The workshop 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.

Apart from embroidery work, Manisha and with the help of her husband cultivate medicinal herbs from which they prepare incense sticks like dhoops. As we all know how Covid-19 affected everyone likewise Manisha Devi and her family survived the pandemic period by selling Kaleen's Rs 3000- Rs 4000 and in that period they insured by making more products which they later sold off when things came to normal.



Kaleen and shawl are her feature products whose demand is high market throughout the year. She earns Rs 8,000- Rs 10,000 per month. Though she attended only two days of training, the TEDP workshop enabled and taught her new online marketing. Now she is keen to explore the online platform more and hopes that through that she will be reaching the wider market. Due to lack of internet service at Jhelum, she was unable to explore but now as she is in Nand Prayag she is eager to explore soon.

