



### **Nabam Tahī**

Beneficiary TEDP

Tribal Artist

**Handicrafts**

### **Love and passion towards tradition keeps me going on, says Nabam Tahī**

Nabam Tahī (50) is a resident of Sagalee town in Arunachal Pradesh. He belongs to the Nyishi tribe, which is the largest ethnic group of the state.

Nabam learned online marketing with the help of the Tribal Entrepreneurship Development Program (TEDP). 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 learn online selling and move towards a digital business.

During the training, Nabam was introduced to online business and how to take



orders online and supply them. He also learned how to sell local traditional handicrafts products. He lives in a joint family of 10 members, which includes his spouse, children, and grandchildren. His wife is a nurse by profession.

Though they are economically stable, he continues to do handicraft work because of his love and passion for his tradition, which he wants to keep it alive. He even teaches the new generation how to make them.

He makes *mura* (handicrafts), bag (locally called *nara*), and trunk/box (locally called *udum*) as per the customer's demand. He says that the *udum* takes at least a month to finish as it's made of rope. He charges Rs 15,000 – Rs 20, 000 for the bigger size as it takes a lot of effort and



hard work to finish it, while the smaller and medium-size ones go for Rs 3,000- Rs 5,000. The simple *mura* go for Rs 400- Rs 500.

Earlier, he used to take orders from only local customers, but after TEDP training, he has started taking orders via WhatsApp, too. Nabam says that TEDP training helped him to keep his passion alive by teaching him how to take orders online as he loves to make these products.

