



Yaja Nabam
Beneficiary TEDP
Tribal Artist
Handicrafts

I am keen to learn online marketing from TEDP, says Yaja Nabam

Yaja Nabam (32) belongs to the Nyishi tribe, which is the largest and ethnic group of Arunachal Pradesh. A resident of Sagalee town in Papum Pare district, Yaja is an artist who makes handicraft products from bamboo and cane. With the help of her husband, she makes bamboo products like basket, tray, teacup, flower pot, key handle and lamp in bulk during the summer season as it's not possible to do that in winter seasons.



Yaja also makes *udum* (local name for trunk or box) as per the customer's



demand. She says that it takes a month to complete *udum* as the item is made of rope. There is a lot of effort and hard work involved in making the product, which is then sold for Rs 15,000 – Rs 20, 000 at the local market. Apart from this, they do farming and cultivate vegetables and rice for themselves.



Unfortunately, Yaja was unable to attend the workshop by Tribal Entrepreneurship Development Program (TEDP) as her phone was not in a good condition at that time. However, the artisan is eager to know more about online training. She even started learning the ropes to promote her products and wants to attend workshops by TEDP in the future.