



**Tuki Ngurang**  
Beneficiary TEDP  
Tribal Artist  
**Handicrafts**

### **Learned how to upgrade my traditional handicraft business online**

A member of Nyishi tribe, one of the largest ethnic groups in Arunachal Pradesh, Tuki Ngurang (38) runs a traditional handicraft business. The tribal artisan, who is a father of 10 children, lives in Sagalee town. He is also one of the beneficiaries of the Tribal Entrepreneurship



Development Program (TEDP), where he learned the ropes of online business. The workshop is a joint initiative of the Ministry of Tribal Affairs (MoTA) and Associated Chambers of Commerce and Industry of India (ASSOCHAM); it provides a platform to tribal artisans to make the transition to digital business and learn online selling.



During Tuki's training stint with the TEDP, he learned to upgrade his traditional handicraft business by taking it online and selling his products via online platforms like WhatsApp. He makes *Nara* (a local name for bags used by men), caps, flower pots and trays among other things. The tribal artisan owns a shop called 'Traditional Handicraft M/S Ngurang Enterprise' in Sagalee town, where he sells handicrafts made by him and makes a monthly income of Rs 30,000 - Rs 40,000. He informs that sales are high during the winter season, as it's also a season of

festivals and celebrations. The sales, however, dip in the summer season.

After the completion of his training with TEDP, he started posting his



pictures of the handicrafts made by him different social groups on WhatsApp. He has even sold products like tea coaster sets, trays, baskets, etc. After the success with digital marketing, Tuki is now keen to sell more products through different online channels and wants to upgrade his business further by attending workshops conducted by TEDP in the future.