



Panlem Ngodam

Beneficiary TEDP

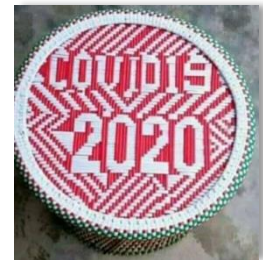
Tribal Artist

Handicrafts

TEDP introduced me to a digital world I wasn't aware of, says Panlem Ngodam

Panlem Ngodam (27) is a resident of Khasa village, which is located in Pangchao Tehsil of Tirap district in Arunachal Pradesh. The artisan belongs to Wancho tribe, they are known to specialize in the art of tattoo.

Panlem, who's a father of two kids, learned to do business online 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 coach online selling and move towards a digital business.



Panlem makes different types of Mura (handicrafts) collective, like bamboo chair, sitting sets, table etc. Different raw materials are used to make *muras*, which include ropes, bamboo, old bicycle tubes, etc. It takes two days to make *mura*, the design of which is customised according to customers' choices. He earns monthly Rs 4,000- Rs 5,000.

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In a COVID-19-affected world, Panlem and his family survived the pandemic period by selling *mura*. The government also provided ration kits to them every month. With life back on track following the lockdown, he is back to his work of making and selling *mura*.

Panlem wasn't aware of the online marketing options, but through TEDP he was introduced to a digital world where he can sell his *mura* handicraft to a wider audience at a great price. He along with his friends are now focusing on learning more about online media platforms and their features so that he can upload his handicraft and sell it.



Panlem is eager to attend future workshops conducted by TEDP as it helped open a world of opportunities for him.