



Phephot Sangham
Beneficiary TEDP
Tribal Artist
Bead Making

How TEDP helped Phephot Sangham mint money out of her hobby

Phephot Sangham, 28, is a resident of Chasa Village, which is located in Kapu Tehsil, Arunachal Pradesh. A member of the Nocte tribe, she is skilled in traditional tribal crafts like bead making, bamboo and cane work among others.

The artisan participated in the Tribal Entrepreneurship Development Program (TEDP) and learned to make more designs of bead making and sell them online. 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 for tribal artisans to learn online selling and move towards a digital business.



Phephot comes from a family of five members and is financially stable as her husband works in a firm. She enjoys making bead *malas* and belts out of sheer interest and has never sold any of her products yet. She and her husband cultivate corn (*makai*), coriander (*dhaniya*), chilli (*mirchi*), etc.

The artisan could only two days of training due to poor network range, but in those two days TEDP workshop enabled her to turn her interest into an income-generating source. She believes that through a workshop like TEDP, villagers like her can learn new skills and generate income out of their interest in work.

Phephot is now keen to learn more about the features of digital marketing and attend future workshops conducted by them.