



**Pinki Devi**  
Beneficiary TEDP  
Tribal Artist  
**Gota Patti Art**

### Creating trendy motifs on fabrics

Had Pinki Devi grown up in a city she would be known as a millennial because at 21 years of age she falls in that generation bracket. It is a generation that coincides with the peak usage of many social media platforms. Nonetheless, just like the Generation Y, the young mother and wife who specialises in *gota patti* work of the Shekhawati region in Rajasthan, has taken a step forward to learn the fundamentals of online marketing organised by MotA and ASSOCHAM.

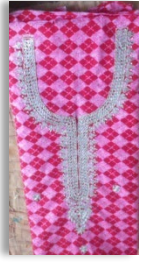


Educated up to class 11, the homemaker and budding entrepreneur who already had a young daughter quit study to give birth to her second child. Once again, she has resumed her education and is studying to complete the 12th standard. Conspicuously, her day is choc-a-block with work. Still, knowing well how crucial online marketing is to grow business in present times, she learned about online marketing to accelerate business growth.

With over 4.66 billion active internet users worldwide, shoppers are treating social platforms as a one-stop-shop for all their needs. In this scenario, Pinki Devi has a better chance to showcase and sell her products. The young woman has been engaged in embroidery work for the last 4-5 years. She even did a course to learn about the new and trending designs; it has improved her business.

Her designs include line work, flower, peacock, double peacock embroidery. The patti is the most important part of the motif, the leaf and involves rhomboid units of pattis (or leaves). She organises them into *butas*





or a *jaal* to create a motif, which is later sewn on the fabrics. Popular motifs include peacocks, sparrows, paisleys, floral and geometrical patterns, human figures, palanquins, elephants and horses. Pinki Devi makes *salwar-kameez* suit embroidery, usually crafting *gota patti* on the yoke.

Usually, it is her uncle who gets her work orders from the city.

Now she wants to tap the potential of the internet to increase sales. Currently, her income is between 7-8 thousand rupees per month.

As an educated and a modern rural woman, who has learnt about designs and online marketing, she now looks forward to furthering business growth and aspires to see a bright future for her work and family.

