



**Prema Bara**

Beneficiary TEDP

Tribal Artist

**Sohrai Painter**

**TEDP introduced me to the world of digital that I wasn't aware of: Sohrai painting artist Prema Bara**

Prema Bara, 30, is a *Sohrai* artist from the Gumla district, Jharkhand. She belongs to the Oraon tribe and is a mother of a year-old boy. She makes *Sohrai* paintings on the wall, paper, canvas, saree, suits, wooden tray, and bowl among others.



Talking about how she developed her interest, the artist who has been making *Sohrai* paintings for the past seven years says, "I learned to make these murals from my mother. She used to make these lovely *Sohrai* paintings on the walls of our hut during the *Sohrai* festival, which is celebrated the day after Diwali in our village. My mother used to begin work on them 15 days before to the festival."



The *Sohrai*-artist participated in the Tribal Entrepreneurship Development Program (TEDP), where she learned to do business 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 to coach online selling and move towards a digital business.

Prema is also associated with the Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) Ranchi, where she not only sells Sohrai paintings, but also takes orders in bulk for it. She makes around Rs 5,000 – Rs 6,000 every month, with each painting costing around Rs 300. Apart from *Sohrai* paintings the artist also helps her husband who is a farmer. They cultivate paddy cultivation and vegetables.



The artist wasn't aware of the online marketing options, but got acquainted with it through TEDP. The workshop introduced her to the digital world to help her sell *Sohrai* paintings to a wider audience at a great price. Talking about why she hasn't explored the market online, Prema explained, "Currently, I am focusing on learning more about online media platforms and their features. I believe that I should have full knowledge of how it

works before uploading my artwork on digital platforms." The *Sohrai*-artist is eager to attend future workshops conducted by TEDP as it helped open a world of opportunities for her.