



**Rohila Inghi**

Beneficiary TEDP

Tribal Artist

**Handloom Weaver**

### **TEDP helps Rohila Inghi go digital with her handloom weaving**

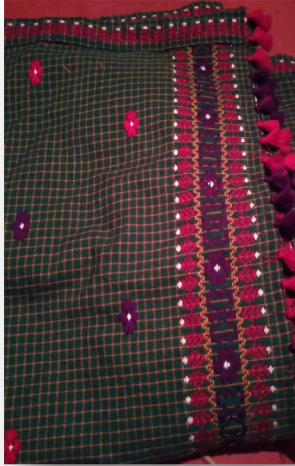
Rohila Inghi, a 24-year-old handloom weaving expert, belongs to the Mikir tribe, who inhabit the hill state of Meghalaya. The artisan specializes in making a traditional form of ethnic tribal wear such as the *Karbi* dress, *Paning* (a kind of skirt), *Pekok*, and *Chol* blouse among other designs. She has effectively secured a bachelor's degree to complement her craft. Her monthly income before the lockdown was Rs 3000.



The challenges that Rohila Inghi faced during the lockdown, such as the distance from the market and lack of raw material, was compounded by the shutdown of transport, which made movement difficult. However, with the easing of lockdown restrictions and markets opening up, there is hope to cover lost grounds and recover all that she lost during the lockdown.

The artisan's family has mainly been involved in farming, which has not always been a viable source of

income. She is now looking forward to harvesting better opportunities to develop a business through her craft. This is where the training from the Tribal Entrepreneurship Development Program (TEDP) has come in handy. A joint initiative of the Ministry of



Tribal Affairs (MoTA) and the Associate Chamber of Commerce and Industry (ASSOCHAM), it

provides tribal artisans an opportunity to train in online marketing and go digital as that is the future.



It definitely has provided RohilaInghi with new ideas to develop her business and build an online presence. She is hopeful that her endeavour will bear fruits shortly and she would be able to consolidate her family and herself in the near future.