



Sarika Shaila Kindo

Beneficiary TEDP

Tribal Artist

Sohrai Painter

TEDP course has opened a world of opportunities for us, says Sarika Shaila Kindo

Sarika Shaila Kindo, 30, is an artist from Hazaribagh, Jharkhand. A member of the Oraon tribe, she is a student doing her post-graduation in Agriculture and makes *Sohrai* paintings when she is not studying. She says, "I used to make *Sohrai* paintings in the traditional way, but began using new techniques following the workshop at Tribal Entrepreneurship Development Program



(TEDP) workshop. The experience there has helped me enhance my skills."

The artist is among the many tribal artisans, who has benefited from TEDP. A joint initiative of the Ministry of Tribal Affairs (MoTA) and Associated Chambers of Commerce and Industry of India (ASSOCHAM), the workshop provides a platform for tribal artisans to make the transition to digital business and learn online selling. The artist, who makes *Sohrai* paintings on the wall, paper, canvas, and saree, has participated in various exhibitions organized by the state government of Jharkhand. She also takes part in the local workshops in her district through the Sohrai Samiti group that she is a part of.

Talking about her choice to postgraduate in agriculture, Sarika said, “We tribal people have been associated with farming for ages, but the new generations are forgetting the importance and value. However, they also have the power to bring about changes in the society. So, if I don’t study agriculture in-depth, how will I bring change?” In fact, she along with her mother and elder brother has set up a kitchen garden, where they grow vegetables.



On the training front, the TEDP course enabled the artist to make her social media profile showcasing her paintings and it has already helped her earn Rs 3000 through selling her three paintings online. As the course helped open a world of opportunities for her, the *Sohrai*-artist is now eager to attend future workshops conducted by TEDP.