



### **Techi Taro**

Beneficiary TEDP

Tribal Artist

### **Bamboo Handicrafts**

#### **How TEDP helped Techi Taro find a permanent source of income**

Nyishi tribe member, Techi Taro (45) is a resident of Sagalee town. He is a multi-talented person graduate, who teaches students – from Class 1 to Class 5 - of a private school. His deep interest in crafts has made him adept at making interesting handicraft products. He also owns a small shop where he and his wife sell vegetables and groceries.

The teacher and handicraft artist participated in the Tribal Entrepreneurship Development Program (TEDP), where he learned to conduct business online as well as sell their products there. The workshop is a joint initiative of the

Ministry of Tribal Affairs (MoTA) and Associated Chambers of Commerce and Industry of India (ASSOCHAM); it provides a platform to tribal artisans to make the transition to digital business and learn online selling.



Techi not only learned about the different types of handicraft products at the TEDP workshop, but he also showcased his products, where he got interesting feedback to enhance them. The tribal artisan makes *mura* (handicrafts) and table sets out of bamboo. While he sells *mura* for Rs 600- Rs 700, the table set are sold at a price of Rs 1500- Rs 2000. He also specializes in making a bamboo cover for *dawo* (a big knife used by members of Nyishi tribe). After the training, he started working on new handicraft products like bamboo glass, *nara* (a local name of bags used by men). He also earns Rs 2000- Rs 3000 more from groceries and vegetables sold at his shop.



Through TEDP training, Techi got the opportunity to explore online marketing. He is now planning to make handicrafts a permanent source for earning by making and selling them online.