



Tevhi Tat

Beneficiary TEDP

Tribal Artist

Handicrafts

TEDP fulfills Tevhi Tat's dream of taking his business online

Sagalee town is largely dominated by members of the Nyishi tribe, the largest ethnic group of Arunachal Pradesh. One such resident is Tevhi Tat (50), who with the help of the Tribal Entrepreneurship Development Program (TEDP) has learned to do business online and sell handicrafts 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.



Tevhi has always been inclined to making handicrafts right from his childhood. He learnt the ropes of the craft from his father and now makes bamboo products like tray, bags, basket, handicrafts, hairclip, *pudum* (traditional headgear), *byopa* (traditional cap) and *udum* (traditional jewellery box) among others. Through TEDP, he learned how to sell his products online via WhatsApp and Facebook. Apart from this, he sells his product at functions and on

special occasions.

Tevhi is associated with self-help groups through which he showcases his handicrafts products on different occasions like Republic Day, Independence Day, Christmas, and especially, during *Nyokum*, a festival celebrated by the Nyishi tribe on 25th February. He said that he makes more profit during these occasions. The product that is in most demand during festivities is *udum*. He earns around Rs 30,000- Rs 40,000 every month.



He also owns a large plantation (*baagan*), where he cultivates different vegetables and fruits like *karela* (bitter gourd), *adrak* (ginger), *mooli* (radish), *makai* (corn), *elaichi* (cardamom), apple, orange, guava, banana and paddy cultivation among others things.

Satisfied with the progress his business has made after a successful training at TEDP, Tevhi is keen to widen the market for his handicrafts and sell them online.