



Theresia Lyngdoh
Beneficiary TEDP
Tribal Artist
Handloom Weaver

TEDP helps Theresia Lyngdoh weave out her future online

The secret to being at the top is to preserve the values that one imbibes from across generations and a good example of that is Theresia Lyngdoh, 38, from Ribhoi district in Meghalaya - she has mastered the art of traditional handloom weaving. She belongs to the Khasi Bhoi tribe and has inherited the art of handloom weaving from her family, who've passed on the skills and secrets of the trade to her. The artisan specializes in weaving Indigenous tribal-wear such as shawls in white-and-red and black-and-red that is symbolic of the tribe.

The lockdown came down heavily on many of the tribal artisans and Theresia was not immune to the impact. With restrictions on movement and a slump in overall demand for such goods, there were economic hardships to face at an unparalleled level. It is for such women that the Tribal Entrepreneurship Development Program

(TEDP), an initiative of the Ministry of Tribal Affairs (MoTA) and Associated Chamber of Commerce and Industry of India (ASSOCHAM), has been launched to help them make a presence in the digital space. The workshop ensures that a world of opportunities opens up for women like Theresia and brightens up their prospects.

Although Theresia is a master in what she does, the training helped her get insights into a few of the newer designs and helped her be self-sufficient enough to be able to promote her business online and take orders. With the easing of restrictions, there is a definite hope to bring the maximum out of their craft.

