



### **Pramila Kiran Lakra**

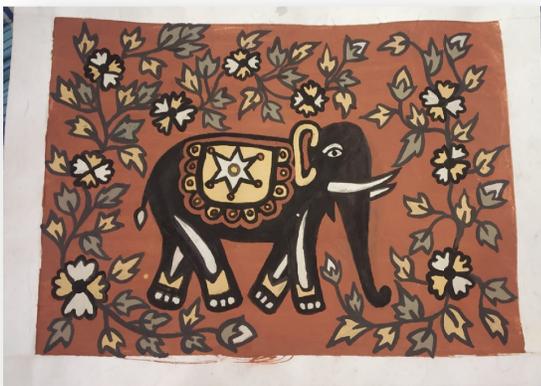
Beneficiary TEDP

Tribal Artist

**Sohrai Painter**

### **TEDP fuels Pramila’s dream as an artist to preserve her culture**

Pramila Kiran Lakra (41) is an artist from Hazaribagh, a city in Jharkhand. A member of Oraon tribe, she used to teach kindergarten kids in a private school in the past, but lost her job due to the pandemic. As one of the earning members in her family of six, she took up the work of sewing. She explains, “I come from a low-income background, so I began teaching sewing in Sitagarh to support my family by contributing some amount to their income. I was aware of Sohrai art from childhood, but I never thought I will end up making money through it.”



She was introduced to the Sohrai painting by Alka, who runs the Sohrai Samiti group that educates women and young girls to make Sohrai and Kohvar paintings. “As a child, I used to see my mother making art on mud walls of our house before it was replaced by a concrete one. I knew how to make *banna* on our walls. But Alka *didi* helped me with different styles and artwork,” explains Pramila.

The Sohrai-artist participated in the Tribal Entrepreneurship Development Program (TEDP), where she learned about various artworks apart from Sohrai painting. She also got the knowledge to conduct business online as well as sell her products there. The workshop, a joint initiative of the Ministry of Tribal Affairs (MoTA) and Associated Chambers of Commerce and Industry of India (ASSOCHAM), provides a platform to tribal artisans to make the transition to digital business and learn online selling.



“After attending TEDP training, I felt inspired by an artist who participated in it. It was heartwarming someone like me trying to preserve our rituals and culture, which is vanishing slowly,” says Parmila, who has attended various exhibitions in her district.

The Sohrai artist will be going to Odisha to participate in an exhibition from 11-15 December, 2021. She gets Rs 1000 per day for participating in the exhibition. “TEDP gave me hope that I not only can preserve and take my culture to a wider audience, but also earn through it.”