



Prem Devi
Beneficiary TEDP
Tribal Artist
Gota Patti

Bringing About Positive Changes

Prem Devi may not be tech-savvy in the real sense of the term, but she has learnt the ropes to sell online her products intricately made from metal embroidery of *gota patti*. Her one-month training in internet marketing jointly organised by the Ministry of Tribal Affairs (MoTA) and national industry body- The Associated Chamber of Industry and



Commerce (ASSOCHAM), empowered her to earn around Rs 5000 from her (online) business in the first instance.

With the right support, opportunity knocks. For her, it arrived in the form of online digital training under the Tribal Development programme of the

government. Educated up to the fifth standard and at 43 years of age, little did the shy woman from rural Booj, near Jaipur in Rajasthan imagine that one day she would achieve more than imagined at such a late stage in her life. Convinced that success has no age limit, she is determined to increase the sale of her products, mainly through online platforms.



Earlier she would sell to the middlemen in the village and did job work for others. It was due to the lack of exposure to digital technology that she worked for other people. However, Prem Devi made steady progress in her work. One positive aspect of working for others is that it helped Prem Devi hone her skills and learn the nuances of the handicraft. Now she caters to clients directly taking up orders without the interference of any middlemen.

Like most women in that region, Prem Devi dabbled in some basic embroidery work. She mostly made flower designs. Now she crafts other popular motifs like peacocks, flower pots, paisleys. Next, they are appliquéd on a base fabric, adorned with embroideries like *zari* and *zardozi*. She then stitches her gota patti designs on traditional Indian wears like *lehnga* and *saree* made from lightweight fabrics such as chiffon and georgette.



Her three children are equally enthusiastic about her small business; they have engaged themselves in this work, ably assisting their mother. The family mainly spends time doing *gota patti* work, as farming in the region only requires up to 10-days of labour. Having an alternate income opportunity is a boon to the family. Prem Devi is happy and satisfied that her small handicraft business accords the assurance of a steady source of income for her family members.