

SUCCESS STORIES OF MARKETING DEVELOPMENT ACTIVITIES

a) Ms. Pamringla Vashum Manipur;

Ms. Pamringla belongs to Tangkhul Naga tribe of Manipur. Since she had a good knowledge of North eastern weaving techniques as well as other crafts of the North-East, she was selected for the job of sales girl in the TRIBES India outlet at Mahadev Road when the same was opened in 1999.. Ms. Pamringla proved to be an effective sales person. TRIBES India had repeat customers from embassies as she used to explain about the weaves and patterns and tribal motifs in great detail.

Pamringla left TRIBES India in 2002 to venture out on her own. She got two women weavers from her village and started making table mats and runners on the loin loom, for supply to shops. She got empanelled with TRIFED as an artisan and started supplying stock to TRIFED which was supplied by other suppliers till that time, Being empanelled with TRIFED she got the advantage of participating in exhibitions such as Aadishilp and other events organised by TRIFED from time to time. The business of Ms. Pamringla grew and she got more tribal women from her village and started a workshop in Mahipalpur. TRIFED also gave her opportunity to participate with them in craft demonstration related events which gave sufficient publicity to her craft. During FY 2008-09 and 2009-10, she participated in the Megaevents organised by TRIFED in Metropolitan cities where she did good business. By this time she had also started making Naga tribal jewellery by the same women group and thus expanded her product range.

In 2010 TRIFED invited Pamringla to participate with them in the Common Wealth Games Village in the craft demonstration category, displaying weaving skills on the loin loom, of Tangkhul Nagas, for the participants of CWG. She did a good business by selling the same products through TRIBES India stall at the CWG village.

The same year she took a small place at Shahpur Jat in South Delhi, which is a hub for designer wear, for opening her own outlet for selling shawls, sarongs, table mats and runners woven on the loin loom besides other products made by her tribe such as jewellery, baskets and stone pottery under the name 'Villa Vie'. As on date she is a successful entrepreneur has her own identity, doing well for herself and also for other members of her tribe.

b) Ramesh Bodh Kullu Himachal Pradesh:

Sh. Ramesh Bodh belongs to the Bodh tribe of Himachal Pradesh. His father Sh. Bhagat Ram Bodh was a weaver of traditional Kullu border woollen shawls which he supplied to a retailer for sale in Manali way back in nineties. When the TRIBES India shop was established in 1999, TRIFED was looking for tribal producers of handlooms and handicrafts to associate them with TRIFED for supply of products for the TRIBES India outlet. In this exercise, the team visiting Himachal for selecting woollen products liked the quality and design of the woollen shawls woven by Sh. Bhagat Ram Bodh and asked him to supply a few pieces to TRIBES India for sale. The shawls and mufflers were soon sold out even during the months of summer shortly after the inauguration of the outlet in April 1999. Sh. Bodh was then asked to supply more stock and thus the association began. As the business started growing, Sh. Bhagat Ram Bodh passed on the reins to his son Ramesh Bodh and started managing the supplies part at home front. Sh. Ramesh Bodh now started managing the marketing part of their products by registering a company in the name of 'Bodh Shawl Weavers.' Regular feedback from TRIBES about the colors and designs was picked up by Sh. Ramesh Bodh and he soon started developing products in interesting mixes such as shawls in 'silk and angora', 'Yak and sheep wool', which started becoming a rage with Delhi people. Sh. Ramesh Bodh was invited by TRIFED to participate in the various Haat like exhibitions in the back lawns of Mahadev Road to gain exposure by customer interface. 'Vanvasi Mela' organised by the Ministry of Tribal Affairs for tribals of the country at Jawahar Lal Nehru Stadium was a huge event which also gave the required exposure to Sh. Bodh. For improvement in dyeing and weaving techniques TRIFED also has provided training programmes to his group which is now in hundreds. Sh. Bodh was also associated with TRIFED to participate in various Mega events in the metropolitan cities of India which provided him sufficient feedback, leading to better designs and weaves.

The shawls of Sh. Bodh were selected by the organisers of Santa Fe Folk Art Fair in Mexico USA for sale., where the entire stock was sold out for approx. 15000 US Dollars. Sh. Bodh was supplying woolen items to TRIFED for a few thousands in 1999, which has risen to Rs.145 lakhs during 2012-13. Sh. Bodh besides supplying woollens to TRIFED, also owns two outlets in Manali where he is sells directly to customers. He also owns a Hotel at the same place. Sh. Bodh has become an Entrepreneur now and is providing livelihood to a number of tribal artisans working with him and also their families. To participate in various exhibitions from time to time he also maintains a godown for his products in Delhi. There is no looking back now for him and his tribe.

c) Gautam Markam, Dokra craft tribal artisan from Chattisgarh

Gautam Markam, S/o Late Lakhiram, Bhelwapadar, Kondagaon, Bastar. Age about 31 years as on date. Continued studies up to B.Com 2nd year at Govt. College, Kondagaon. The area has the cluster of dhokra artisans. Gautam used to visit his neighbours and make small artifacts like locket, bracelets and rings during the leisure hours from his childhood. After Class VII, he started to work under the guidance of Sh. Rajendra Baghel-a national awardee on daily wages @ Rs.10/- per week. Later on he worked for Sh. Rajendra Baghel on a daily wage of Rs.5/- per day. He used to work at night and attend the school during day time. He continued work in this manner till he passed out High School. He used to work to meet his own pocket expenses and the cost of his study.

He started to work on his own since 2002 onwards. The artifacts made by him were sold to Sh. Rajendra Baghel and Sh Panchuram Sagar. In otherwords, he used to make artifacts as per the specifications/orders of Sh. Rajendra Baghel and Sh. Panchuram Sagar and sell them to the said artisans. He also used to sell artifacts at exhibitions organized by DC(H), State Govt. And local authorities. The first exhibition he attended was at Mysore. However, he was not getting a proper value for his products.

In the mean time, one of his friends visited Delhi and came to know about TRIFED at Jagdalpur. Since then he got associated with TRIFED and started supply to TRIFED, Jagdalpur. Initially because of lack of adequate funds he was not able to supply in bulk and continued to supply the items to Panchuram Sagar which in turn were supplied to TRIFED as Sh. Sagar used to provide the raw material and take the finished goods. Gradually with the help of TRIFED and its expert designers he was able to produce artifacts which were fast moving and found better demand.

During 2008-09 he was sent to participate at Aadishilp, Dilli Haat where he got the appropriate forum to sell his artifacts. Thereafter, he has not seen back. Today, his supplies have improved in terms of quality and quantity. He has been sponsored by Forest Dept, CG Govt. under the scheme "Jhitku Mitki" which has funded him for buffing machine, and financial assistance in the form of working capital of Rs.50000/-. He is now a major supplier of TRIFED, he has been able to give employment to about 10-12 people. His association with TRIFED has resulted in a better living condition for himself and has created opportunities for employment generation. Today he has moved to his new house with a proper work shed and also purchased a second hand bike. He is looking forward to get married this spring.

d) Shri Rameswar Munda, a Saora painter from Orissa:

Shri Rameswar Munda of Giridharipur village, Block- Champua, Dist – Keonjhar a budding tribal artist approached TRIFED for marketing of tribal paintings during 1999. In those days the purchases were made at Delhi and TRIFED immediately agreed to help the artisan for marketing its products. As a result of the marketing support of TRIFED Shri Munda has been paid Rs. 9.55 Lakhs during 2012-13 which started with the supply of Rs.1.00 Lakh during 1999.

The success story does not end with the economic empowerment of Shri Munda and his family. Today, Shri Munda has organized his own workshop at Bhubaneswar where 15 young tribal artisans are being groomed under his workmanship. He has been the recipient of State Award and National Award during 2000 and his wife Mrs Madhusmita Tiriya (now his associate) has received the National Award during 2007-08. Besides, Shri Munda is instrumental in providing training on painting to young tribal artisans (Palm Leaf engraving, Saura painting and Pattachitra) in various Blocks of Keonjhar district. As on date, he has also been empanelled as a Master Crafts Person at Traditional Art College, Bhubaneswar.

e) Shri. Machihan Sasa & Shri Mathew Sasa

The Longi Pottery traditionally called as ‘Longpi Ham’, is being practiced by Thankul Naga tribe from Ukhrul district of Manipur. Shri. Machihan Sasa, a Longi Pottery tribal artisan from Manipur associated himself with TRIFED during 1999, who was supplying Longi Stone Pottery items like bowls, cooking vessels, traditional utility items etc. for sale through our Tribes India Outlet at 9, Mahadev Road, New Delhi. Of late, his son Shri Mathew Sasa, who is also Longpi Pottery artisan has started supplying Longpi Pottery items to TRIFED. In order to avoid breakage/damage of Longi Pottery items during transportation/handling and also for better marketing opportunities, Shri Mathew Sasa has shifted his base from Manipur to Delhi. The artisan has opened a unit and employed Manipuri tribal artisans at Delhi for making this pottery by increasing its range like Mugs, Trays, Huka, Kettle, etc in different sizes and designs. Besides, supplying items to TRIFED, the artisan has started selling pottery items of his own to customers by participating in exhibitions in major cities of our country since the last few years. A number of young tribal artisans who were earlier working with Shri Mathew Sasa or his father, following their footsteps, have now started making items of their own and selling items directly to TRIFED besides selling their items in exhibitions