



**Empowering Local Artisans: The Inspiring Journey of Bharam Das
and His Wife
A Success Story**



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Village: Sanot, Dhera Block

District: Kangra, Himachal Pradesh

In the serene village of Sanot, nestled in the Kangra district of Himachal Pradesh, Bharam Das and his wife carried on the age-old tradition of crafting bamboo-based products. From intricately designed baskets to functional pen stands, their creations embodied the artistry and cultural heritage of the region. However, despite their dedication and skills, the lack of a local market and declining demand for bamboo products pushed Bharam Das to the brink of abandoning his craft.

The Turning Point:

Sanot village was adopted under the Unnat Bharat Abhiyan (UBA) initiative by the Central University of Himachal Pradesh. During the initial community interaction sessions, the struggles of Bharam Das and his wife were identified. Recognizing their potential and the importance of preserving traditional crafts, the UBA team decided to support their work.

Interventions and Support:

Market Linkages: UBA facilitated connections with local and regional markets, including exhibitions and craft fairs. Bharam Das's products were also promoted through online platforms and social media, broadening their reach.

Entrepreneurial Guidance: The initiative provided guidance on pricing, branding, and packaging, enabling Bharam Das to position his products competitively.

Impact:

Today, Bharam Das and his wife have not only revived their bamboo craft but also expanded their business. Their products are now sold at fairs, local markets, and even online platforms, attracting customers from nearby towns and cities. The increased income has significantly improved their family's quality of life, enabling them to educate their children and invest in better tools.

Moreover, their success story has inspired other villagers to explore traditional crafts and entrepreneurship, fostering a ripple effect of rural empowerment in Sanot.

Conclusion:

The journey of Bharam Das and his wife is a testament to how initiatives like Unnat Bharat Abhiyan can transform lives by bridging the gap between tradition and modernity. Their perseverance, combined with the right support, has not only upheld a family legacy but also preserved an invaluable part of India's cultural heritage.

Pictures:

