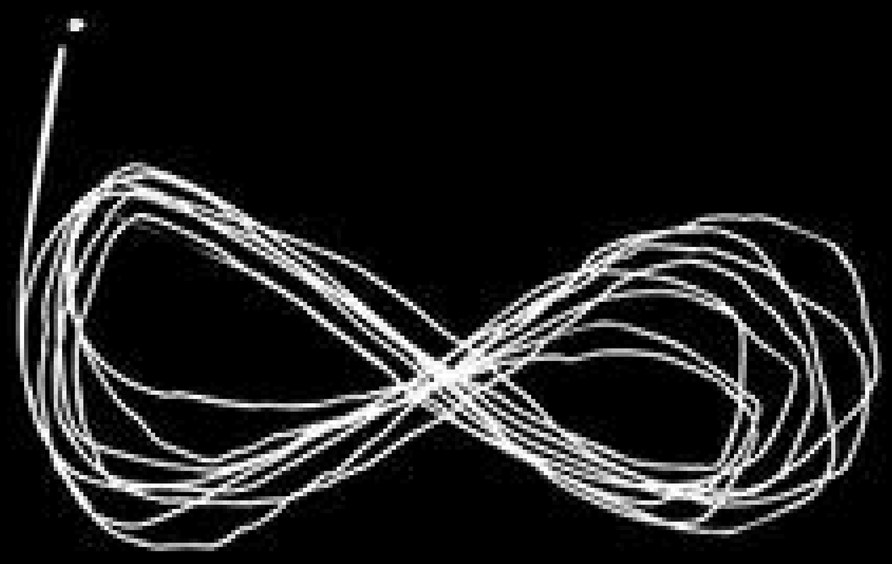


democratizing
e - commerce

We designed a multi-domain e-commerce ecosystem that empowers both- the consumer and the provider, equally.

Sahaj

PROCESS

Secondary Research
Literature Review

Government data
Success/failure rates of MSMEs
Social factors
Economic factors

Primary Research
Interviews

Effects on consumers
Effects on producers
Current awareness
Word-clouds

Thematic Analysis
Infer

Quantitative grouping
Problem redefinition
Summarising insights

Principle Definition
Set goals

Asking questions
Defining directions
Ideation
Setting priorities
Develop system map

Solution Development
Design

Develop post intervention flows
Wireframe
Prototype
Preliminary tech testing

Future Roadmap
Analyse

Scale prototypes
Test
Analyse results
Think about affordability

AFTERMATH

Scaling a small business is hard as is, doing so from an arguably marginalized area in India makes it much harder.

Worst affected areas

Dadra and Nagar Haveli

Daman and Diu

Lakshadweep

The 7 North Eastern States

While Himachal Pradesh and Jammu and Kashmir often feature in the "industrially backward" lists, they have thriving tourism industries and report fewer forms of other marginalization. J&K has a complex socio political climate, land and labour laws that contribute to its lack of industrial advancement as well.

~48%

Portion of migrant outflow from the North Eastern states for work purposes

~20%

estimated increase in the metric since 2011 census

Most migrants end up working almost exclusively in certain service-based industries, a point which has concerned many economists and policy makers.

https://link.springer.com/article/10.1007/s41027-020-00278-7/tables/9
https://visionindia.org/publication/vsi-journal/ethno-nationalism-in-north-eastern-india/
https://www.incometaxindia.gov.in/Acts/Income-tax%20Act,%201961/1995/1021200000001943.htm

52%

Of the surveyed urban Indians cannot name even 4 of the "7 sisters"

The North-Eastern states of India have been victims of neglect for centuries. This has caused social seclusion and ignorancetowards the immensely rich culture of the area, and hence, the arts, crafts and any local produce of the sort.
While each part of India is vastly different and has different things going for and against it, for the sake of this project, we exclusively looked at NE India since it lies at the extreme end of the marginalisation spectrum. We ran an informal survey of 39 Indian and one German respondant,and asked them basic questions about what they knew about India's North Eastern states.

17%

respondants claimed to have an elementary amount of knowledge about the culture of the area.

34%

respondants who identified as frequent travellers had visited at least one of the NE states

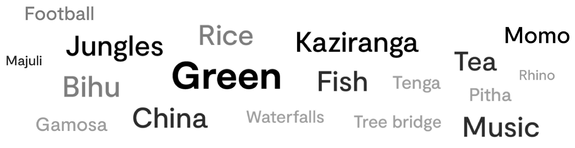
24%

respondants claimed to check if their products are ethically sourced

these are alarming numbers. Ironically, the one German respondant was more knowledgeable than the Indian ones, simply because he had been exposed to the area and its culture on one of his past visits.

WORD CLOUD

The respondants were then asked to name 5 things that came to their mind when they thought about the North East.



What was meant to be a word association excercise became more about stereotypes. Receiving this small a number of unique number of responses from 40 people is problematic, especially since some of them could have deeply negative connotations.

Over the years, this ignorance has added to other factors that are barriers to industrial growth

Repeated neglect over years has moulded the buying habits of people outside these areas, and the selling and marketing priorities of the locals, further slowing down any scope of true industrial development.

Consumer attitude

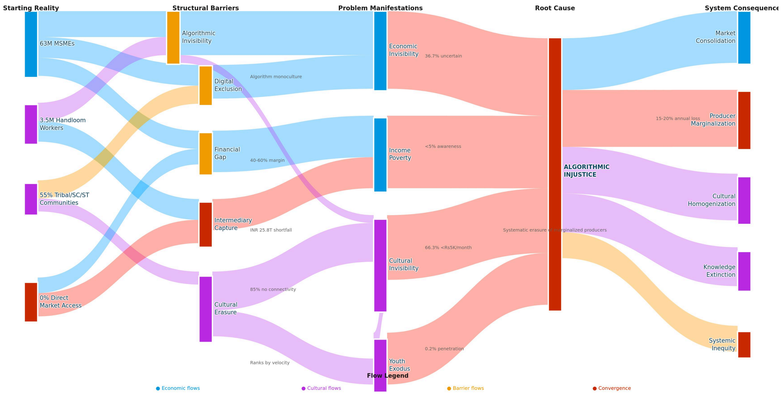
- General unawareness
- Irresponsibility towards small scale producers
- Lack of interest

Localite Attitude

- Conditioning has led to acceptance
- Radical emotions of identity and self-sufficiency
- Vulnerability due to 98% international borders shared with unfriendly nations

From market reality to systematic injustice

Structural barriers converge into systematic injustice



Economic and Cultural Invisibility Impact Matrix

Critical severity dominates across both problem dimensions

	Problem 1 (Economic Invisibility)	Problem 2 (Cultural Invisibility)
Visibility Gap	**Critical** 0.2% e-commerce penetration	**Critical** <5% domestic awareness NE crafts
Financial Impact	**Critical** 66% earn <Rs5000/month	**Critical** Intergenerational income collapse
Knowledge Loss	**Severe** Skills not market-valued	**Critical** Traditions dying (15-20% decline/yr)
Youth Participation	**Severe** High exit from production	**Critical** Only 36.7% youth continue traditions
Consumer Awareness	**Severe** Intl 87% vs Domestic <20%	**Critical** Regional crafts unknown to locals
Algorithmic Treatment	**Critical** Deprioritized in search ranking	**Critical** Absent from feeds entirely