**DesiNext**

Good morning, respected board members and esteemed guests,

Thank you sincerely for this opportunity. Today, I stand before you not to pitch an app — but to share a **mission**, a vision that blends India’s ancient craft legacy with modern technology. A vision to **preserve, promote, and empower**.

Let me begin with a story.

**📖 A Story from Rural India**

In a small village near Kanchipuram, lives *Saraswati Amma*, a 58-year-old handloom weaver. Her fingers move with the grace of tradition, weaving silk sarees that have been part of her family’s legacy for five generations. Yet, last Diwali, she couldn’t sell even 4 sarees.

Why? Because no one knew she existed.

The middleman who used to collect her sarees now pays her less, citing “low demand.” She doesn’t use the internet. She speaks only Tamil. She knows nothing about online selling.

She weaves beauty. But the world moved on digitally — and **forgot her**.

**💡 Our Solution: DesiNext**

DesiNext is a **Made-in-India, AI-powered mobile app** that brings Saraswati Amma and thousands like her **back into the market** — not as forgotten hands, but as **proud digital entrepreneurs**.

Here's what DesiNext can do:

* She simply **talks into the app** in Tamil.
* The app writes her product description in English and other languages.
* It suggests the right price, category, and festive timing.
* It uploads the listing, adds cultural keywords like “Pongal special,” and even translates her voice to narrate the story behind the saree.

Now, a buyer sitting in Hyderabad or Boston can search “Handwoven silk saree for Diwali under ₹10,000” — and Saraswati Amma’s creation appears.

And if the buyer wants something custom? They describe it, and our **Design Partner AI** sends the request to Amma’s dashboard — translated into Tamil, complete with a visual preview.

**🧠 What Makes DesiNext Different**

Unlike Amazon or Meesho, DesiNext is built **for India, by Indians, for Indians**. Here’s how it’s different:

* **Artisan-first**: Designed for people who don’t speak English or use laptops.
* **Culturally trained AI**: It knows the difference between Bandhani and Kalamkari.
* **Voice-first interface**: No typing needed. Just speak and sell.
* **Visual search + AR bazaar**: Buyers can walk through virtual Indian fairs and “pick” items they like.
* **Blockchain authentication**: Prevents imitation and protects originality.

**🇮🇳 Why This Matters Right Now**

Respected members, India is rich in skills — but poor in visibility.

* Our youth want meaningful products — handmade, ethical, Indian.
* Our villages want dignified income — without migration.
* Our nation wants **Atmanirbharta** — real self-reliance, not slogans.

DesiNext addresses all three. It is **Digital India with a soul**.

**📈 How DesiNext Helps the Country**

* Revives rural income through **direct digital access**
* Helps India become the global hub for **cultural commerce**
* Reduces import dependency by **promoting homegrown craftsmanship**
* Encourages **pride in heritage** among Gen-Z and global Indians

**🏛️ How DesiNext Can Work with the Government**

We don’t want to reinvent — we want to **plug into what already exists**:

* ODOP (One District One Product)
* Startup India
* MSME databases
* Skill India
* State handloom and handicraft boards

We bring the **tech, design, and UX**. The government provides reach and structure.

**🙏 What We Are Asking For**

We request:

* Access to artisan directories for onboarding
* Cloud and AI credits under Digital India
* Recognition as a national initiative under Startup India
* Support to train and onboard **10,000+ artisans in Phase 1**

**🎤 Final Words: A Movement, Not Just an App**

Respected members, DesiNext is not just about commerce. It is about **dignity**.

It is about ensuring Saraswati Amma is not left behind in the digital revolution.  
It is about bringing India’s roots into its future.  
It is about letting every purchase tell a story, support a life, and celebrate a legacy.

Let us create a platform where India does not just **consume technology** — but uses it to **honor its identity**.

Let us walk this path together.

Thank you.