



# Department of Entrepreneurship and Management

## 2ND PRESENTATION

### THESIS PROJECT



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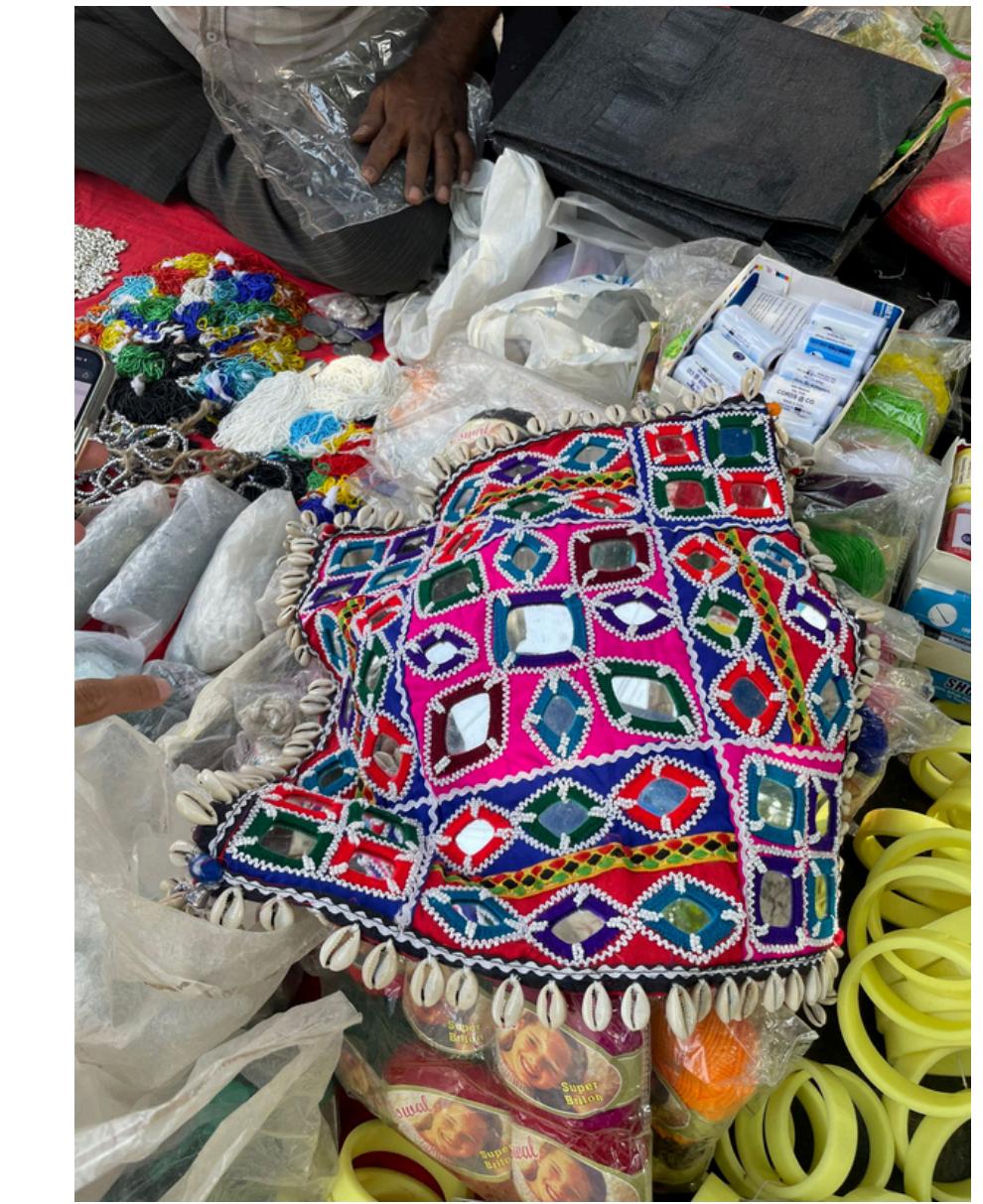
# Idea exploration:

01

## Handcraft Market Opportunity

Title: Discovering Artisan Potential in Handcrafts (Banjara handcraft)

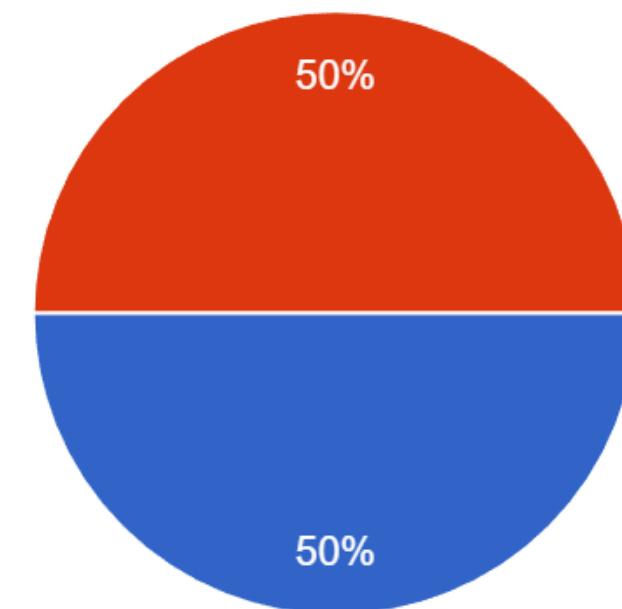
- Initial Discovery: Found that local artisans produce handcrafts but haven't explored selling them commercially
- Interest to Sell: Artisans expressed a willingness to sell their products, indicating a market opportunity



# Survey result in Shilparamam Market

7.) Are you willing to sell Banjara handcrafts online?

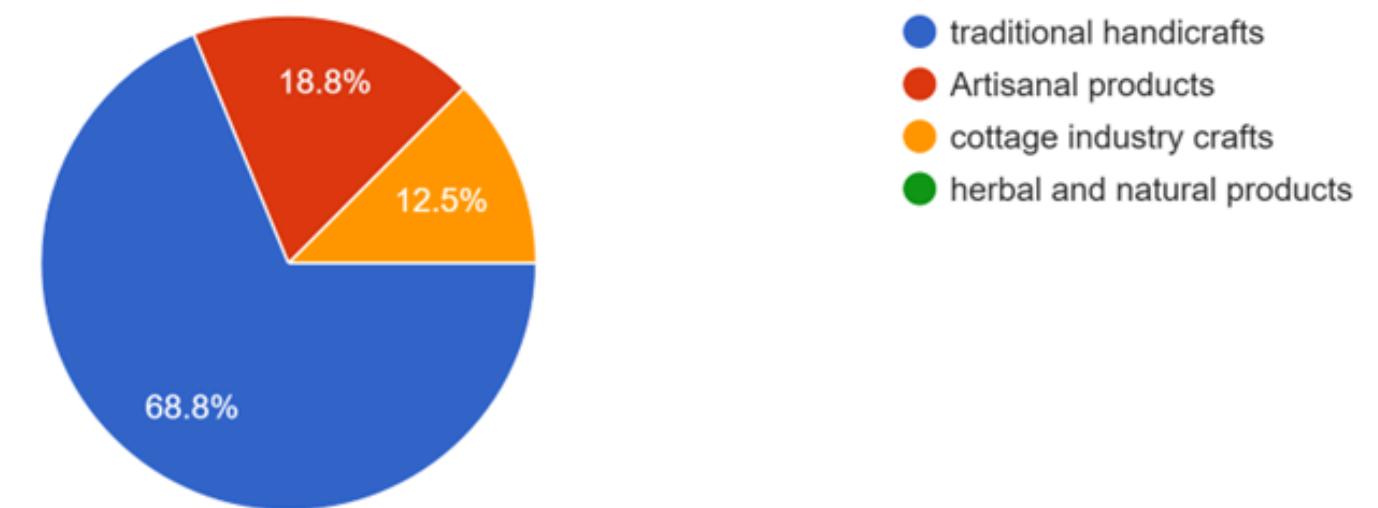
12 responses



● Yes  
● No

Which type of handmade products are you interested in?

16 responses

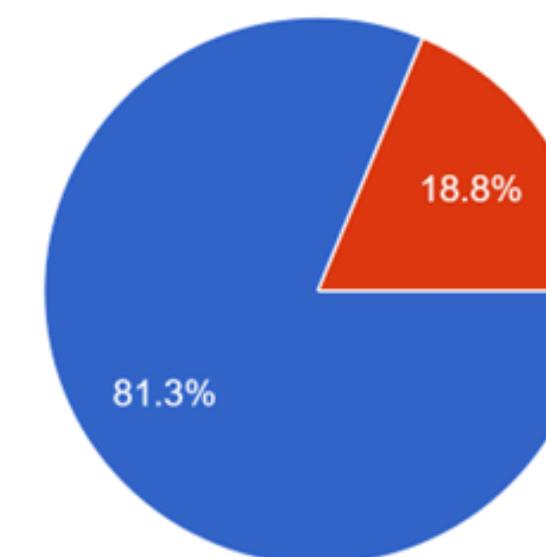


● traditional handicrafts  
● Artisanal products  
● cottage industry crafts  
● herbal and natural products

Your paragraph text

How appealing is the idea of selling your crafts through an online platform?

16 responses



● Very appealing  
● Somewhat appealing  
● Not appealing

# MARKET OPPORTUNITY

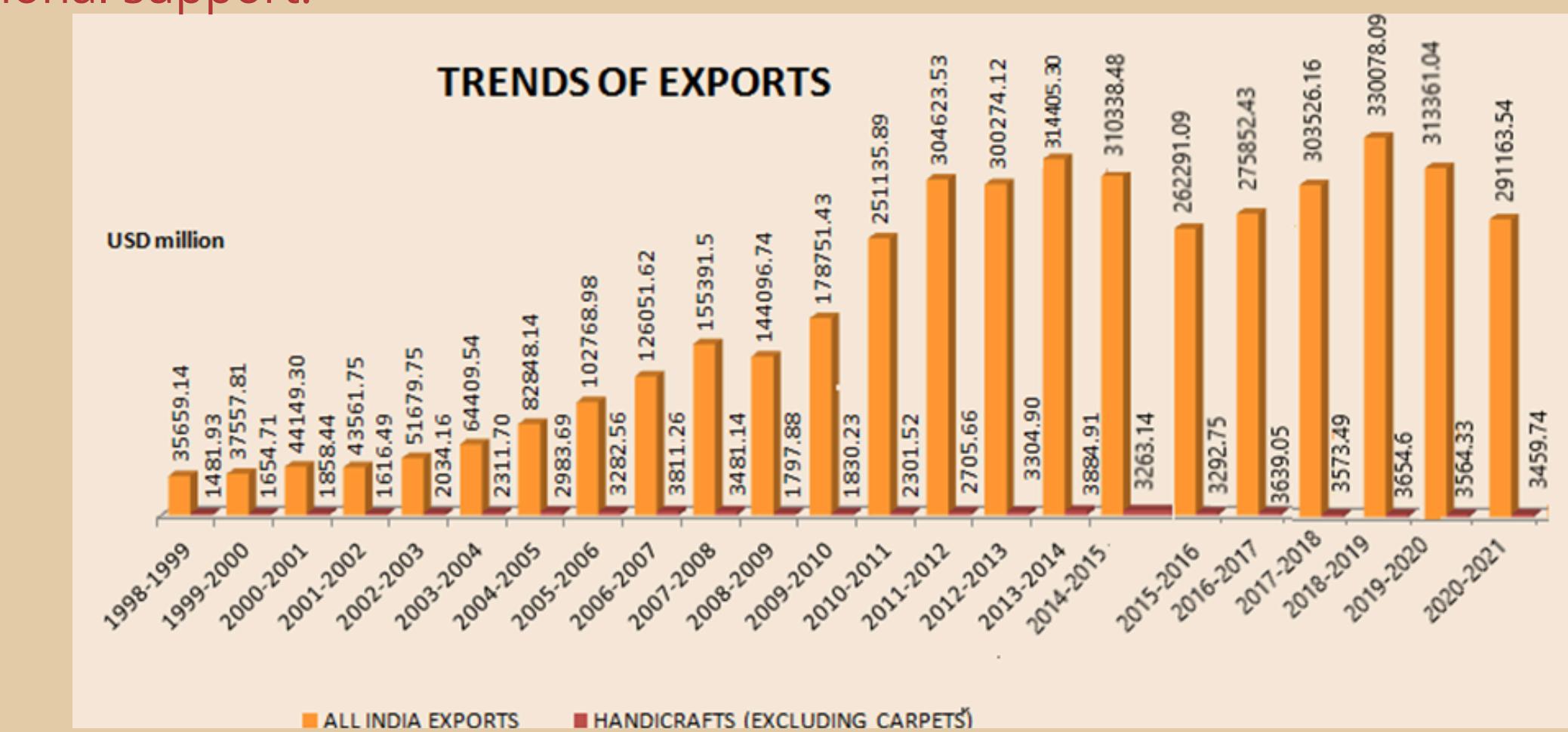
01

## Global Handicrafts & E-Commerce Market

- Expected to reach \$1,252 billion by 2027, growing at a CAGR of 10%.
- India's Handicrafts Industry employs over 7 million artisans, generating substantial foreign exchange.
- Global e-commerce market expected to reach \$6.4 trillion by 2024, driven by increasing consumer demand for handmade and unique products.

The Handicrafts Sector is vital to the economy, providing jobs to rural artisans, generating foreign exchange, and preserving cultural heritage. Despite its potential, it faces challenges like being unorganized, low capital, limited technology access, and weak market and institutional support.

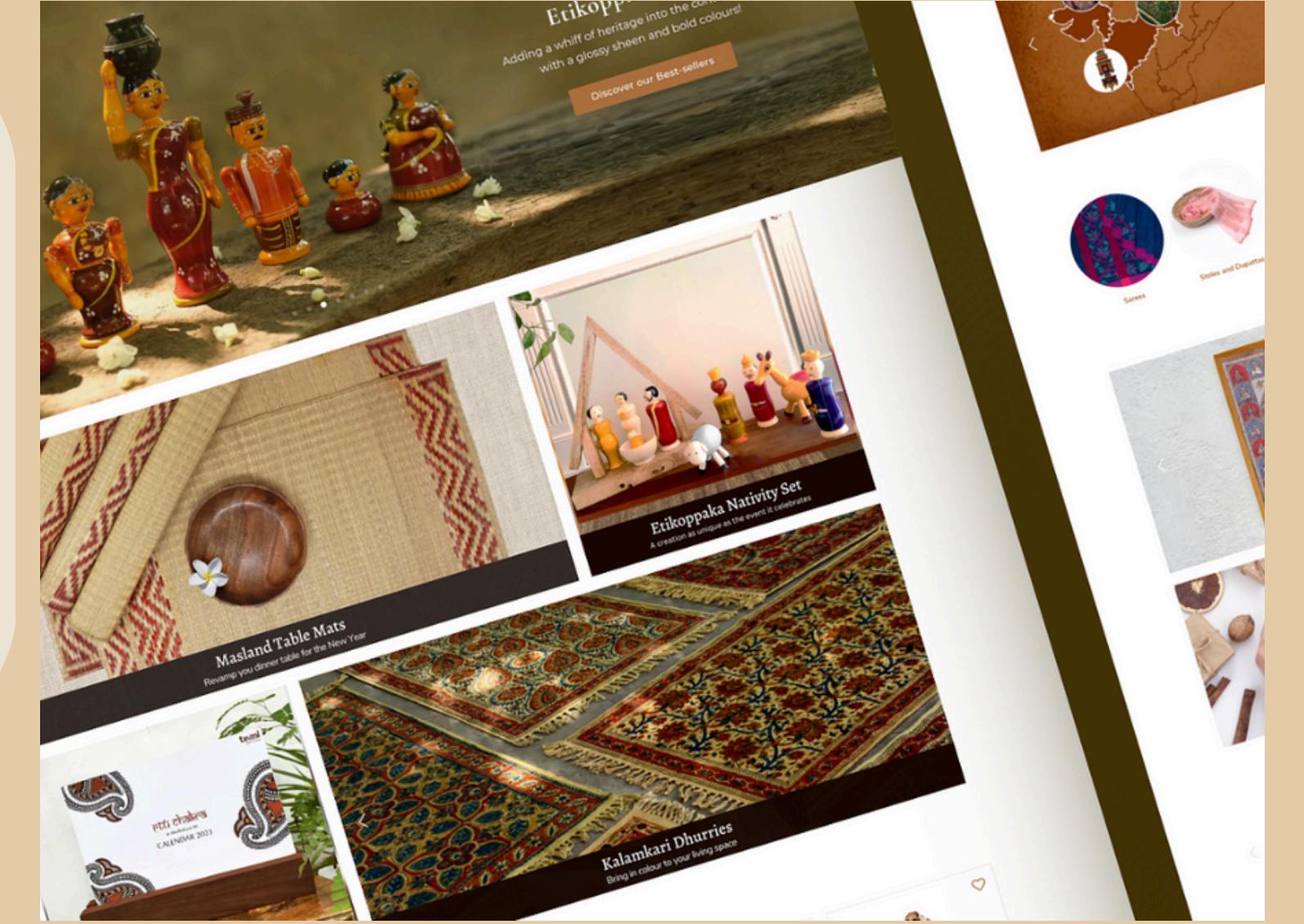
- No. of Artisans: As per census of Handicrafts being conducted in the 11th Plan the major highlights are as under:
  - Total 68.86 Lakhs
  - Male 30.25 Lakhs
  - Female 38.61 Lakhs



# Problem Statement

## Main Challenges:

- Limited digital literacy among rural artisans.
- Manual product tagging and inconsistent product descriptions.
- Low visibility of artisan products on online platforms.



## Impact:

- Artisans struggle to compete in digital marketplaces, limiting their reach and sales.



PRODUCT TITLE

Title - T-Shirts



\$ 20.00

★★★★★ 2,663 ratings | 56 answered questions

PRODUCT INFORMATION

Size: Required

Small Medium Large

Color: Required



- 50% Cotton
- Imported
- Machine Wash

To buy, select Size  
Choose from options to the left

Add to cart

Add to list

Price

\$9.99

Shipping options



Qty: 1

Add to Cart

Buy Now



Add to List

Add to Baby Registry

Add to Registry & Gifting

Buy Box /  
Featured Offer

Logo

Navigation

Product Title

Price

Rating

Address Uncertainty (if any)

Product Version Choices (if any)

Add to Cart

Address Uncertainty (if any)

Product Images



ABOVE THE FOLD

BELOW THE FOLD



Reviews (3)

66 ★★★★

66 ★★★★

66 ★★★★

Recommended Products

This is 1 of 2 optional locations to display your recommended products

Short Product Description

Product Demo Video



Long Product Description & Product Specifications

Recommended Products

This is 1 of 2 optional locations to display your recommended products

# Solution

## AI-Based Product Tagging and Content Creation:

- Automates product tagging based on image analysis
- Generates high-quality product descriptions using NLP
- Enhances product images, including background removal and quality improvement



## Key Benefits:

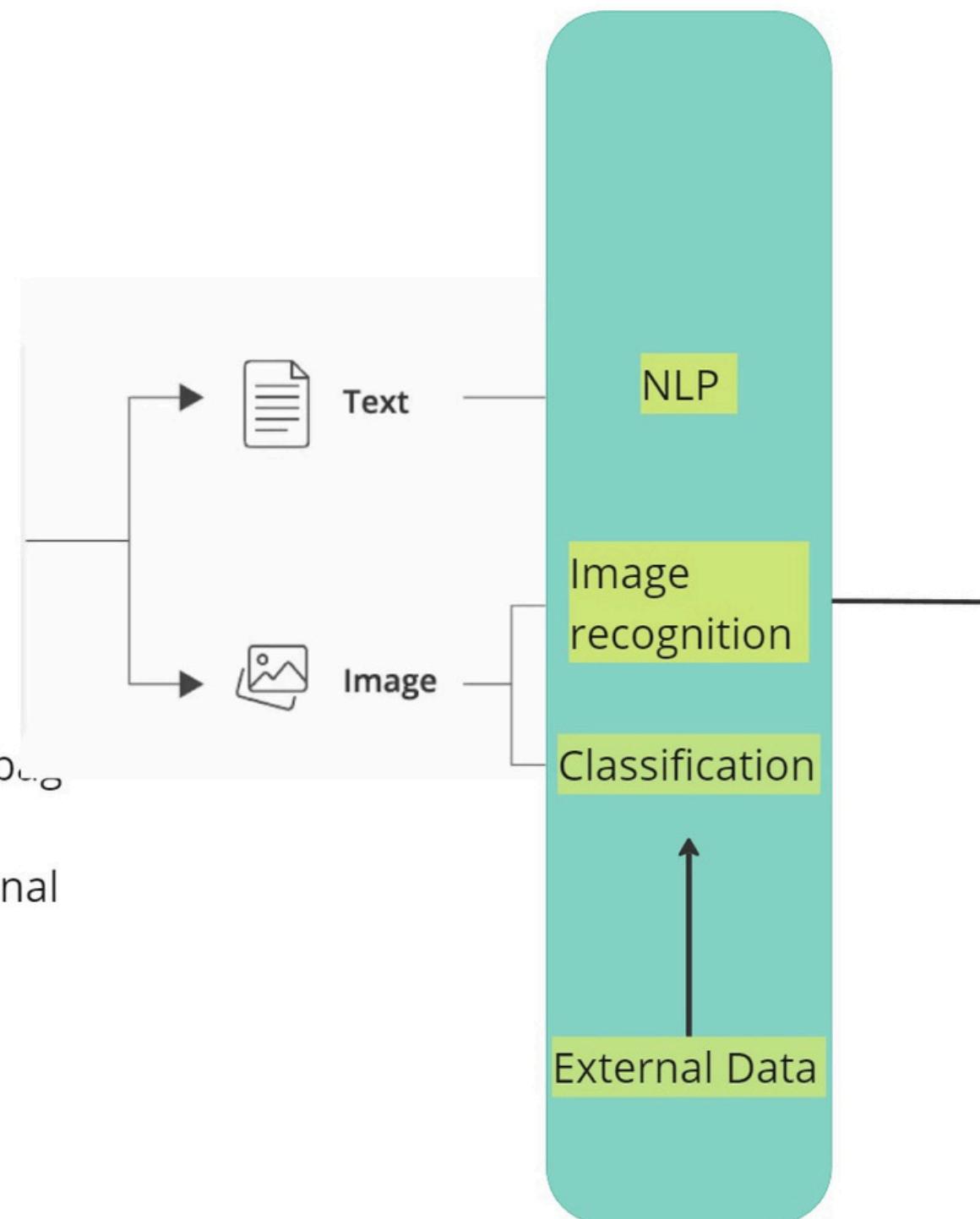
- Saves time and effort for artisans with limited digital skills
- Increases visibility and discoverability on e-commerce platforms
- Ensures consistency and professionalism in product listings

# Solution

## Input



Handcraft name: Banjara bag  
size: 220 x 220 cm  
key words: cotton, traditional  
bag, college bag.  
price: 390 Rs  
Inventory: 5



## Output



₹ 392

GST Included

CROCHET PATTERN CETARA Crochet Bag Pattern Raffia Bag crochet purse woman bag shopping bag summer bag beach bag, handbag

isWoolish ★★★★★

Add to cart

Item details

Highlights

Designed by isWoolish

Supplies for making crafts

Digital download

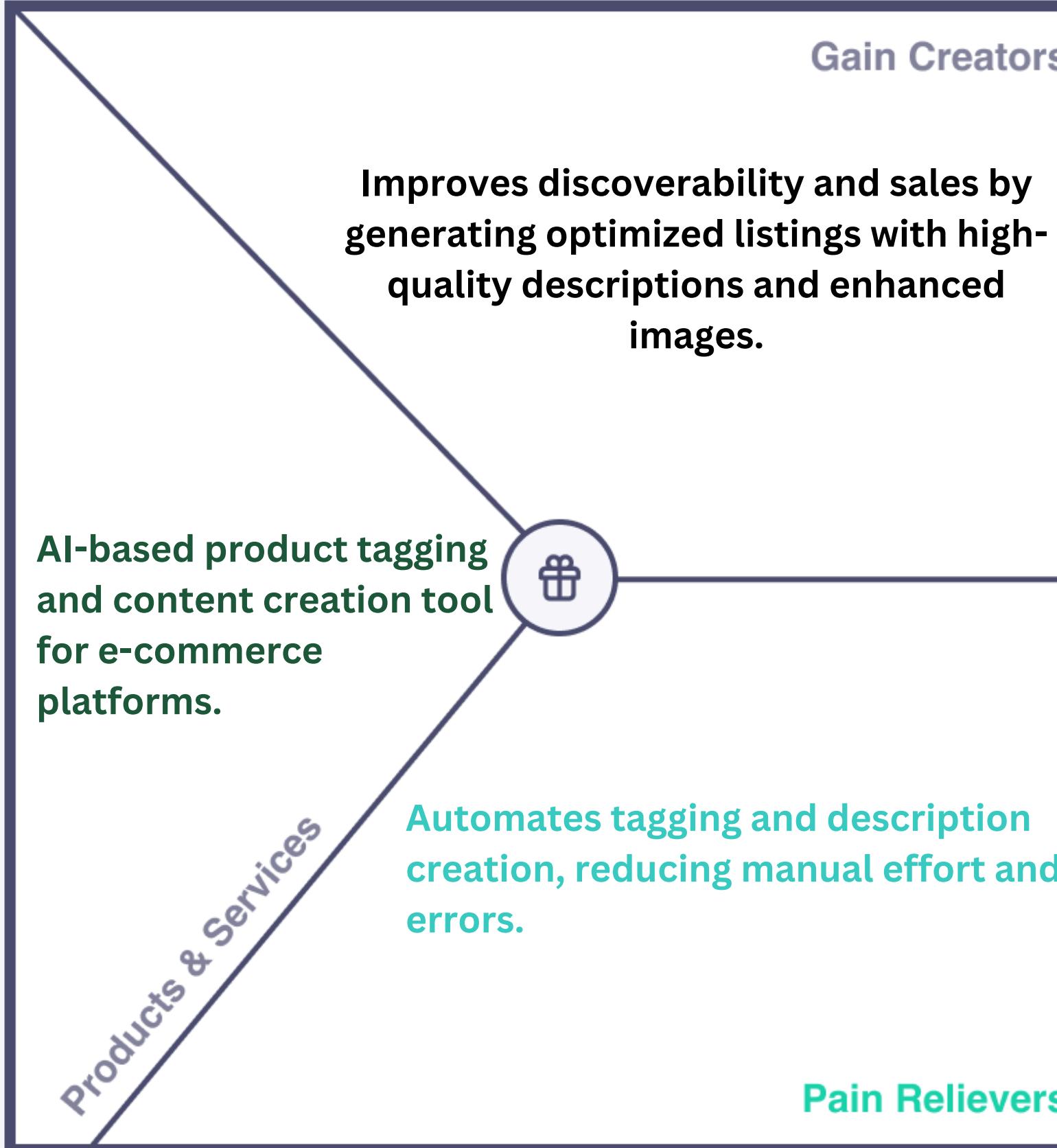
Digital file type(s): 4 PDF

About this item

This is CROCHET PATTERN .

# TAKUMI VALUE ADDITION

# CUSTOMER



# IDEA VALIDATION

## Desirability & Viability Validation:

### Interviewed E-Commerce Platforms & Sellers: Important points/comments

01

- Banjara Market (**Gaurav**) - Handicrafts: Manual product listing challenges, low visibility
- Healthy Krunch (**Anubhav**) - Health Foods: Need for consistent, automated product descriptions
- Qwipo (**Siva Morisetti**) - FMCG: High demand for automated product categorization
- Varthak Smart Sales (**Sai Charan**) - Amazon Seller: Manual tagging issues affecting competitiveness, SEO
- Handcraft Shop (Shilparamam) (**Anand**) - Handicrafts: Limited tech skills, high interest in AI-driven listing solutions
- Suzuki Motor Cooperation online store (**Yuta**) - smc employee: Different format in each website, language, verification of correctness
- Amazon seller(Used Books)(**Harsha**): Time saving, Accuracy of model, Trust of Buyers on AI generated images

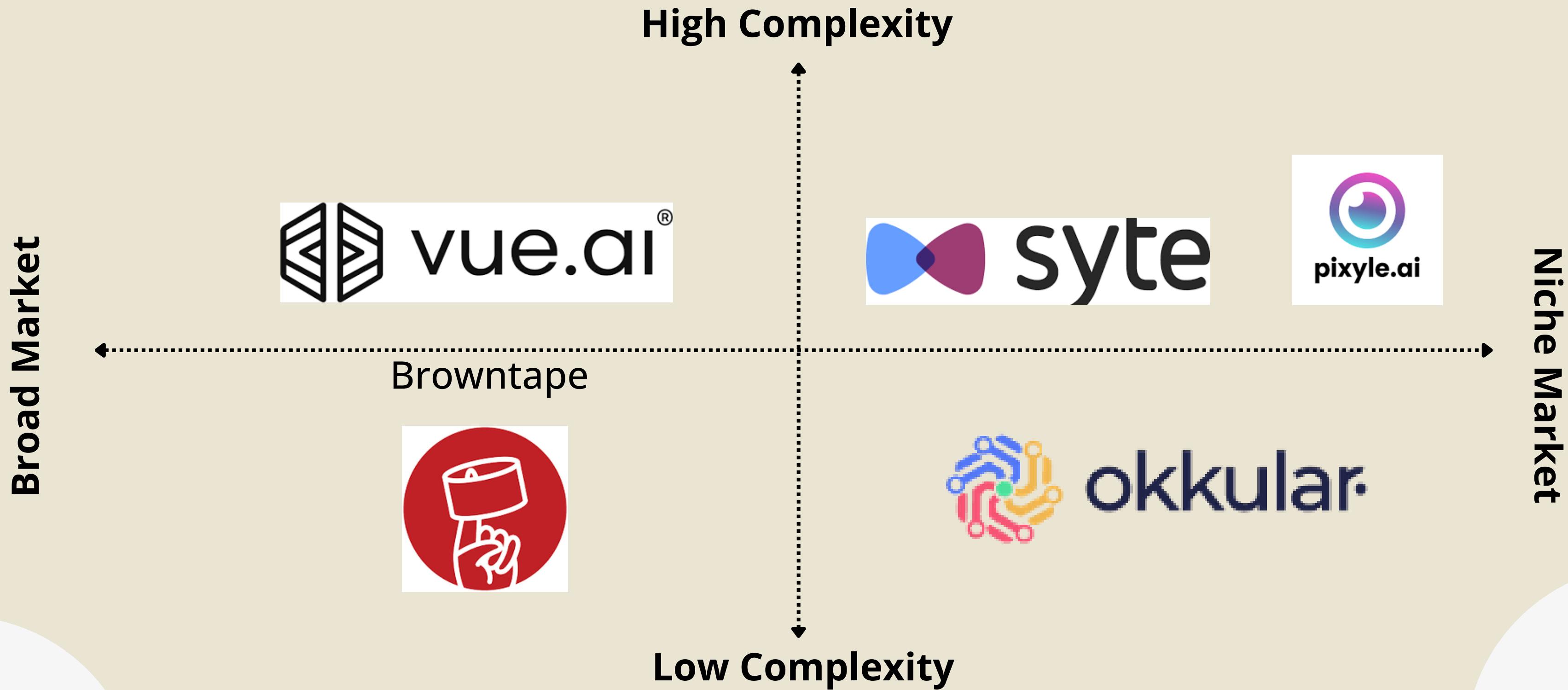
02

## Feasibility Validation:

### Interviewed AI-Based Content Creation Startup:

- I-Stem (Karthik) - AI Content Creation: AI content creation is feasible; key challenge is scalability and customization

# Competitors analysis



# FUTURE ROAD MAP

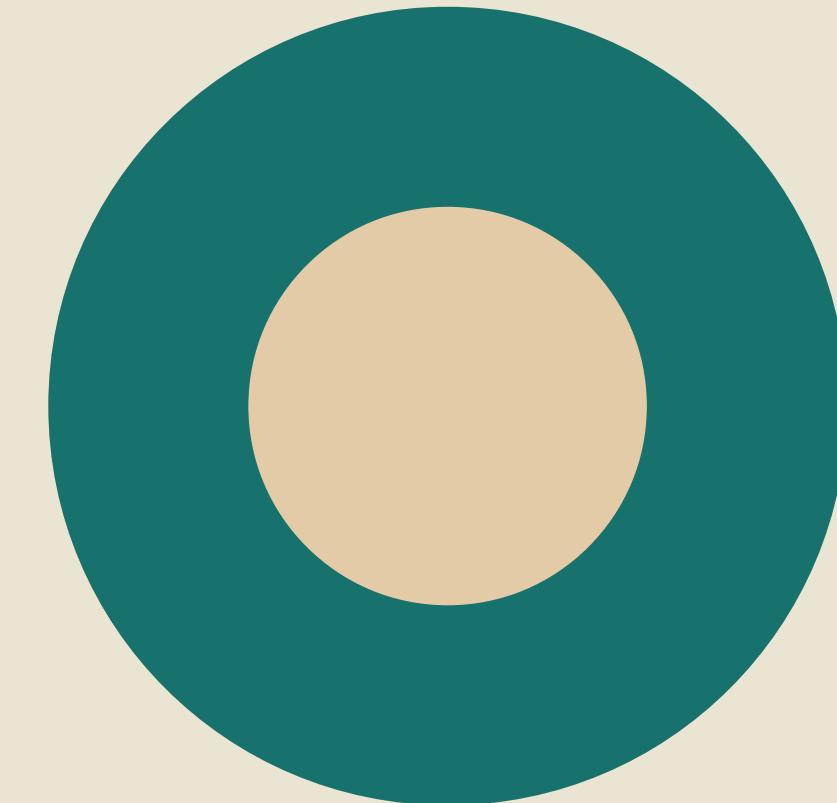
Which one is good

B2B

- CUSTOMERS: Mid size Market Places
- CONSUMERS: Artisans
- Explore business models

B2C

- CUSTOMERS/CONSUMERS: Artisans/  
Gift shop owners



Technical part

- Models to be used
- Method of Data gathering

# THANK YOU

