**Craft market**

An online marketplace that connects the rural crafts sector, student community, institutions and corporates

* **The idea:**
  + To provide an online marketplace that enables artisans to showcase their skills and products, improve their outreach and connect to the customers and other businesses without any middlemen.
  + Making an application with a simple but efficient user interface that allows artisans to host their skills and products by posting a short video of skill display.
  + End user will be able to buy the products offered by the artisans or hire them on a contract basis.
* **Key elements:**
  + Tech, management, mass communication and social work student volunteers for documenting artisans’ craft, product photography, product writing, cataloguing and online marketing.
  + Zero listing fees. Only a small percentage of transaction to keep the platform running.
  + Corporate connect for business-to-business (B2B) ecosystem: skill showcase during corporate annual and/or Corporate Social Responsibility (CSR) events.
  + Establishing business-to-consumer (B2C) ecosystem by connecting artisans to customers.
* **Benefits to customers:**
  + Authentic hand-made products.
  + Guaranteed value for money.
* **Benefits to artisans:**
  + Wider and global reach.
  + Made to order to ensure zero/minimum wastage.
  + No middlemen.
  + Corporate connect for sustainability.
  + Create their own identity and brand.
* **Benefits to corporate:**
  + Corporate Social Responsibility (CSR).
  + Purpose-driven employee engagement.
* **Benefit to student volunteers:**
  + Real-time experience.
* **The Global Goals standpoint:**
  + **Goals met directly:**
    - Decent work and economic growth.
    - Reduced inequalities.
    - No poverty.
    - Zero hunger.
    - Good health and well-being.
    - Gender equality.
    - Responsible consumption and production.
  + **Goals met indirectly:**
    - Industry, innovation and infrastructure.
    - Climate action (more natural and hand-made products would make way into corporate households)
    - Quality education (Corporate connects as medium as well as inspiration)