

Who ?

1. Main users: Artisans
2. Key Partners : Directorate of Handloom & Cottage

Why?

1. CAGR of 15.4%
2. Still treated like: Sunset industry
3. Facing extinction
4. Medium has become a boundary
5. Lower customer connect
6. Not in-tune with global trends.

Challenge Statement

How do we market Ethnic Art in a way which will appeal the modern consumer.

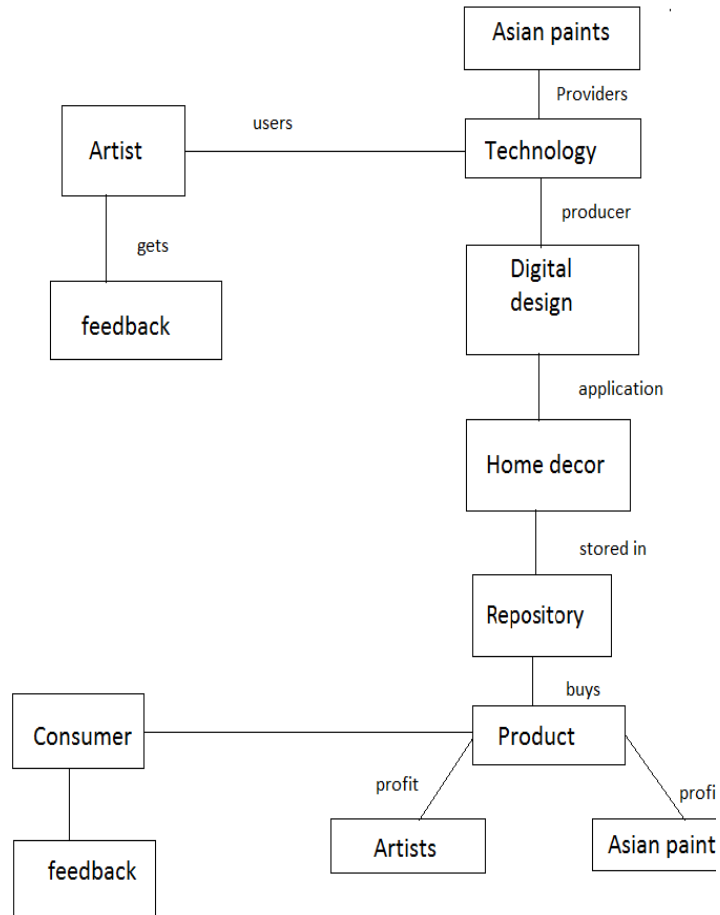
How?

1. Centralize
2. Diversification + fast fashion.
3. Skill Mapping.
4. Technology Infusion.

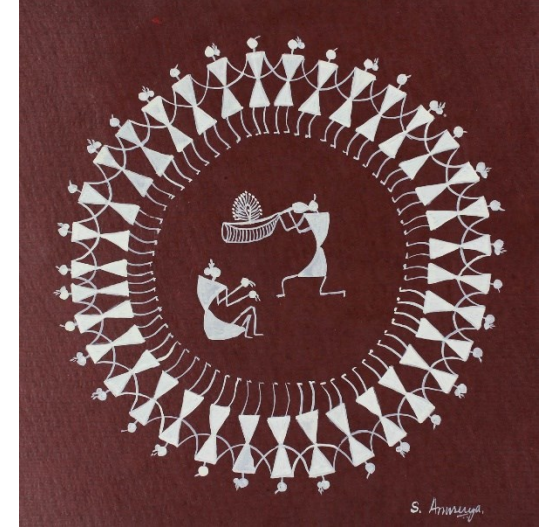
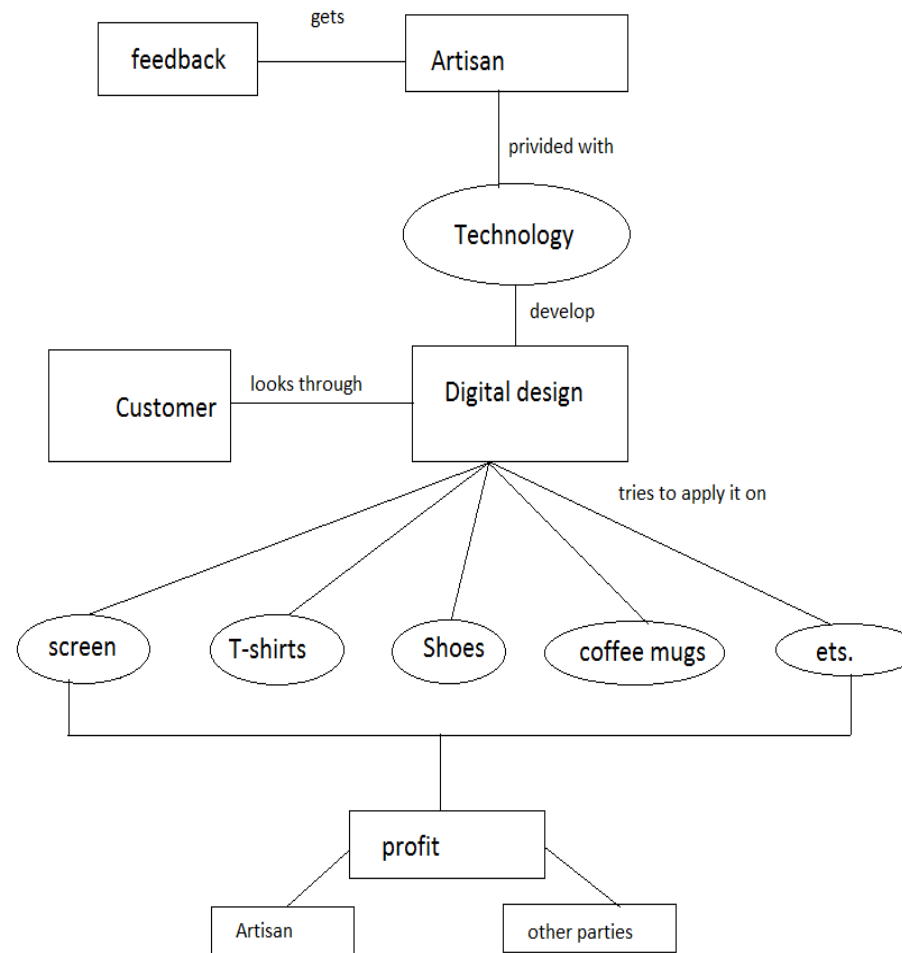
Team No: 23
Team Name: Pragmatics



Use Case 1



Use Case 2



Team Members:

1. Abhijeet Singh Panwar
2. Prajakt Gunjal
3. Varun Maniar
4. Mohit Salgaonkar
5. Bhagyashri Sonawane