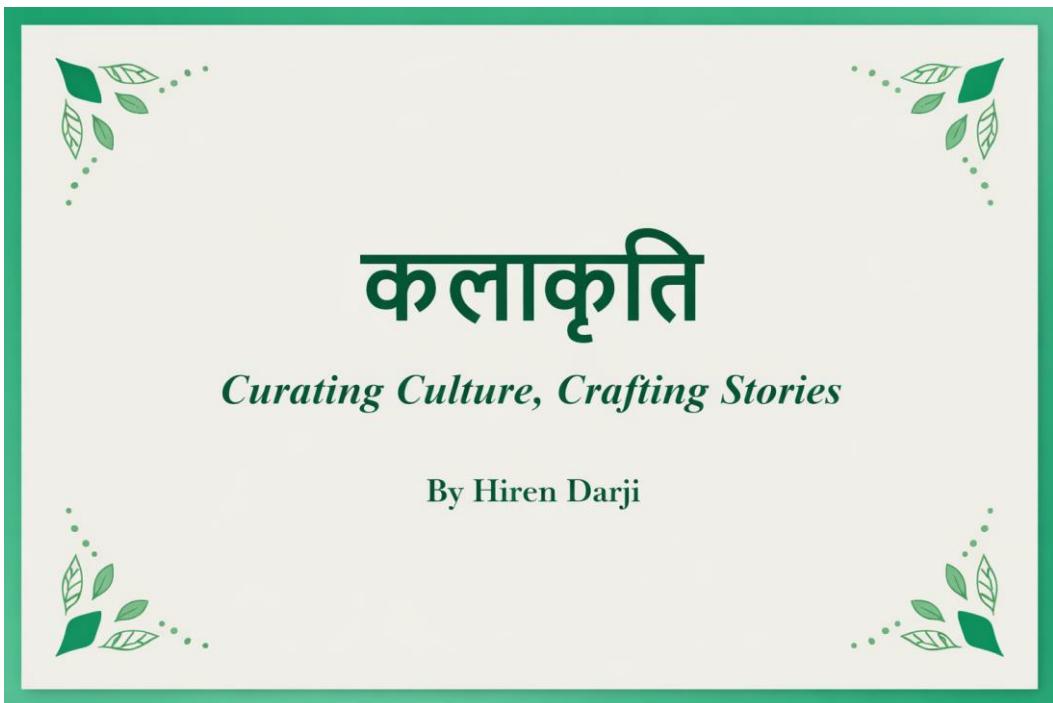


KalaKruti Nexus — GTM Strategy & B2B Product Delivery Blueprint

कलाकृति



Executive Summary:

- Business Name and Concept:

कलाकृति is an online marketplace designed to transform the way people discover, purchase, and gift handcrafted regional artifacts. Instead of relying on generic mass-produced décor, users can explore and buy authentic, verified cultural pieces directly from artisans across India. The platform offers a curated collection of home décor, collectibles, and personalized gifts, bridging the gap between creators and collectors. With features like exclusive bidding, personalized packaging, and artisan profiles, कलाकृति provides a vibrant, convenient, and culturally enriching shopping experience for anyone who values heritage, craftsmanship, and storytelling.

- Mission Statement:

Empowering artisans by providing a global platform to showcase and sell their creations.

- **Vision Statement:**

To be the leading marketplace for authentic handcrafted artifacts, empowering artisans while offering customers exclusive, high-quality decor pieces.

- **Product and Service Offering:**

कलाकृति offers users an intuitive digital platform where they can explore a curated marketplace of regional handcrafted artifacts, discover artisan stories, and purchase unique decor pieces with ease. Shoppers can browse by art form, state, or artisan, and enjoy features like bidding on rare collectibles, gifting personalization, and early access through subscription plans. For artisans, the platform provides a seamless onboarding experience, secure payment processing, logistics support, and a storefront to showcase their work globally. Personalized recommendations, verified listings, and community reviews ensure trust, quality, and a truly enriched cultural shopping journey.

- **Target Market:**

कलाकृति is designed for culturally inclined individuals aged 20 to 50 including

- Home decor lovers who seek exclusive handcrafted items
- Collectors interested in rare and traditional artifacts
- Gift buyers looking for meaningful, personalized pieces
- Interior designers seeking authentic decor elements
- Ethically conscious consumers who support local artisans and sustainable products

- **Competitive Advantage:**

कलाकृति offers unmatched authenticity in a market flooded with mass-produced decor. Our artisan-first model ensures each piece is unique, verified, and fairly priced. Buyers gain access to exclusive handcrafted items and a meaningful shopping experience. Unlike generic marketplaces, कलाकृति allows users to directly support artisans, bid on rare pieces, and personalize purchases—all within a seamless, curated digital platform.

- **Financial Overview:**

कलाकृति requires an initial investment of ₹10,50,000 which will be used for platform development, marketing campaigns, and artisan onboarding. Revenue will be generated through product sales, bidding fees, subscription plans, and promotional services for sellers. Based on conservative projections of user growth and artisan participation, the business expects to break even within 18 months and expand profitability through premium offerings and global reach.

1) Problem Statement

- Purpose:

The core purpose of **কলাকৃতি** is to address the disconnect between skilled artisans and modern buyers in the digital marketplace. In today's world of mass production and impersonal gifting, authentic handmade creations often go unnoticed or undervalued. **কলাকৃতি** aims to bridge this gap by offering a curated, tech-enabled platform that empowers artisans and provides customers with meaningful, high-quality artifacts rooted in cultural heritage and artistic excellence.

- Market Gaps and Customer Pain Points:

Traditional artifact buying remains limited and fragmented, despite increasing interest in handcrafted decor and sustainable gifting. Key challenges faced by customers include:

- Lack of Authenticity: Many marketplaces are flooded with imitation products or factory-made items marketed as handmade, making it hard for buyers to trust quality or origin.
- Limited Access: Regional art is often confined to local exhibitions or fairs. Urban consumers or international buyers miss out on discovering diverse styles and heritage pieces.
- Impersonal Gifting: Mass-produced gifts lack emotional value. Customers looking for unique, story-rich items struggle to find reliable sources that offer cultural significance and personalization.
- No Direct Artisan Connection: Buyers are often disconnected from the creators. Without visibility into artisan stories or fair-trade practices, the purchase becomes transactional instead of meaningful.

- Current Solutions in the Market:

The current marketplace for handcrafted goods is dominated by traditional retailers and generic e-commerce platforms. While some websites list artisanal products, they often lack proper verification, resulting in inconsistent quality and pricing. NGOs and government-backed exhibitions promote crafts regionally but don't offer a scalable, tech-driven solution. Marketplaces like Amazon and Etsy include handcrafted categories but lack personalization, storytelling, or artisan visibility leading to a diluted experience and missed opportunities for both cultural engagement and fair compensation.

- **Why Solving This Problem Matters:**

Authenticity, personalization, and cultural value have become vital for today's consumers, especially in the lifestyle and gifting space. People now seek meaningful purchases that reflect their identity, values, and aesthetics—not just convenience. By solving these pain points, कलाकृति offers a more inclusive and ethically-driven model that brings visibility to artisans, elevates traditional crafts, and transforms shopping into a story-rich experience. For home décor lovers, gift buyers, collectors, and cultural enthusiasts alike, the platform provides a space that combines quality, heritage, and personalization. It empowers users to make conscious choices while contributing to artisan livelihoods. By creating a system where customers can discover, support, and connect with creators directly—without middlemen or compromise कलाकृति adds value to both buyer and seller. It also aligns with broader trends in conscious consumerism, fair trade, and digital empowerment, where transparency, engagement, and authenticity are central to the buying experience.

2) Business Idea and Solution

- **Our Solution:**

कलाकृति provides a powerful alternative to conventional handicraft retail through a curated digital platform that enables artisans to showcase and sell their creations directly to global buyers. Instead of relying on local markets or middlemen, artisans can feature their work via flexible listing plans which are available in daily, seasonal, or annual formats. These listings are visible across कलाकृति's growing network of collectors, designers, and shoppers, offering complete freedom of exposure and reach. The platform has been designed to serve the modern consumer who values authenticity, cultural depth, and uniqueness in their shopping experience.

- **Product Description:**

At the core of कलाकृति's offering is a system that revolves around flexible artisan listing plans. Creators can choose from options such as a 10-item day showcase, a 30-item monthly listing, or an unlimited annual display depending on their production scale and exposure needs. These listings can then be discovered by any customer on the platform with no restrictions on timing or location. Whether an artisan prefers promoting from home, through workshops, or while traveling to exhibitions, कलाकृति accommodates their business without friction. The app itself serves as the artisan's complete access hub. It allows creation of storefronts, purchase of listing plans, viewing of customer engagement, inventory tracking, and history of orders. Everything is handled digitally for a seamless and modern user experience.

- **Unique Selling Proposition:**

What makes कलाकृति stand out in the handcrafted goods market is its unique and user-centric model:

- AI-Personalized Recommendations: Shoppers are not overwhelmed by generic listings. Instead, they receive curated artifact suggestions tailored to their preferences, enhancing discovery and satisfaction.
- Verified Artifacts from Multiple Regions: Unlike marketplaces limited to specific vendors or locations, कलाकृति offers access to authenticated pieces from diverse cultural regions. This is ideal for customers seeking both variety and assurance in craftsmanship.

- **Features and Benefits:**

- Verified Regional Artifacts: Customers can shop confidently with products authenticated by experts. This ensures each artifact is genuine, culturally rooted, and fairly sourced.
- Multi-Region Access: The platform removes geographical barriers by offering art pieces from across India. Users can explore diverse crafts without being restricted to a single region.
- In-App Artisan Discovery: कलाकृति includes a user-friendly search and filter tool that helps buyers discover artisans, art forms, and stories. This makes the experience richer and more personal.
- Real-Time Stock and Ratings: Users can view live product availability and reviews by other buyers. This builds trust and helps them make thoughtful purchasing decisions.

- **Innovative Aspect:**

कलाकृति reimagines the traditional art and craft marketplace by merging AI-powered personalization with verified cultural authenticity. Instead of browsing endless generic listings, users receive tailored recommendations based on their taste, location, and preferences—creating a curated and meaningful shopping journey. This model shifts the focus from mass-selling to individual discovery and cultural connection. By integrating cutting-edge technology with the richness of India's diverse heritage, कलाकृति transforms how people discover, engage with, and preserve traditional art—making the experience both premium and personal.

3) Market Research & Analysis

- Market and Competitive Landscape:

The market for handcrafted and artisanal products in India has seen a resurgence, fueled by a growing appreciation for cultural heritage, sustainable practices, and unique, personalized items. The global market for handmade goods was valued at over ₹30,000 crore in 2023 and is projected to continue expanding, particularly with the rise of e-commerce and digital platforms. Within this niche, platforms such as Craftsvilla, FabIndia, and Amazon Handmade have made significant strides in connecting artisans with customers. However, these platforms often struggle with authenticity, transparency, and personalized experiences. Additionally, while some focus on a wide range of products, they fail to offer deep curation or exclusive access to verified artisans. **कलाकृति** capitalizes on this gap by offering a curated marketplace that ensures product authenticity, empowers artisans with better pricing and visibility, and provides customers with a premium, personalized shopping experience. By combining AI-driven recommendations and verified certification, **कलाकृति** stands apart, catering to a discerning audience that values craftsmanship, cultural stories, and personalized touches.

- Industry Overview (Porter's Five Forces):

1. Threat of New Entrants – Moderate

The market for handcrafted and artisanal goods is growing, with many players entering the e-commerce space. While setting up an online marketplace is becoming easier with no-code platforms, new entrants will struggle to differentiate themselves. **कलाकृति**'s emphasis on verified authenticity, personalized shopping experiences, and strong relationships with local artisans creates significant barriers to entry. Building trust with artisans and consumers, ensuring the quality of craftsmanship, and offering a curated, unique collection will remain key differentiators.

2. Bargaining Power of Buyers – High

The modern consumer is well-informed, price-sensitive, and values authenticity. With the growing popularity of e-commerce platforms like Amazon Handmade and Craftsvilla, buyers have multiple options to compare prices, craftsmanship, and reviews.

3. Bargaining Power of Suppliers – Moderate

Artisans are an essential part of the value chain, and the market for handcrafted goods is highly fragmented. While artisans are seeking better visibility, pricing, and a global customer base, they may be cautious about joining platforms due to concerns over commissions or revenue-sharing models. To attract artisans, **कलाकृति** will offer guaranteed fair pricing, verified product listings, and a transparent revenue-sharing model.

4. Threat of Substitutes – High

Alternatives to handcrafted and artisanal products, such as mass-produced goods from online retailers like Amazon and Flipkart, remain highly accessible and affordable. In addition, platforms like Etsy offer custom-made products, but often lack the same cultural connection.

5. Industry Rivalry – High

The handcrafted and artisanal products market is highly competitive, with established players such as Amazon Handmade, Craftsvilla, and local boutiques leading the industry. However, there is no dominant player yet that offers a curated platform focused on verified, authentic, and culturally rich handcrafted goods.

- **Market Size, Growth and Trends:**

India's handicrafts industry is a significant contributor to the economy, valued at over ₹30,000 crore and expected to grow steadily in the coming years. The sector has seen an increase in consumer interest both domestically and internationally, driven by the rising demand for handmade, sustainable, and unique products. The craft market is projected to grow at a CAGR of over 12%, with key trends influencing this growth:

- Shift Towards Sustainable and Ethical Consumption
- Growing Online Demand
- Focus on Artisanal and Cultural Heritage
- Rising Popularity of Personalized and Custom Craft Items

- **Target Customer Profile:**

कलाकृति's core audience consists of:

- Age Group: 18 to 60 years
- Location: Urban and Rural dwellers in Tier-1 and Tier-2 cities
- Lifestyle: homemakers, art enthusiasts, collectors, and small businesses
- Interest: Passionate about arts, culture, and supporting artisans
- Tech Comfort: Comfortable using apps for services and payments

These individuals are looking for authenticity, uniqueness, and a connection to traditional craftsmanship.

- **Customer Needs and Behavior:**

Today's Indian handicraft consumer values authenticity, quality, and uniqueness. They seek products that reflect tradition, craftsmanship, and culture, while also aligning with their modern aesthetic preferences. Convenience is important, but they also appreciate the story behind the product and the artisan who created it.

Consumers increasingly prefer digital access to a wide range of handcrafted items, with the ability to easily browse, compare, and purchase online. Trust in the platform is critical, as they often rely on reviews and word-of-mouth recommendations from friends, family, or fellow art enthusiasts.

- **Collaborators' Needs and Behavior:**

Partner artisans and craft sellers seek:

- Increased visibility for their unique, handcrafted products
- Revenue growth with minimal overhead and marketing costs
- A platform that respects and promotes their individual craftsmanship
- Easy onboarding process with low digital barrier to entry
- Access to customer feedback, purchase trends and data driven insights

कलाकृति addresses these needs by offering a commission-based revenue model, along with marketing tools and user analytics, all while keeping the setup process simple and efficient.

- **Current Competitors and Strategic Evaluation:**

1. FabIndia

- Positioning: Premium, artisanal Indian crafts and products, both hybrid
- Strengths: Strong brand recognition, vast network of physical stores and online presence, ethical sourcing, and wide variety of handcrafted products
- Weaknesses: Higher price point may limit accessibility for some customers, more focused on lifestyle products than a niche crafts platform
- Strategic Clock Positioning: Positioned as a premium offering with differentiation based on quality and authenticity

2. Etsy

- Positioning: Online marketplace for handmade, vintage, and unique goods
- Strengths: Massive global reach, diverse product listings, established reputation for handmade goods, community-driven marketplace
- Weaknesses: Competition from a large number of sellers can dilute the visibility of smaller artisans
- Strategic Clock Positioning: Differentiated through vast variety and global accessibility, with a focus on authenticity and unique craftsmanship

3. Amazon Karigar

- Positioning: Platform for Indian artisans to sell their handcrafted products
- Strengths: Huge customer base, established e-commerce infrastructure, ability to reach a wide audience with Amazon's marketing and logistics power
- Weaknesses: More general e-commerce platform rather than focusing exclusively on handcrafted or artisanal goods
- Strategic Clock Positioning: Positioned as a mass-market offering with access to a large consumer base but with less emphasis on product authenticity and artisan relationship

- Business Model Canvas: Competitive Evaluation:

Component	FabIndia	Etsy	Amazon Karigar	Kalakriti
Key Partnerships	Local artisans, suppliers, boutique stores	Independent sellers, artisans, vintage suppliers	Indian artisans, local craft producers	Indian artisans, craft cooperatives, local vendors
Key Activities	Sourcing, retail management, customer experience	Platform maintenance, seller support, marketplace management	Platform management, logistics, customer support	Artisan onboarding, product curation, marketing, sales support
Value Propositions	Premium quality, ethically sourced, handcrafted products	Unique, handmade, and vintage items from global artisans	Access to handcrafted Indian goods through Amazon's marketplace	Authentic, curated Indian handicrafts from diverse regions, direct artisan relationships
Customer Relationships	Loyalty programs, in-store experience, online support	Community-driven marketplace, reviews, customer support	Customer support, trust in Amazon's infrastructure	Strong customer engagement through storytelling, artisan profiles, transparency
Channels	Physical stores, online store, mobile app	Online marketplace (Etsy platform), app, mobile site	Amazon marketplace, mobile app	Website, mobile app, social media platforms
Revenue Streams	Sales from handcrafted products, premium pricing	Listing fees, transaction fees, commission from sales	Sales commission, service fees from artisans	Sales commission from artisans, platform transaction fees
Key Resources	Artisan network, supply chain, in-store experience	Seller community, global platform, transaction system	E-commerce infrastructure, Amazon's logistics, customer base	Curated artisans, platform for product sales, digital infrastructure
Customer Segments	Premium shoppers, eco-conscious consumers, urban professionals	Shoppers looking for unique, handmade items, global audience	Shoppers seeking Indian handicrafts via Amazon	Consumers looking for authentic, curated handicrafts, culture enthusiasts
Cost Structure	High costs on sourcing, retail operations, marketing	Platform maintenance, transaction costs, marketing	High logistics and platform fees, advertising costs	Platform development, artisan support, marketing, logistics

4) Business Model

- Positioning (Strategic Clock):

कलाकृति is positioned as a low-cost, high-value marketplace for authentic Indian handicrafts. It combines affordability with premium features like artisan promotions, personalized recommendations, and customizable products. By eliminating middlemen, कलाकृति enables direct access to unique, curated pieces of art, allowing users to pay based on what they value most — quality, authenticity, and craftsmanship.

- Revenue Streams:

कलाकृति operates on a multi-faceted revenue model designed to be scalable, mutually beneficial, and sustainable for both artisans and customers:

1. Artisan Commission on Sales:

कलाकृति earns a commission on every sale made through the platform. This ensures a fair revenue share with artisans while maintaining affordable prices for customers. The commission structure incentivizes artisans to maintain high quality and ensure customer satisfaction

2. Gamified Auctions:

कलाकृति introduces a unique, interactive revenue stream through gamified auctions. Customers can bid on exclusive handcrafted items, adding an element of excitement and engagement to their shopping experience. A small fee is charged for participating in auctions.

- Pricing Strategy:

कलाकृति uses an inclusive pricing model to make authentic Indian handicrafts accessible and affordable, empowering artisans and enhancing buyer engagement.

Plan Type / Model	Validity / Scope	Price (INR)	Details	Effective Earning (Platform)
Monthly Subscription	30 days	₹300	Buyers get access to premium content, auctions & offers	₹300/user/month
Annual Subscription	365 days	₹1,000	Discounted long-term plan with early access benefits	₹1,000/user/year
Commission on Sales	Per transaction	—	10% platform fee on every successful artisan product sale	10% of selling price
Auction Bid Commission	Per successful auction	—	5% commission on final auction bid	5% of winning bid

- Plans are tailored to support artisan growth and user personalization
- No listing fees for artisans, no cancellation charges for buyers
- Special features include limited edition drops, festive collection discounts and bulk/corporate gifting options.

Compared to traditional handicraft markets with limited reach and rigid pricing, Kalakriti offers greater affordability, variety and cultural connection—ideal for conscious consumers and modern collectors

- Sales Channels:

‘कलाकृति’ s presence will span multiple digital platforms to ensure ease of access and nationwide reach:

- Mobile Platforms

Google Play Store (Android): To cater to the large Android user base across Tier 1 and Tier 2 cities in India.

App Store (iOS): For iPhone users, particularly in metros where iOS has stronger penetration.

Both platforms will support features like in-app purchases, pass tracking, gym ratings, GPS-based suggestions and referral tracking.
- Web Platform

Official Website: A responsive, mobile-optimized website where users can explore gym options, compare pricing, purchase passes and access support.

The web portal will also host a partner dashboard for real-time bookings, analytics and user feedback.

- Watering Holes (User Engagement Touchpoints)

‘कलाकृति’ will focus on building presence in digital communities where culture-conscious, handmade-loving individuals engage:

- Social Media Handicraft Enthusiasts:

Instagram & Pinterest: Collaborations with home decor pages, art influencers, and reels creators to showcase artisan stories, behind-the-scenes videos, and limited-edition launches.

YouTube Craft Vlogs: Partnerships with DIY and decor content creators who highlight traditional crafts, unbox artisan hauls, or share festival-specific decor guides
- Lifestyle, Culture & Gifting Blogs:

Tie-ups with bloggers focused on sustainable living, Indian festivals, and personalized gifting. These platforms are perfect for storytelling-driven engagement, helping urban consumers discover the cultural richness and uniqueness of handcrafted products through कलाकृति.

- Art & Craft Forums and Review Platforms:
Quora, Reddit (r/IndiaArt, r/Handmade), and platforms like LBB (Little Black Book) and Craftsvilla community spaces will be targeted for user-generated content and storytelling.
- **Partnerships:**
Our artisan-focused platform thrives on strong partnerships that bring authentic, diverse handmade products to a wider audience:
 - Local Artisans and Handicraft Clusters:
We'll onboard skilled craftspeople from key regions like Kutch (Gujarat), Bhujodi, Jaipur, Varanasi, and Bastar. These partnerships preserve indigenous art forms such as block printing, Dokra metalwork.
 - Artisan Cooperatives and NGOs:
Collaborations with government-supported SHGs, FabIndia-style cooperatives, and craft-promoting NGOs (like Dastkar or AIACA) will help ensure fair trade, quality assurance, and consistent supply while empowering rural talent.
 - Mutual Benefits:
Artisans gain digital exposure, fair earnings, and data on customer preferences. Our platform benefits from unique inventory, cultural richness, and user trust—creating a sustainable, inclusive craft economy with nationwide reach.
- **Suppliers:**
Our handicrafts platform relies on a solid digital and operational supply chain to enable seamless artisan-to-customer experiences:
 - Platform Development Teams:
Front-end and back-end developers will build a responsive web and mobile-first experience, with support for dynamic product listings, language localization, customization options, and artisan storefronts.
 - Payment & Logistics Integrations:
Tie-ups with Razorpay, Paytm, UPI and wallet providers ensure secure, quick checkouts. Logistics partners like Shiprocket, India Post and Delhivery will enable pan-India shipping, return handling, and order tracking.
 - Cloud Hosting & Data Providers:
Using platforms like AWS India and Google Cloud ensures reliable uptime, secure data storage, image optimization, and real-time bidding, personalization, and artisan performance analytics.

- **Customer Acquisition Strategy:**

Our strategy combines cultural storytelling, community-based trust, and digital discovery to drive artisan product awareness and platform growth:

- First-Purchase Discounts: New users get ₹100 off on their first handcrafted order. This encourages users to experience artisan quality at a lower entry cost.
- Referral Rewards: A community-driven referral system allows users to invite friends and earn ₹50 per referral in wallet credit. Bonus credits unlock as referrals increase, encouraging virality and platform trust.
- Influencer Partnerships: Collaborations with Indian lifestyle, décor, fashion, and home makeover influencers across Instagram, YouTube Shorts, and Pinterest to showcase artisans, “behind the craft” stories.
- Cultural Pop-ups & Exhibitions: Offline activations at cultural festivals, college fests, handicraft fairs, and urban flea markets. Booths will offer live artisan demos, QR-code-based app signups, personalized souvenirs, and giveaways to drive app downloads and awareness.

5) Marketing & Sales Strategy

- **Brand:**

Our platform is positioned as a culturally rich, user-friendly alternative to mass-produced online marketplaces. It appeals to the conscious Indian buyer who values heritage, craftsmanship, and personalization in every purchase.

Brand Values:

- Authenticity: Every product tells a story from a real artisan
- Empowerment: Support small-scale makers and rural economies
- Accessibility: Connect with like-minded fitness enthusiasts
- Connection: Direct buyer-artisan relationships through personalization

Brand Language and Tone:

Warm, earthy, and story-driven. Messaging highlights culture, uniqueness, and ethical consumption. Focus is on empowering artisans and delighting users.

Taglines like:

- “Crafted with Soul, Delivered with Love”
- “Buy What’s Handmade, Not Mass Made”

- **Marketing Channels:**

The platform's marketing strategy focuses on digital-first outreach, targeting socially conscious shoppers aged 20 to 50 who value authenticity, tradition, and customization. Digital ads will be deployed across Instagram, Facebook, and Google, personalized based on user interests like home decor, handmade gifts, and eco-conscious shopping.

Influencer marketing will play a major role, with collaborations with craft influencers, DIY creators, regional artisans, and sustainable lifestyle bloggers on platforms like YouTube, Instagram Reels, and Pinterest. These influencers will share behind-the-scenes making-of stories, artisan interviews, and unboxings to generate buzz and emotional resonance.

Content marketing will feature blog posts, short videos, and carousel posts that showcase artisan stories, seasonal collection drops, and gift guides. Multilingual content in Hindi, Marathi, Bengali, and Tamil will be pushed to increase inclusivity and regional traction.

On-ground promotions will include booths at flea markets, college art fests, lifestyle exhibitions, and local craft melas. These will offer QR-based live demos, app downloads, lucky draw coupons, and meet-the-maker zones to directly connect users with artisans.

Retention strategies like WhatsApp campaigns, emailers, and in-app nudges will be used for order follow-ups, personalized product suggestions, festive deals, and loyalty rewards—enhancing repeat engagement and brand loyalty

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- **Sales tactics:**

The platform will drive user acquisition and conversions through a blend of referral incentives, exclusive offers, and group deals. A key tactic is the referral program, where users can earn ₹100 in credits for every friend who signs up and makes a purchase. New customers will receive a first-time discount or a free product sample to encourage trial and repeat purchases, creating an organic, word-of-mouth channel.

In the initial phase, the platform will offer bundle deals—where users can purchase products in sets (like matching decor items or gift bundles) at a discounted rate. Group discounts will be available for families or friends buying items together, driving bulk purchases and expanding user engagement.

For institutional sales, the platform will focus on corporate gifting and customized handicraft solutions for offices, startup hubs, and coworking spaces. These partnerships will offer personalized products for corporate events, gifting, or team-building exercises, while also introducing the platform to larger audiences.

On the supply side, a dedicated B2B sales team will onboard artisans through city-level exhibitions and local craft events. The platform's value proposition is clear: no upfront fees, free listings, and access to a wide customer base, especially during festive or seasonal shopping surges. A commission-based revenue-sharing model ensures artisans earn per sale, without the need for long-term commitments.

- **Customer Retention:**

The platform will prioritize long-term user engagement with loyalty-driven and personalized retention strategies aimed at building strong connections with customers and artisans alike. Gamification elements will be introduced, including achievement badges, milestones, and rewards for actions like purchasing a variety of handicraft items, referring friends, or purchasing during festive seasons. Rewards could include discounts, exclusive artisan collaborations, or personalized products that celebrate a user's journey with the platform.

The platform will send personalized notifications, alerting users about new product arrivals, seasonal promotions, or artisan stories. For example, users will receive special offers during birthdays, anniversaries, or cultural festivals, encouraging them to engage more frequently.

A feedback loop will also be encouraged by asking users to review products, share feedback, or rate their purchase experiences. This not only improves product quality but also strengthens community trust and transparency. As users continue to interact, they will have access to loyalty tiers offering exclusive discounts, early access to limited-edition products, or the ability to purchase from highly-rated artisans.

To build brand ambassadors, users will be encouraged to participate in social campaigns or refer friends in exchange for credits or exclusive items.

6) Operations Plan

- **Product Development Requirements:**

कलाकृति mobile app will be developed for both Android and iOS platforms to ensure accessibility for a wide range of users. A dedicated full-stack tech team will handle both front-end and back-end development, utilizing scalable frameworks to support high user volumes. The initial development will focus on essential features such as user onboarding, where new users can easily sign up and personalize their profiles; product discovery, which will allow users to explore products by category, artisan, and location; and secure payments integrated with popular options such as wallets, UPI, and credit/debit cards. Additionally, the app will feature order tracking, delivery management, and artisan profiles where users can view detailed information about the creators, their stories, and their crafts.

- **Logistics and Supply Chain Requirements:**

कलाकृति operates as a dynamic platform that connects artisans, artists, and customers, creating a seamless exchange of artistic products and services. The logistics flow for कलाकृति involves partnering with local artisans and artists, onboarding them onto the platform, and enabling real-time product listings. Each product update or order placed by a customer triggers notifications to the artisans, ensuring they are informed of new requests and updates promptly. Payment flows between customers, कलाकृति, and artisans will be managed through secure payment gateways such as UPI, Razorpay, or other local solutions, ensuring smooth transactions. For offline marketing and on-ground activations, the supply chain includes the creation of art exhibitions.

- **Physical Assets Required:**

कलाकृति will primarily operate as a digital platform, but essential physical assets will be required for smooth operations and effective marketing. The platform will maintain a small office space in a city like Mumbai or Jaipur, where the core teams—tech, marketing, and partnerships—will collaborate and drive business growth. This space will be essential for strategic alignment, project management, and team productivity.

For on-ground activations, promotional kits like banners, standees, and branded merchandise (such as T-shirts, tote bags, and art supplies) will be created for art exhibitions, workshops, and collaborations with local artisans. Additionally, tablets or smartphones may be provided to partner artisans who lack the necessary tools for digital order management. These devices will facilitate easy listing, order tracking, and communication, ensuring seamless operations. While the physical assets will remain minimal, they will be crucial in ensuring smooth business operations and effective promotion of the platform

- **Team and Roles:**

कलाकृति will operate with a strategically lean yet effective team structure to ensure smooth operations and growth.

- The tech team will focus on platform development, backend infrastructure, and continuous improvements. This will include software developers, UI/UX designers, and a product manager who will prioritize user-centric features and ensure the seamless performance of the app.
- The customer support team will provide multilingual support to users and artisan partners, addressing queries through in-app chat and email channels. This team will play a key role in ensuring a positive user experience
- A dedicated partnerships team will be responsible for onboarding new artisans, providing training, and managing ongoing relationships. Their efforts will focus on maintaining high standards of quality.
- The marketing and growth team will focus on digital campaigns, influencer collaborations, and on-ground activations, such as workshops and exhibitions. This team will be supported by content creators, social media managers.
- Finally, an analytics and operations team will track user activity, art sales, and platform performance, providing insights that will help refine services and drive business strategy. This team will ensure the platform continues to evolve based on user feedback and market trends.

- **Milestones and Timeline:**

કલાકૃતિ will adopt a phased rollout plan in its first year, ensuring a stable launch.

- Month 1 to 3: Platform development including website and mobile app for Android, onboarding of initial artisan clusters, and UI/UX design.
- Month 4 to 6: Closed beta testing with selected artisans and buyers, refining logistics, payment gateways. Target is to onboard 100+ artisans across Rajasthan, Gujarat, and West Bengal.
- Month 7: Official public launch, with targeted digital campaigns, influencer collaborations, participation in cultural events and exhibitions in urban hubs.
- Month 8 to 12: Geographic and category expansion—adding crafts from southern and northeastern India, launching regional language support, and introducing premium features like artist portfolios, loyalty rewards, and live artisan sessions.

7) Risk Analysis & Contingency Plan

- **Business Risk:**

- Risk: કલાકૃતિ's platform depends heavily on onboarding traditional artisans and cultural performers. Many of them may be digitally unskilled or reluctant to shift from conventional marketplaces, which could limit platform diversity and regional representation.
- Contingency Plan: To address this, કલાકૃતિ will initiate trust-building programs through local NGOs, cultural forums, and community centers. Free onboarding workshops, multilingual app interfaces, and a zero-commission incentive for the first month will ease the transition. A dedicated artisan success team will assist with training, storytelling, and ongoing digital support to drive adoption and ensure inclusivity.

- **Financial Risk:**

- Risk: As a new digital marketplace for traditional art, કલાકૃતિ might face slower-than-expected revenue generation, particularly if artisan onboarding is delayed or user engagement remains limited. High initial investment in platform development, marketing, and logistics could lead to cash flow challenges.
- Contingency Plan: કલાકૃતિ will follow a controlled spending strategy with a focus on essential features and phased promotional campaigns. Operational scalability will be planned city-wise, and early partnerships with cultural trusts and government bodies will reduce outreach costs. Regular financial audits, milestone-based fund utilization, and backup funding through art-centric grants, CSR initiatives, and startup incubators will be leveraged to maintain financial stability.

- **Market Risk:**
 - Risk: User preferences may lean toward mass-produced home décor, quick e-commerce purchases, or cheaper digital art alternatives. Additionally, established e-commerce platforms like Amazon Handmade or Etsy India may increase visibility for traditional art, drawing away potential customers from कलाकृति.
 - Contingency Plan: कलाकृति will position itself uniquely by offering authenticated, story-rich, and regionally curated artwork that connects emotionally with buyers. The platform will highlight artist backstories, cultural significance, and limited-edition value to stand apart. Strategic collaborations with art influencers, cultural organizations, and curated art festivals will ensure visibility. Adaptive pricing models and subscription-based art discovery kits can also be piloted to retain customer interest and compete with larger platforms.

8) Financial Plan

- **Start-up Costs:**

The total estimated start-up cost for FlexGym is ₹12,45,000. This includes:

- App Development (₹5,50,000): This covers the development of both Android and iOS applications, backend server integration, UI/UX design, payment gateway integration, app testing, and initial post-launch support and maintenance.
- Marketing (₹3,50,000): Budget allocated here will be used for digital marketing campaigns including social media ads, influencer partnerships, and hyperlocal promotions to drive user acquisition. It also includes the creation of marketing assets like banners, promo videos, and branded content.
- Operations (₹1,50,000): This will cover onboarding of partner gyms, team logistics, basic training resources, local setup in launch cities (e.g., Mumbai and Bengaluru), and creation of physical collateral such as standees, flyers, and merchandise for events and activations.

- **Revenue Projections:**

कलाकृति's revenue model will primarily be based on product sales, commissions from collaborations, and event-based revenues. the projected revenues are as follows:

- Year 1: ₹10,50,000 – This revenue will be driven by the sale of handcrafted products such as art pieces, jewelry, pottery, and home decor. The initial revenue generation will come from both online and offline sales, with a focus on metropolitan areas like Mumbai and Delhi. Estimated monthly sales will be approximately 1,500 products, with seasonal promotional campaigns and initial customer acquisition strategies in place.
- Year 2: ₹25,00,000 - With an expanded product line and a stronger brand presence across more cities, including Bengaluru and Chennai, revenue is projected to increase to ₹25,00,000. The number of regular customers is expected to grow to 4,000 per month, with a boost in direct-to-consumer sales.

- **Funding Requirements:**

कलाकृति is seeking an initial seed investment of ₹10,50,000 to finance the launch and early growth of the platform across major Indian cities. This funding will provide the necessary resources to take the concept from design to market-ready, implement a strong go-to-market strategy, and establish the operations required to support both artists and customers effectively.

The funds will be allocated to support the first 12 to 18 months of business activity, focusing on building the brand presence, launching the e-commerce platform, acquiring early customers, and forming strategic collaborations with local artisans and designers. At this stage, profitability is not the primary focus; the goal is to establish a strong foothold in the market, refine the product offering based on customer feedback, and prepare for scalable growth in year two.

This capital will allow कलाकृति to confidently enter the market, address the gap in promoting and selling unique handcrafted art and products, and demonstrate value to both the artists and the end customers. The funds will also be used to implement marketing campaigns, support inventory management, and build a customer base that is loyal and engaged

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- **Use of Funds:**

The ₹10,50,000 in funding for कलाकृति will be carefully allocated across three essential pillars: platform development, marketing and user acquisition, and operational infrastructure.

A major share of the funds will be directed towards the development of the कलाकृति e-commerce platform, ensuring that it offers a smooth, user-friendly experience for both artisans and customers. This includes building a secure and scalable website, integrating payment gateways suitable for the Indian market, and implementing a robust inventory management system. Post-launch, the funds will also be used for regular platform maintenance, feature updates, and ensuring data security.

A focused marketing campaign will be executed to build brand awareness and drive customer acquisition. This will involve performance-based digital advertisements, collaborations with influencers in the art and culture space, and partnerships with lifestyle and fashion platforms to showcase कलाकृति as the go-to marketplace for unique handcrafted art. Additionally, efforts will be made to increase visibility through offline channels such as local art exhibitions, pop-up stores, and events to engage the target audience in different cities.

The remaining funds will support operational activities, including onboarding and training artisans, managing inventory, ensuring quality control, and setting up responsive customer service. Teams based in cities like Mumbai, Delhi NCR, and Bengaluru will lead local activations, establish relationships with artisans, and oversee logistics and delivery management.

This thoughtful allocation ensures that कलाकृति can enter the market.

- **Break-even Analysis:**

कलाकृति is projected to reach its break-even point within 12 to 15 months of launch. This estimate assumes the acquisition of approximately 2,000 active monthly customers, each purchasing at least one piece of handcrafted art or home decor per month. As customer adoption grows and more artisans join the platform, revenue from sales and transaction commissions is expected to cover monthly operational costs, platform maintenance, and marketing expenses.

The commission-based model, coupled with a lean operational structure, minimizes fixed costs and provides flexibility for scaling. As the platform increases its artist network, gains higher traffic through marketing efforts, and optimizes sales conversions, कलाकृति anticipates a steady increase in revenue and a favorable cost-to-income ratio. By fostering user engagement, expanding regional artisan partnerships, and fine-tuning digital marketing strategies, कलाकृति aims to achieve financial sustainability and a consistent revenue growth trajectory by the end of year two

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9) Conclusion

कलाकृति presents a unique and exciting opportunity in the Indian art and home decor market, offering a platform that connects users with locally sourced, handcrafted products. With an emphasis on sustainability, artistic expression, and supporting local artisans, कलाकृति offers a fresh approach to buying and selling authentic Indian art, ensuring a seamless and engaging experience for both buyers and sellers. By addressing key challenges such as limited access to unique art pieces, quality assurance, and a lack of proper marketplace representation for local artisans, कलाकृति aims to become the premier destination for handcrafted, one-of-a-kind products.

We are now seeking initial seed support to bring कलाकृति's vision to life, covering product development, marketing initiatives, and operational setup. With the right backing, कलाकृति plans to onboard thousands of customers and build a robust network of artisan partnerships within the first year.

In the long term, कलाकृति aims to expand its reach beyond urban metros, creating a sustainable marketplace that empowers artisans across the country. By promoting diverse, high-quality, and culturally rich products, कलाकृति aspires to redefine the way India consumes and appreciates art, making it accessible, diverse, and inclusive for everyone.

Join us in revolutionizing the Indian art marketplace, with creativity, culture, and community at the heart of everything we do.

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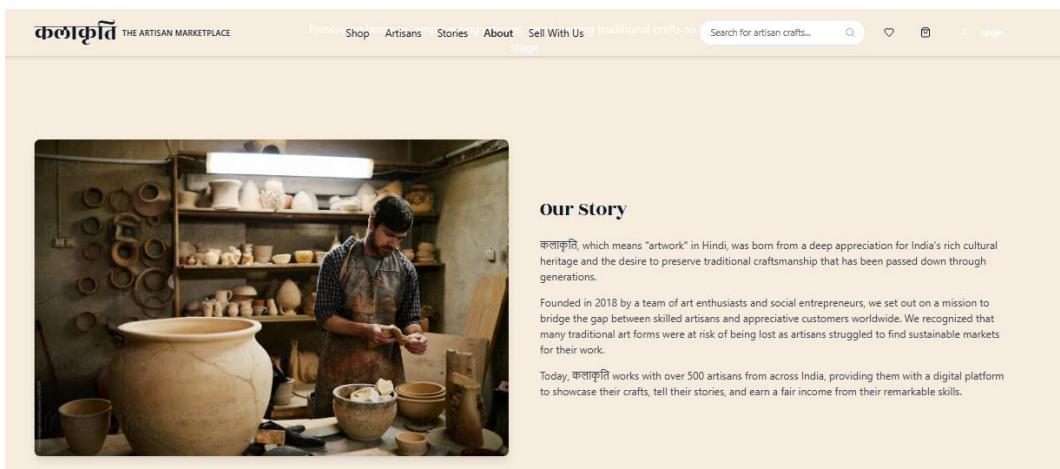
10) Appendices

Prototype:

Home Page:



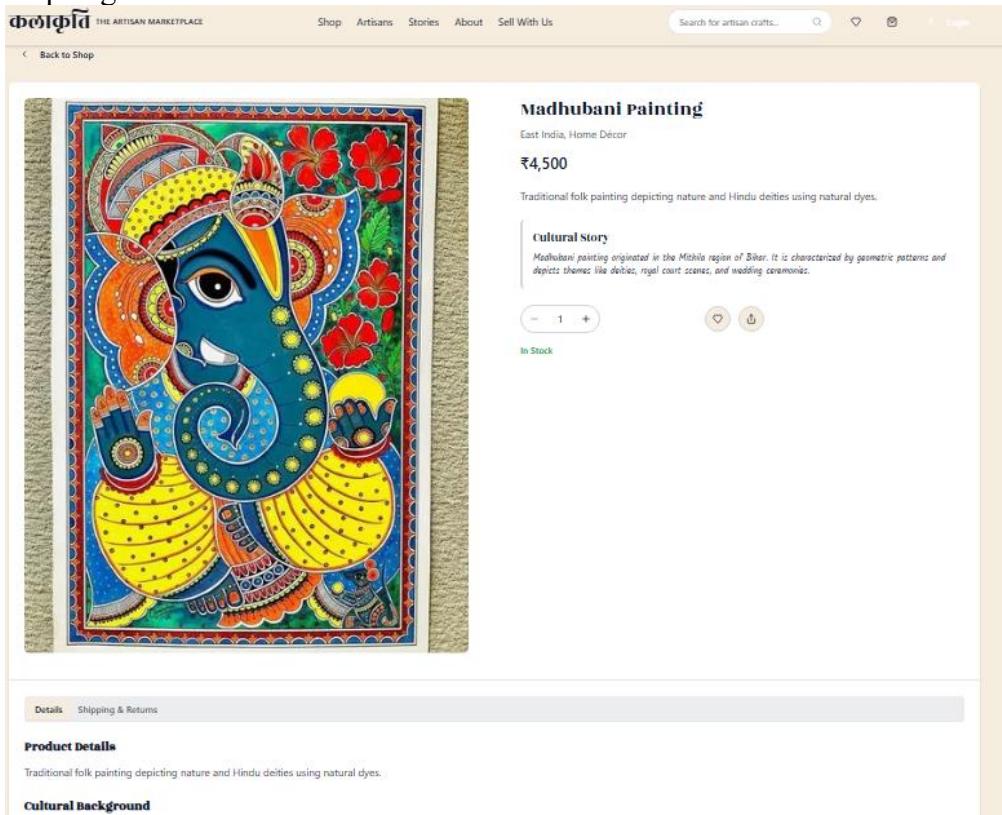
Our Story:



Community Page:

A screenshot of the Community Page of the KalaKriti website. The header includes the logo, navigation links, and a search bar. The main title is 'From Our Community' with the subtitle 'What collectors and artisans say about their கலாக்ரதி experience'. There are two sections: 'Collector Stories' and 'Artisan Stories'. Under 'Collector Stories', Priya Sharma from Mumbai, Maharashtra, shares that a handcrafted Madhubani painting became the centerpiece of her living room. Rahul Gupta from Bengaluru, Karnataka, gifted his mother a handwoven Pashmina shawl from Kashmir. Under 'Artisan Stories', Govind Prasad from Rajasthan, a wood carver, says joining KalaKriti transformed his life by reaching global markets. Sumitra Devi from Tamil Nadu, a potter, credits KalaKriti for educating customers about the value of their crafts. A language dropdown shows 'English'.

Shop Page:



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