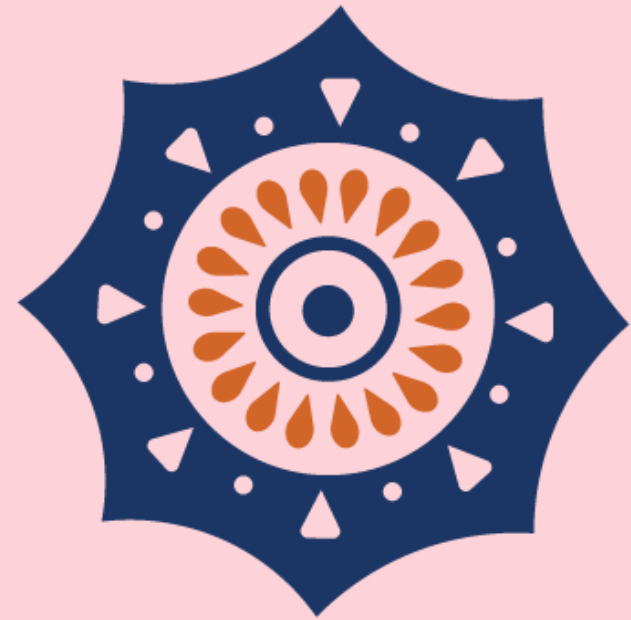


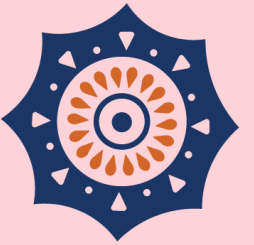
Welcoming E-Commerce

Mohrkada
A mark of heritage

By Javeria Azfar



WHAT IS MOHRKADA?



PRIMARY MESSAGE

Giving ownership to those
who hone the skill to curate
handicrafts



EXTERNAL COLLABORATIONS

Collaborating with vocational
training schools which teach
these skills



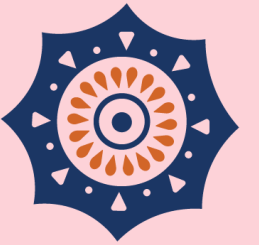
SOCIAL ENTERPRISE

Providing less privileged yet
skilled artisans a platform to
monetise their skills



SOURCING PRODUCTS

Sourcing items from the
vocational training schools
for the disabled individuals



PURPOSE FOR THIS PLATFORM



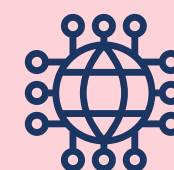
PROVIDE AN ONLINE MARKETPLACE

There are many vocational training schools that provide relevant skills to the disabled community, but their craft often gets limited to physical stores and exhibitions



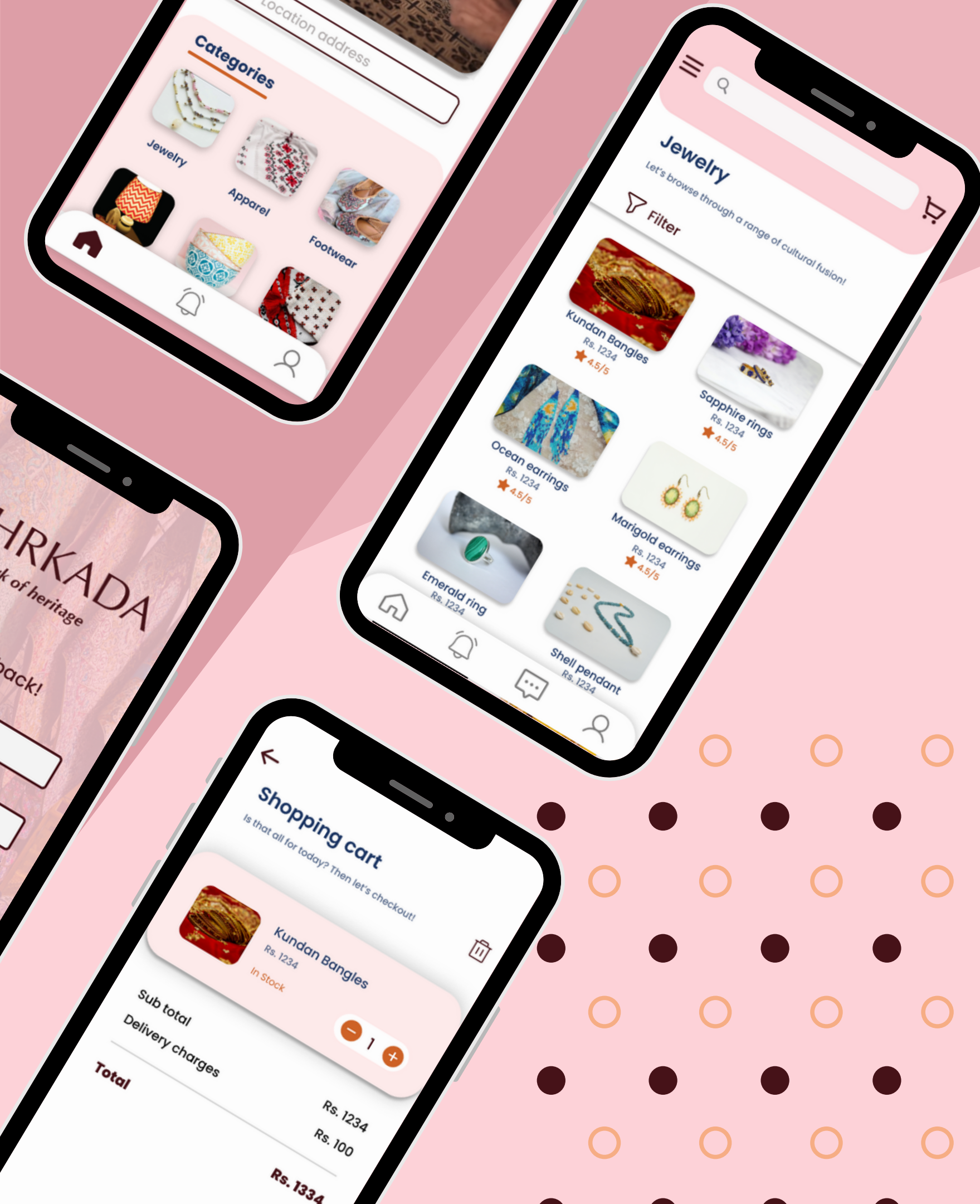
IMPART TECHNICAL ENTREPRENEURSHIP

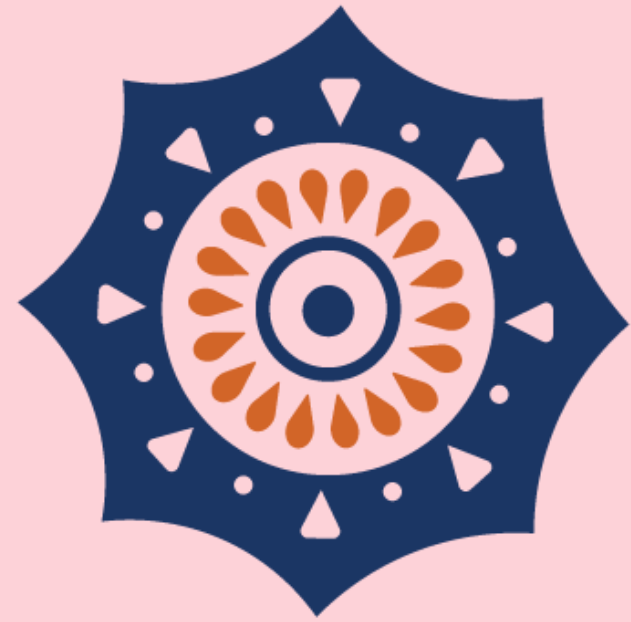
With the rise of ecommerce, having a sense of technical entrepreneurship is an important skill to create awareness amongst underappreciated labor groups



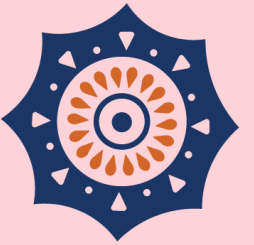
DIGITAL EXPANSION FOR THE INDUSTRY

Handicrafts is a significant cultural industry that contains a lot of untapped potential. This platform serves to expand that niche beyond physical boundaries





LEARNING EXPERIENCE



KEY LEARNINGS



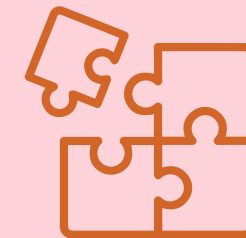
Extensive market
research skills



Brand development
and planning



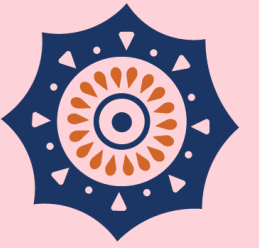
Implementation of
industrial UX/UI skills



Visual
storytelling



Website
Development



CHALLENGES



Networking with
different people



Time management
and deadlines



Finding a starting
point for our research



Figuring out our
brand USP

Exposure to a new industry and
skill sets

Enhancement of present technical
and presentation skills

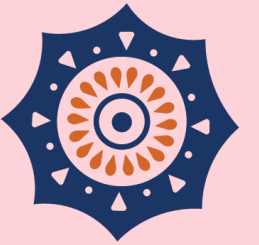
SELF-DEVELOPMENT & GROWTH

Potential start-up plan

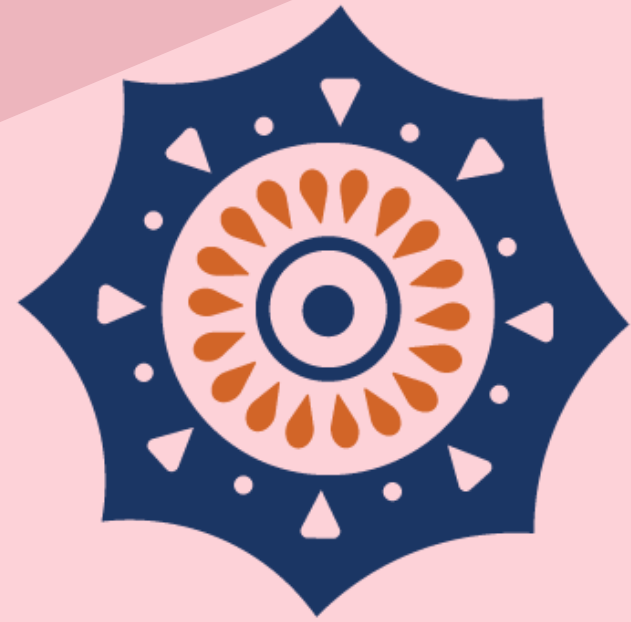
Better clarity on potential career
options

Business Insights

HU'S CONTRIBUTION



- **01** UX/UI skills acquired from es
- **02** Coding skills to make our own website
- **03** Research and analysis skill
- **04** Networking skills



**IF GIVEN THE CHANCE,
WHAT WOULD WE DO
DIFFERENTLY?**

THANK YOU

