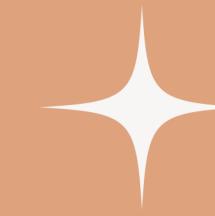
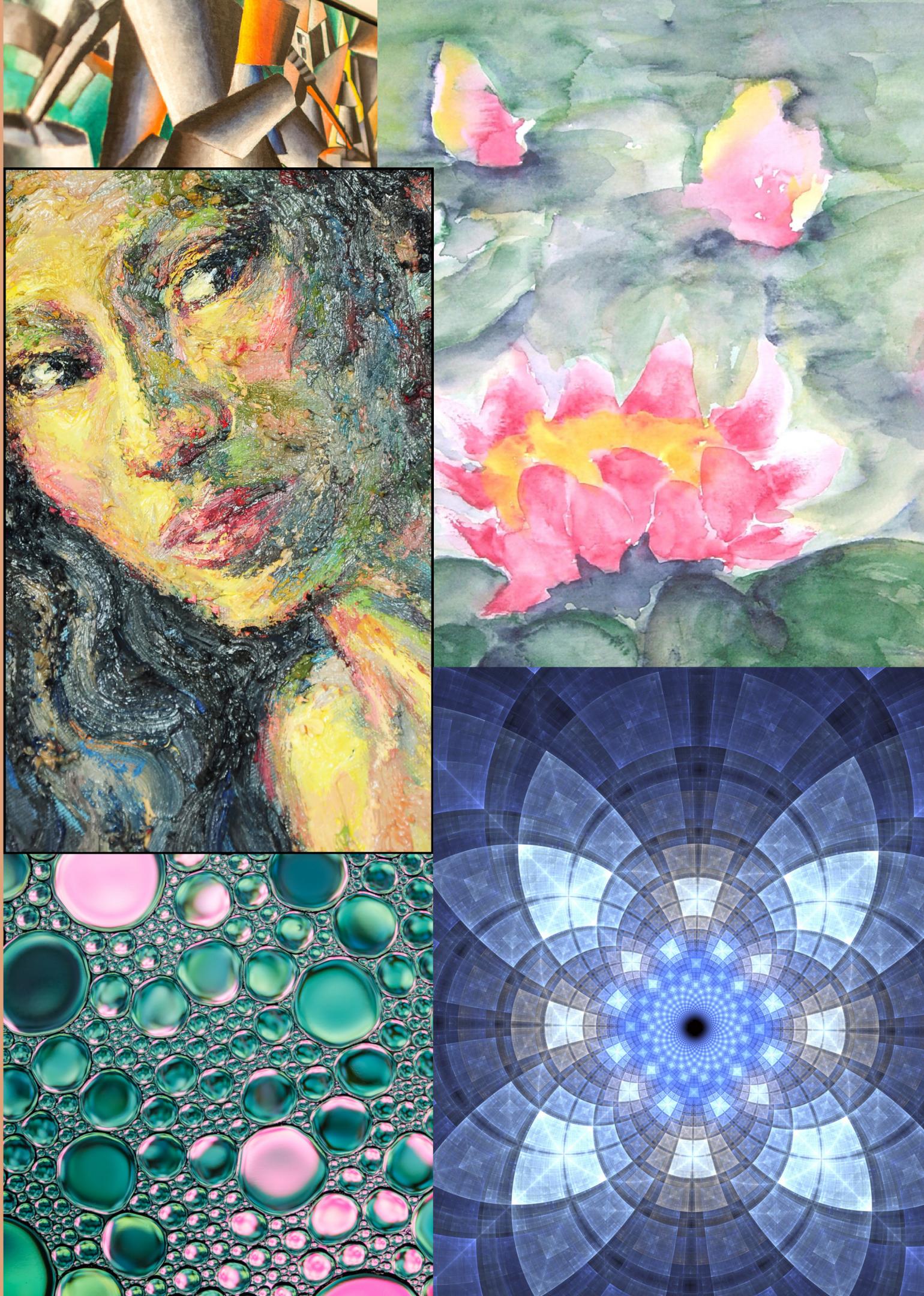




HALIKHA

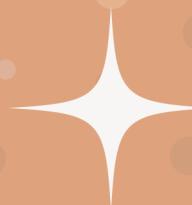
ETHICAL FRAMEWORK



HALIKHA'S CORE VALUES

1. INTEGRITY

Halikha's operations are committed to upholding ethical behavior, honesty, and to strong moral principles. Signifying trust within the artistic community and broader customer base.



2. DIVERSITY

Devoted to a diverse and inclusive community composed of creators, customers, and employees. We celebrate the recognition and richness of human diversity as a source of creativity, innovation, and strength.

3. SUSTAINABILITY

Dedicated to sustainably maintaining our creative operations through eco-friendly materials, local productions, and a commitment to reduce our carbon footprint with a goal to minimize environmental impact while celebrating artistic expression.



4. FAIR COMPENSATION

In our commitment to support local independent artists, we are offering fair compensation for their artworks. This not only serves to provide tangible support but also aims to foster an environment that encourages and motivates these talented individuals to continue sharing their unique designs on our platform.



POLICIES AGAINST FRAUD AND MANIPULATION

Halikha maintains a zero-tolerance policy towards fraud and manipulation in all operations. We are committed to upholding the highest standards of integrity and transparency in our business practices.

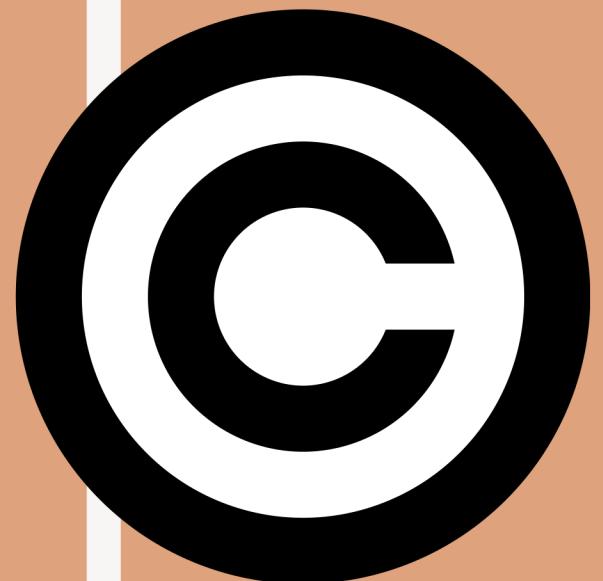
Any form of fraudulent activity, such as unauthorized copying, misrepresentation, deceit, or manipulation. Violations may lead to disciplinary action, including account termination. We urge stakeholders to report any suspected fraud promptly, ensuring a proactive approach to maintaining trust and credibility.



OUR ATTEMPTS TO ACTIVELY ENFORCE THESE POLICIES
INCLUDE MAKING USE OF TECHNOLOGY SUCH AS:

1. IMAGE RECOGNITION

Implementing image recognition algorithms to help detect unauthorized use of artists' intellectual property.



2. DIGITAL WATERMARKING

Adding a feature where artists can add digital watermarking to their designs when presenting them to the market. This enables artists to protect their designs from being



3. DEDICATED CHANNELS FOR REPORTING

By establishing a channel for reporting for users to report any violations or issues, we ensure that the reporting process is accessible and streamlined.



HALIKHA'S SOCIAL RESPONSIBILITY PLAN



REDUCING OUR CARBON FOOTPRINT

When a customer places an order, the production center located nearest to the region will be responsible for handling the production process. Our commitment extends to selecting the most energy-efficient method for delivering the product to the customer.

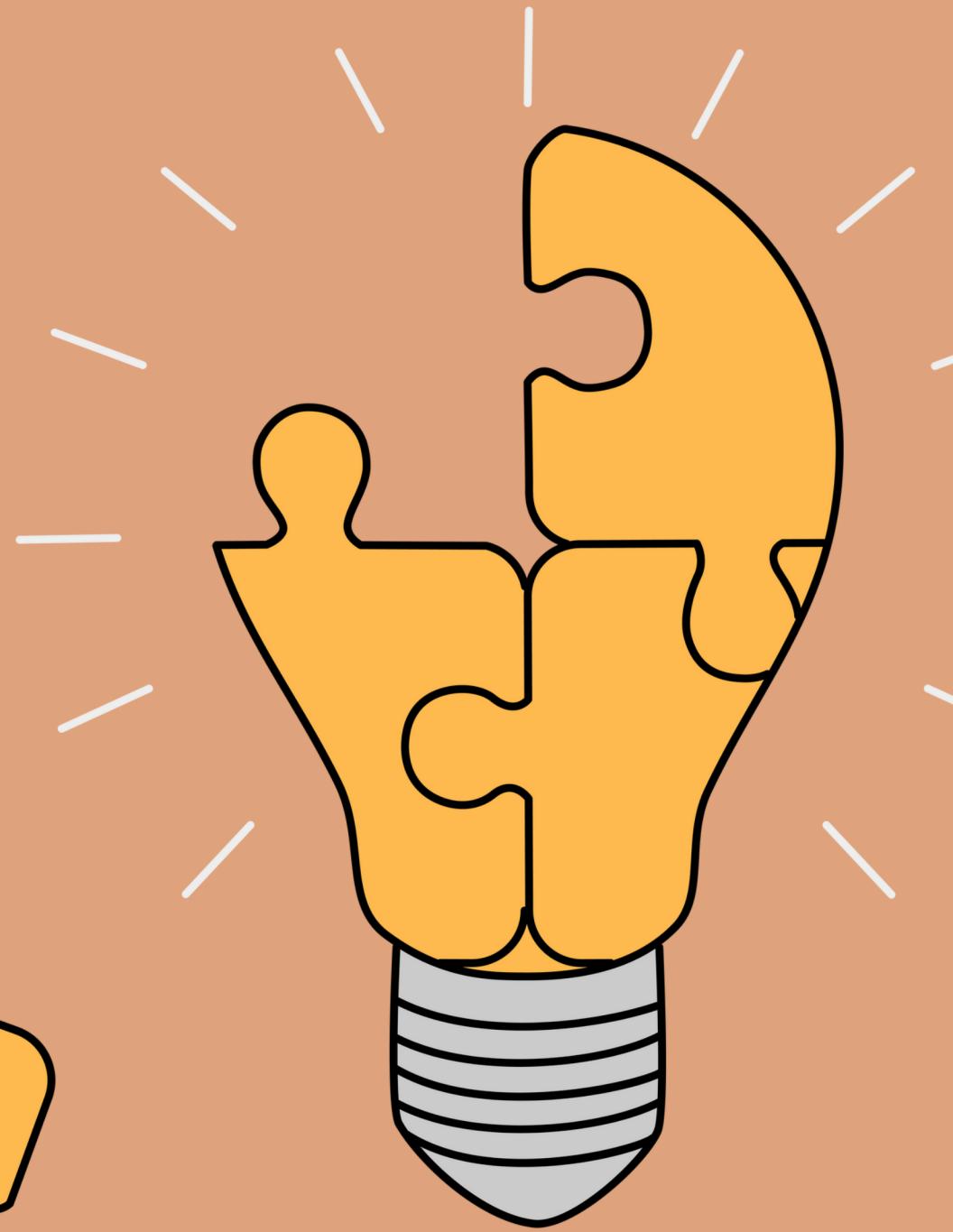
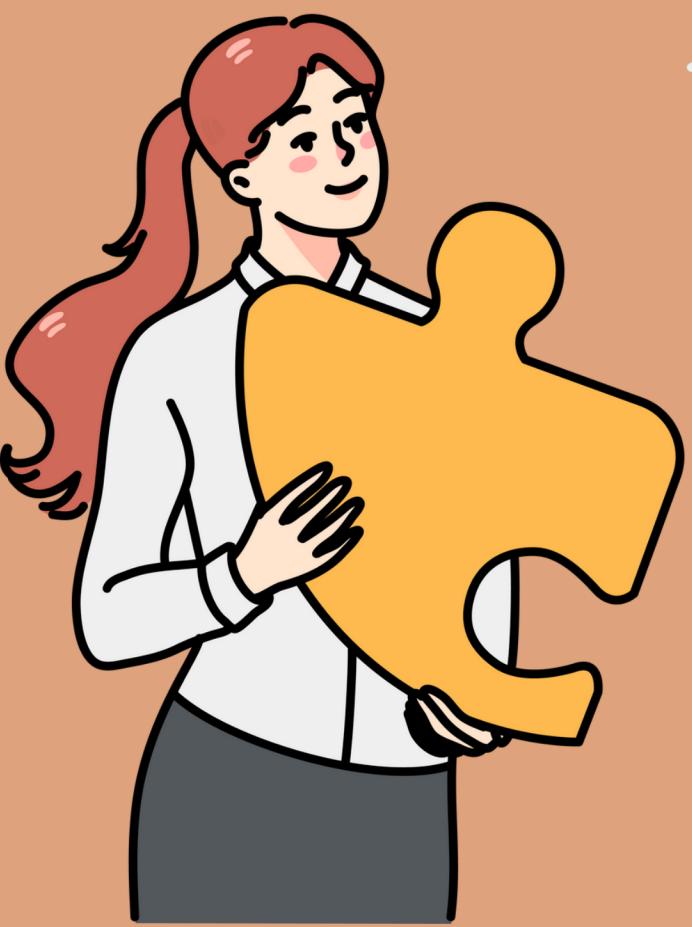
PRINT ON DEMAND MODEL

The platform's print-on-demand model minimizes environmental impact by eliminating excess inventory. Products are manufactured upon order placement, reducing costs associated with warehousing, logistics, and storage.

SUPPORTING LOCAL INDEPENDENT ARTISTS

Halikha empowers and promotes local creative talent by prioritizing collaborations with regional artists. Our aim is to provide a platform for showcasing their work, fostering economic sustainability, and ensuring due recognition through generous compensation and transparent partnerships.

CHALLENGES AND SOLUTIONS



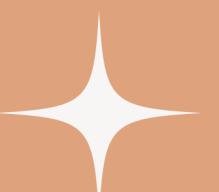


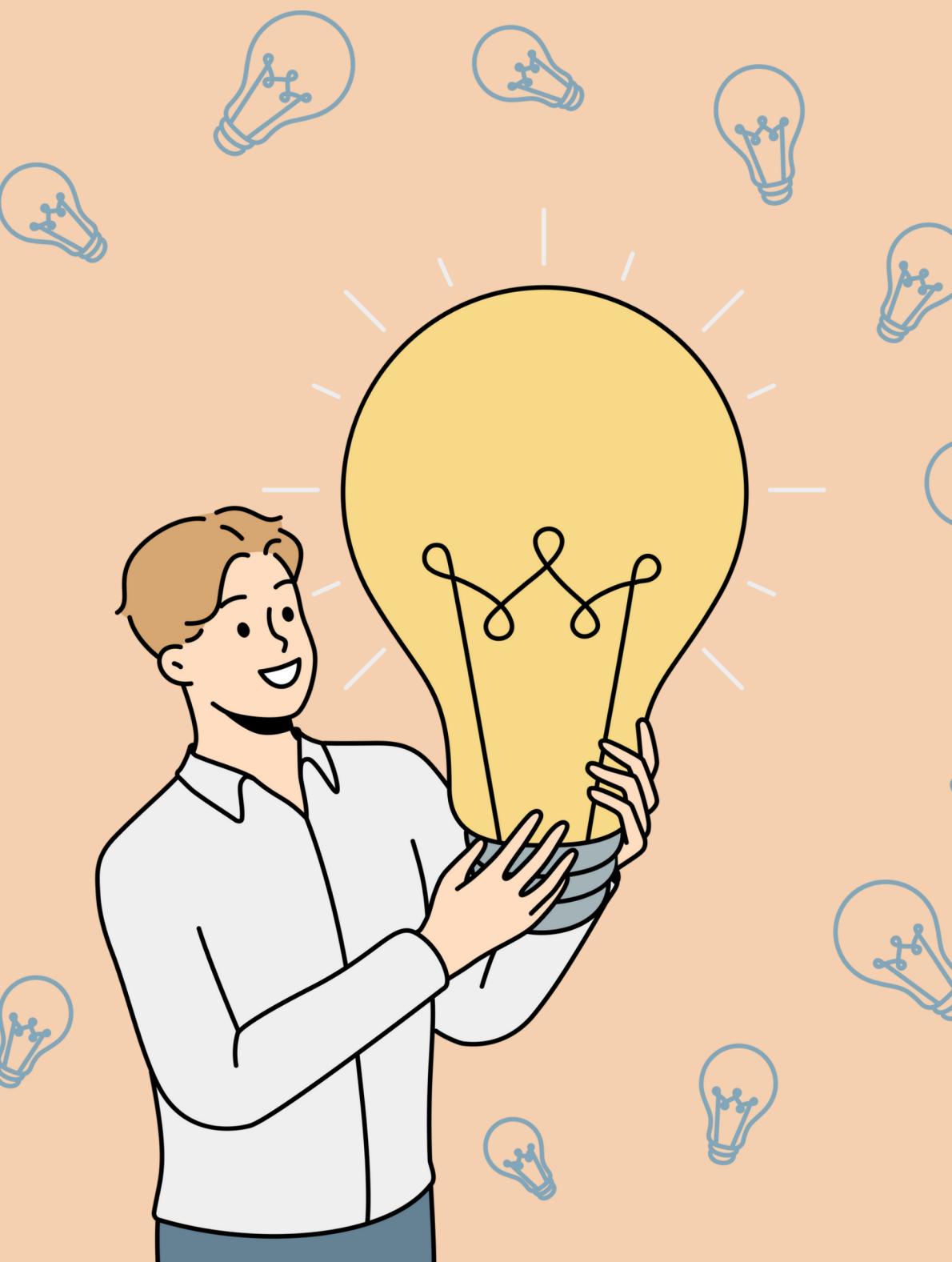
COPYRIGHT AND CONTENT OWNERSHIP

When a customer places an order, the production center located nearest to the region will be responsible for handling the production process. Our commitment extends to selecting the most energy-efficient method for delivering the product to the customer.

LABOR / EMPLOYEE MANAGEMENT AND PRACTICES

The platform's print-on-demand model minimizes environmental impact by eliminating excess inventory. Products are manufactured upon order placement, reducing costs associated with warehousing, logistics, and storage.





SOCIAL ENGAGEMENTS

Inevitable conflicts on public platforms can tarnish the image of Halikha and create an unsafe environment for creators. To address this, Halikha implements reporting, investigation, and resolution policies. Offending users face penalties to demonstrate the platform's intolerance for offensive actions.

MARKETING PRACTICES

As marketing is also a big part of Halikha, there's a risk of not living up to the capabilities and compromising ethical marketing practices, leading to disappointment among users and low ratings. To mitigate this, rigorous checks on promotional materials are essential to ensure compliance with platform standards and marketing policies.

ENVIRONMENTAL FOOTPRINTS

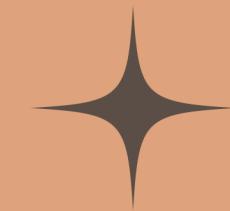
As a startup launching in an environmentally conscious town, it's our responsibility to align with sustainable practices in our products and services. To enforce this commitment, we'll establish an environmental code outlining the standards for our operations and products. This code will promote adherence to environmentally friendly principles.

SUPPORT
LOCAL



DATA PRIVACY AND SECURITY ISSUES

As a technology-dependent platform, we face cybersecurity risks and potential data breaches that could lead to mishandling of data and violation of data protection policies. To address these concerns, we will implement protective measures, including network security that aligns with industry standards. Additionally, strict data privacy measures will be enforced, ensuring compliance with relevant laws and regulations in the operating territory.



STAKEHOLDER ANALYSIS



LOCAL ARTISTS AND STUDENTS

- Fair Compensation
- Diversity Celebration
- Inclusive Hiring
- Empowerment

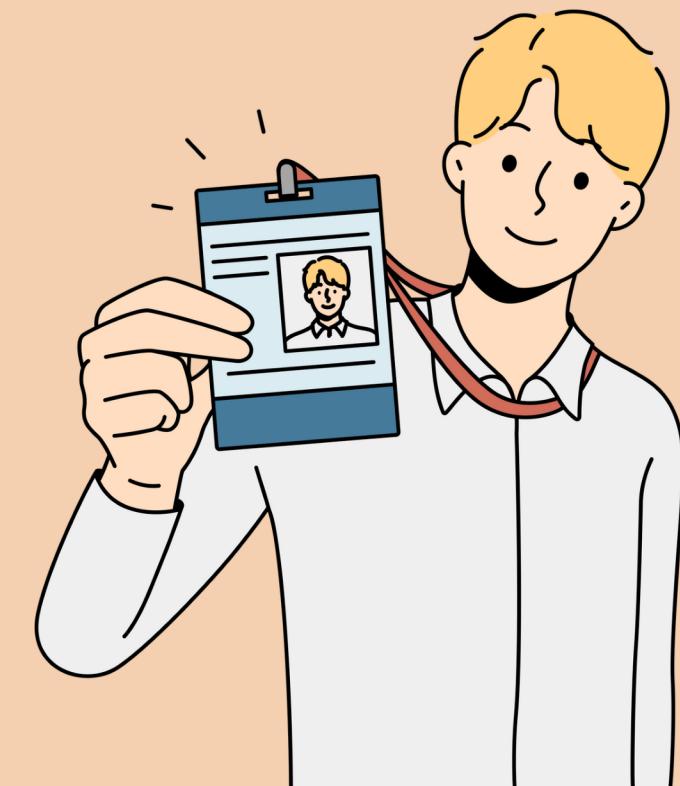


LOCAL CITIZENS

- Fair Compensation and Inclusive Hiring
- Diversity Celebration

CUSTOMERS

- Fair Compensation and Inclusive Hiring
- Diversity Celebration



EMPLOYEES

- Ethical Practices
- Safe Working Environment



STARUP FOUNDERS

- Safe Working Environment
- Community-Friendly

LONGTERM VISION

Ethical practices are key to the startup's long-term success:

- Expansion Opportunities: Attracts potential investors for sustainable business growth.
- Increased Traction: Popularizes the startup, drawing more people and entities for long-term success.
- Cultural Benefits: Showcasing culture aligns with the platform's goal, promoting ethical cultural practices.
- Successful Marketing Campaigns: Ethical operations build a positive reputation, leading to effective marketing.
- Increased Profits: Ethical business practices contribute to stable reputation, resulting in higher profits.

THANK YOU!

IT 315 9497
Presentation by 5 Zenbytes



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