



PROJECT Moonj



BUSINESS MODEL

aims at empowering the indigenous Moonj based handicraft products which have been facing existential challenge over the years.



identifying impoverished artisans willing to engage



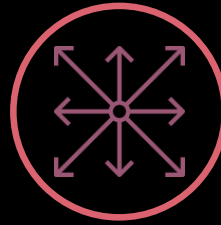
providing them with orders from online platform (B2C model)



supplying the product from artisans an to the purchaser



educating artisans on how to market their local handicraft



help expanding their business and ensuring sustainability



ECONOMIC
annual increase in profits per artisan: 45%



SOCIAL
social and financial upliftment of 20 artisan, providing moonj product to 200+ purchaser



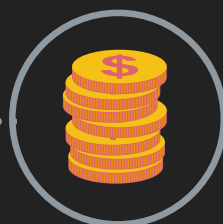
ENVIRONMENTAL
each product, sold, reduces carbon footprint and use of plastic

ENACTUS CRITERIA

PEOPLE IMPACTED



annual revenue ₹10000 (2022-23)



artisans Enactus
75% 25%

HIGHLIGHTS

PROJECT PARTNERS



Indiamart



Karv