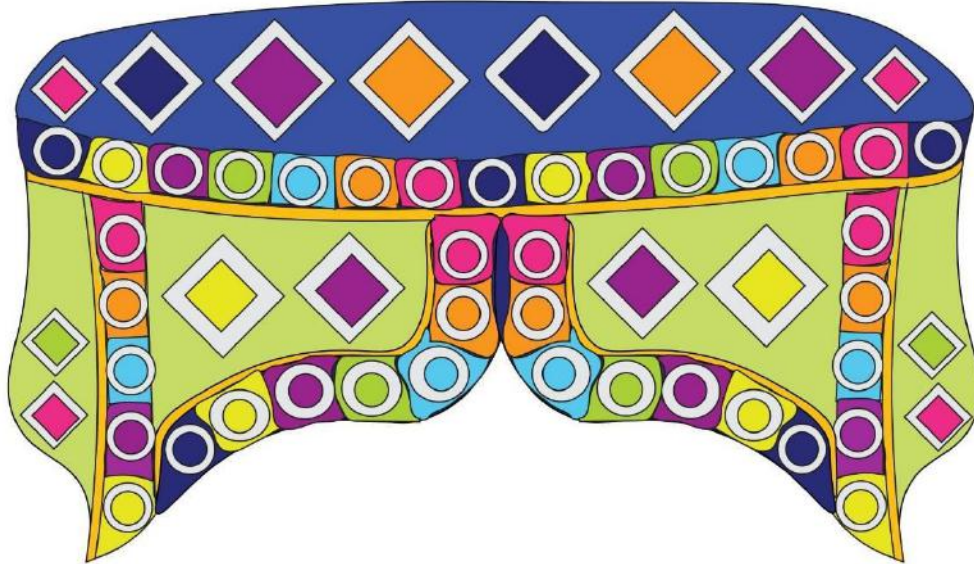




presented by

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Art enlightens unity. It carries within itself - tradition and heritage alongside a magical fusion with time. It is unbiased and truthful, irrespective of culture. Therefore, it encloses a platform to bring the global society together. However, there is yet to be a stage where people from all over Pakistan could exchange their cultural values through art with ease.

FunKadaa aims to be an online portal for all kinds of artistic gestures; paintings, calligraphy, sculptures,

handicrafts and home accessories among others. Not only will it be a center for cultural conversation, but also a social networking site where one can creep out of one's geological boundaries and meet foreign artists and craftsmen. As they say, "there is an artist hiding inside every one of us, waiting to emerge"; the only problem is that we all lack the time, energy, inspiration and money to run our own companies. How about a place where amateurs can test the waters by uploading their individual creations? It can also be a probation phase for artists who are building their own firms and wish to get public opinion on their works. The best part is that prices of items will be set by the sellers alone and our team would only keep 5% of the commission. It can't get any cheaper than this! Users will also be able to upload their work without sale options as they choose. In addition, one could follow the artists of their choice or view the general global newsfeed of FunKadaa instead. Our team shall be initializing the company in Pakistan first as our culture is diverse and beautiful even in its simplicity. Chunri styling, Ajrak designing, kolhapoori shoe-making, truck-art painting, traditional turbans, embroidering, block printing, carpet weaving and wood carving are some of the many forms of art readily available in Pakistan. Our fashion and artisan industry is already quite popular in the West as our national imports clearly indicate and we wish to promote it even further. Hopefully, we will be able to achieve our dream soon, Insha'Allah!

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