

The Vanika Project – Write Up

What We Built:

The Vanika Project is a **bilingual**, user-centric website that connects customers with women artisans who create handmade food items, bamboo products, and pottery/clay crafts.

- The platform serves both **buyers and sellers**.
Buyers can easily browse and purchase unique handcrafted goods.
- Sellers (women artisans) can **register, showcase their products, and manage sales** directly from the platform.

It includes secure payments, verified seller profiles, and a clean, mobile-friendly design, all with the goal of empowering women-led micro-businesses.

Why We Built It:

The platform was built to bridge the digital gap for women artisans who have the skills to create but struggle with selling online due to lack of exposure, technical knowledge, or resources.

The idea was to create a centralized, accessible space where women can grow their small businesses without needing to build their own websites or invest heavily in marketing or logistics. We built it for:

- **Skilled Housewives & Women Entrepreneurs** – Those making homemade food items like pickles, sweets, snacks, and traditional recipes.
- **Craftswomen & Artisans** – Women creating sustainable bamboo products, home decor, baskets, or functional items.
- **Pottery/Clay Makers** – Women crafting handmade pots, diyas, decorative ceramics, and other terracotta or clay items.
- **Small-scale Sellers** – Home-based women already selling locally but struggling to expand due to lack of digital presence or reach.

What Problem It Solves / What Value It Adds:

- **Educates** and includes women in the digital marketplace, **promoting financial independence**.
- **Increases Visibility** – Expands the reach of women entrepreneurs beyond their local areas, helping them build more customers online.
- **Builds Customer Trust** – Through verified profiles and clear product displays, the website assures buyers of the authenticity and quality of the products.
- **Simplifies Order**– Streamlines the entire selling process with structured product listings.
- **Enables Easy Seller Onboarding** – Women can sign up and start selling without needing any technical background, making it highly inclusive.
- **Promotes Local Art & Culture** – Helps preserve and promote traditional crafts and recipes by giving artisans a digital voice and market presence.