





PROJECT RIVAAYAT

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REVIVING THE LIVELIHOOD

RE-ESTABLISHING THE CULTURE

REDISCOVERING THE ART



THE PROBLEM



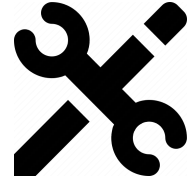
OUTDATED DESIGNS



CUT-THROAT
COMPETITION



EXPLOITATION
BY MIDDLEMEN



LACK OF
TECHNICAL KNOWLEDGE

OUR SOLUTION



TRAINING AND PERSONAL
DEVELOPMENT OF USER GROUP



COLLABORATION WITH
PROFESSIONAL DESIGNERS



CREATING DIRECT
MARKET LINKAGES



ESTABLISHING A BRAND WITH
A STRONG MARKET STANDING

OUR APPROACH

PRELIMINARY AREA ANALYSIS



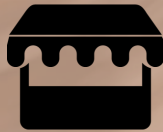
STUDY OF CURRENT PORTFOLIO



**DEVELOPING AN INTERPERSONAL
RELATIONSHIP WITH THE POTTERS**



CREATING DIRECT MARKET LINKAGE



IDENTIFICATION OF POTTERS



**COLLABORATION WITH
PROFESSIONAL DESIGNERS**

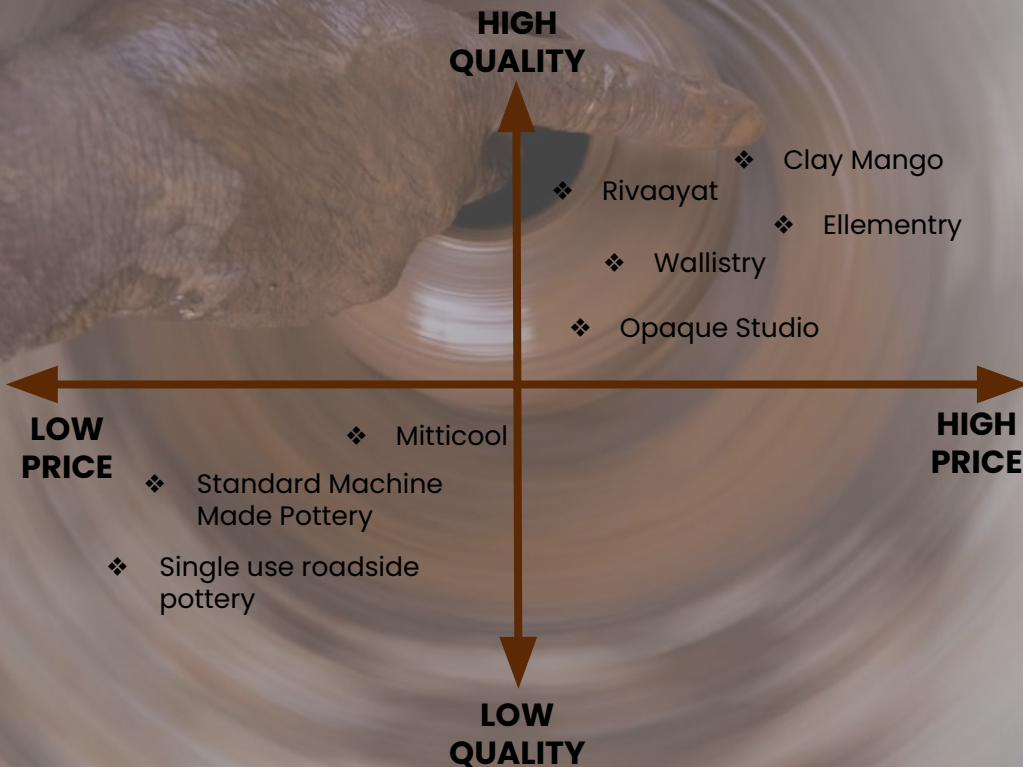


**MODERNIZING DESIGNS BASED ON
EXISTING SKILLS OF POTTERS**



**SKILL DEVELOPMENT OF POTTERS
FOR ENTREPRENEURIAL ACTIVITIES**

UNIQUE SELLING PROPOSITION & COMPETITOR ANALYSIS



DIVERSE PRODUCT PORTFOLIO

50+ Home Décor and Utility products



SOCIAL ENTREPRENEURIAL VENTURE

By the artisans, For the artisans



MODERN DESIGNS

Artisans are connected and trained by professional designers



FOR THE GEN-Z

Health conscious and Environment-friendly



AFFORDABLE LUXURY EXPERIENCE

Premium terracotta at an inexpensive price

DEMAND AVENUES

B2B

**CORPORATE
GIFTING**

DISTRIBUTORS

**EXPORT
AGENCIES**

RETAIL OUTLETS

HOTELS

B2C

**HIGH-END
APARTMENTS**

**E-COMMERCE
WEBSITE**

ONLINE PLATFORMS

EXHIBITIONS

MARKET POTENTIAL & GO TO MARKET PLAN

GLOBAL HANDICRAFT MARKET

\$663.9 BILLION

COMPOUNDED ANNUAL GROWTH RATE

11%

TARGET MARKET IN COMING 5 YEARS

10% of \$4 BILLION

INDIAN HANDICRAFT MARKET

\$4 BILLION



SALES CHANNEL

- Retail Outlets
- Exhibitions
- Social Media Handles
- E-Commerce Website
- Exports

WHY TO BUY?

- Premium terracotta products
- Handmade with love
- Social Initiative empowering artisans
- 100% natural and environment friendly products

TARGET MARKET

- Middle age group
- Upper middle class people
- Environment and health conscious people

MARKET PENETRATION

- Online and offline marketing
- Disruptive pricing model
- Social media advertisements
- Collaborations with influencers
- Strategic discount offers

TRACTION

PRODUCTS
50+



CUSTOMER BASE
12,600+

REVENUE
19.5 LAKHS +



ARTISANS' INCOME
186%

EXHIBITIONS
29

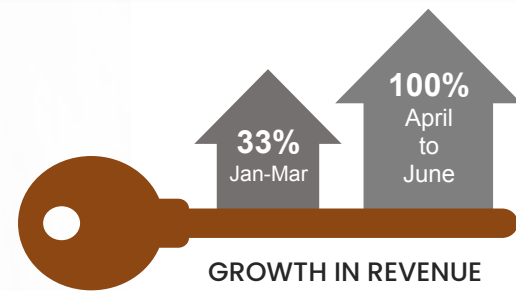


PEOPLE REACHED
38 LAKHS +

RETAIL OUTLETS
15



ONLINE PLATFORMS
27



FINANCIAL OVERVIEW

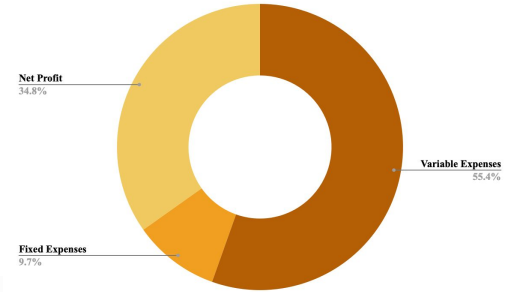
Variable Expenses (Rs.)

Direct Cost	7,60,000
Packaging	85,000
Transportation	1,10,000
Marketing	72,000
Breakage	23,000
Photography	18,000
Miscellaneous	13,000
TOTAL	10,81,000

Fixed Expenses (Rs.)

Warehouse Rent	90,000
Income of Designers and Trainers	1,00,000
TOTAL	1,90,000

NET PROFIT
Rs. 6,79,000



Revenue (Rs.)

Exhibitions	2,70,000
Retail Outlets	80,000
Online Listings	4,30,000
Exports	6,70,000
Corporate Gifting	1,20,000
Bulk Demand	3,80,000
TOTAL	19,50,000

BUSINESS MODEL CANVAS

Key Resources

- Transport and conveyance
- Raw materials / terracotta clay
- Semi-automated machines/pottery wheel
- Furnace

Partners

- User community
- Designers
- Delivery agencies
- Packaging partner

Channels

- Corporate Gifting
- Online platforms
- Offline retail stores
- Exhibitions
- Theme based Restaurants

Revenue

- Differential pricing
- Lemon-Tree Model
- Disruptive price model

Key Activities

- Community interactions and surveys.
- Demand Assessment.
- Selection of crafts worker through need-matrix and skill-mapping.
- Manufacturing, labelling and packaging.
- Market linkage program.
- Marketing on online platforms and exhibitions

Cost Structure

- Fixed Costs- Warehousing expenses.
- Major expenditure areas - Raw materials, packaging and delivery expenses
- Variable Costs- Raw materials, labor costs, packaging, transportation costs, breakage

Segments

- Beneficiaries includes 9 potters, 2 designers and 1 packager.
- Customers includes art lovers who use it for décor purposes as well as utility purposes.
- 30+ collaborative partners

Value Propositions

- Revival of a traditional dying art form.
- High quality and long-lasting products.
- 100% natural products.

Surplus

- Surplus earned is utilized for expansion and administrative purposes and for dealing with the initial front costs that are being borne

Types of Propositions

- Utility products such as Casserole, Dahi Handi, Dinnerware, etc.
- Flower Pots, etc.
- Home decor items such as miniature sets, candle holders, lanterns, etc.

VERTICALS



Terracotta Pottery &
Water Hyacinth Basketry



RECOGNITION



वस्त्र मंत्रालय
MINISTRY OF
TEXTILES



YOURSTORY



Vruksh Ecosystem

BUILD THE FUTURE





Venturing into
other art forms to
amplify impact

Transform skillful
artisans into
entrepreneurs

Make Rivaayat a
nodal centre for
the artisans of
India

Collectivise
individual artisans
into formalised
artisan
communities

WAY FORWARD



RIVAAYAT

REVIVING THE ETHNICITY

Team Members:

1. Niladri Sekhar Mondal
2. Rohan Punhani
3. Radhika Singhanian
4. Stuti Banka