



Boho's Villa

Where homes meet dream decor

What is Boho's Villa All About?

WE AT BOHO'S VILLA INCORPORATE **AN ECLECTIC MIX OF COLOURS, PATTERNS, AND TEXTURES**. WE ASPIRE TO PROJECT OUR LOCAL ARTS AND TALENTS ACROSS THE NATION.

A platform for local artisans to enter the digital and organized market, increasing their reach & business.

We ultimately aim to empower them and help them to grow.





VISION

- Providing forward market linkages to the Indian artisans & craftsman.
- Providing an opportunity to women, young and energetic or the ones looking to grow in their life through Art & Craft.





KEY FEATURES



- Tech- Driven Transparent Platform
- Training & Employment hand in hand
- Opportunity to grow for aspirational artisans.
- Upskilling of artisan /craftsman time to time
- Forward market Linkage to artisans
- Toll-free call Centre facility to support the artisans and craftsman.





VALUE PROPOSITION



CRAFTSMAN & ARTISANS

- Proper forward market linkages
- Upskilled time to time with various programs and trainings
- Access to community network
- Elimination of middleman
- Awareness of marketplace
- Availability of funds and means to promote their craft.

GOVERNMENT

- Access to a network of local artisans and craftsman.
- Penetrate to the actual beneficiaries with subsidies and schemes targeted for them.
- Cut on long chains and middleman for the execution and implementation to achieve the vision

1

**LOCAL
WAREHOUSES**



**4-STEP
LOW
ASSET
MODEL**

2

**LOCAL
ARTISANS &
CRAFTSMEN**

3

**VIRTUAL
TRAININGS**

4

**TECH-DRIVEN
TRANSPARENT
TRANSACTIONS**



THE INDUSTRY OVERVIEW

INDIA'S HANDICRAFTS: A SECTOR GAINING MOMENTUM

Overview

The handloom and handicraft industry has been the backbone of India's rural economy for decades. It is one of the largest employment generators after agriculture, providing a key means of livelihood to the country's rural and urban population.

Predictions

Global

The global handicrafts market size reached **US\$ 718 Billion** in 2020. Looking forward, different surveys expect the market to grow at a CAGR of around 10% during 2021-2026.

National – In India

According to official estimates, India is home to **7 million** artisans. However, data from unofficial sources indicates that the artisan strength is as high as **200 million**. The wide nature of this range and disparity in the number is due to the informal and un-organized character of this sector.

INDIA IS HOME TO >3,000 CRAFT FORMS WITH ARTISANS,
SPREAD ACROSS THE COUNTRY WORKING WITH -



NORTH INDIA

- Pulkari and bagh textiles in Punjab
- Brassware in Haryana
- Chikankari and zardozi work in Uttar Pradesh
- Basket-weaving in Uttaranchal
- Thangka painting in Ladakh and Himachal
- Apier-mâché in Jammu and Kashmir



NORTH EAST

- Cane baskets in Nagaland
- Choktse tables in Sikkim
- Eri silk products in Assam
- Bamboo products in Arunachal Pradesh, Manipur, Mizoram, Tripura and Meghalaya



SOUTH INDIA

- Ikat work in Telangana
- Telia rumal and kondapalli toys in Andhra Pradesh
- Sandalwood carving and banjara Embroidery
- In Karnataka
- Vallam boat making in Kerala
- Thanjuvar kalamkari in Tamil Nadu



HANDICRAFTS SECTOR



EAST INDIA

- Dhokra work in Jharkhand
- Sikki grass products in Odisha
- Madhubani paintings and mulberry silk products in Bihar
- Kantha and patachitra crafts in West Bengal



WEST INDIA

- BLUE POTTERY AND BLOCK PRINTING IN RAJASTHAN
- Ajrak and kite making in Gujarat
- Terracotta products and warli art in Maharashtra
- Crochet and lace work in Goa



CENTRAL INDIA

- Bamboo in Chhattisgarh
- Gond painting in Madhya Pradesh

EXPORTS OF VARIOUS HANDICRAFTS SEGMENTS ARE LISTED



ART METAL WARES
1824 CR



IMITATION JEWELLERY
6850 CR



**Miscellaneous
handicrafts**
3770 CR



WOODWARES
3061 CR



**HAND PRINTED
TEXTILES**
1128 CR

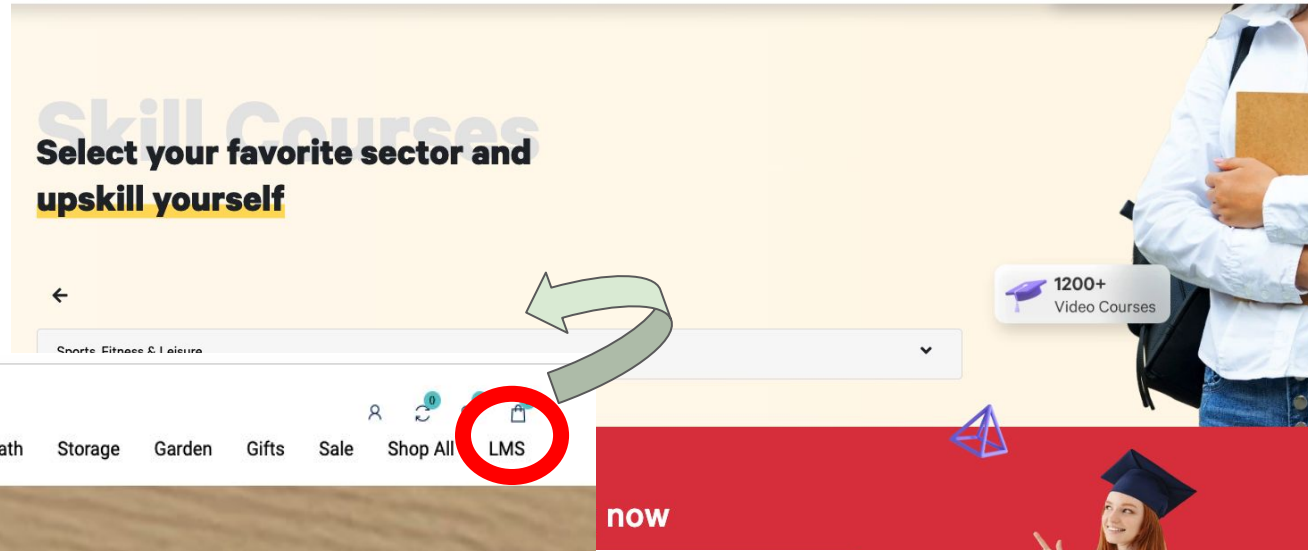


**EMBROIDERED &
CROCHETED GOODS**
2334 CR



How to access the courses?

- 1) Tap “LMS”
- 2) Land on the page with LMS
- 3) Choose the course and get upskilled!



MARKETING STRATEGY AND TOOLS



- TIE UPS WITH PRIVATE AND GOVERNMENT ASSOCIATIONS WORKING FOR THE WELFARE OF LOCAL ARTISANS AND CRAFTSMEN.
- VARIOUS EVENTS AND AWARENESS WILL BE CONDUCTED.
- APPOINTING A BRAND AMBASSADOR.
- REFERRAL PROGRAM FOR CUSTOMERS AND PARTNERS.
- SOCIAL INITIATIVE PROGRAM, A PROGRAM WILL BE LAUNCHED TO SPREAD THE WORD ABOUT OUR LOCAL ART AND CRAFT, AN INITIATIVE TO CULMINATE INTEREST FOR INDIGENOUS WORK.

2022





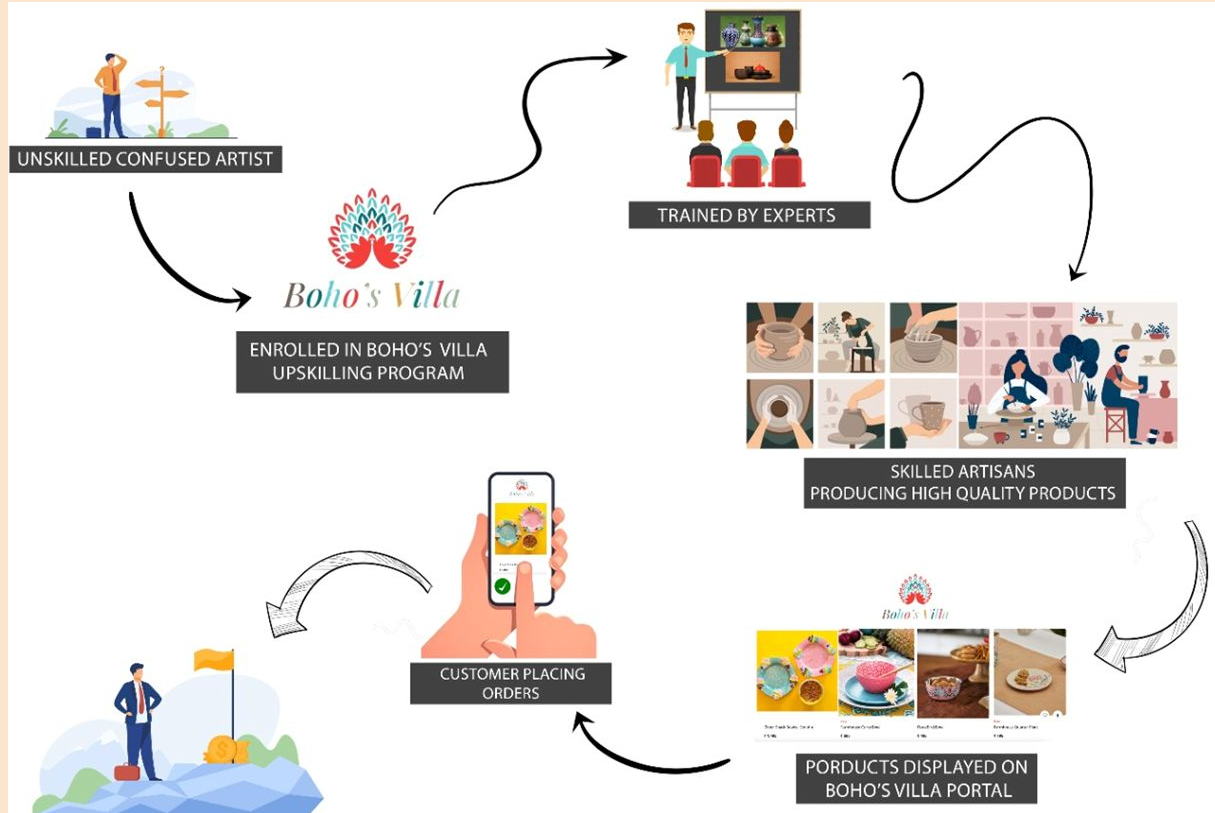
Boho's Villa

UPSKILL TO UPLIFT

- WE WILL BE THE LINK BETWEEN THE LOCAL ARTISANS AND CUSTOMERS ACROSS THE GLOBE
- PLATFORM FOR ARTISANS TO BOOST SALES
- EASE OF OPERATIONS WHILE ACCESSING THE PORTAL
- ASSISTANCE TO AVAIL MICRO-FINANCING
- NO MINIMUM ORDER VALUE
- PROVIDE THE LOCAL ARTISANS THE GLOBAL MARKET



BOHOSVILLA OPERATING MODEL



GET IN TOUCH



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Boho's Villa

Association with NSDC

As we are providing forward market linkage to Handicraftsman ,artisans who are working in this segment in every nook and corner of India.

We will Re Skill or Upskill these people to make them more tech friendly and uplift their livelihood.





Thank You