

# Caravan Craft Retail Pvt. Ltd

## Proposal Summary

Proposing & Implementing Organization	Caravan Craft Retail Pvt. Ltd
No. of artisans trained	0.36 Mn in 10 years
Front End Infrastructure (Retail operation)	26 Owned stores; 125 Franchises stores; First year: Chennai and Bangalore
Back End Infrastructure	20 co-operatives to be set up all over India
Sectors Targeted	Handicrafts
Target Pop Segment	Artisans with limited or no literacy
Project Cost	Rs 57 Crore
Business Model	Integrated business model with revenue from sale of crafts produced by artisans based on the managerial skill training, design interventions & market linkages provided by Caravan to artisans through setting up of cooperatives
Operating Model	Front end: Opening of retail stores (franchisee, owned) Back end: Identification of cluster-design brief-identification of external design cluster expert-redesign manufacturing process-training of master craftsperson-formation of cooperative-training of members of cooperatives-production of crafts