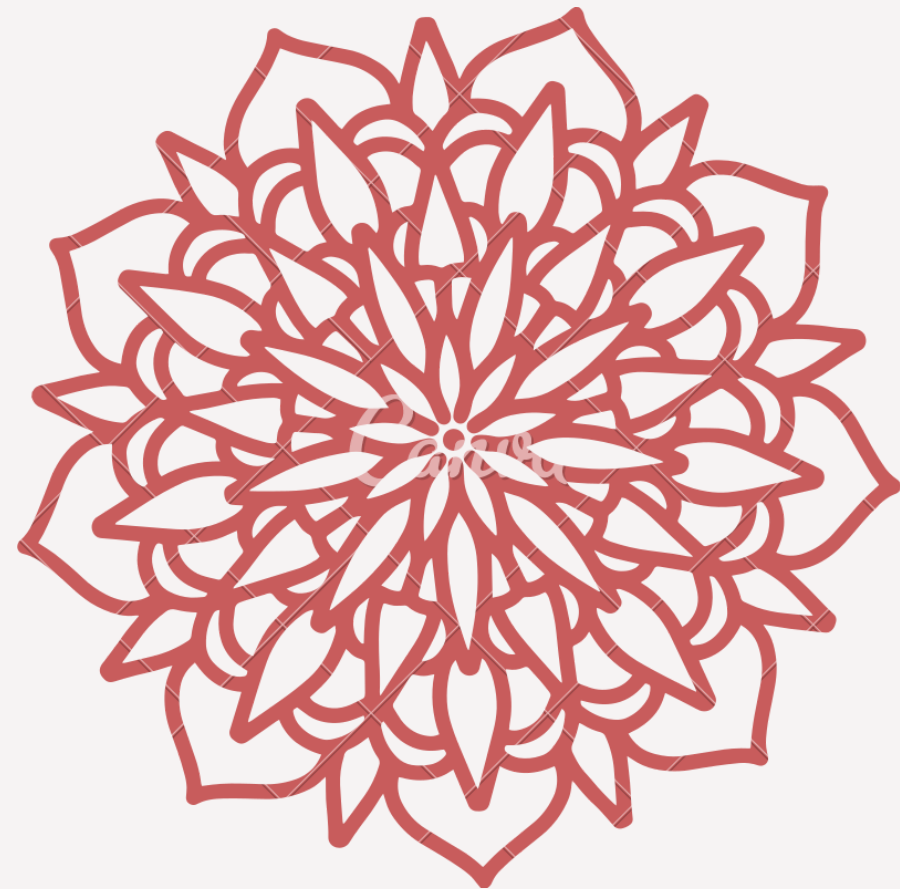
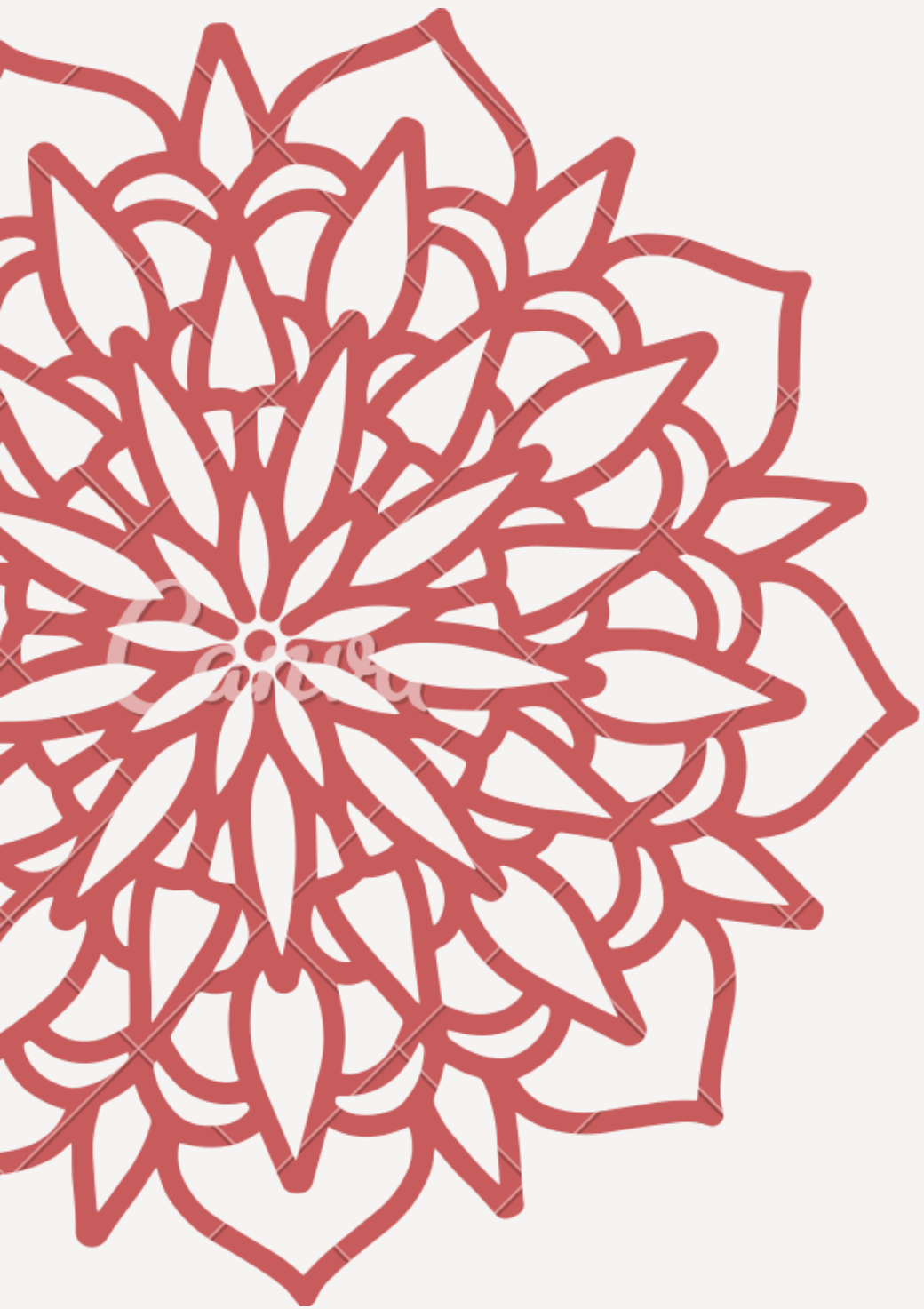


CAPSTONE PROJECT
NOV '22 - MAR '23



Kalakriti

Essence redefined



Our Team

Aditi Nigam - 19BCE10300

Ishita Gupta - 19BCE10039

Ananya Singh - 19BCE10342

SUPERVISOR - Dr. Rajit Nair

The Problem

The intricate art of Madhya Pradesh reveal its rich culture and heritage, along with playing a crucial role in the Indian economy.

However, due to the continual modernisation and commercialisation, the importance of art and artisans is declining at a significant rate . Artisans are suffering greatly due to the lack of capital and access to credit and loan facilities.

Therefore, some approach must be reformed to enable artisans to be economically and socially strong.



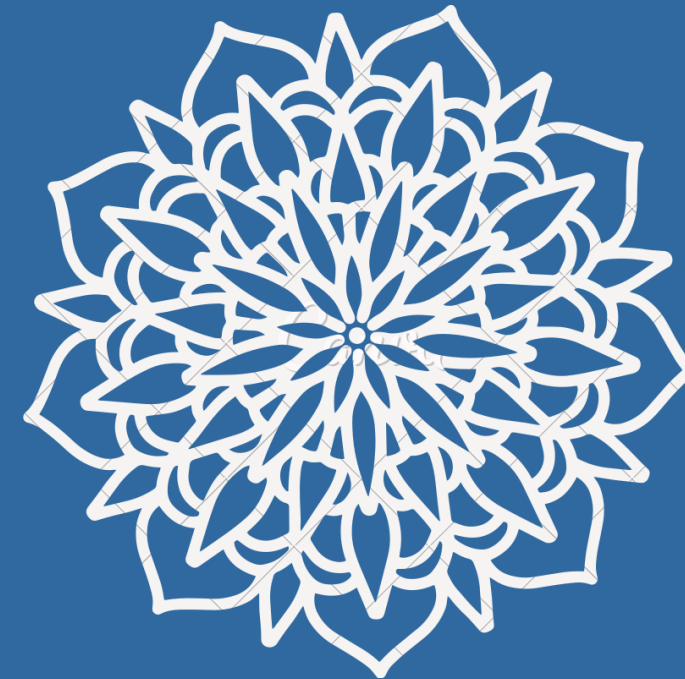


Our Objective

Our aim is to build a highly curated online store for unique artisanal products from various parts of Madhya Pradesh. Our intend is to change the way the world looks at handmade items and promote the work of artisans in order to get them the due respect and recognition they deserve , thus needing to build a connection between the artisans and their clients by sharing the story behind the effort that goes into making each and every piece of the art.

Our Mission

'Kalakriti' refers to 'a piece of something that is written or created', and like its namesake, this initiative envisions to foster a long-term, collaborative and multifunctional platform for the benefit of the local artisans of Madhya Pradesh, in order to make them self-reliant, self-sustaining and autarkical.

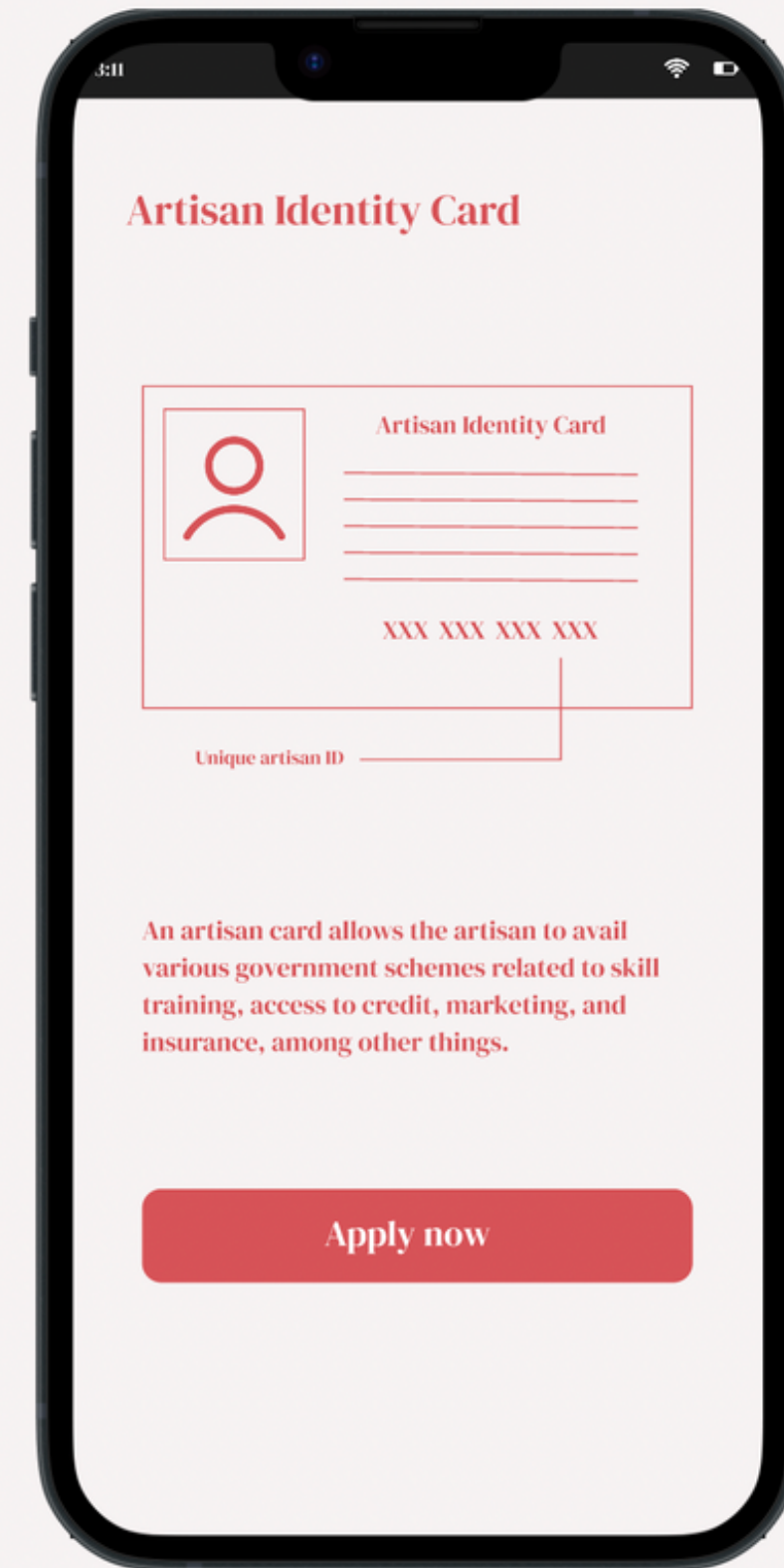


Kalakriti

Essence redefined

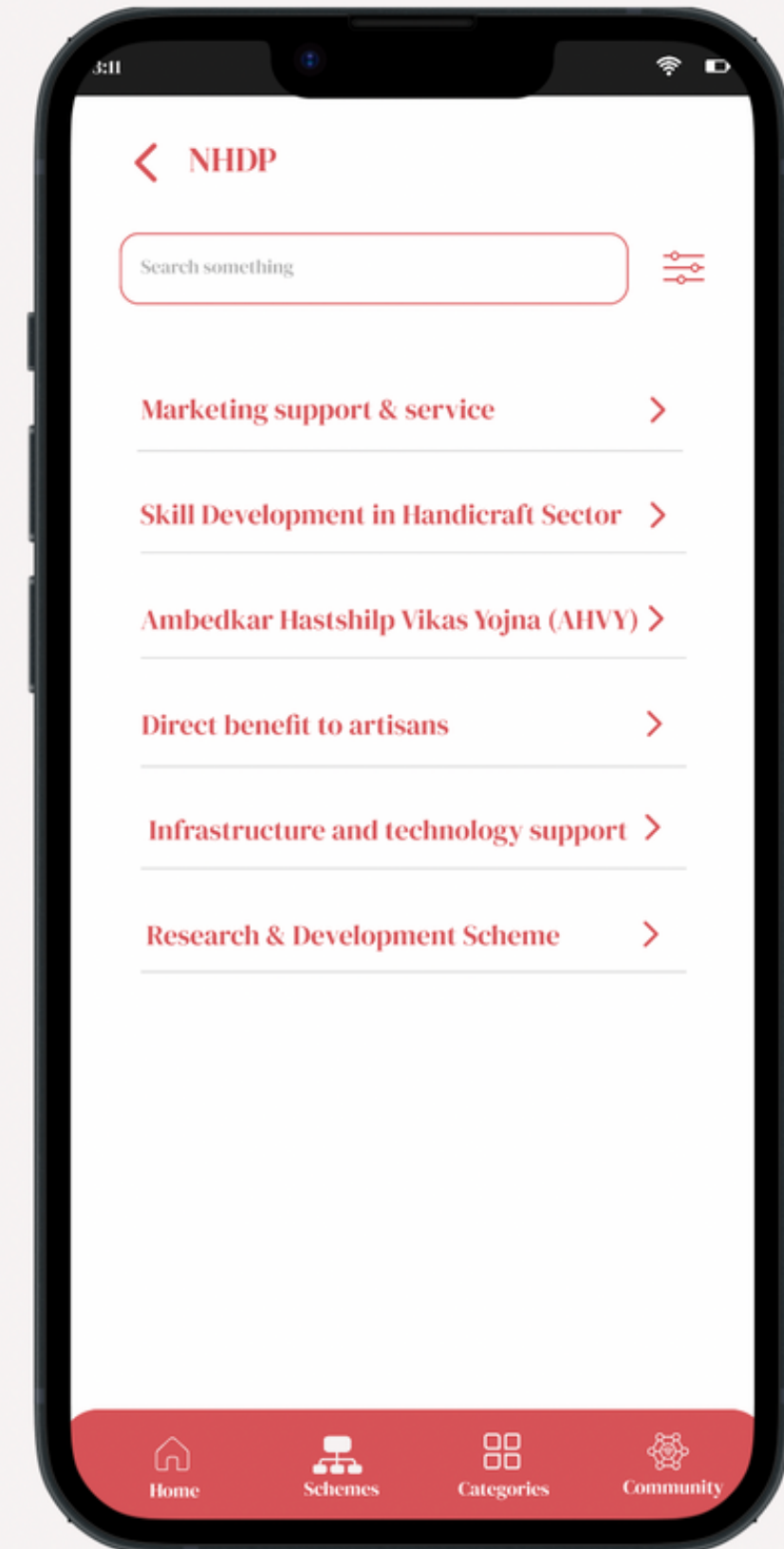
Module 1 : Pehchaan Identity Card

- Artisan ID card or Pehchaan ID card is a photo ID card denoting the craft practiced by an artisan.
- Artisan ID card helps access a variety of handloom and handicraft schemes for marketing, access to credit, insurance, etc.
- Which is why the onboarding process reinstates its relevance and encourages users to get one.
- All artisans and craft workers are eligible to apply for the card. The card is issued free of cost and facilitates easier identification of the artisans.



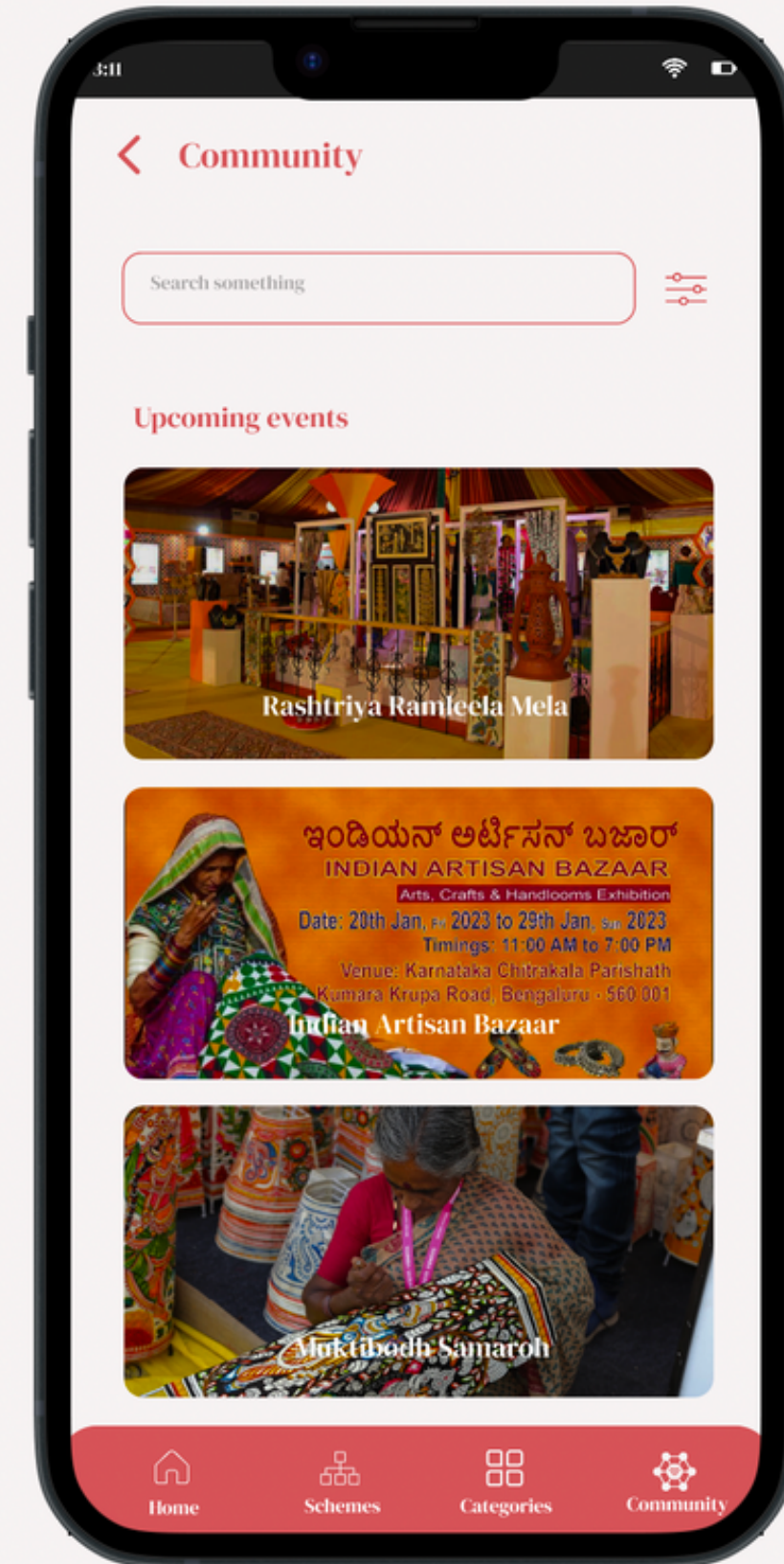
Module 2 : Bridging information gaps

- The official website by DC handlooms has several technical issues . But acts as the only portal that allows one to apply for different government schemes.
- This application ensures that information is decimated in a clear and concise manner so that the artisans get an in-depth understanding of schemes and their procedures .
- Once the artisans are well aware of the provisions they are eligible for, they can click on links that lead them to the application page on the official website .

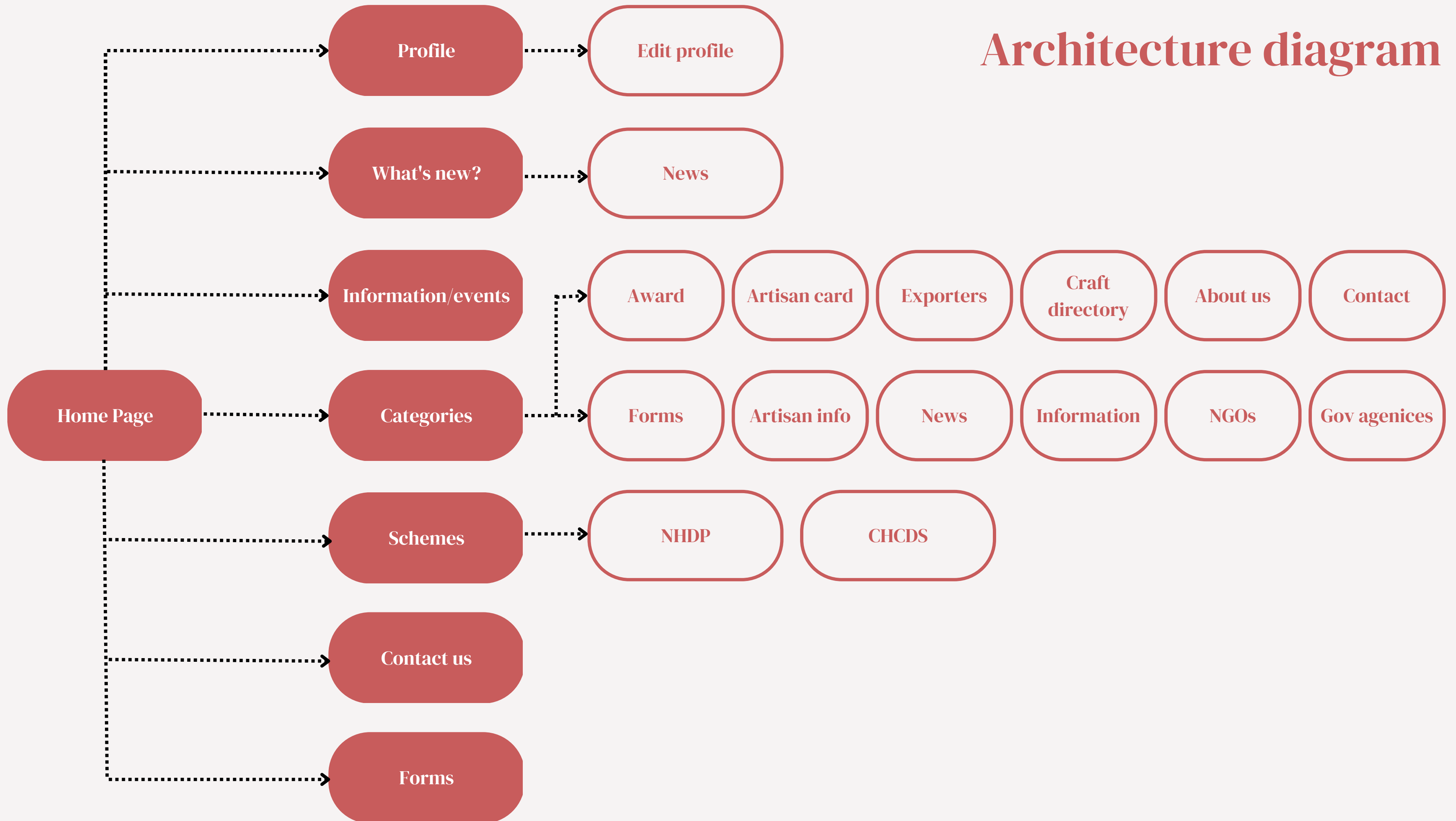


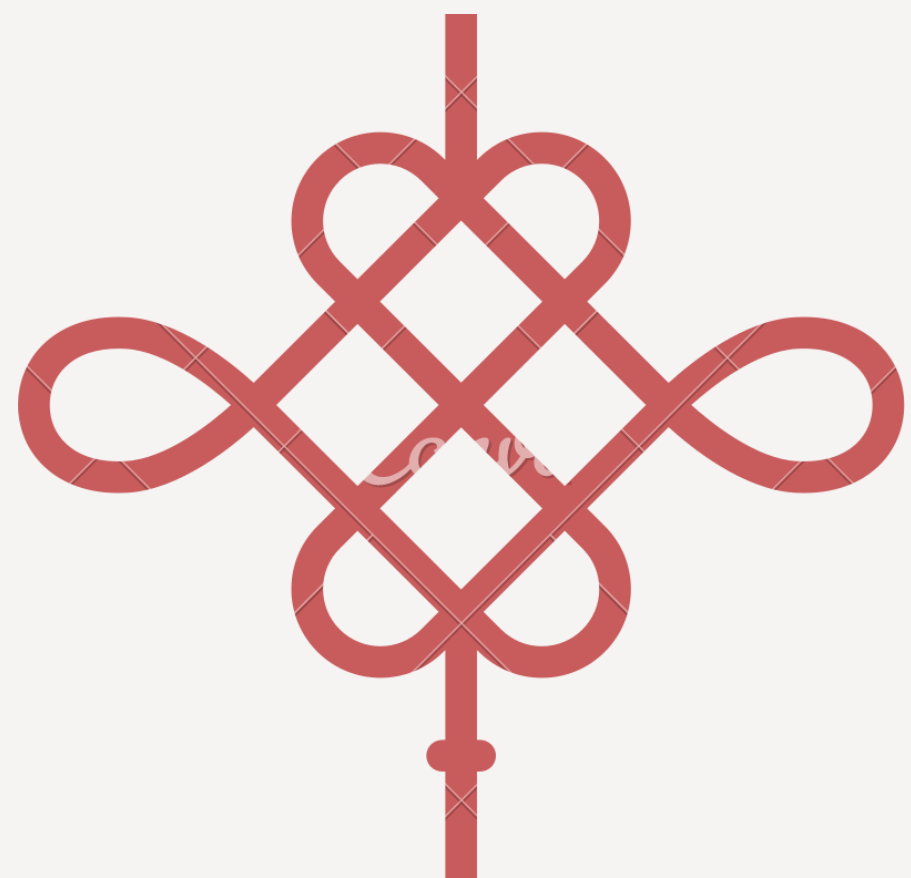
Module 3 : Community building

- Kalakriti community seeks to ensure the growth and continued vibrancy of this sector and a better standard of living for artisans and craft workers.
- The community mobilises multi stakeholder collaboration for promoting handicrafts in India and empowers marginalised women communities through hand skills.
- Our community engages in policy research and implements a range of programmes to enhance access to craft producers to mainstream markets and promote craft-based enterprise growth.
- This is to empower the artisan community where all the new updates, skill based workshops, knowledge oriented videos, etc. would be shared.



Architecture diagram





THANK YOU!

