1. Identification and Justification of Problem (maximum 100 words)

Latterly, the lines in the new channels scrolled highlighting “**Government has no data of migrant workers death, loss of a job - 1.04 crore migrant workers returned to home states during lockdown**” on “**September 14, 2020**”, where daily wage earners, casual laborers, and migrant workers' survival has become miserable when **Goods and Service Tax** implemented. Earning money and fulfilling their home needs has become a challenge for these workers as they could find nothing to depend on economically. One such news article: <https://www.business-standard.com/article/current-affairs/struggling-to-find-work-under-mgnregs-bihar-migrants-head-back-to-cities-120101900238_1.html>

1. Village/ Study area / location (maximum 50-100 words)

**Budithi village** in Srikakulam district of Andhra Pradesh is famous for brassware items. The articles are all made of brass. The artisans are highly skilled in creating the right mix of alloys. There are flowerpots, utensils, planters, and many decoration pieces available in this art form. The artisans using this brassware also create bells for temples, various sized lamps, items made of Brass are considered ideal ones, for spiritual and divine purposes. These are being made increasingly for utility purposes too, while some prefer gifting them as souvenirs and to decorate the interiors of coffee shops, art galleries, etc.

1. Description of problem (Challenges/felt need/Market opportunities) (maximum 50- 100 words)

Many people are unemployed and have a skill through which they can make their survival more efficient. But the challenges faced by them is that firstly there is **lack of awareness** of how the technology can help them in showcasing their products, **exploitation by middlemen**. Secondly, they are clueless of where their product has high demand and value, which can be further briefed as “**Sellers don’t know where they need to sell their products** for better reach and whether their product is useful to someone” and “**Buyers don’t know where the products are manufactured**”.

1. Brief description of innovative Solution (maximum 250 words)

The solution is that we designed a **user-friendly application** that allows sellers to upload pictures and videos of their products and the nearby **courier services** can also register and provide their services. Once after uploading, the **quality check** and **price validation** teams come into the scene and verifies whether the details of the product are true to their knowledge and then the seller's product will be kept live. All these **sellers of each city are divided into groups** based on the products they make. For each group, a **team leader** is being assigned who acts as a **single point of contact** for the seller and the team. The team leaders will be the **rural and urban youth for which the problem of unemployability** can be decreased. These leads train the rural artisans on how to meet modern needs and help them to design products that meet the modern edge of global markets. We research and collect the data from various sources and analyze them to find the **demand-supply ratio of resources and services, chances of entrepreneurship**. Here the sellers can be farmers too in a way that the unused farm resources (or) by-products can be used as raw material for some other production. To address the issue of awareness of how technology is used these days, we are connecting engineers, technocrats who are ready for voluntary service to teach them. The sellers are notified of different events conducted globally. This solution can be the best alternative for the current scenario.

1. Description of the technology/management practices involved in innovative solution to achieve to given objective. (maximum 200 words)

Every described challenge faced by the target audience can be solved using this mobile application which displays the uploaded pictures and videos of the seller. And filters include the **city-wise selection or product-wise selection** searches. When a city icon is tapped the **total number of sellers with their products will be displayed**. When a product is tapped then the **similar product makers or sellers** will be displayed. When a seller wants to register himself, his data is uploaded i.e., name, place, and product details like product name, items used to manufacture that product, cost, and other data that are expected by buyers for each product. The nearby courier services can upload their details (GST number, trade license, labour license, location, items which he can export) if they are interested to transport the products with buyers' permission approval. Then automatically these pictures or videos will be uploaded into all social media account pages of this application. Groups are divided for the sellers based on the product they manufacture and the place they live, every group is assigned to a team lead. Here the team leads will be further having a special group for other discussions.

1. Target beneficiary group/ anticipated size of market for proposed solution/innovation (maximum 100 words)

There are three segments of customers to our product. Firstly, the seller who sells their products where sellers include **farmers, artisans**. Secondly, the **buyers** who buy it at a low cost as it is a direct connection with the product makers. Thirdly, the **rural and urban youth** includes quality checkers, price valuators, application developers, technocrats, engineers, researchers who gather all the demands at various places. The anticipated size of the market is **Total Addressable Market – US $984.8 billion** for the global handicrafts market by 2023. **Service Addressable Market – US $393.2 billion** for Asia Pacific global handicrafts market by 2023. **Our Share of Market – US $3.932 billion**.

1. Expected outcomes/outputs (short term/medium term/long term)

The short-term goal is to create awareness to sellers of how technology is used these days and how much demand and value their product has in the market and market research. Trails on 10 villages nearby which includes all the artforms. The mid-term goal is to target all the villages in Andhra Pradesh with 20+ registrations per day and to empower artisans to meet modern needs. Beta launch of Android application for the sellers, team leads. The long-term goal is to target all villages in India with 100+ registrations per day and to increase the growth of the employment rate and to develop these latent aspirational products which would increase the rural economy which can account for 40% of national income.

1. Brief description of implementation of delivery and business model. (maximum 100 words)

Our acquisition is by training them and directly posting and promoting the application on all social media sites and by hosting awareness programs and events. We retent our users by frequently updating the android application and by sharing the true details and data with abstraction. Our revenue would be when the total number of application users increases which depends on user acquisitions and the advertisements which we allow in our application.

1. Highlight the Novelty of your idea provided. (max 100 words)

For rural artisans, farmers, rural and urban youth, small enterprises, medium enterprises, large enterprises who are dissatisfied with the current process of multiple mediators between them and ASPIRE (A Scheme for Promoting Innovation, Rural Industry and Entrepreneurship). Our product “product name” would be the best single medium service proposal at times. This provides a solution to every challenge discussed even though it comes under a long-term goal according to the survey results. Here the third party enters the scene as a virtual assistant unlike the products such as lepakshi handicrafts and EPC (Export Promotion Council) for handicrafts.