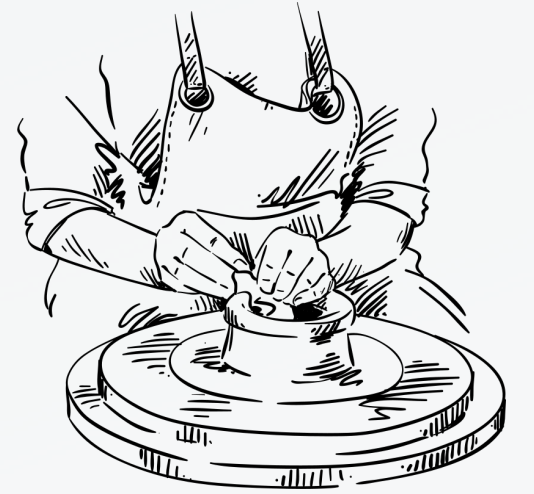


KAARIGIRI



PROOF OF CONCEPT

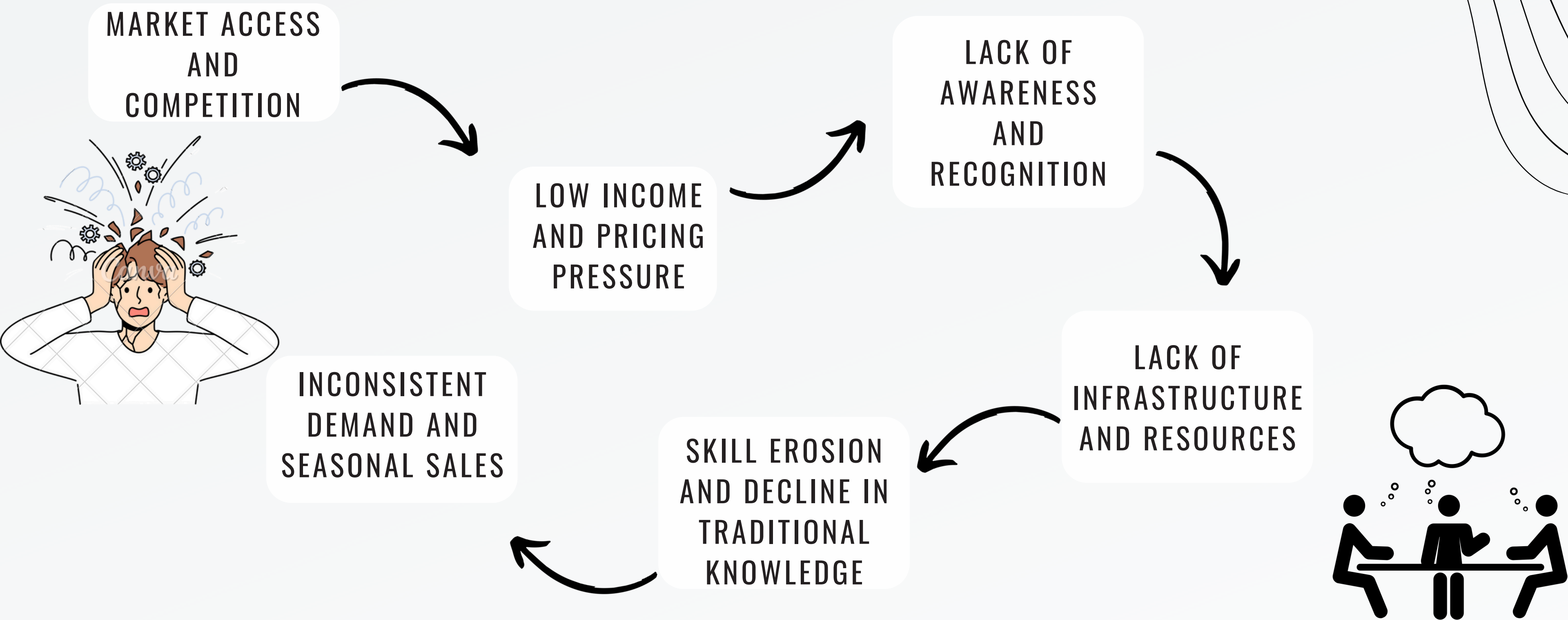


PROBLEM STATEMENT

Mant Artisans in the society face variable issues while selling their art on online platforms ranging from technical difficulties while traversing the site to inefficient sales as well as complex return policies.

They have a growing need for a streamlined platform that provides ease of access as well as a bustling marketplace for their goods.

SOME COMMON ASPECTS



ABOUT US

KAARIGIRI is an initiative focused on empowering artisans and preserving traditional craftsmanship by connecting them with modern consumers.



It promotes sustainable livelihoods for artisans by providing market access, fair trade opportunities, and training to adapt to contemporary trends.

The mission is to preserve cultural heritage while fostering eco-friendly and ethical production practices, ensuring the continuity of artisanal traditions.



OBJECTIVES

Objective n° 1

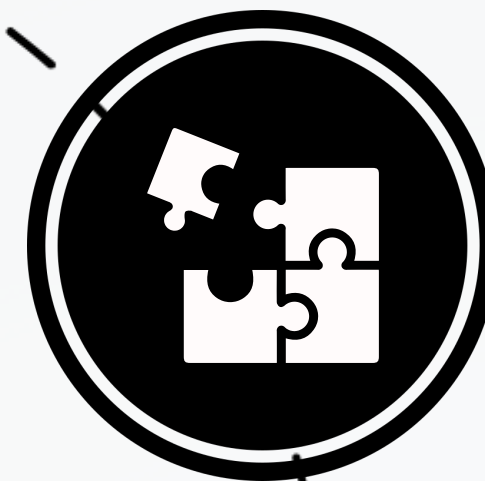
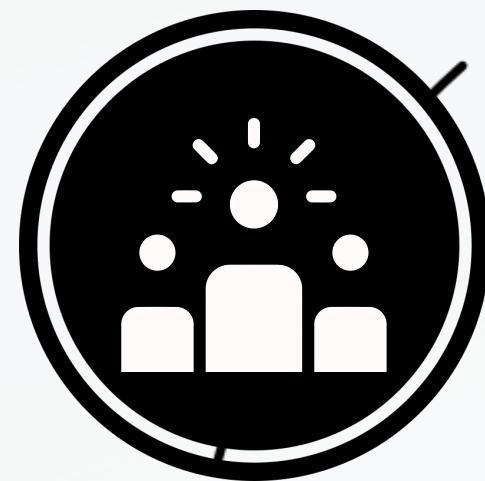
Empower Artisans:
Provide artisans with
the tools, knowledge,
and opportunities to
improve their
livelihoods.

Objective n° 2

Sustainable and Fair Trade Practices:
Ensure that artisans are compensated fairly
for their work and promote eco-friendly
production methods.

Objective n° 3

Training and Skill
Development: Provide
artisans with training
on modern techniques,
quality control, and
business skills to help
them succeed in
contemporary markets.





LIMITATIONS

- Limited financial resources for marketing, training, and platform development.
- Dependence on volunteer efforts or donations for operational support.
- Competing with cheaper, mass-produced goods.
- Challenges in positioning handmade products in a saturated market.
- Limited number of artisans skilled in traditional crafts.
- Potential issues in artisan engagement and retention.
- Societal perceptions of traditional crafts versus modern products.
- Cultural barriers affecting artisan participation and marketability.



PROPOSED SOLUTION

- Online Marketplace: Create a platform for artisans to sell directly to consumers, maximizing profits.
- Artisan Empowerment Program: Offer training in business skills and sustainable practices.
Collaborative Design Initiatives: Facilitate partnerships between artisans and contemporary designers.
- Community Engagement: Build a support network for artisans to share experiences.
- Cultural Heritage Promotion: Organize exhibitions and workshops to showcase traditional crafts.
- Value Proposition: Enhance visibility and fair compensation for artisans while providing unique products to consumers.
- Expected Outcomes: Strengthen artisan livelihoods and increase consumer awareness of traditional craftsmanship.

TIMELINE

01

02

03

04

STAGE 1

Target local communities while encouraging site registrations among artisans and products sales.

STAGE 2

create a demand among the consumers through a variety of marketing projects

STAGE 3

Build an environment where there is a culture for traditional products creating an efficient supply and demand chain.

STAGE 4

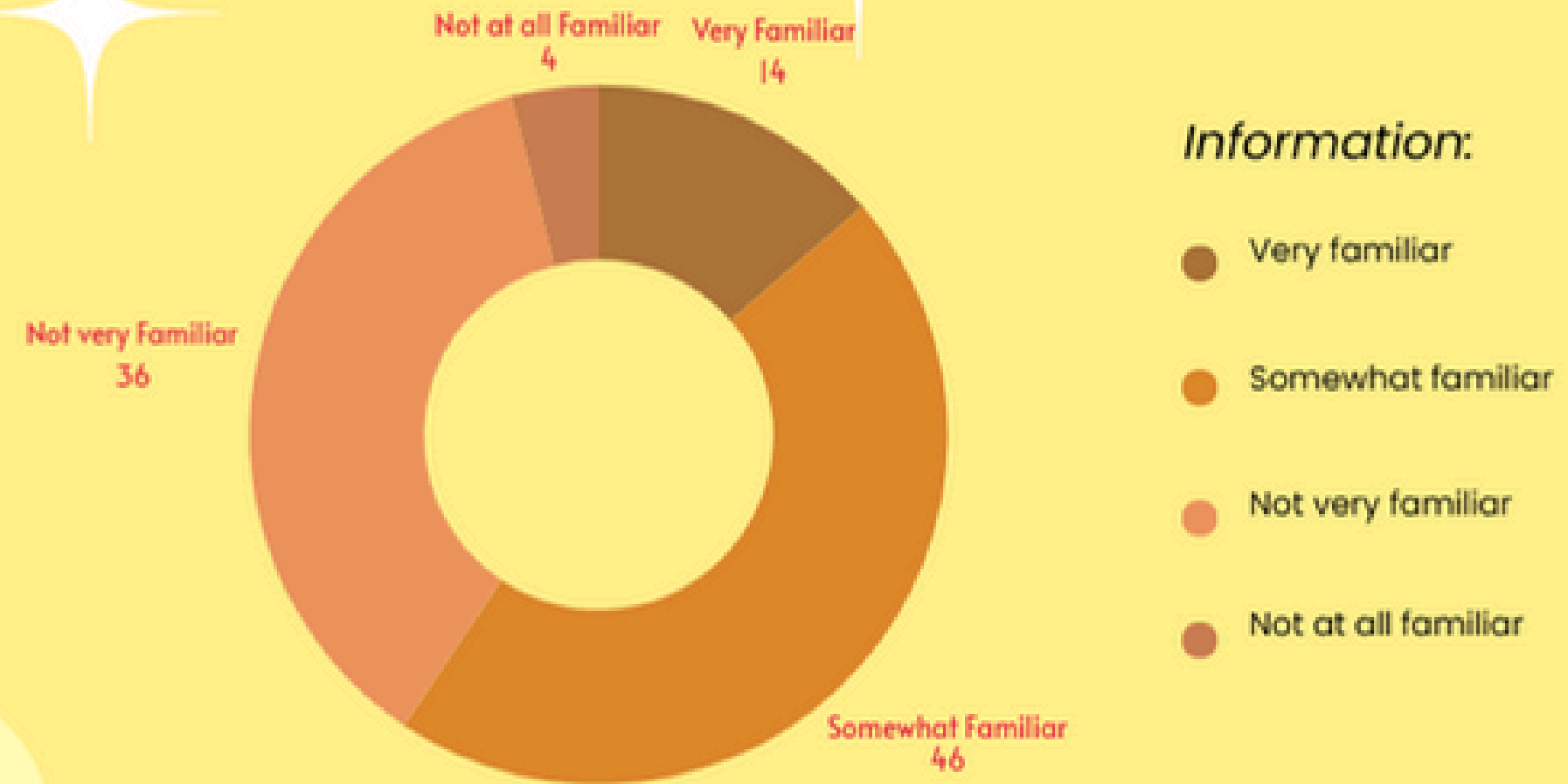
Enhance on various features from sponsorships to building a vibrant community.



METHODOLOGY

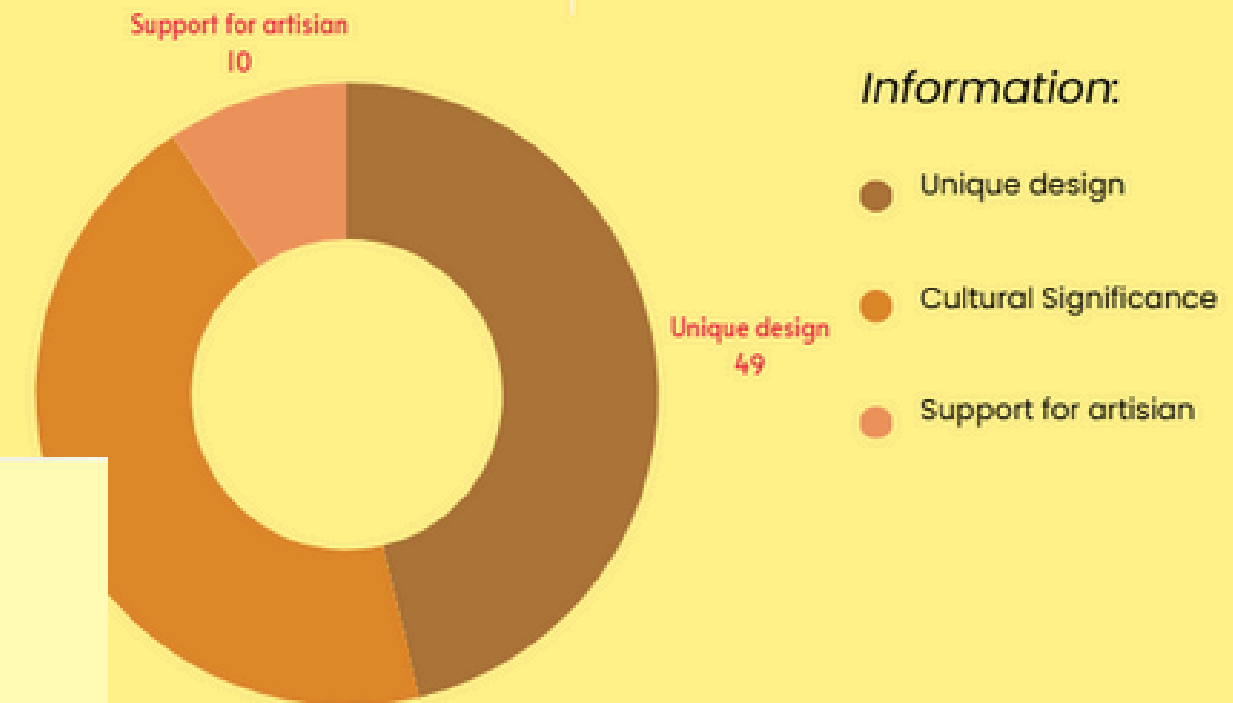
- Research and Needs Assessment: Conducted interviews and surveys with artisans to identify challenges and needs.
- Collaboration with Artisans: Organized workshops and focus groups to co-create solutions and gather feedback.
- Technology Development: Selected the technology stack and developed prototypes prioritizing user-friendly design.
- Feedback Loop: Conducted usability tests, gathering feedback for iterative refinement of the platform.
- Integration of Features: Prioritized key features like inventory management and integrated secure payment solutions.

How familiar are you with tribal and crafts

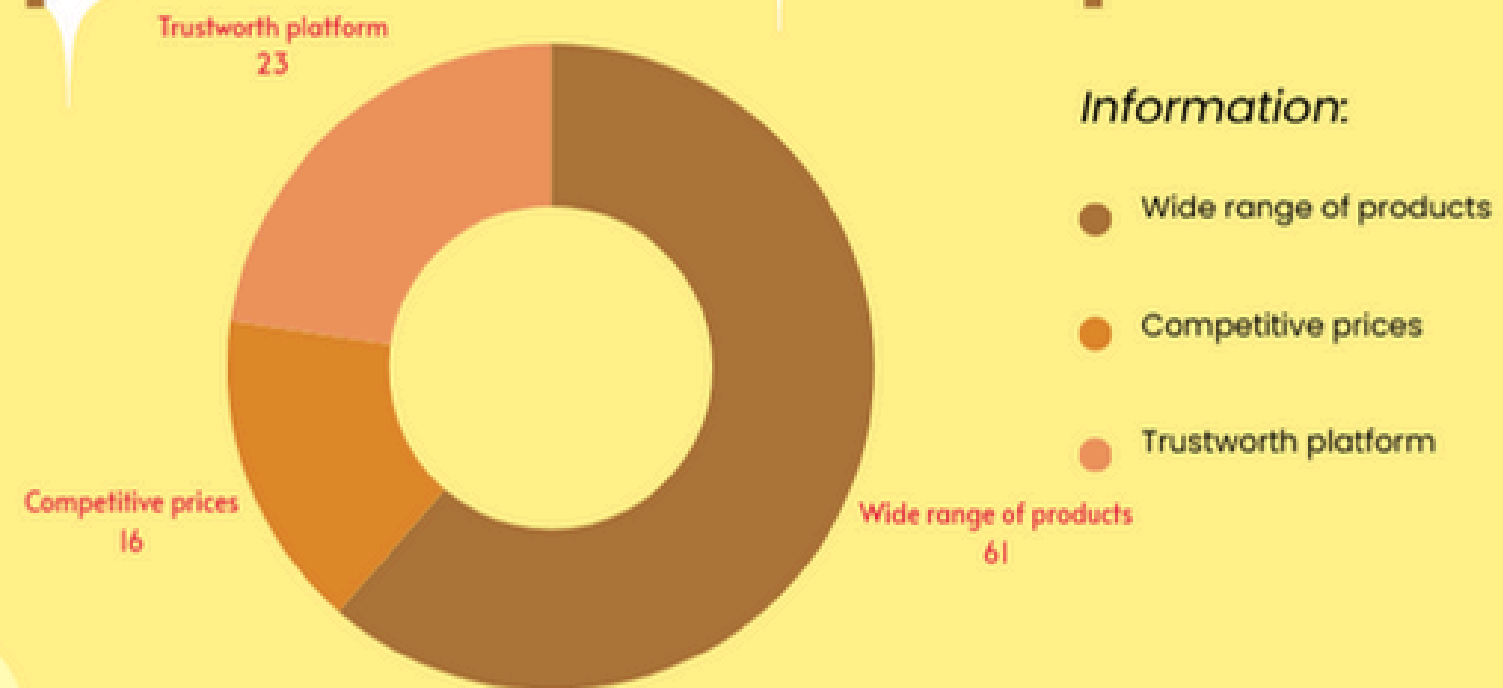


SURVEYS

What attracts you most to tribal art



What would encourage you to purchase tribal art products online





SCOPE

- Cultural Preservation Documentation: Record and preserve traditional crafting techniques and stories.
- Cultural Exchange: Foster connections with other regions to share and learn about diverse crafting traditions.
- Skill Development Workshops: Conduct regular workshops to enhance artisans' traditional and modern skills. Provide access to digital courses on business management, marketing, and design.
- Expansion Opportunities and Product Diversification: Encourage artisans to explore new product lines based on market trends.
- Export Initiatives: Explore international markets for artisans' products through exhibitions abroad.



THANK YOU

Gaurav Nile-10206

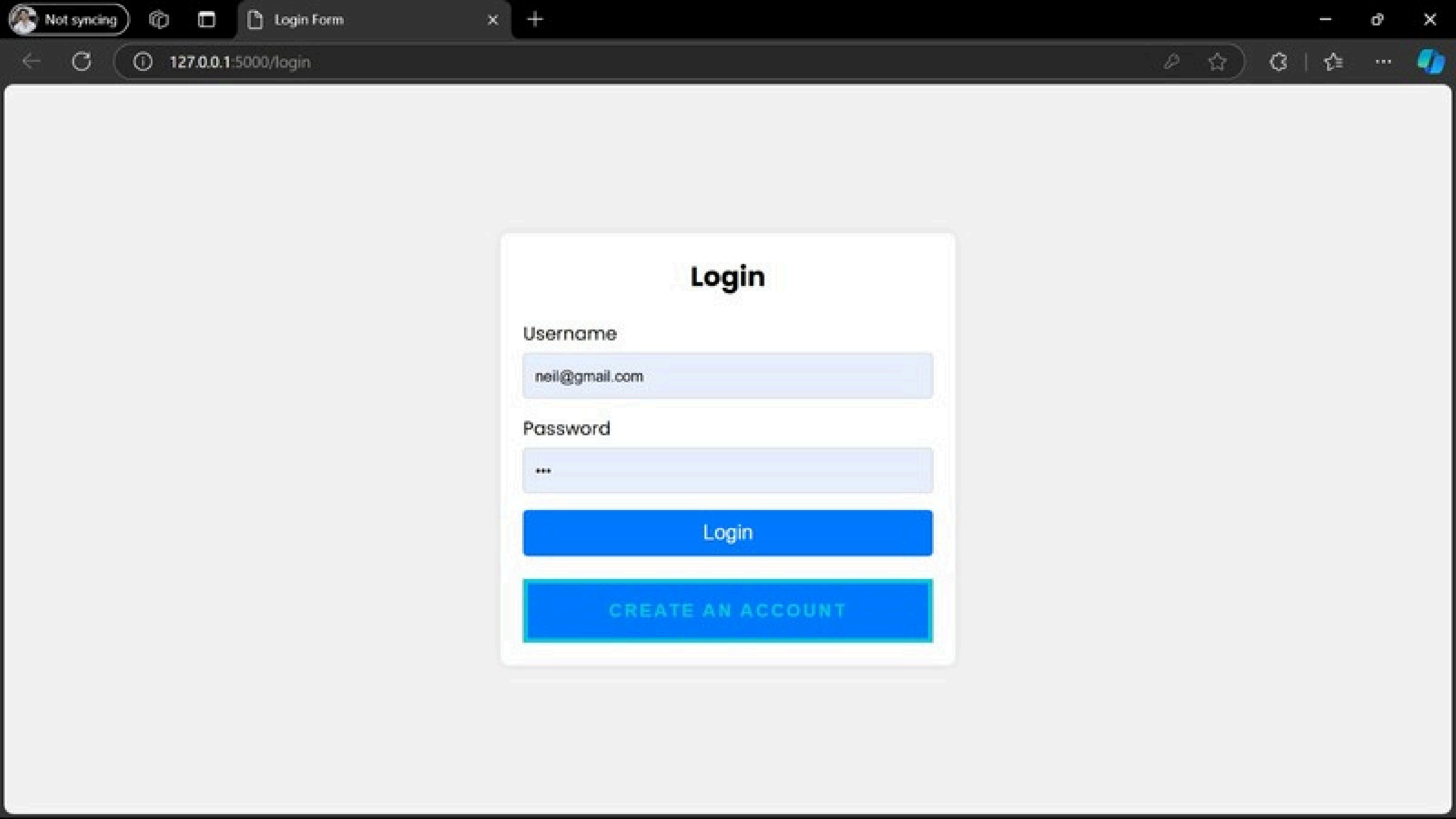
Neil Faber-10185

Mokshil Satra-10219

Piyush Pawar-10213

Bryce Rosario-10216





Login

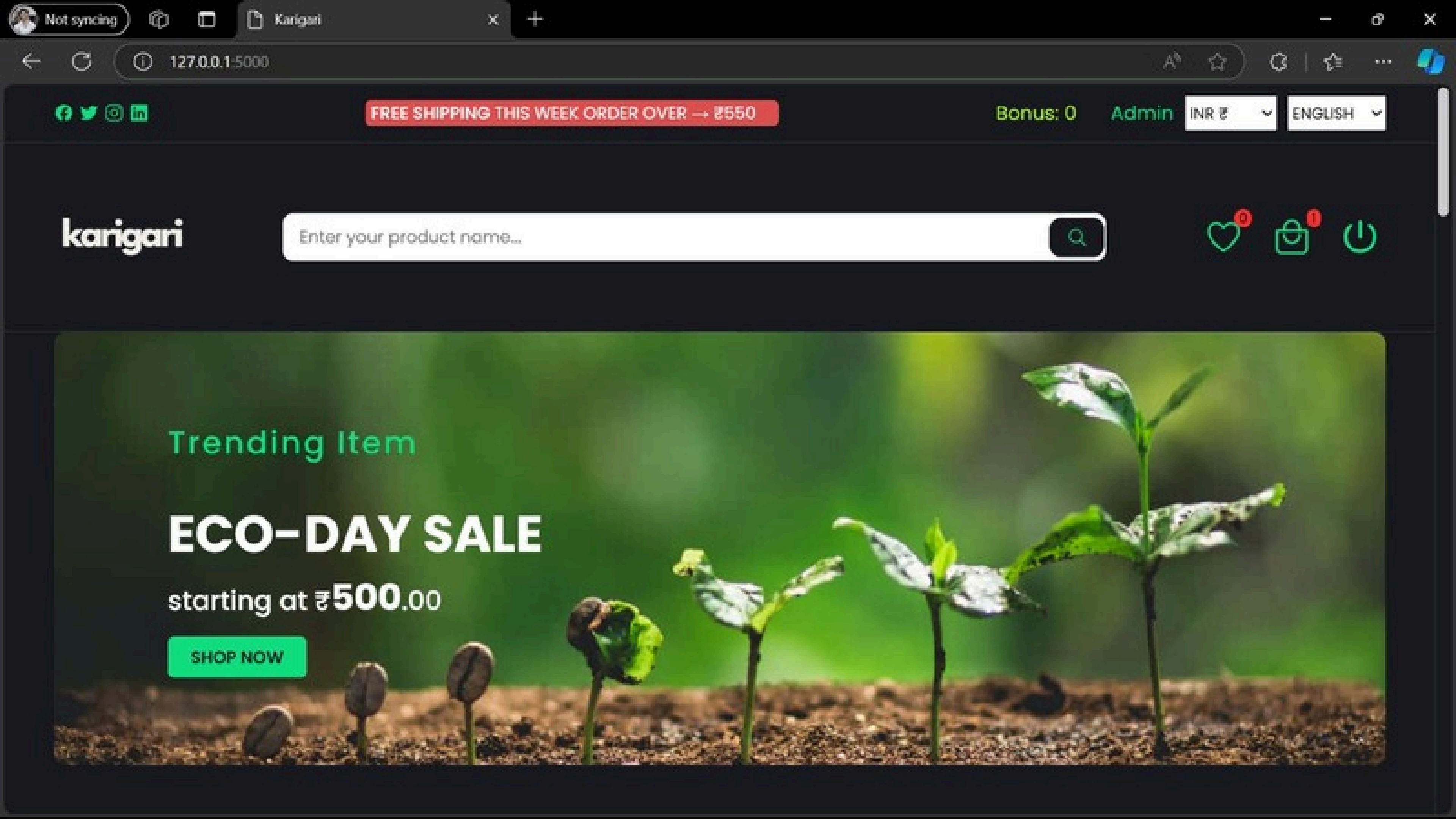
Username

neil@gmail.com

Password

Login

CREATE AN ACCOUNT



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Karigari

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[Facebook](#)[Twitter](#)[Instagram](#)[LinkedIn](#)

FREE SHIPPING THIS WEEK ORDER OVER → ₹550

Bonus: 0Admin

INR ₹

ENGLISH

Enter your product name...

Trending Item

ECO-DAY SALE

starting at ₹500.00

SHOP NOW

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CATEGORY

Clothes

+

Footwear

+

Perfume

+

Cosmetics

+

Glasses

+

Bags

+

BEST SELLERS

Baby Fabric Shoes

★★★★★

₹500.00 ₹399.00

Men's Hoodies T-Shirt

★★★★★

₹799.00 ₹699.00

Girls T-Shirt

★★★★★

New Arrivals

Reusable Cotton P...

Personal Care

₹50.00 ₹70.00

Bamboo Toothbru...

Hygiene

₹500.00 ₹400.00

BeesWax Food Wr...

Kitchenware

₹70.00 ₹90.00

Recycled Cotton T...

Fashion

₹570.00 ₹649.00

Trending

Upcycled Glass Jars

Home Decor

₹250.00 ₹349.00

Bamboo Cutting B...

Kitchenware

₹150.00 ₹200.00

Reusable Coffee M...

Kitchenware

₹70.00 ₹100.00

Bar Soap

Personal Care

₹50.00 ₹90.00

Top Rated

Cork Coasters

Cork Coasters

₹150.00 ₹200.00

Recycled Glass Ta...

Kitchenware

₹359.00 ₹400.00

Natural Deodrants

Personal Care

₹159.00 ₹200.00

Reusable Water Bo...

Personal Care


₹259.00 ₹300.00

New Products

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Karigari

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The image shows a product shot of reusable cotton pads. In the center is a cylindrical cardboard box with a light brown, textured finish. The box is decorated with a green leaf pattern and the brand name 'GREENZLA' in a circular logo. The text 'NATURAL BAMBOO COTTON' is printed on the box. The box is open, revealing a stack of white, round cotton pads with green borders. To the left of the box is a mesh bag filled with more of these pads. In the foreground, two individual pads are shown, highlighting their texture and green edges.

REUSABLE COTTON PADS

₹50.00

ADD TO CART

CARBON FOOTPRINT

SCORE 40

PACKAGING

SCORE 30

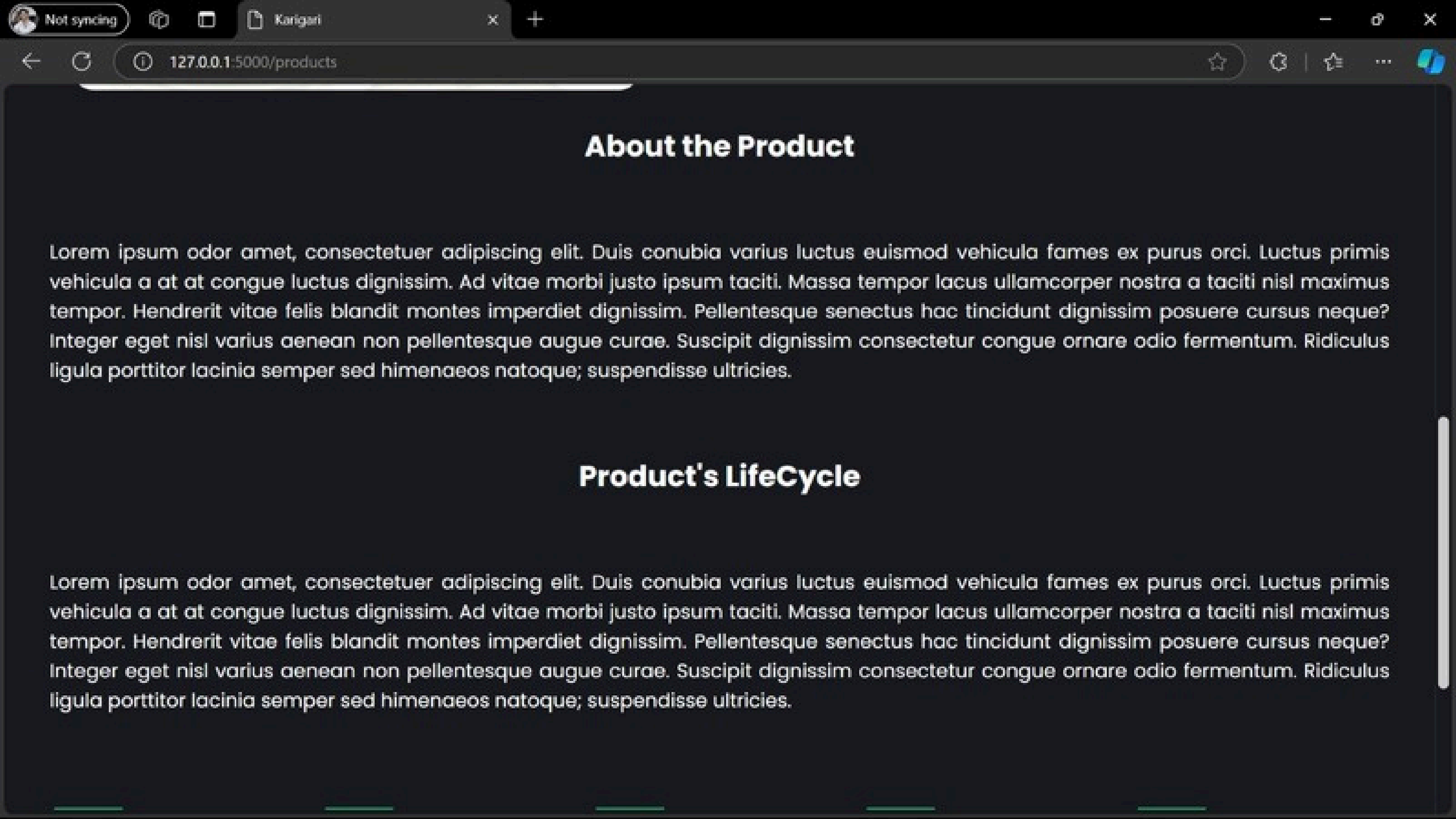
ENVIRONMENTAL IMPACE

SCORE 60

TOTAL

SCORE 40

About the Product



About the Product

Lorem ipsum odor amet, consectetur adipiscing elit. Duis conubia varius luctus euismod vehicula fames ex purus orci. Luctus primis vehicula a at at congue luctus dignissim. Ad vitae morbi justo ipsum taciti. Massa tempor lacus ullamcorper nostra a taciti nisl maximus tempor. Hendrerit vitae felis blandit montes imperdiet dignissim. Pellentesque senectus hac tincidunt dignissim posuere cursus neque? Integer eget nisl varius aenean non pellentesque augue curae. Suscipit dignissim consectetur congue ornare odio fermentum. Ridiculus ligula porttitor lacinia semper sed himenaeos natoque; suspendisse ultricies.

Product's LifeCycle


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Not syncing

Responsive Cart

127.0.0.1:5000/cart

Your Cart



Reusable Cotton Pads

Lorem ipsum odor amet, consectetur adipiscing elit. Duis conubia varius luctus euismod vehicula fam...

Price: ₹5000

Carbon Footprint: 0.25

Packaging: 0.5

Environmental Impact: 0.3

Average Impact: 0.35

Remove

Total

Total Price: ₹0.00

Total Carbon Footprint: 0.25

Total Packaging: 0.50

Total Environmental Impact: 0.30

Average Impact: 0.35

Search Results

A photograph of reusable cotton pads. It shows a stack of green-rimmed circular pads, two individual pads lying flat in front, and a mesh bag filled with more pads. A cardboard box with the brand name 'GREENELA' and 'NATURAL BAMBOO COTTON' is partially visible in the background.

Reusable Cotton Pads

Lorem ipsum odor amet, consectetur adipiscing elit. Duis conubia varius luctus euismod vehicula fames.

Price: ₹50.00
CO2 Print: 0.25
Environmental Impact: 0.3