



WEAVING DREAMS

-DISANG(Girls)

PROBLEMS

LIMITED OUTREACH OF SHG'S

Self-help groups face challenges in development due to insufficient marketing efforts, hindering their visibility and outreach..

ACCESS TO SUSTAINABLE PRODUCTS

Limited access to sustainable products poses a challenge for many, hindering efforts towards eco-friendly living and consumption.

VALUES

Vision

We aim to create opportunities for SHGs to showcase and sell their products, reaching a wider customer base and enhancing their economic independence.

Solution

We've established an inclusive online platform to sell SHG products, acting as a bridge to connect these communities with a broader consumer base previously beyond their reach.

ABOUT OUR WEBSITE

Our website serves as a platform for Self-Help Groups (SHGs), listing their products and facilitating connections with potential customers. It boasts powerful search capabilities, enabling users to swiftly and effortlessly locate desired products. Additionally, it offers navigation aids like categories, filters, and sorting features, empowering users to fine-tune their searches with ease.

Why us?

- SHG Empowerment
- Easy Product Listing
- 24/7 support
- Availability of sustainable and local handmade products nationwide.

INTERFACE

Weaving Dreams

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New Arrival

Discover Our New Collection

Connecting communities and empowering SHGs through
the power of technology.

BUY NOW

TARGET AUDIENCE

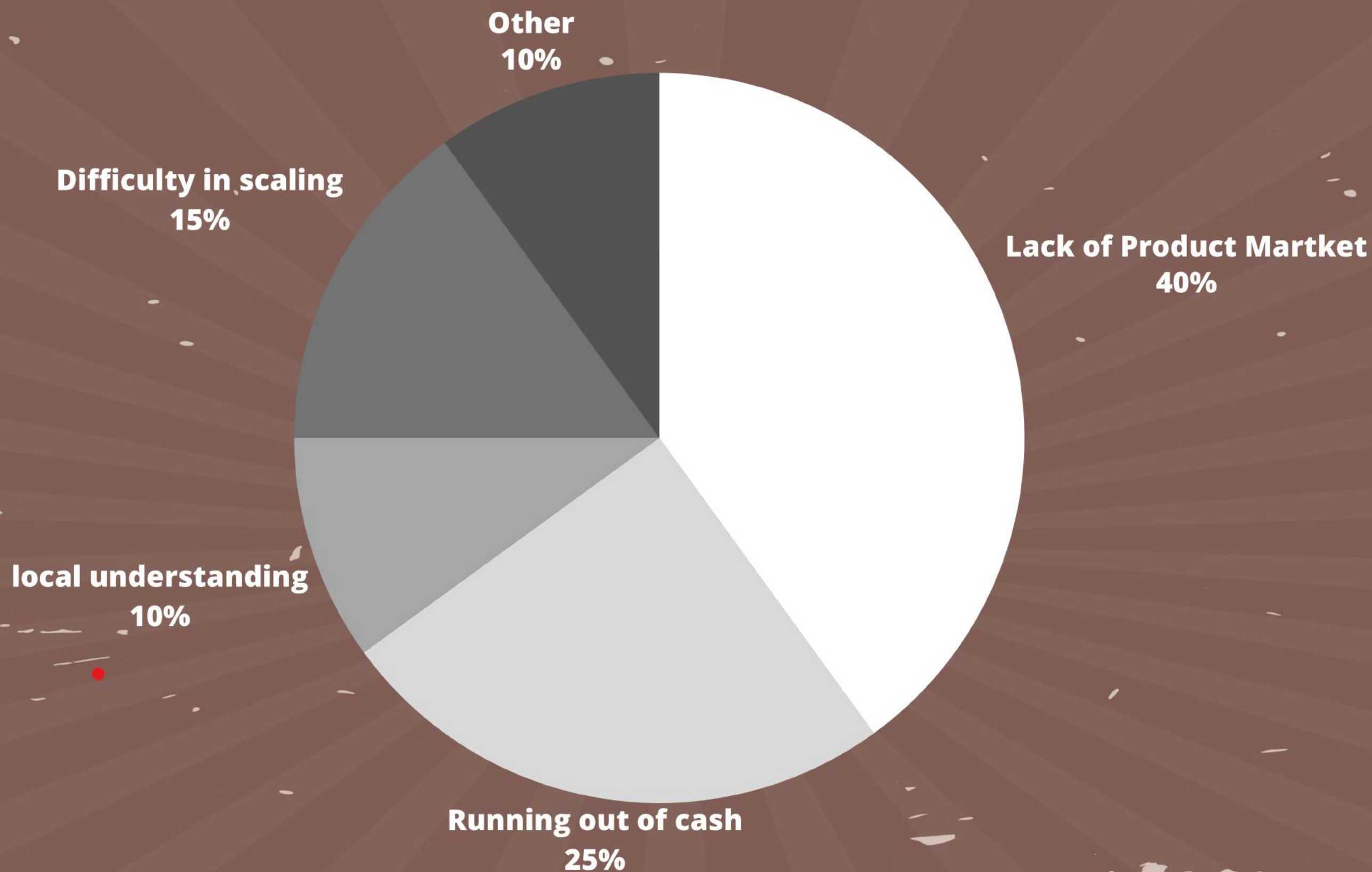
MIDDLE CLASS:

Durable and local products attract middle class when its easily available.

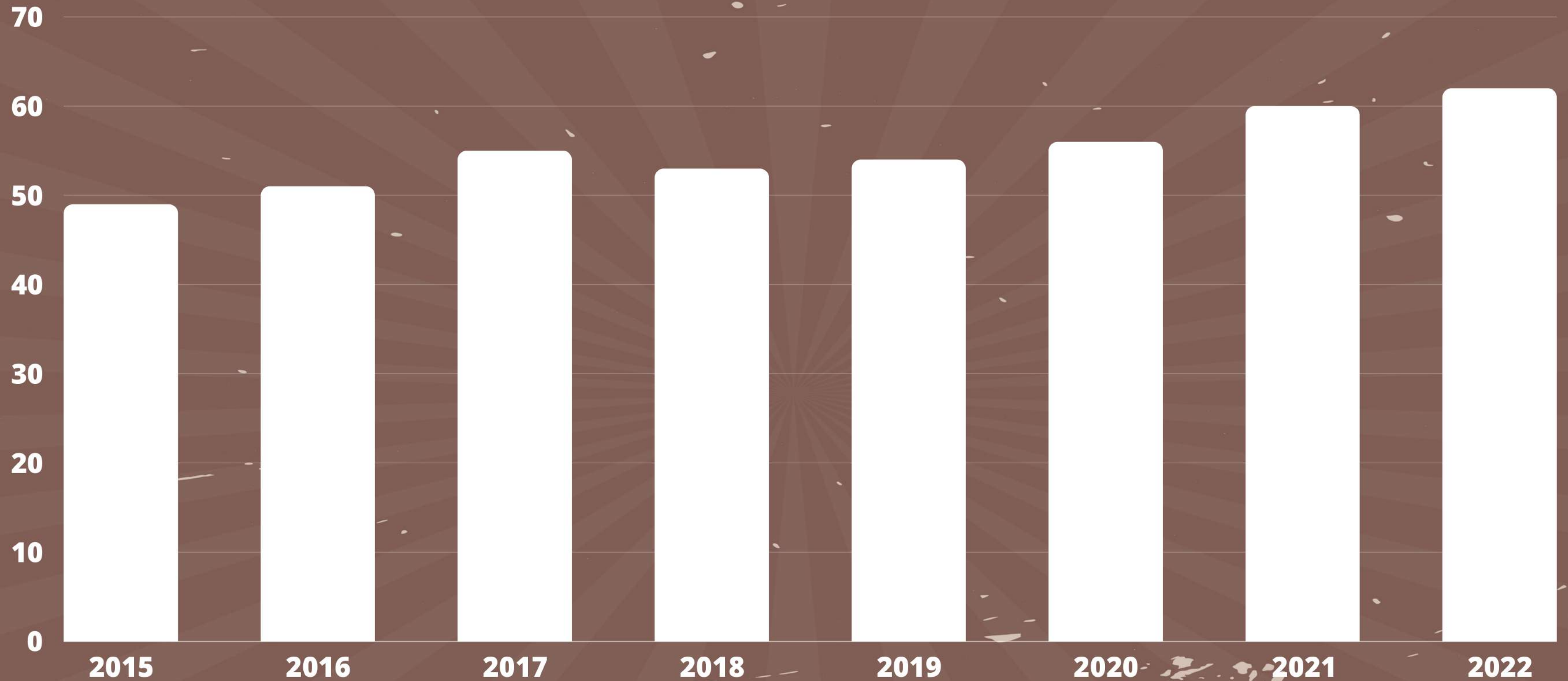
UPPER CLASS:

Possession of authentic products is seen as a high status accessibility amongst the upper class of india, so we can become a new aesthetic.

Reasons for failure of sales of SHGs



GROWING INTEREST IN SUSTAINABLE PRODUCTS



why would you prefer to purchase sustainable products sell by SHGs



GTM

We have contacted various SHG's which are ready to collaborate and register on our website. Their products will be showcased on our website and various courier services will help us deliver the product to the customers.

We are also planning to take advantage of various MADE IN INDIA schemes provided by the government.



Business model canvas

Key partners

- Shipping solutions partner or direct partnership with companies such as UPS, FedEx, and DHL.
- Outsourcing customer service to companies like Genpact, TCS BPO, Infosys BPO and Go4customer

Channel

- Global distribution channel and fully streamlined fulfilment centres
- Influencer marketing
- Paid marketing on multiple media channels.

Key Resources

- Capital in inventory storage and warehousing
- Solid team
- Shipping partner

Cost Structure

- Comparatively Lower costs for managing and upkeeping the website's server
- Expense incurred for customer support

Revenue Stream

- Primary revenue streams from retail ecommerce sales. The net difference between the price at which we buy from SHGs and the price at which we sell them on our website.

COMPETITION

Direct

- **eSARAS mobile app, It is an initiative conceptualized by the DAY-NRLM, Ministry of Rural Development (MoRD), towards the marketing of the best, authentic handicrafts and hand-looms created by women of various SHG's.**
- **IMAHILA**

Indirect

- **Amazon**
- **Flipkart**
- **Local shop retailers**
- **Local markets which sell locally manufactured goods.**

SWOT ANALYSIS

Strength:



- Social entrepreneurship which supports SHG's which is a great social cause.
- Best, quality assured sustainable products.
- Both middle and Upper class consumers.

Opportunities



- A certified brand of exclusive sustainable products can be created.
- By collaboration with various SHG's our own manufacturing unit can also be created.

Weakness:



- Low commission demand from SHG's.
- High delivery charges.
- Non uniformity of products.

Threats:



- Degradation of quality of products by SHG's due to lack of resources.
- SHG's can directly reach out to retailers and sell goods without paying commission.
- Slight defect in any product can affect trust of consumers which was initially gained after facing various difficulties.

FUTURE PLAN AND STRATEGY



Main aim of our startup is to provide large market for the SHGs, not limiting them only to their local region but to take them worldwide, starting with taking them over India.

Here are some of our future plans for our Startup:

- Creating a strong brand identity since it is essential for establishing trust, credibility, and recognition among our target audience.
- Establish a Robust Delivery Network
- Build Trust Through Marketing
- Implement Quality Control Measures
- Expand Product Range
- Look for Partnerships.

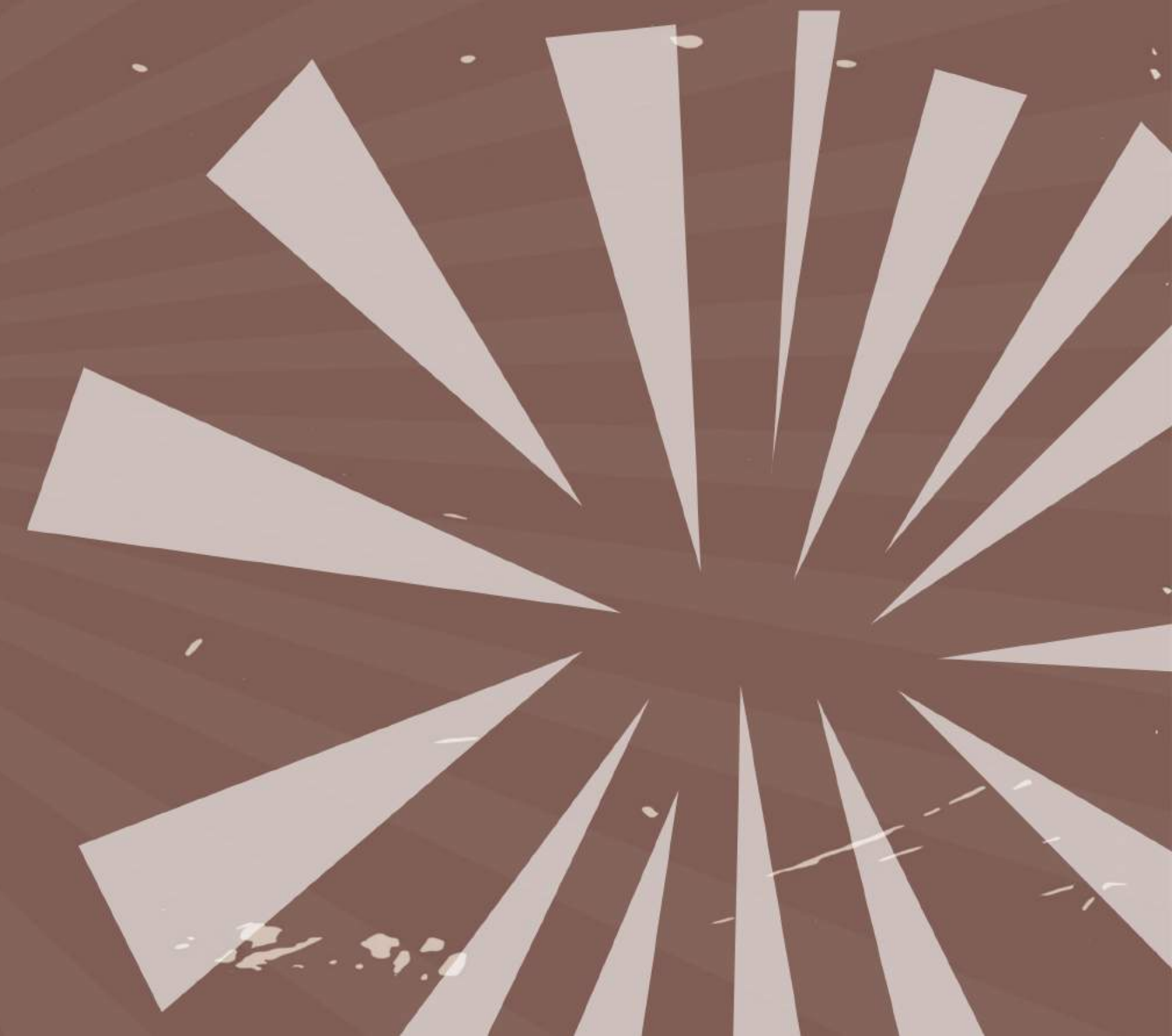
TEAM:

FIRST YEARITES:

- NISHIKA KAKRECHA
- PRIYANKA AGARWAL
- TANISHA VIJAYVARGIYA
- MISHIKA AGARWAL

SECOND YEARITES:

- TRIPTI KACHHA
- BHAKTI KALYANKASTURE
- RAJNANDINI PARMAR
- DEVIKA SINGH





THANK YOU