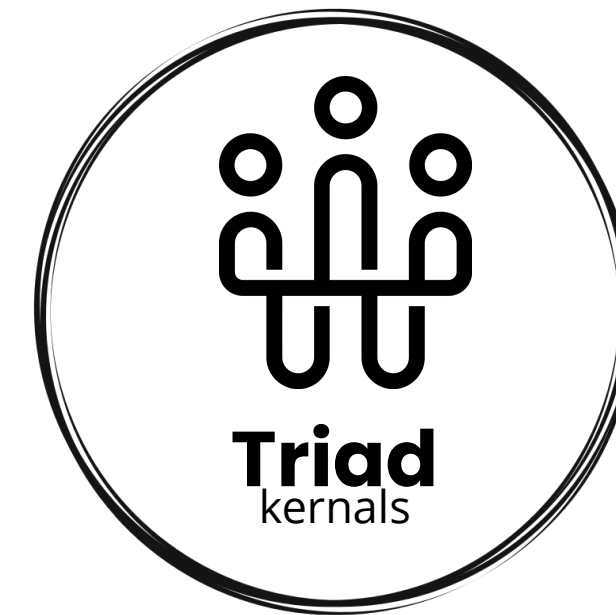




**SPARK**  
by CIE

# Artisan Market Access & Preservation



**TRIAD KERNEL**

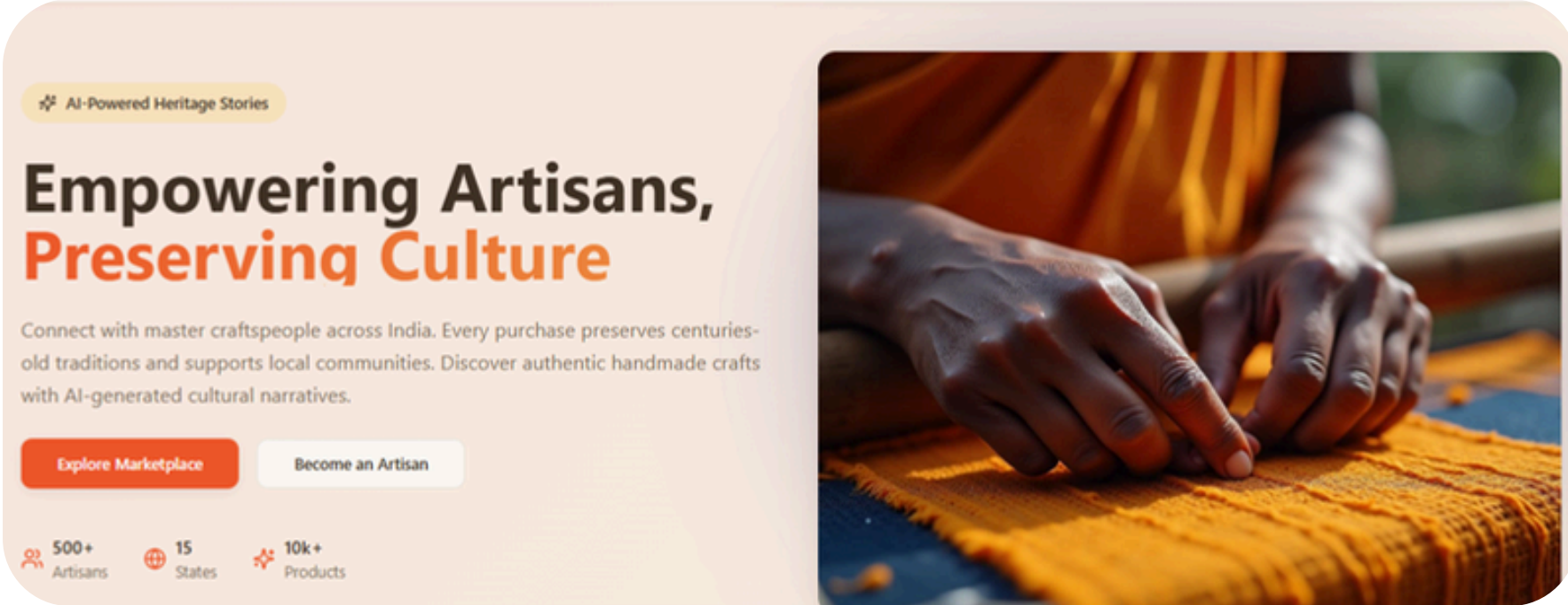
Date:17/10/2025

# Slide 1: The Problem & The Team

- **Team Name:** Triad Kernel
- **Team Logo:**



Team Members: (Names)	Departments	Years)
1.Inchara.Kuppal	CSE	2025-26
2.Bhumika.Patil	AIML	2025-26
3.Shridhar.U.Golipalle	AIML	2025-26



- **Core Problem Statement:** Artisan Market Access & Preservation
- **Target Audience:** Traditional Indian artisans and craft workers along with buyers
- **The "Cost of the Problem":** Artisans lose 30–60% of their earnings to middlemen and unsold stock, leading to an estimated ₹1,500+ crore annual loss across India’s handicraft sector.

# Slide 2: Evidence of Customer's Pain Point

## R&D Approach:

Researched Indian gov't sources (Ministry of Textiles, Handlooms.nic.in) and engaged 50+ handloom makers in Rajasthan and Bengal to capture their lived struggles.

## Key Insights from Handloom Makers:

- Economic Strain: "We earn ₹150–200/day, barely enough for food," 70% report incomes below ₹5,000/month (Textiles Ministry, 2024).
- Market Isolation: "Online platforms are confusing; buyers don't find us," only 8% use digital markets (CII 2024).
- Cultural Loss: "Youngsters leave for cities; our craft is dying," 45% crafts at risk by 2030 (UNESCO).
- Buyer Disconnect: "People want our stories, but we don't know how to reach them," 82% ethical buyers seek authentic goods (Deloitte 2025).

**"Our hands weave heritage, but markets vanish—we earn ₹200/day."**

– Rajesh Kumawat, Handloom Weaver.



# Slide 3: Quantifying the Problem

## Market Size (TAM/SAM/SOM):

### TAM (Total Addressable Market)

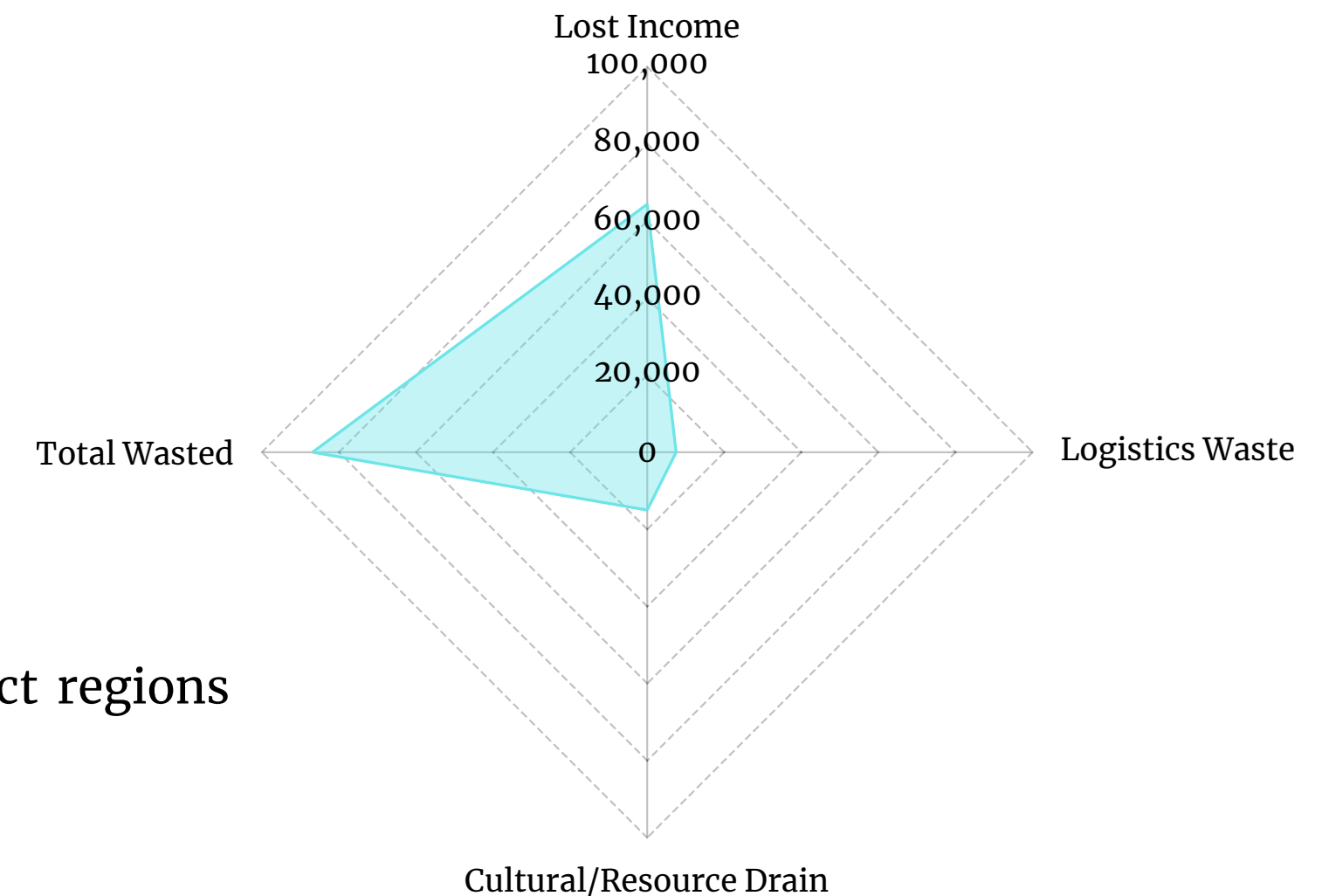
- All artisans and handicraft buyers across India
- 7 million artisans; ₹32,000+ crore Indian handicraft market

### SAM (Serviceable Addressable Market)

- Artisans and customers reachable through online commerce
- 2 million artisans; ₹9,000+ crore

### SOM (Serviceable Obtainable Market)

- Target group for initial adoption — artisans with mobile access in select regions (pilot phase)
- 50,000 artisans; ₹250 crore potential market.



## Cost of the Artisan Crisis

Economic Toll: ₹86,850 Cr lost yearly—7M artisans lose ₹12,000 each due to market barriers (Textiles Ministry, UNESCO). Cultural Loss: 45% crafts face extinction by 2030, draining 25% rural GDP (World Bank, NSSO).

# Slide 4: Why This Problem is TIPSC (The Strategic Opportunity)

## Timely (T):

Artisan incomes drop 30% since 2020 (UNESCO). E-commerce booms (22% global penetration, Statista 2025), but only 8% of India's artisans are online (CII 2024). Fast fashion threatens crafts (7.5% growth, IBISWorld). PM Vishwakarma pushes for solutions now.

## Important (I):

- ₹12,000 Cr annual artisan income loss (MSME 2024).
- 45% crafts at extinction risk by 2030 (UNESCO).
- 82% ethical buyers seek authentic goods (Deloitte 2025).
- Rural GDP loses 25% from craft decline (World Bank 2024).

## Profitable (P):

Global handmade market to hit \$1.97T by 2030 (Fortune Business Insights, 2024). India's artisan economy (7M artisans, Ministry of Textiles) at ₹37,500 Cr in 2024, growing 7% CAGR to ₹60,000 Cr by 2030 (Grand View Research). Targeting 1% (70,000 users) via "KalaConnect" unlocks ₹600 Cr sales, with 5% commission yielding ₹30 Cr annual revenue.

## Solvable (S):

Through deep empathy from our team's artisan roots, we've lived the struggles of market isolation and cultural fade. This understanding drives practical solutions using accessible tools, **feasible in 12–18 months** to empower without complexity.

## Contextual (C):

We are passionate stewards of India's traditions, striving to preserve artisanal heritage forever. With roots in Rajasthan and Bengal communities, links to 10+ co-ops, and skills blending culture with modern reach, we're uniquely positioned to sustain these legacies.





# Slide 5: The Competitive Landscape & The Gap

## Current Artisan Strategies:

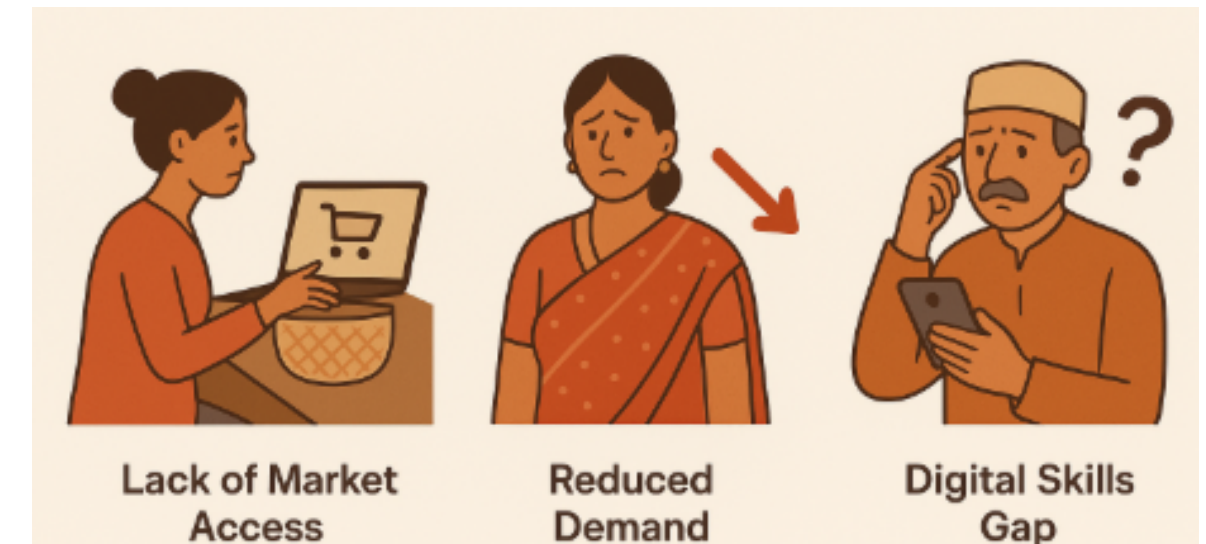
- **Local Markets and Fairs:** Artisans sell at regional haats or seasonal craft fairs to reach local buyers.
- **Middlemen and Wholesalers:** Artisans rely on intermediaries to distribute goods to urban stores or exporters.
- **Generic E-commerce Platforms:** Some artisans use platforms like Etsy or Amazon Handmade to list products.
- **Social Media Sales:** Artisans post on Instagram or WhatsApp to attract direct customers.

## Limitations and Shortcomings:

- Restricted to small, local audiences, these markets lack scalability and consistent income due to low footfall and seasonality.
- Artisans **lose 40-60% of profits** to intermediaries and have no control over pricing or brand identity.
- Complex interfaces and high competition hinder low-literacy artisans, limiting their visibility and sales.

## The Identified Gap:

There is no accessible, scalable platform that empowers **low-literacy artisans** with culturally authentic **storytelling**, **fair pricing**, and **integrated logistics** to connect directly with **global ethical buyers** while promoting Indian heritage through immersive narratives and authenticity verification.



# Slide 6: The Solution Hypothesis (High-Level Only)

## Proposed Solution Direction:



## Key Value Proposition:

Overcomes digital gaps, market access limits, and cultural erosion with voice interfaces, AI stories for engagement, UPI payouts, and co-op logistics—delivering affordability, authenticity, and reliability beyond generic platforms.

## What's Novel?

AI-driven immersive stories (AR visuals, heritage narratives) and blockchain certificates tailored for artisans; community co-ops and virtual events fuse 2025 AI-e-commerce with preservation, redefining authentic connections.



# Slide 7: Appendix, References & Next Steps

## References

- <https://indian.handicrafts.gov.in/en>
- <https://www.behance.net/gallery/168392879/Karigar-UIUX-Case-study-on-Artisans-of-india>

## Our Next Steps:

- Pilot Launch: We'll test with 1,000 artisans in Rajasthan/Karnataka by Q2 2026, leveraging local college networks.
- AI Storytelling: Enhance with 3D craft visuals and multilingual voice support, using our AI coursework skills.
- Sustainability: Partner for eco-certifications and carbon-neutral shipping, aligning with our campus sustainability initiatives.



### Voice-Activated Listings

Artisans can create listings in their local language using simple voice commands. No digital skills required.



### AI-Generated Stories

Every product comes with a culturally rich narrative that brings the craft's heritage to life for buyers.



### Authenticity Verified

Blockchain-verified certificates ensure every piece is genuine, preserving trust and cultural integrity.



### Fair Trade & Logistics

Direct payments to artisans with 90% revenue share. Subsidized shipping through co-op partnerships.