



BINDU:
“Started with
Her Hands.
Grows with
Every Soul.”

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❑ Problem Statement

- In countless Indian homes, women with exceptional creative skills quietly craft beautiful, handmade products - yet their talents remain hidden, unrecognized, and unsupported. There is no dedicated platform that uplifts these household artisans, leaving their potential confined within four walls.
- At the same time, India's traditional art forms, passed down through generations, are rapidly fading due to lack of market access, generational disconnect, and middlemen exploitation.
- If this continues, these priceless crafts may only survive behind glass in museums—no longer part of living culture. The absence of a centralized, inclusive ecosystem that combines sustainability, recognition, and direct market access has created a deep gap.
- BINDU seeks to change this by starting at the grassroots - empowering household women artisans through visibility, mentorship, and income opportunities - and then expanding to preserve and promote traditional crafts by connecting artisans directly with a conscious global audience.



BINDU

Model - 1

□ Our Solution

- **Start At The Root:**

BINDU began at home—with my mother, the very first artisan who inspired me. Her handcrafted creations became the foundation of my journey. That's when I decided to launch my first product line and name it 'Bindu,' inspired by her work—it became our brand name and a tribute to her artistry. I started with offline sales to build customer trust and showcase the quality and authenticity of our work.

- **Transform Waste Into Wealth:**

We repurpose everyday household waste - newspapers, old denim, coconut shells - into eco-friendly handcrafted products. This merges sustainability with income generation.

- **Empower, Not Employ:**

Women are not workers under our brand - they're creative partners. Through exhibitions and hackathons, we discover skilled household women, refine their products, and help them launch under their own brand names - not just under BINDU.

- **Scale Through Trust And Tech:**

After validating our products offline, we expand online via Amazon and Etsy to reach international audiences. With customer feedback, we enhance quality and eventually launch our own e-commerce platform, logistics system, and production unit.



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Model - 2

■ Seasonal Growth Strategy:

We begin small and scale strategically - introducing new product lines aligned with festive seasons. From eco-friendly Vinayaka idols to 3D quilling Santas, each festive cycle brings fresh, relevant offerings that blend tradition with creativity.

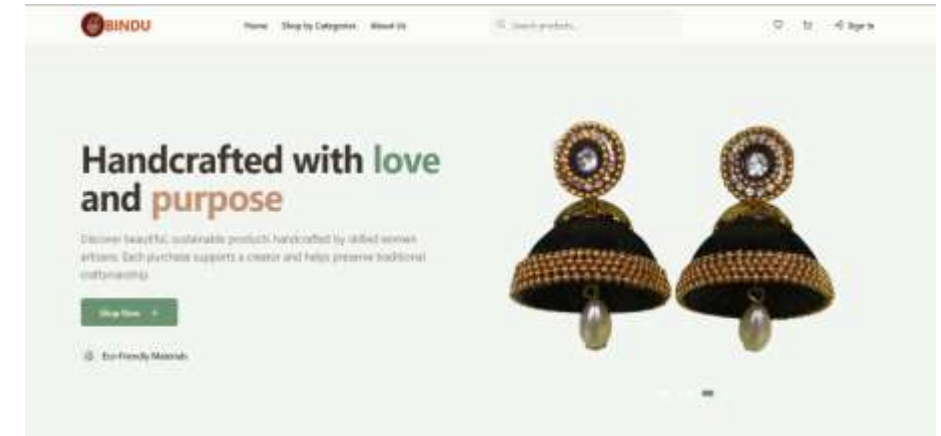
■ Create a Customizable Marketplace:

Our tech platform will offer artisan profiles, customization options, donation modules for waste materials, and storytelling tools to connect creators directly with buyers - cutting out middlemen.

■ Tiered Growth for Lasting Impact:

- **Tier 1:** Household Women (Awareness → Online → Production → Art Exhibitions)
- **Tier 2:** Traditional Artisans & Craft Preservation
- **Tier 3:** Customizable Artistic Clothing
- **Tier 4:** Artistic Interior Decor Solutions
- **Tier 5:** Global Outreach with Sustainable & Festive Innovation

BINDU is not just a marketplace - it's a movement that uplifts hidden talent, revives tradition, and builds a sustainable, inclusive creative economy.



BINDU

Web App Interface – fig a



BINDU

Web App Interface – fig b

□ Market Analysis

- The global shift toward conscious consumerism is fueling an unprecedented demand for ethical, handmade, and sustainable products - creating a massive opportunity for BINDU. This is not just a creative initiative; it's a scalable, impact-driven business model with real market potential.
- **Target Audience:**
 - Eco-conscious global consumers.
 - Students and working professionals seeking unique lifestyle items.
 - Interior designers and fashion buyers looking for handcrafted, personalized theme.
 - Global handicraft lovers and collectors, especially from the USA, UK, and other export-friendly markets.
- **Market Opportunity:**
 - **TAM (TOTAL ADDRESSABLE MARKET):**
 - \$700+ billion global handicrafts industry (2024), covering home décor, lifestyle accessories, fashion, and upcycled products.
 - **SAM (Serviceable Available Market):** \$80–100 billion segment focused on sustainably-made, ethically-sourced goods. Key markets include urban consumers, Gen Z, millennials, and e-commerce buyers in India and abroad.
 - **SOM (Share of Market - Realistic Goal):**
 - BINDU aims to capture 0.1–0.5% of SAM within 3–5 years, translating to potential revenue of \$80–500 million, through curated seasonal product lines, strategic collaborations, and direct-to-consumer platforms.

- **Growth Drivers:**

- Rising disposable incomes and demand for personalized, handmade items
- Gen Z and millennials driving sustainable packaging and decor trends
- Increased digital access empowering rural and household women artisans to enter global markets
- Vast untapped creative potential among women artisans - with export readiness already visible (USA: 38.38%, UK: 6.4%, etc.)

- **Scalable Approach:**

- BINDU starts with a select set of handcrafted offerings and gradually expands collections in sync with seasonal and festive cycles, aligning with consumer demand peaks while retaining exclusivity and artisan authenticity.



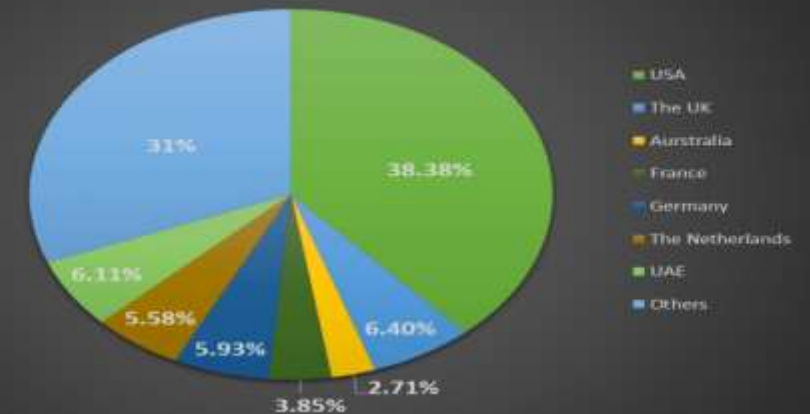
BINDU



Model - 3



Country-Wise Share of India's Handicraft Exports (2020-21)



BINDU

Figure - c

□ Revenue Model

- Our revenue model is built on authenticity, creativity, and sustainable innovation - enabling both household women and traditional artisans to become economically independent through handcrafted excellence.
- **Product Sales (Offline + Online , B2C):** We generate direct income by selling eco-friendly, handcrafted items such as lifestyle accessories, festive gifts, upcycled utilities, and handmade fashion products at pop-up events, college stalls, and through e-commerce platforms.
- **Customized Gifting & Celebration Sets:** Tailored offerings for festive occasions and special events - including themed gifting kits, celebration corners (like Ganesh or Christmas sets), and artistic installations - designed to reflect cultural roots with a modern touch.
- **Designer & Brand Collaborations:** Strategic partnerships with interior stylists, fashion designers, and sustainable lifestyle brands to co-create limited-edition collections, generate brand visibility, and expand our customer base.
- **Paid Workshops & Skill Sessions:** We host both offline and online workshops led by expert artisans and women creators - focused on quilling, upcycling, traditional arts, and festival-based crafting. These paid sessions also help promote skill-building and community involvement.
- **Raw Material Marketplace (B2B):** An exclusive platform for small businesses and artisans to access affordable, recycled raw materials like newspaper rolls, coconut shells, denim scraps, and eco-paints - enabling a circular economy approach.
- **Artist Branding via Art-Vikaas :** Through our Art-Vikaas initiative, we offer premium personal branding, mentorship, and digital storefronts for selected artisans, helping them build an independent identity. Revenue is earned through sales commissions and artist subscriptions.

☐ Use of Funds

TEAM	USE	AMOUNT (₹)	TIMELINE
Marketing Team	Social Media Marketing & Ad Campaigns	₹1,00,000	12 months
	Marketing Models (seasonal + audience)	₹15,000	
	Total	₹1,15,000	
Web Development Team	Platform Development (e-commerce site, donation module, community forums)	₹30,000	12 months
	UI/UX for Artisan-Friendly Design	₹10,000	
	Total	₹40,000	
Editing Team	Product Photography, Video Tutorials, Artisan Stories & Reels	₹1,00,000	12 months
Social Media Team	Content Creation, Influencer Collab, Art Showcase Campaigns	₹75,000	12 months
Arts & Design Team	Product Designing, Craft Refinement, Seasonal Themes	₹100,000	12 months
Quality & R&D Team	Chemical Use for Craft Enhancement, Material Testing	₹15,000	12 months
Product & Delivery	Raw Materials & Tools Procurement	₹20,000	12 months
	Packing, Logistics, Fulfillment	₹40,000	
	Total	₹350,000	
Core Team	CEO, Creative Lead, Community Manager	₹30,000	12 months
	Mentorship Program for Women Artisans	₹20,000	
	Total	₹50,000	
TOTAL REQUIREMENT		₹ 5,55,000	

❑ Financial Projections (Year 1–5)

Projected Growth with Tier-wise Expansion & Sustainable Scaling

Category	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue (INR)	₹4.2 Lakhs	₹12 Lakhs	₹25 Lakhs	₹40 Lakhs	₹60 Lakhs
Primary Sources	Offline product sales, paid workshops	E-commerce + Seasonal Kits	Raw Material Platform + Branding	Brand Collaborations, Bulk Orders	International Expansion, B2B
Key Expenses	₹2.6 Lakhs	₹6.5 Lakhs	₹11 Lakhs	₹17 Lakhs	₹24 Lakhs
- Packaging & Materials	₹40K	₹1.5 Lakhs	₹2 Lakhs	₹3 Lakhs	₹4 Lakhs
- Production (Artisans)	₹70K	₹1.2 Lakhs	₹2.5 Lakhs	₹4 Lakhs	₹5.5 Lakhs
- Tech & Platform	₹30K	₹80K	₹1.5 Lakhs	₹2 Lakhs	₹2.5 Lakhs
- Team & Admin	₹50K	₹1 Lakh	₹2 Lakhs	₹3 Lakhs	₹4 Lakhs
- Marketing & Events	₹40K	₹1.5 Lakhs	₹2 Lakhs	₹3 Lakhs	₹4 Lakhs
- Logistics	₹30K	₹80K	₹1 Lakhs	₹2 Lakhs	₹4 Lakhs
Net Profit	₹1.6 Lakhs	₹5.5 Lakhs	₹14 Lakhs	₹23 Lakhs	₹36 Lakhs
Cumulative Profit	₹1.6 Lakhs	₹7.1 Lakhs	₹21.1 Lakhs	₹44.1 Lakhs	₹80.1 Lakhs

□ Growth Strategy & Impact

- **Tiered Growth Model:**
Offline Stalls → E-commerce (B2C) → Raw Material
B2B Platform → Designer Partnerships → Global Reach
- **Diversified Revenue Streams:**
Product sales (B2C focus), platform monetization (raw materials), artist commissions, workshops, custom kits, brand collaborations.
- **Scalable Social Impact:**
Revenue growth directly increases artisan employment, rural participation, and eco-conscious innovation.
- **Lean & Efficient Structure:**
Prioritizes reinvestment into technology, artisan capacity-building, and strategic brand positioning.



❑ Social Impact - Empowering Hands, Enriching Traditions

- **Empowering Women Creatively & Financially** : India's greatest art often begins at home. Through this initiative, we recognize homemakers as unsung artists - turning everyday acts like rangoli, cooking, braiding, and crafting into celebrated forms of living heritage. By channeling their creativity into sustainable products, we're not just offering livelihood — we're restoring dignity, independence, and purpose.
- **Reducing Waste Through Creative Reuse** : From newspaper to old denim, we transform household waste into handcrafted masterpieces - promoting zero-waste living and circular design thinking. Each product tells a story of transformation, both in material and in mindset.
- **Reviving India's Fading Art Forms** : India's rich artistic traditions are at risk of fading into silence. This project aims to bring them back - one handcrafted piece at a time. By collaborating with traditional artisans and household women, we ensure these age-old skills not only survive but thrive in today's market.
- **Inspiring Eco-Conscious Lifestyles** : With every purchase, we nurture mindful consumption. Our handcrafted alternatives to mass-produced goods foster responsible choices, while our workshops and kits spread awareness about sustainability in everyday life.
- **"This is more than a project - it's a movement. A movement to enlighten, empower, and elevate both people and the planet. Let's transform waste into wealth and revive art through the hands that carry tradition forward."**

□ My Inspiration

- This journey began at home - with my mother. She was my first artisan, and my earliest inspiration. Ever since I was in 6th grade back in 2016, I've admired the incredible creativity she poured into every handmade item. But I also realized that her talent was confined within the four walls of our kitchen. That's when I asked myself - why should such artistry remain unseen, when it deserves to shine in all four directions of the world?
- This thought soon expanded beyond my home. I started thinking: If my mother's talent is hidden, how many more women like her are creating unnoticed beauty every day? And what about the traditional artisans whose skills are fading due to lack of recognition?
- To understand this better, I visited Siricilla - a town known for its saree weavers - and interacted directly with artisans there. As someone from nearby Vemulawada, this connection felt personal. Their stories, struggles, and resilience deeply moved me and shaped my vision.
- **I've always believed: If you want to truly solve a problem, don't just think about it - live with the people who are facing it. This project is my heartfelt attempt to do just that.**



Figure - d



Figure - e



“From her hands, art flows.
From her home, the world
glows.”

THANK YOU