

kaushāt

*"Empowering Northeast India's
Artisans & Weavers"*



The Challenge

Hajo Village:

- Artisans earn only ₹300-350 daily, insufficient for sustainability.
- High cost of materials like 'peetal' (brass) makes production unaffordable.
- Government support mistakenly goes to Sathebari village, bypassing Hajo's artisans.
- Lack of finishing machinery, crucial for enhancing productivity and quality.
- These hardships push artisans away, risking the extinction of their traditional craft.





The Challenge

Sualkuchi Village:

- Artisans **unaware** of their sarees' true market value, selling at a fraction of it.
- Controls Muga silk, **inflating** raw material costs without raising saree prices, and taxes handlooms.
- **Lack of marketing** and customization knowledge keeps artisans content with low income.



The Challenge

Nalbari Bamboo Handicraft Workers:

- Artisans Lack Marketing Skills, Selling Bamboo Lamps For ₹400-500, Unaware Of Their Potential Market Value.
- The Same Products Fetch ₹2.5k To ₹4k Online And In Urban Markets, With Artisans Missing Out On Rightful Earnings Due To Multiple Middlemen.
- Facing Financial Difficulties, Many Artisans Are Compelled To Seek Alternative Employment, Risking The Decline Of Traditional Bamboo Craftsmanship.
- Businessmen From Cities Like Bangalore And Delhi Purchase At Low Prices And Sell At Steep Markups, Depriving Artisans Of Deserved Recognition And Income.





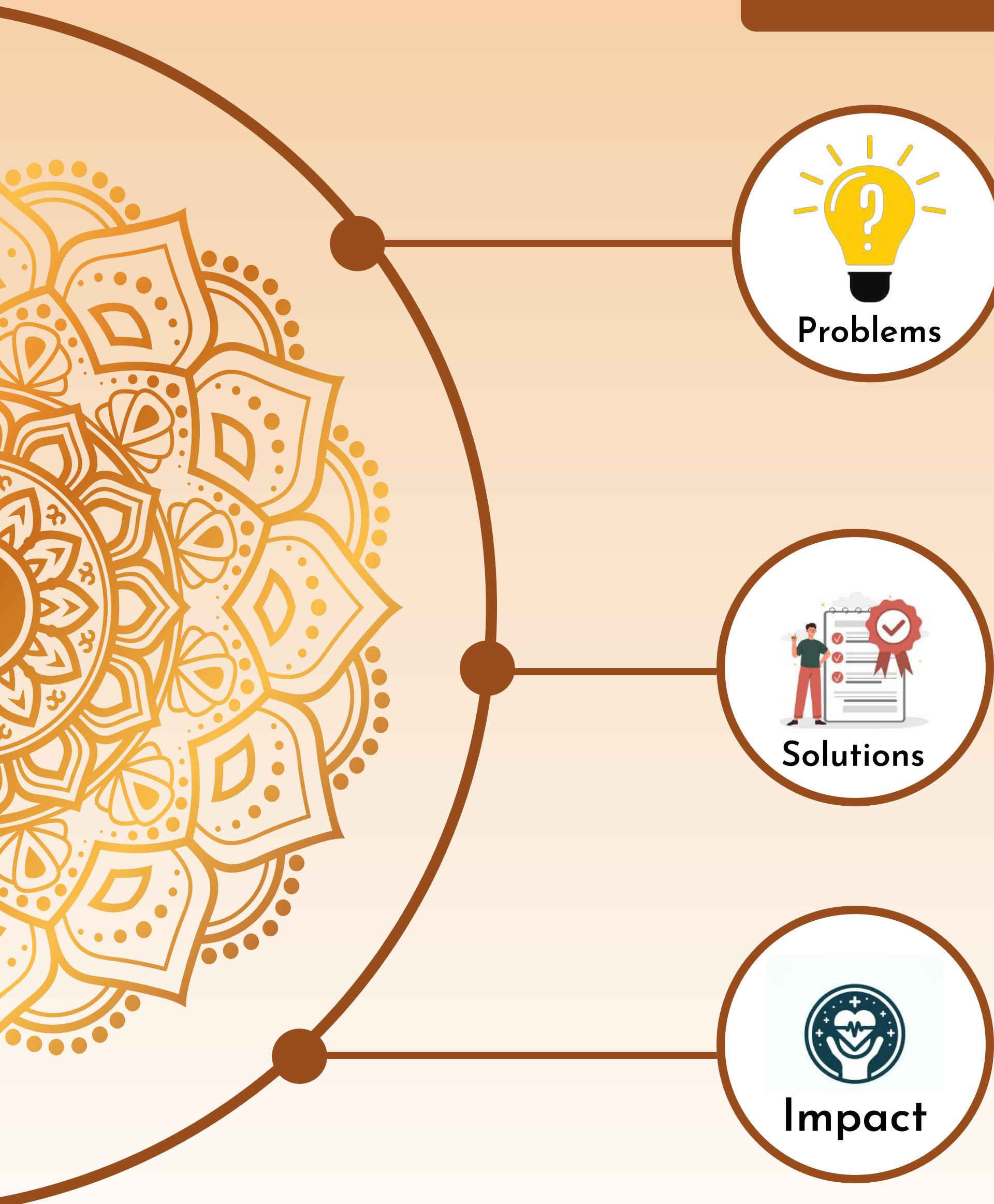
Our Vision

"Our **Vision** is to create a world where every artisan and weaver from Northeast India lives a life filled with dignity, respect, and financial security. We dream of a future where these creators are celebrated for their talent, free from the grasp of middlemen, directly receiving the income they rightfully deserve."

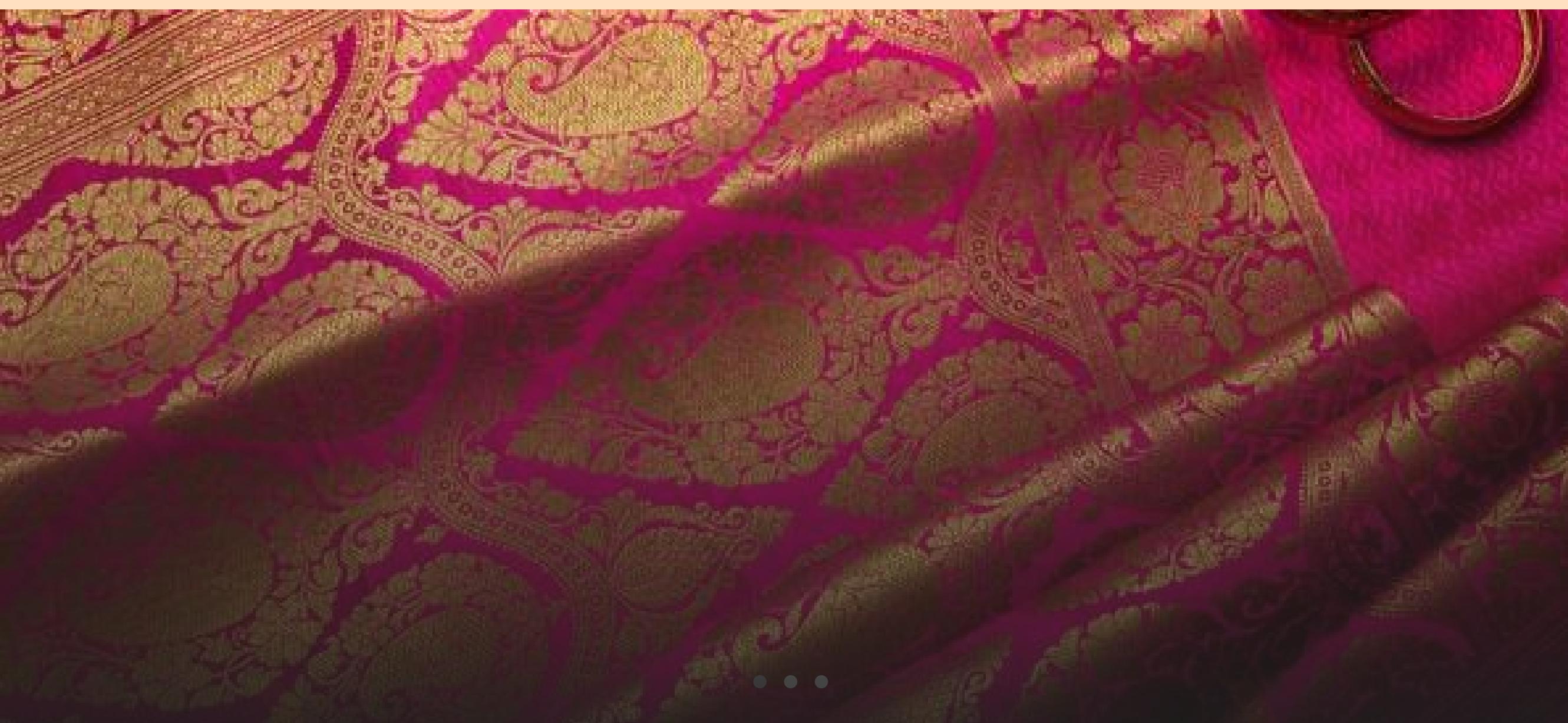
Mission

"We're on a **mission** to breathe new life into fading traditions, to light up a fire of cultural appreciation in people's hearts. By connecting the vibrant heritage of Northeast India with a global audience, we aim to weave a community that treasures every thread of tradition, ensuring these precious crafts flourish and touch the lives of many."

OVERVIEW



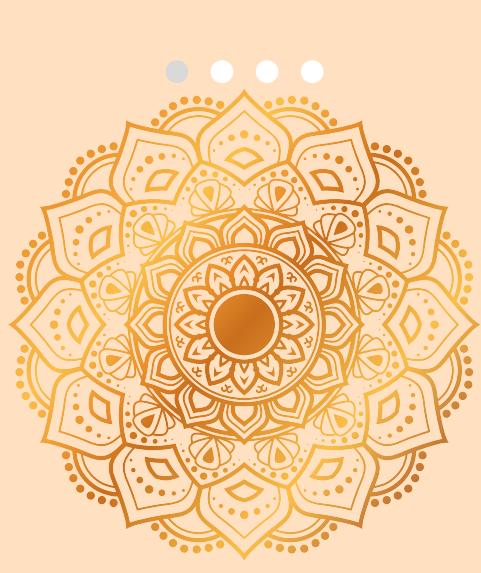
- **Lack of knowledge** and understanding about Northeast India's culture, products, and potential, leading to low demand for Northeast goods and services.
 - Traditional brokerage systems often **exploit producers**, leaving them with meager profits and discouraging production and sales.
 - Hidden gems from local hands **struggle** to shine due to lack of marketing and branding.
-
- Using **Digital Marketing** to showcase Northeast India's culture, products, to a wider audience across India and globally.
 - Establish **D2C (direct-to-consumer)** platform to connect Northeast producers with buyers, maximizing profits for artisans and offering fair prices to customers.
 - **Promote and preserve** traditional crafts like bamboo handicrafts and eri muga silk through government initiatives, skill development programs, and marketing initiatives.
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- 1. **Increases income** for local artisans and weavers by cutting out middlemen
 - 2. **Builds brand recognition** for Northeast products, emphasizing their unique cultural story.
 - 3. **Broadens understanding** of digital marketing and financial transactions



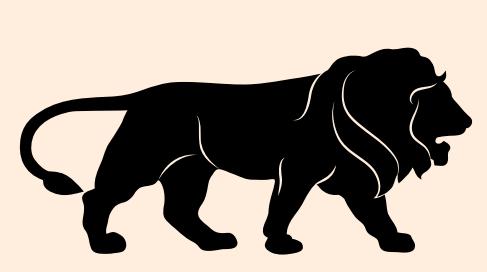
EXPLORE CATEGORIES



BEST SELLERS



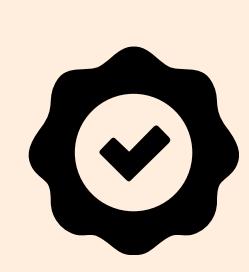
NEW ARRIVALS



MADE IN INDIA



SECURED PAYMENTS



ASSURED QUALITY

Sign in/Sign Up

Enter mobile number/Email

Enter mobile number/Email

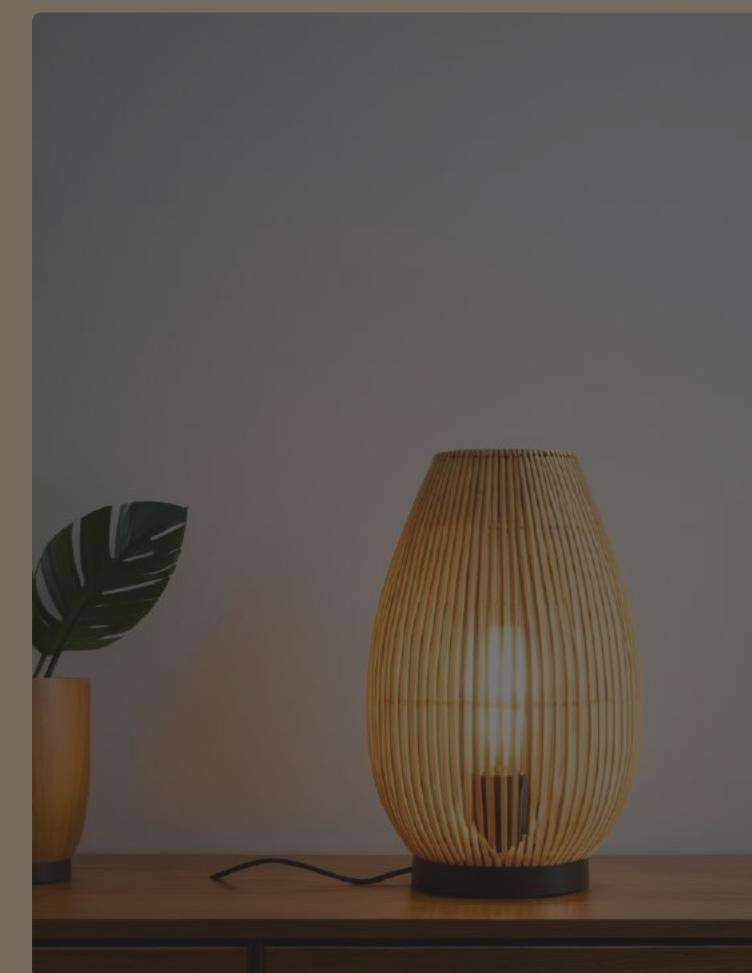
 Remember Me

CONTINUE

Or continue with a social account



EXPLORE CATEGORIES



BEST SELLERS



NEW ARRIVALS



Categories

Support

Quick Links

Policies

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Categories

Support

Quick Links

Policies

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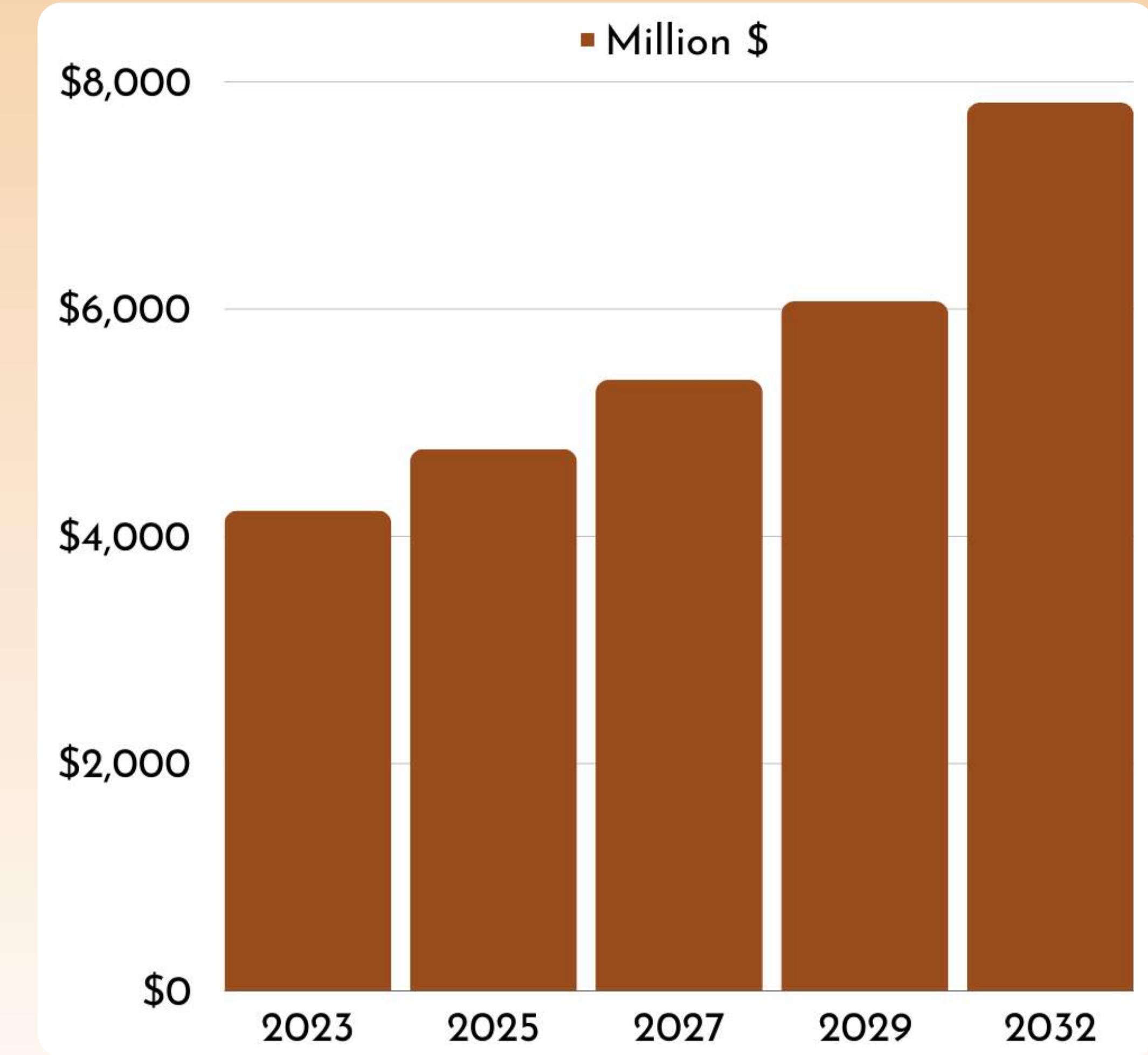
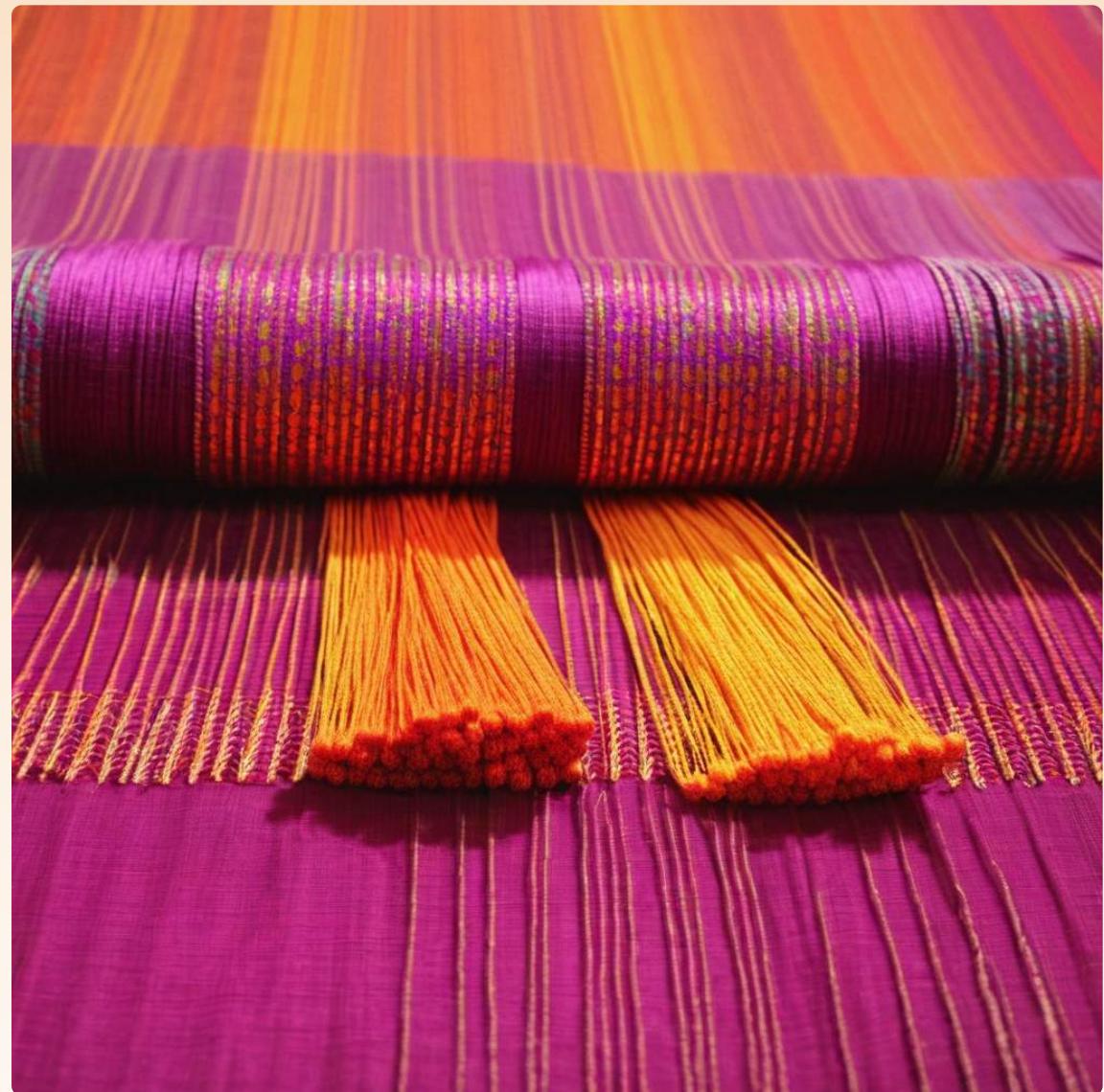
KEY USP

- Offering genuine, handcrafted items directly from their source, providing customers with not just a product, but a piece of cultural story and authenticity they can treasure.
- By passing traditional middlemen to ensure artisans and weavers receive a fair share of profits, thereby improving their standard of living and safeguarding their craft.



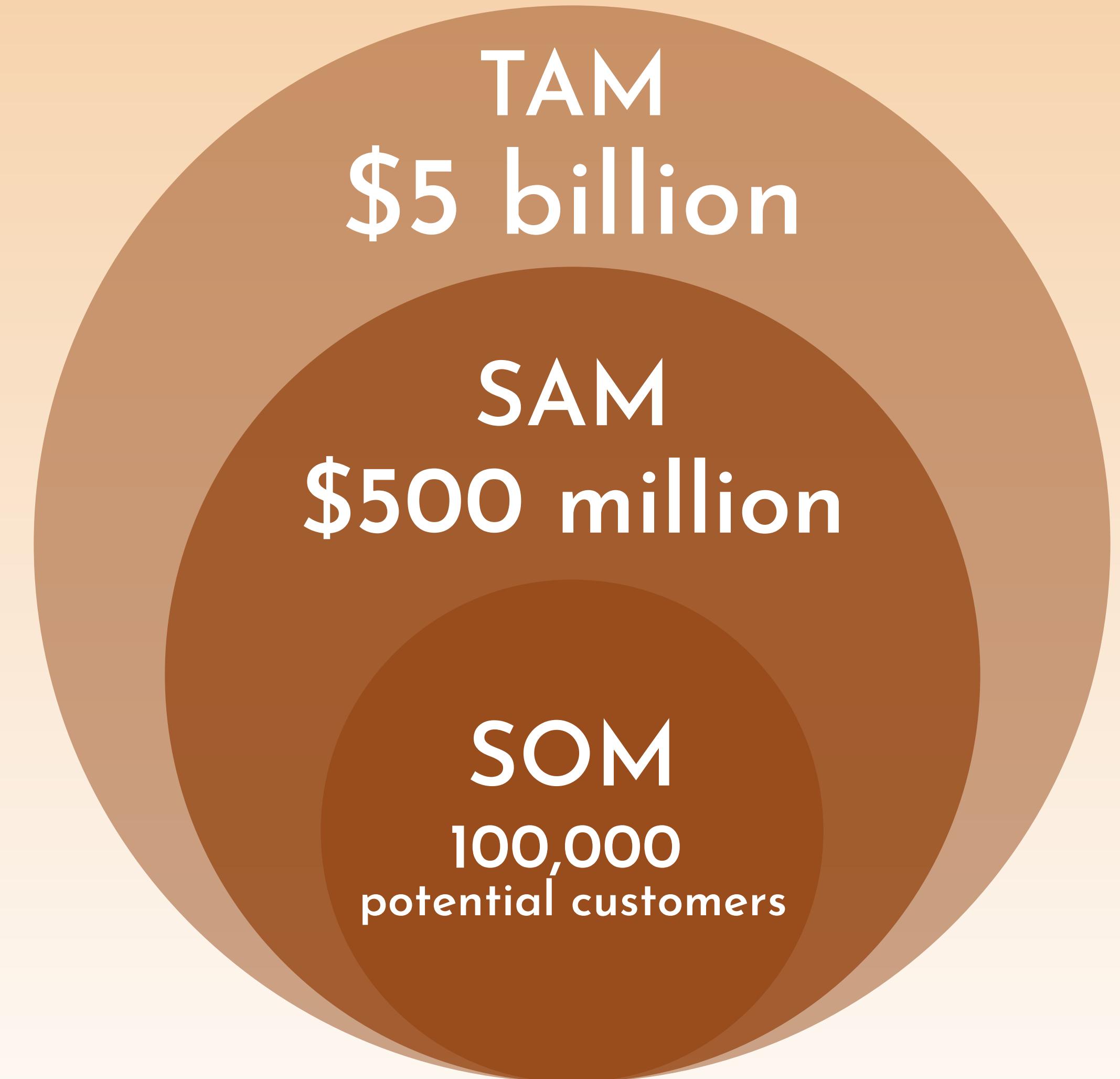
MARKET OVERVIEW

- The handicraft sector in India faced a decline of 20% in exports in FY 2022-23 due to weak global cues and disruptions in the raw material supply chain caused by the COVID-19 pandemic

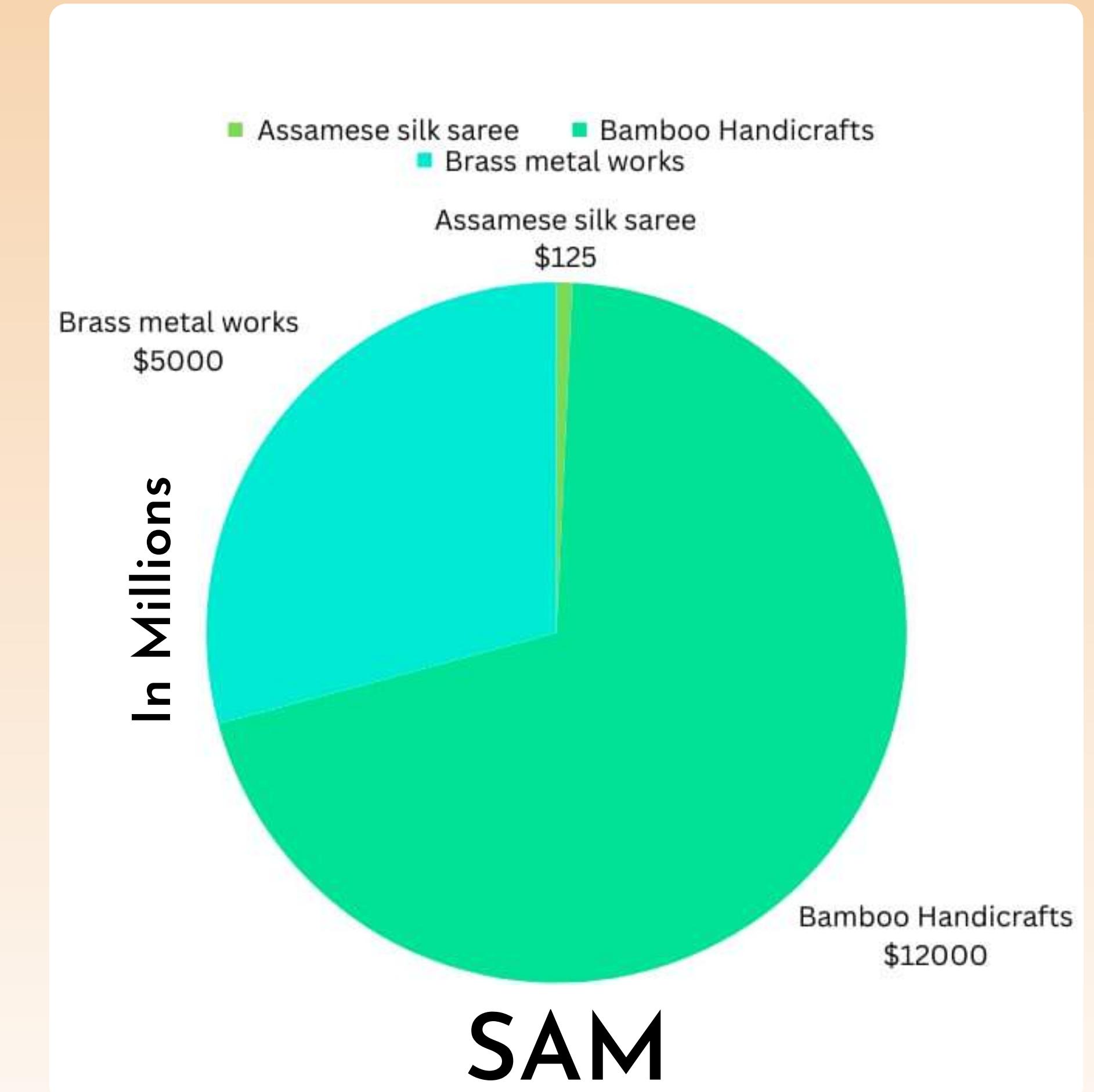
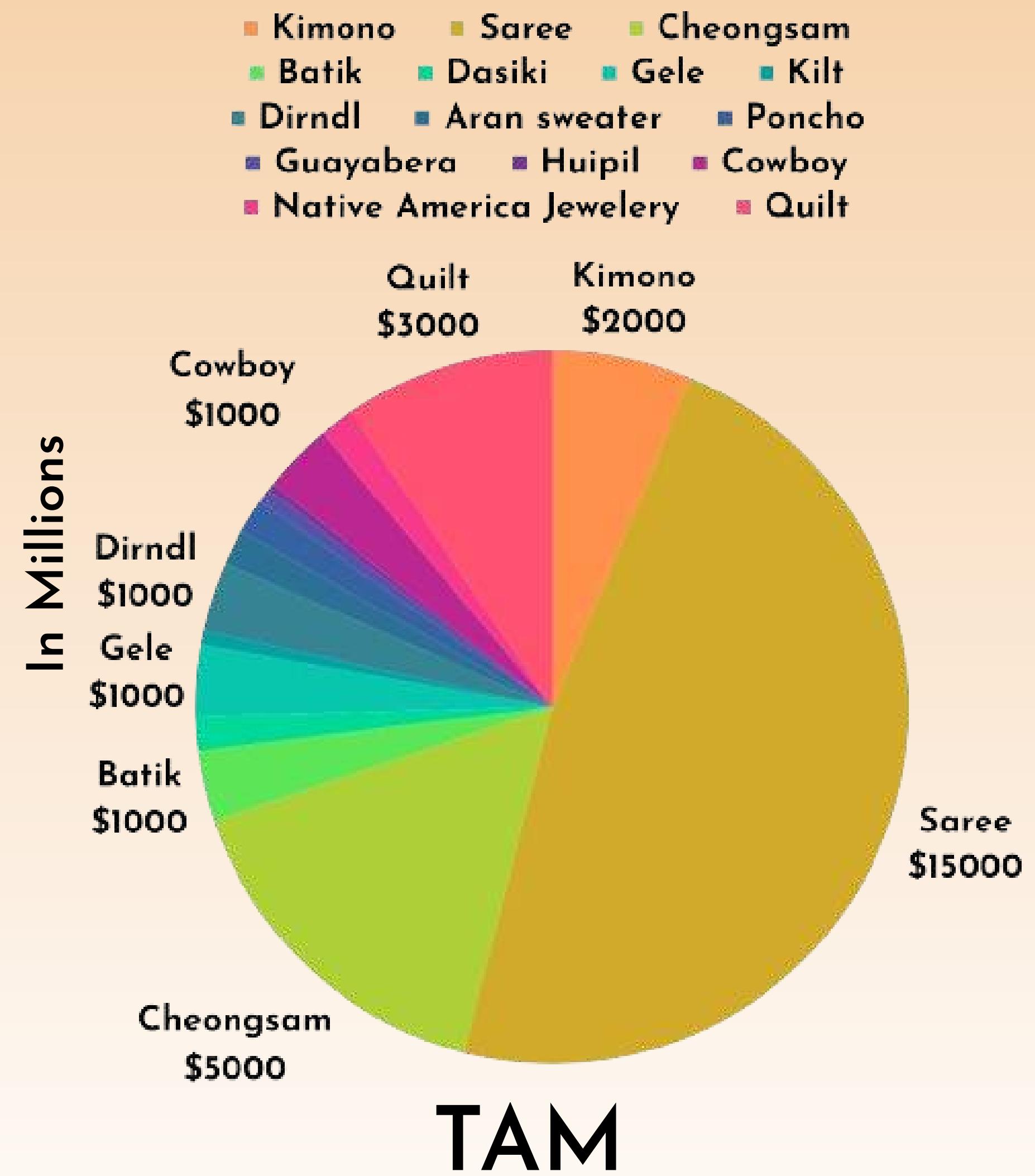


The Market size of Indian Handicrafts and handloom industry is expected to grow by CAGR of 6.7% from 2023 to 2032.

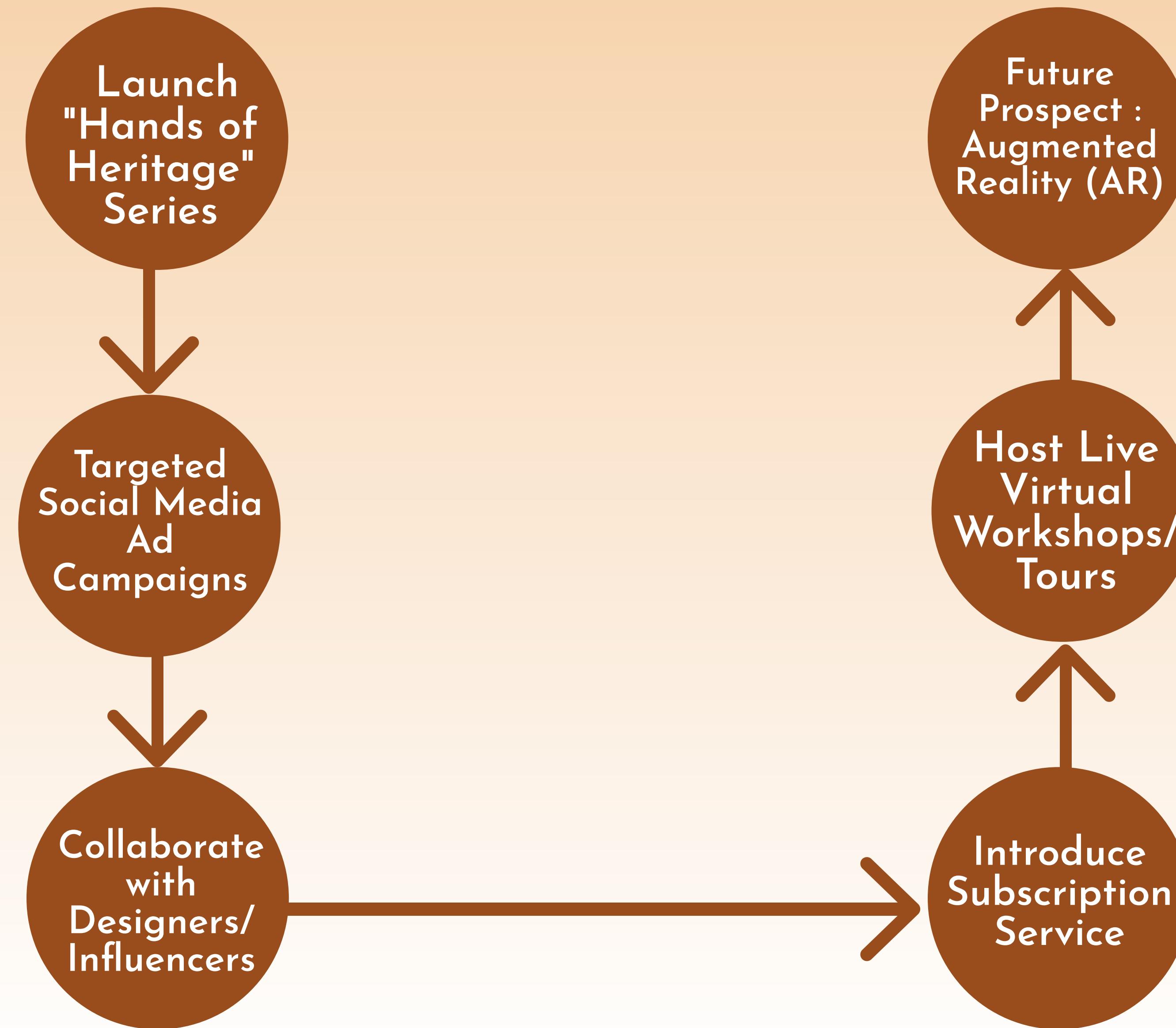
TAM , SAM , SOM Analysis



TAM , SAM , SOM Analysis



MARKETING STRATEGY



PESTEL ANALYSIS



POLITICAL

We're in a dance with government policies—grateful for every step that brings artisan support, yet always navigating through red tape.

ECONOMICAL

The economy's pulse affects how freely people can embrace our artisan's work. We're here in good times and lean, making cultural treasures accessible to all.

SOCIAL

There's a growing love for things made with care and tradition. We're tapping into this, bringing the soul of Northeast India to the global stage.

TECHNOLOGICAL

The internet's our marketplace, a place where ancient crafts meet modern eyes. We're always exploring new ways to share our artisans' stories online.

ENVIRONMENTAL

Our planet's health guides us. We champion crafts that honor the earth, ensuring our footprint is as gentle as the artisans' touch.

LEGAL

Protecting our artisans' legacy from being lost in the legal jungle is a mission close to our heart. We stand as guardians, ensuring their art thrives.

COMPETITIVE ANALYSIS

COMPANIES

PRODUCT QUALITY

PRODUCT OFFERINGS

PRICING



Bamboo and
Brass handicrafts
, Silk Sarees

fair pricing model
benefiting
artisans and
consumers



habereindia



Indian Bamboo
Handicrafts

Premium pricing
for curated goods



Wide range
Indian
Handicrafts
, artisanal
products and
Textile

Mid to High
range



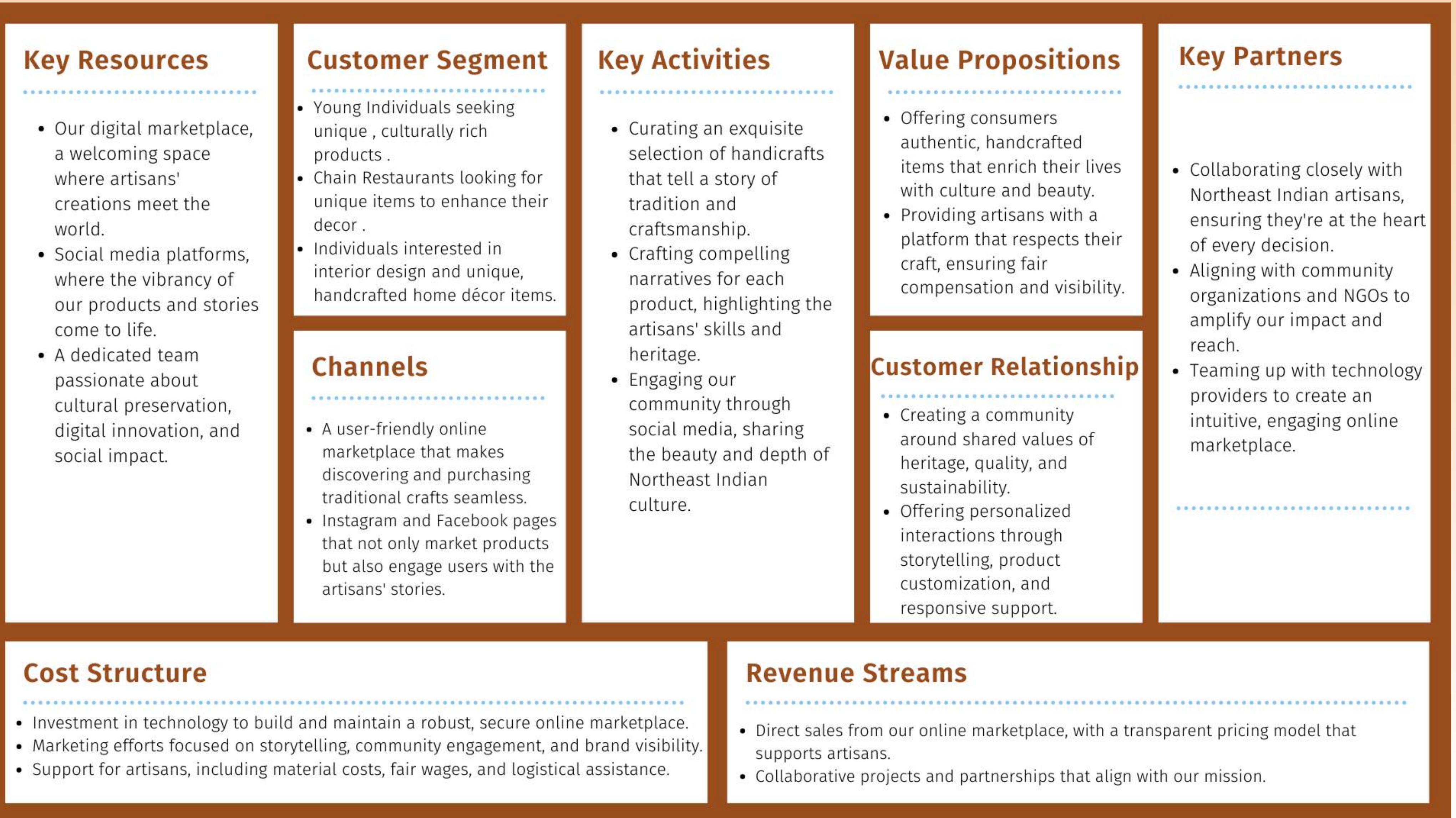
Indian Silk House®



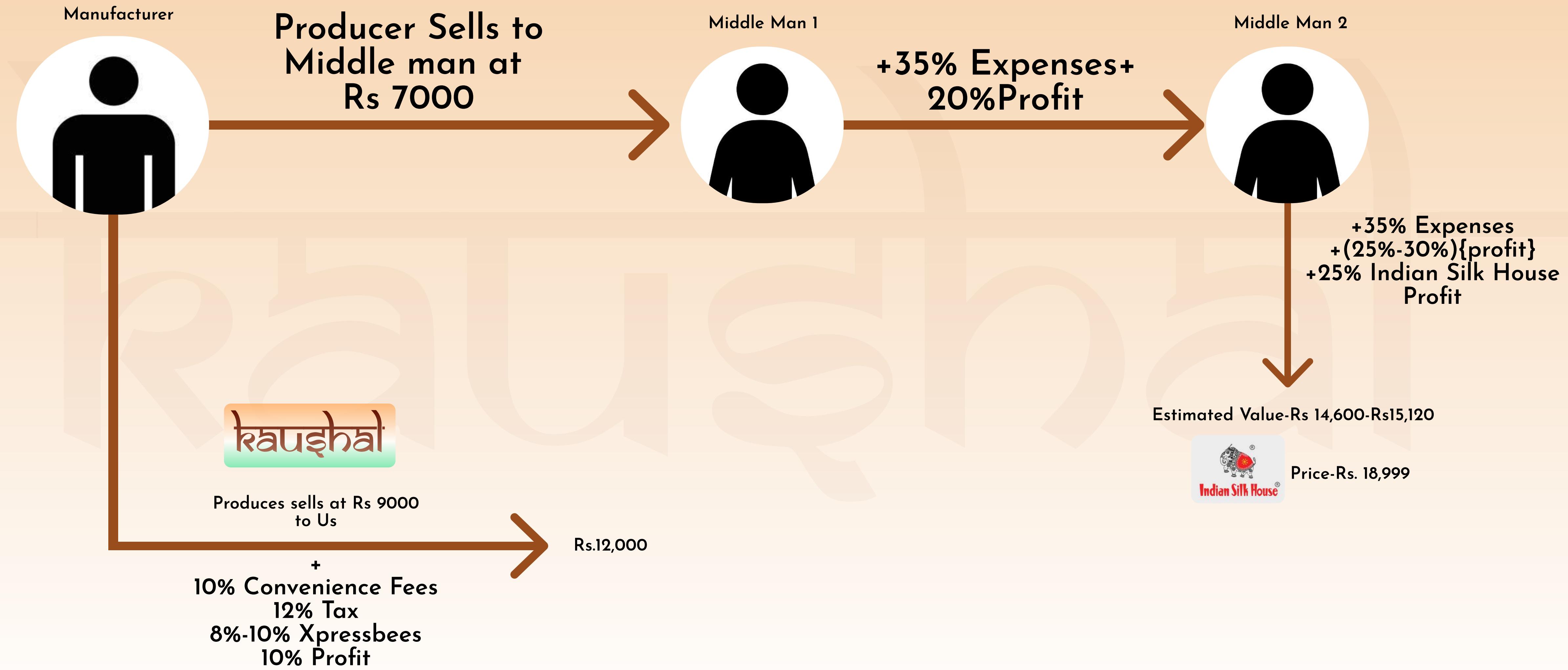
Silk Sarees and
Traditional
Indian Wear

Premium Pricing
range

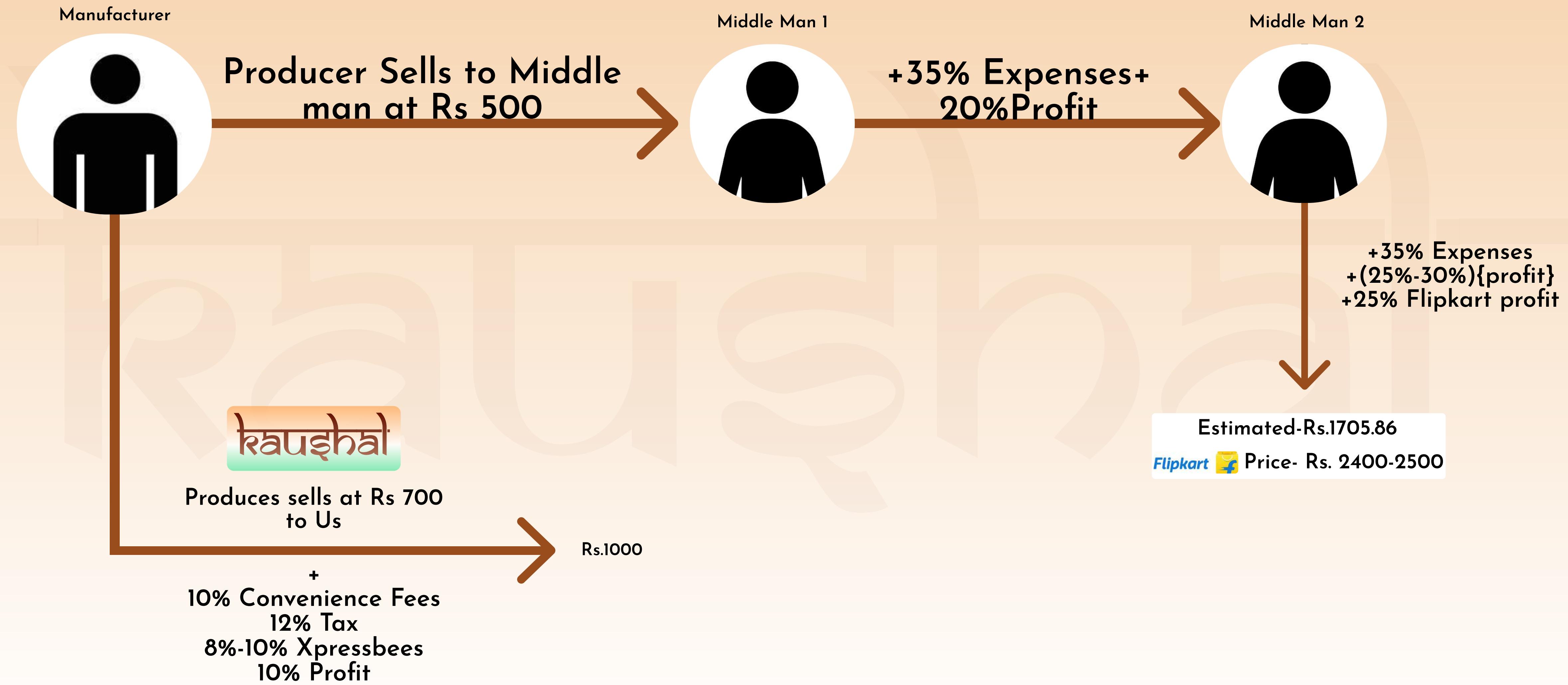
BUSINESS MODEL CANVAS



TEXTILE



BAMBOO PRODUCTS



PROJECTED ROADMAP & FORESIGHT

PHASE 1

- Content Creation
- Brand Building(Ad Campaign)
- Website development
- Network Expansion

PHASE 2

- Kaushal Mobile App
- Workshop for Customisation
- Partnering with Delivery Startup

PHASE 3

- Training program
- Collab with NGOs, Govt bodies(such that they Receive Materials at a more subsided rates)
- Approaching influencers to promote traditional culture

PHASE 4

- Executing the model world wide
- Offline stores for promotion

Total
Operating
Expenses

2024-25
Expenses
Rs. 40k

2025-26
Expenses
Rs. 50k

2026-27
Expenses
Rs. 100k

2024-25
EBDTA
Rs. 100K

2025-26
EBDTA
Rs. 400K



THANK YOU

Feedback

- 1, you can include the community members in the marketing, make sure they can run the marketing alone,
- 2, It is a very good initiative. You can also create a plot for them to exhibit their products in other venues eg. Dilli Haat

M.S.
DR. M. S. IITK

This indeed is a great initiative towards helping craftsmen. This social entrepreneurship motivation, especially from first year B.Tech students, is appreciable. I wish the team all success.

- Brijesh S.
HSS

Feedback

At a initial steps, by acting a facilitator or mediator between artisans and the established e-commerce platforms like Amazon.

Mo: 8005196107

Pradeep Singh