



Grassroots Regional Artisan Movement – South Asia



Converting Artisans Groups into Handicrafts Value Chain Owners

Our Core Belief

The Unorganised Artisan

will succeed standing on

Shared Infrastructure

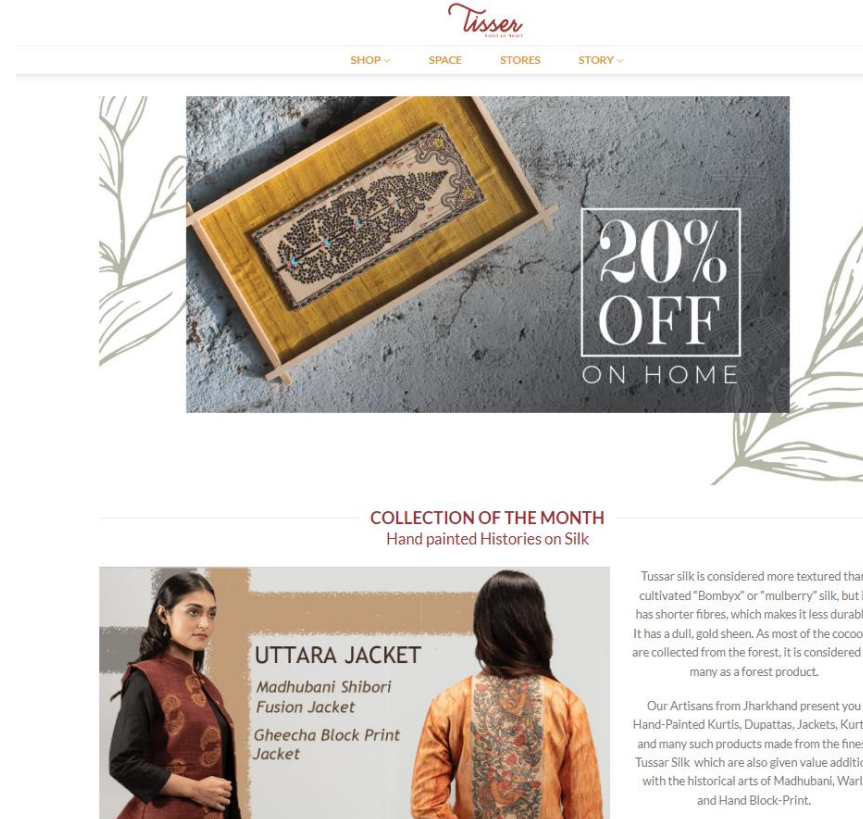
Objectives :

Goal : Connect creator and consumer seamlessly , globally through IT based value chain , to generate livelihood in a sustainable manner

Activities :

- Strengthen the handicraft/handloom value chain through ICT innovations.
- Bring value chain stakeholders on one platform with a mix of online and offline interventions
- Empower decentralised production through proper supply chain
- Harness the transformative power of a cluster to profitable growth through end to end supply chain

1 customer click (online/ store/bulk) ...needs 10 clicks below



customer



market place



logistic



aggregation



catalog



photography



working capital



institution



production



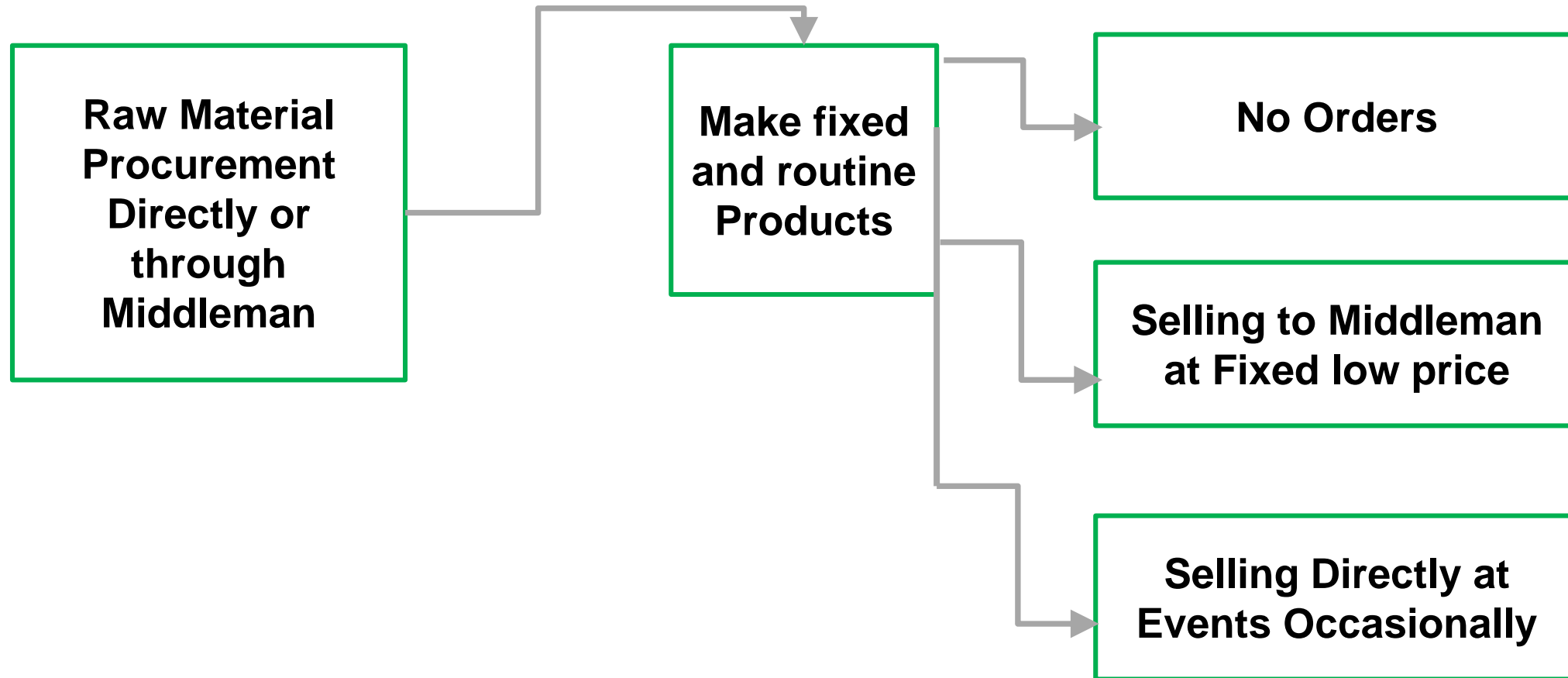
skills & tools



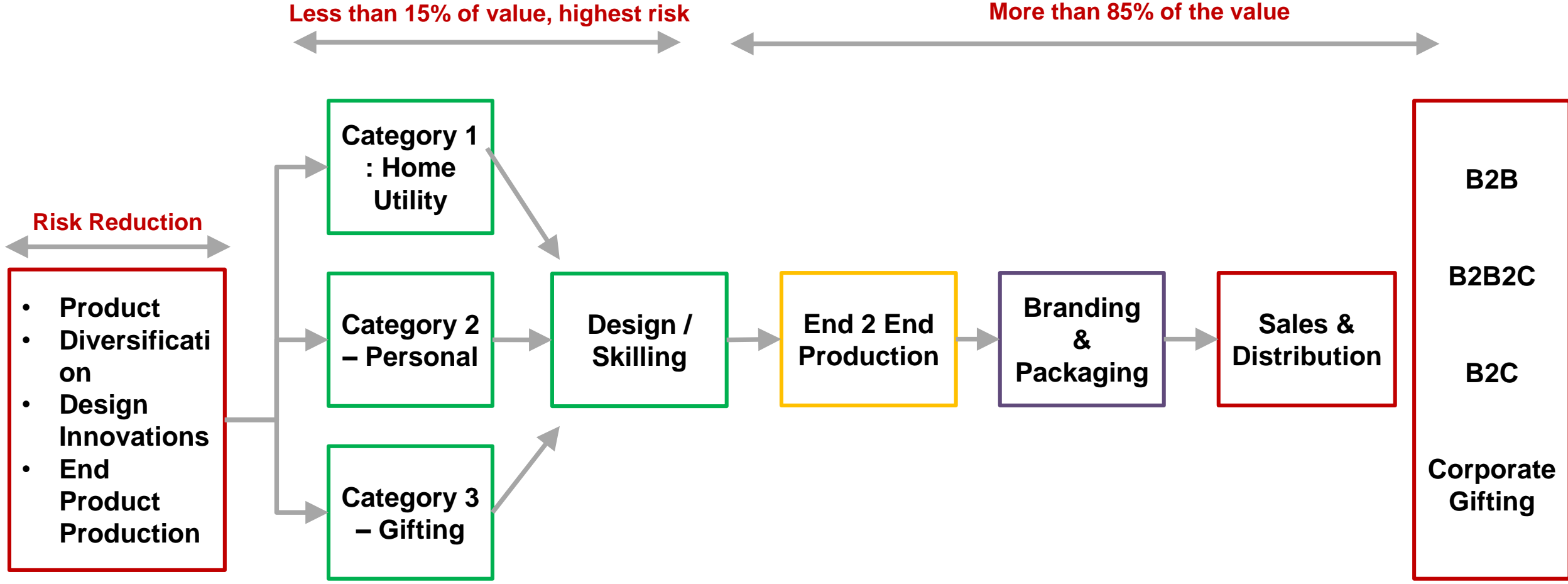
market led designs



Enabling Rural Indigenous Artisans to move from here ...



To here ...



Unique Enterprise Development Model

Consumer Awareness

Artisan stories, training programs and environment awareness

Regional Hubs For Outreach

Regional hubs for extensive outreach to work directly with artisans

Tech Innovations & Platform Approach

Depicting artisan's contribution and profit from a product, provide transparency, traceability, auditability, immutability, security



End To End Cluster Development

Creating artisan groups, skills training, marketing and continuous handholding for all artisan clusters

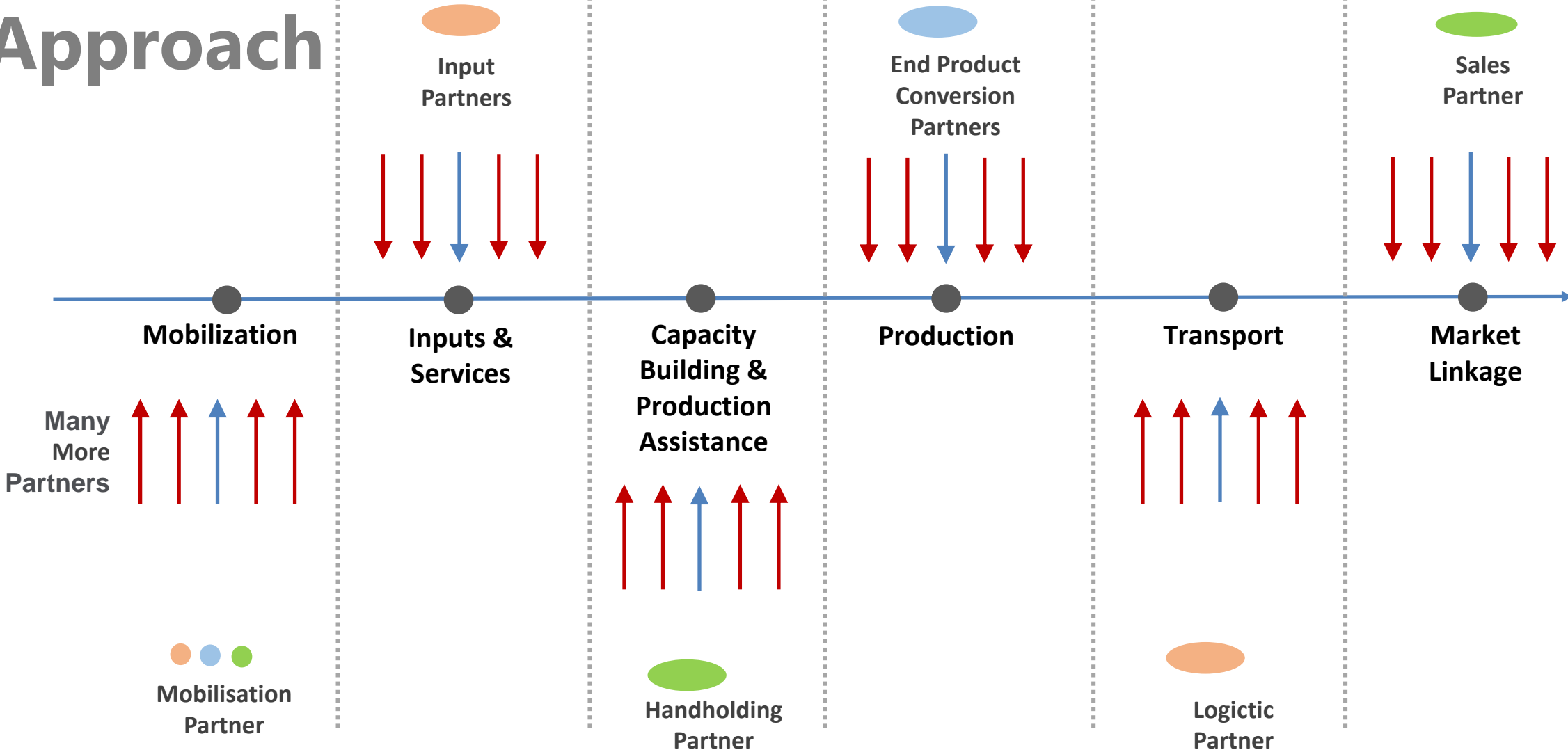
Design Intervention

Dedicated team of designers work on incorporating traditional art form into utilitarian products

Product Diversification

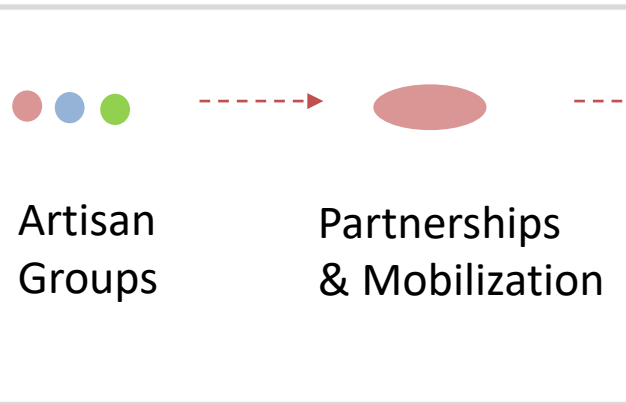
Expansion of artisan's product portfolio, cataloguing and marketing of all products on various platforms

Platform Approach



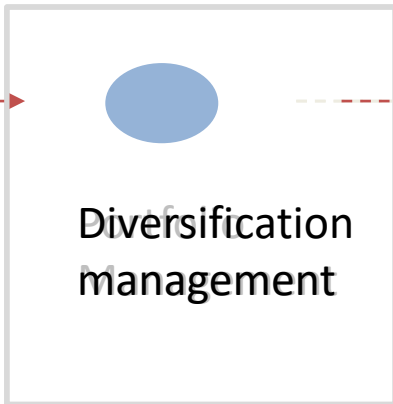
Value chain interventions

1. Set Up

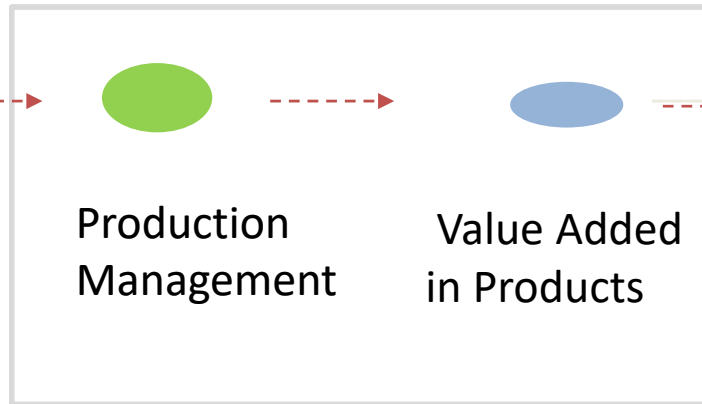


Grassroots mobilization

2. Pre-Production

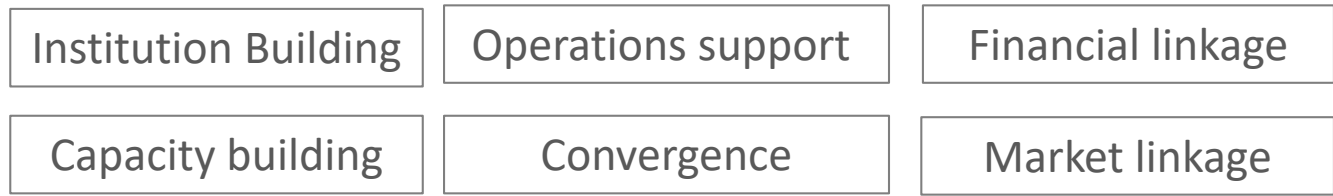
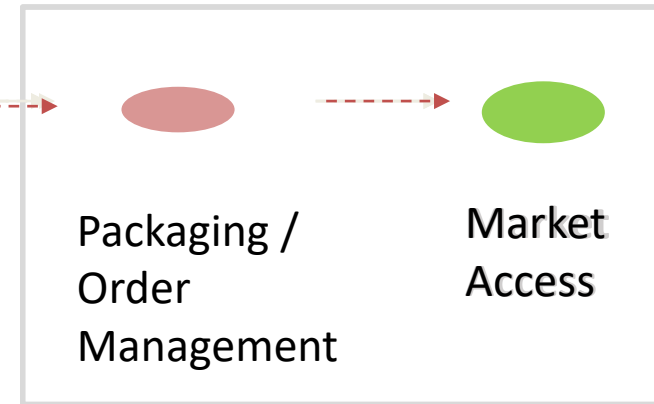


3. Production



Professional Services

4. Post-Production





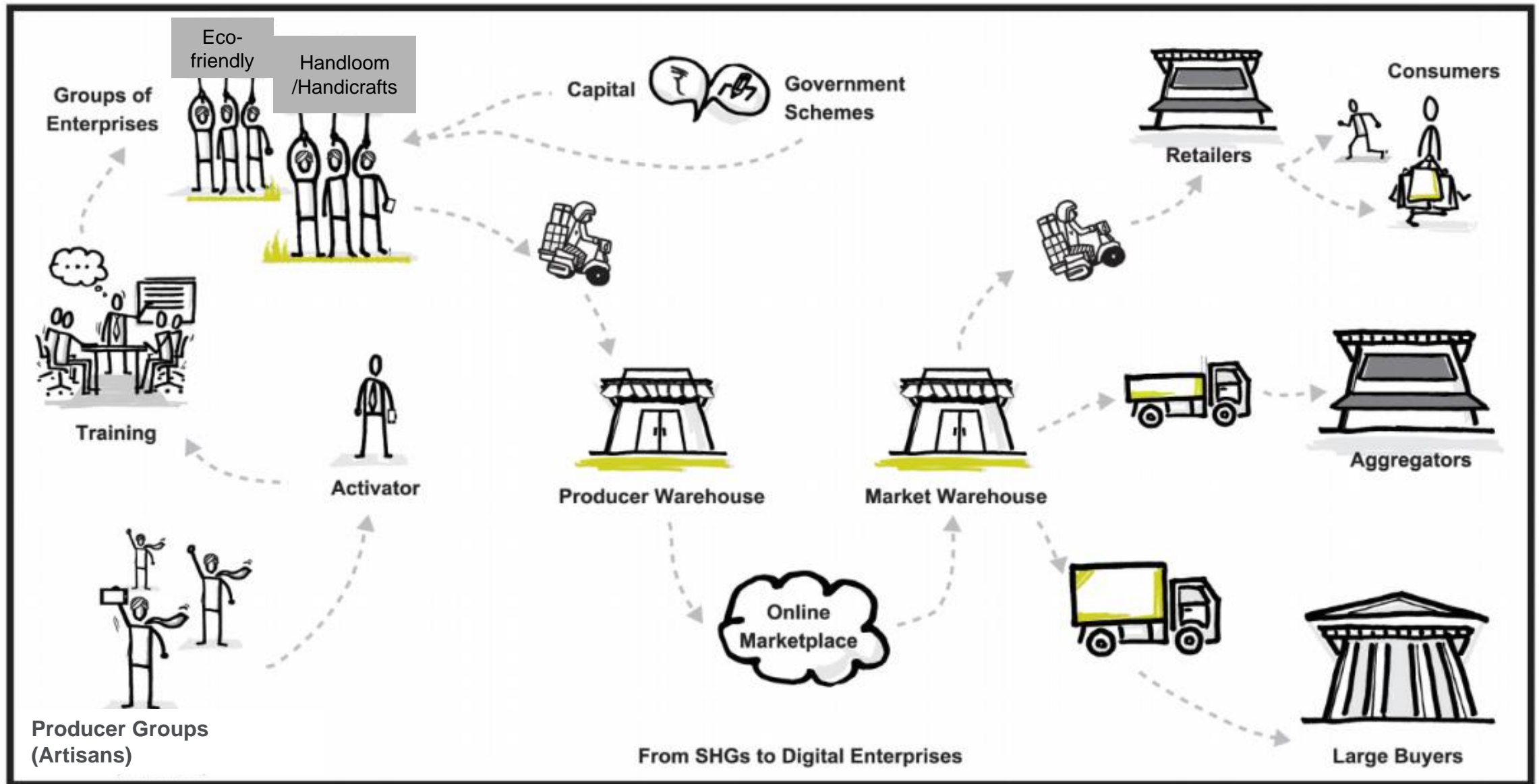
GRAM - Grassroots Regional Artisan Movement



Capacity Building Platform

Change Management Platform

Integrated Process Flows



Shared Infrastructure for the “Independent Artisans”

