

The future is handmade. Invest in India's diverse, craft-led MSMEs.

Barriers to Entry

INVISIBLE DATA

India's craft-focused MSMEs are seen as non-scalable and often sidelined by mainstream players - education, philanthropy, investment. The lack of data and information about this sector adds to this perception.

THE SKILLING GAP

Craft-focused MSMEs often operating in remote areas, cannot afford entrepreneurship programs or access in-person skilling programs. They lack exposure to incubation, as well as business & sustainability speak needed to stay competitive.

PIONEER GAP

70-90% of early-stage creative and social enterprises lack access to capital. Plus, inequitable access to a supportive ecosystem - of marketplaces, service providers, global-local networks - limits their ability to grow and scale.

The Sector Opportunity

RISE OF THE CONSCIOUS CONSUMER

80% Gen Z consumers believe brands should help make people's lives better. Global marketplaces will need to meet the demands of the growing tribe of conscious consumers. Rising demand will need access to supply.

NEED FOR COLLABORATIVE SUPPLY CHAINS

Marketplaces will need to turn to suppliers - like craft-based MSMEs - for innovation in sustainable products and processes, and to expand their consumer and impact base in the informal economy for maximum reach.

JOBS, INCLUSION, SUSTAINABLE GROWTH

Over 200 million livelihoods are linked to the informal artisan sector with over 50% of them being women; it offers dignified jobs among dispersed rural communities.



India's Artisan Potential

2nd

LARGEST EMPLOYER
AFTER AGRICULTURE

50%

WOMEN EMPLOYED

50%

INTERNET PENETRATION

\$100^{bn}

OF GLOBAL SHARE

20%

EXPORT GROWTH YOY

300^k

CRAFT-FOCUSED MSMEs

\$985^{bn}

GLOBAL MARKET BY 2023

CONTACT US

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Our Innovative Approach

We accelerate growth for craft-led MSMEs /small businesses by bridging gaps in information, entrepreneurial education, and global-local networks, empowering them to meet the future needs of sustainable production and consumption.

How We Do This

RESEARCH & INSIGHTS

To address the data deficit and build networked communities, we collect and analyse data to provide first-of-its-kind insights into enterprises in the artisan economy. This includes impact mapping, program management, innovation support and sector insights.

EDUCATION & RESOURCES

We facilitate affordable and accessible educational resources for entrepreneurial upskilling anytime, anywhere. We are co-creating the first-ever Masterclass for craft-focused impact entrepreneurs in India; we also educate and inform other stakeholders in the ecosystem - consumers, investors, service providers.

ECOSYSTEM SUPPORT

We offer incubation and curated community support with webinars, Q&As with industry experts, introductions to service providers, academics, networks, etc.

Our Partners



Partner With Us

SUPPORT ENTREPRENEURSHIP

Support our pipeline of early-stage, craft-led, impact enterprises focused on sustainable production with entrepreneurial upskilling.

HELP US SCALE OUR IMPACT

Support our vision to catalyse innovation and self-reliance in India's artisan economy.

About 200 Million Artisans

Started as a volunteer-led, COVID-19 response platform to support artisan communities in India, we have evolved into a purpose-led, for-profit ecosystem builder.

Sustainable Development Goals



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