

KARGHEWALE

EMPOWERING MAKERS ~ SUSTAINING CRAFTS



Karghewale is an incubator of artisan-promoted microenterprises.

We work with artisans who are aspiring weaver-designer-entrepreneurs and help them make the transition from job workers, with very little creative control of their craft to artisan-designers and artisan-designer-entrepreneurs.

The brand, Karghewale, represents a community of exceptional weaver-designers from 12 states of India who offer bespoke artisan-designed handwoven textiles under a single banner.

PROBLEM STATEMENT

1 In the popular handmade manufacturing-based model of craft enterprises in India earnings of artisans have persistently languished at an average of US\$ 70 / month

The reason: artisans are merely employed to execute products by hand in this model, while someone else designs and conceives it, making them mere job workers

3 Even when fair wages are paid, artisans as job workers have limited earnings because the market considers job work to be a semi-skilled role with limited remuneration

Such limited remuneration does not make crafts aspirational for the younger generation of artisan, leading to India losing a million artisans every decade

2

4

OUR SOLUTION



An alternative to the handmade manufacturing-based model in handwoven textile crafts based on **enhancement of creative agency of artisans.**

In an integrated approach, Karghewale helps aspiring weaver-designer-entrepreneurs develop their own self-designed catalog of products, and then provides a platform for these artisan-designed products to reach the right markets.

BUSINESS OVERVIEW

We are a unique **managed marketplace** of artisan-designed **bespoke handwoven textiles** featuring textile crafts from **12 states of India** (and counting) under a single platform.

BUSINESS MODEL



01 BUSINESS STRATEGY
Business-to-Business (B2B)



02 REVENUE MODEL
B2B Aggregator Margin



03 PRICING STRATEGY
Mid Margin, High Volume

TRACTION



25
Active artisan incubatees



> 60
Active B2B clients onboarded



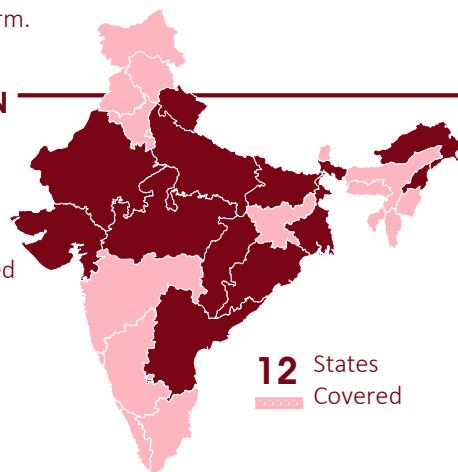
> 850
Monthly sale rate (in units)



US\$ 6100
Monthly revenue rate



> 600 SKUs
Of products hosted on our managed e-marketplace



12 States Covered

MILESTONES



MAR '23

25 Artisan-incubatees
1300 Monthly sale rate (units)



MAR '24

40 Artisan-incubatees
2800 Monthly sale rate (units)



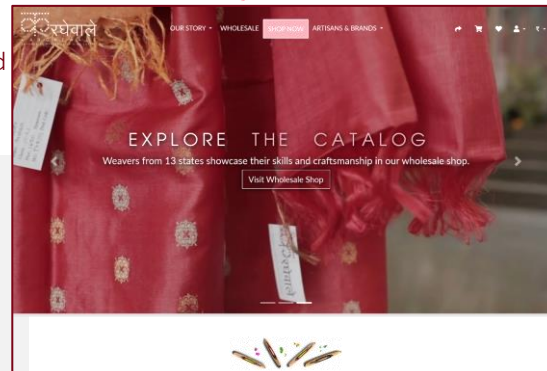
MAR '25

50 Artisan-incubatees
5000 Monthly sale rate (units)
US\$ 37000 Monthly revenue rate



MAR '27

100 Artisan-incubatees
10000 Monthly sale rate (units)
US\$ 98000 Monthly revenue rate



NIVEDITA RAI

in <https://in.linkedin.com/in/nivedita-rai-b42023b8>

IRMA | Acumen Fellow | Former Director – WomenWeave | 10 Years Experience in Crafts



SOURODIP GHOSH

in <https://www.linkedin.com/in/sourodip-ghosh-2985a7a7>

IRMA | Former Director – WomenWeave | Board Member – NBJK | 10 Years Experience in Social Sector

FOUNDERS

MARKETING



TARGET MARKET

Global B2B sustainable textiles

1

Domestic Wholesale

Large retail houses, wholesalers / exporters in major metros specializing in exports of handloom fabrics; Designers who procure a variety of handloom fabrics; Corporate gifting

2

International Retail

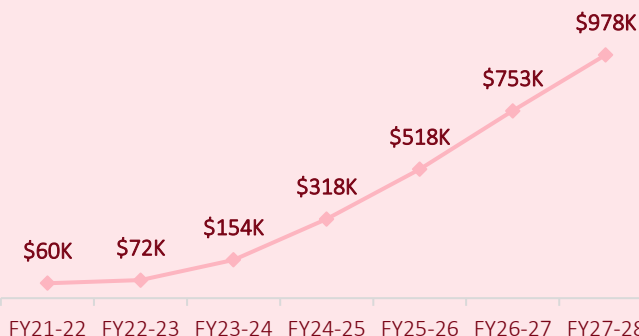
Fair trade shops spread throughout Europe, US and AU; International trade shows and craft fairs

FINANCIALS

We are **financially sustainable at our present traction and aiming growth.**

Founded in Dec '20, our **net profit in Year 1** (i.e., FY21-22) was **US\$ 2500.**

REVENUE ACTUAL & PROJECTED



FUNDRAISING

We are seeking an investment of **US\$ 65000** to be spent over the next **two** fiscal years as shown below, to achieve our **growth milestones.**

