



INDICRAFTS

SUPPORT SYSTEM FOR
INDIGENOUS
INDUSTRIES

BASIC IDEA



A platform to promote indigenous crafts and support craftsmen



Act as a moderator between producer and industrialist



Bring various small scale ventures together to create a venture that generates profit for everyone

NEED FOR OUR VENTURE

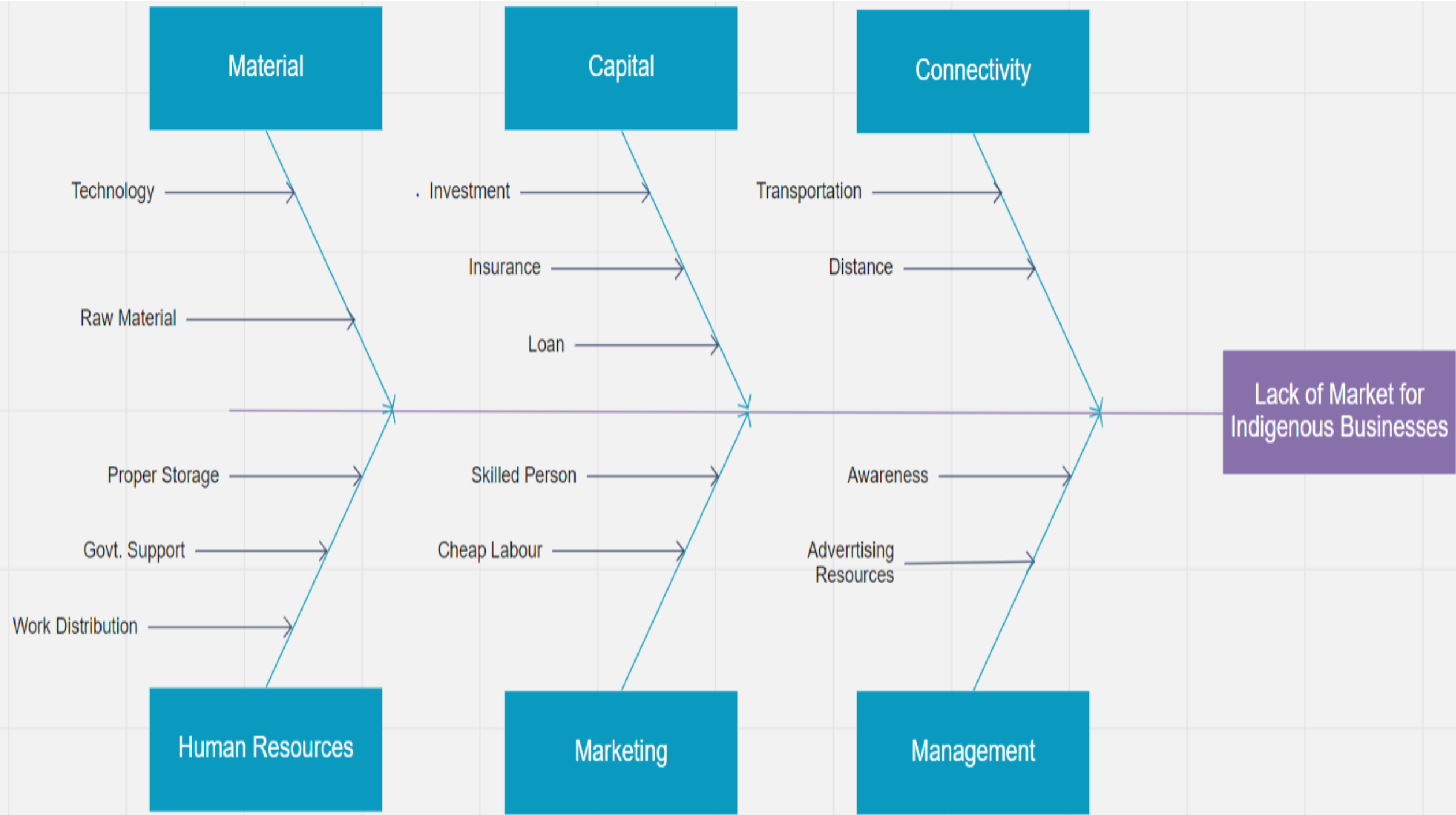
Our venture is needed because small scale indigenous industries are on a decline because of various factors:

Constant rise in MNC's

Decline in demand of local crafts

Lack of technology in handicraft sector

Lack of awareness



THINKING HATS

PROCESS



Blue Hat - Process

Thinking about thinking.
What thinking is needed?
Organizing the thinking.
Planning for action.

CREATIVITY



Green Hat - Creativity

Ideas, alternatives, possibilities.
Solutions to black hat problems.

FACTS



White Hat - Facts

Information and data.
Neutral and objective.
What do I know?
What do I need to find out?
How will I get the information I need?

BENEFITS



Yellow Hat - Benefits

Positives, plus points.
Why an idea is useful.
Logical reasons are given.

FEELINGS



Red Hat - Feelings

Intuition, hunches, gut instinct.
My feelings right now.
Feelings can change.
No reasons are given.

CAUTIONS



Black Hat - Cautions

Difficulties, weaknesses, dangers.
Spotting the risks.
Logical reasons are given.

WHITE HAT

There was a decrease of 18000 crore worth of production in handicrafts in India from financial year 2006-2007 to financial year 2009-2010

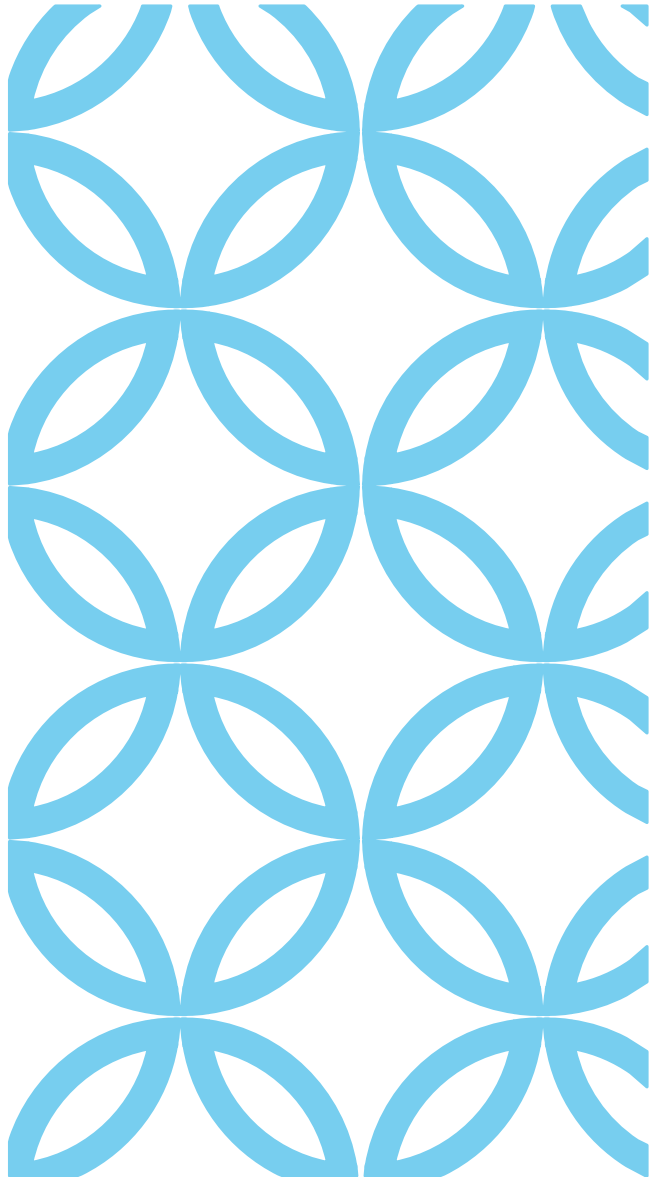
2006–2007

After financial year 2010-2011 the business has seen a rise of nearly 8000 crores

2010–2011

2006–2007

There was a decrease of 9000 crore worth of export in handicrafts from financial year 2006-2007 to financial year 2009-2010 and the business is still going downhill



Connecting the dots B2B and B2C

Support from NGO's

Great demands among tourists

Govt schemes like "Make in India"

Need small investment

YELLOW HAT

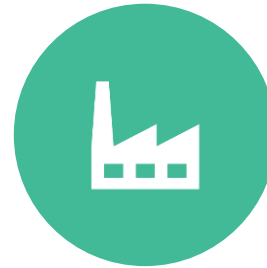
BLACK HAT



COMPETITION
FROM MNC'S



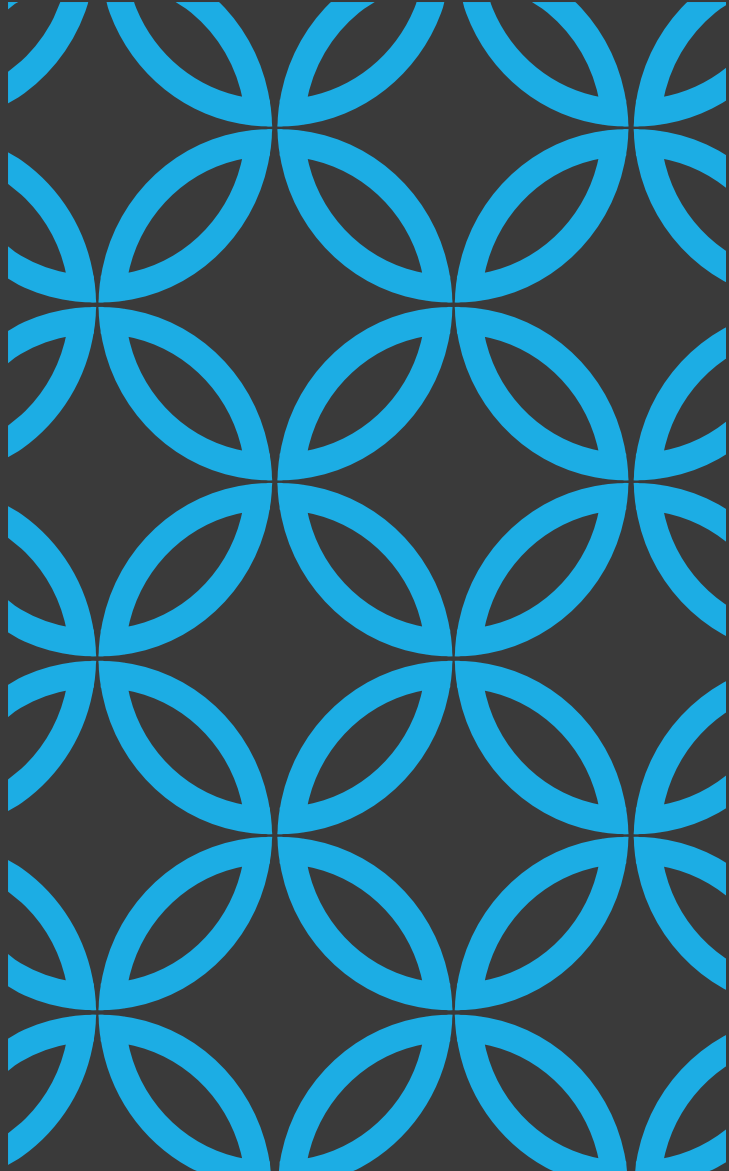
RAISING FUNDS



LACK OF
TECHNOLOGY IN
PRODUCTION



DIFFICULT TO GAIN
TRUST OF
PRODUCER



RED HAT

We are helping them so they will trust us

Legitimate handicrafts

Promoting tradition

GREEN HAT

USE OF REFERAL
SYSTEM FOR
DISCOUNT ON FUTURE
TRANSACTIONS FOR
EXISTING CUSTOMERS

FEEDBACK FROM
CONSUMER AS WELL
AS FROM PRODUCER

GIVING REWARDS TO
OUR RAW MATERIAL
SUPPLIER ,
TRANSPORTER ,
PRODUCER

SPECIAL DISCOUNT
FOR LARGE ORDERS

BLUE HAT

We will face competition from MNC's but that can be avoided by not selling our product on different viewpoints as 'Patanjali' is doing

We will face some difficulties in beginning but that can be tolerated by keeping the prices low at the start and then raising after establishing a consumer-base

We will seek benefit from govt schemes like Make in India that will help us make the foundations of our business strong

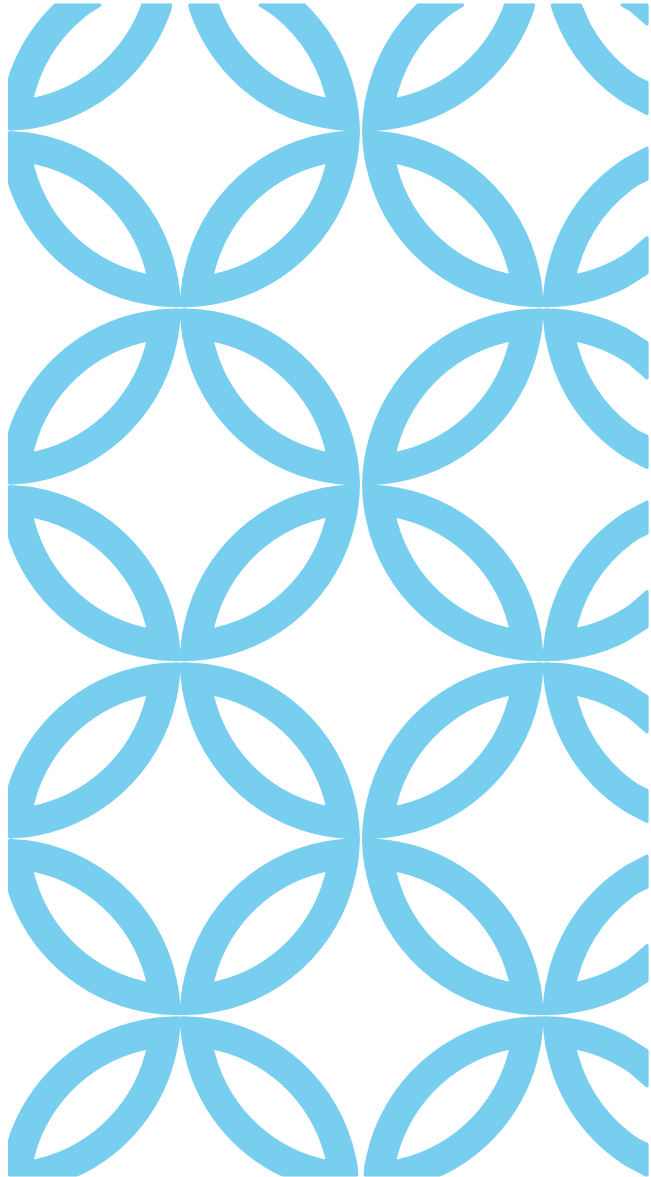
BLUE HAT

Handicrafts has always been an attraction for tourists and rich people so we will target them

We can seek help from NGO's to revive our traditional crafts

Difficulty of gaining trust can be overcome by offering advance work at affordable prices

Crafts like khadi and can be sold on basis of comfort and use of technology can make production cheaper for such crafts



THE PROJECT WILL USE ONLY LOCAL SERVICES LIKE RICKSHAWS FOR TRANSPORT LOCAL PRODUCERS FOR RAW MATERIALS SO MAKING IT LIKE A SEPARATE BUSINESS ENTITY FOR EACH PLACE WHICH IS EASIER TO MANAGE

TEAM NAME - KRANTIVEER

Members :

- Dhruvi Chowksi
- Rahul Malhan
- Divit Adlakha
- Amrutha
- Aaditya
- Harshit Singhal

THANK YOU

