



Global marketplace for Craft communities

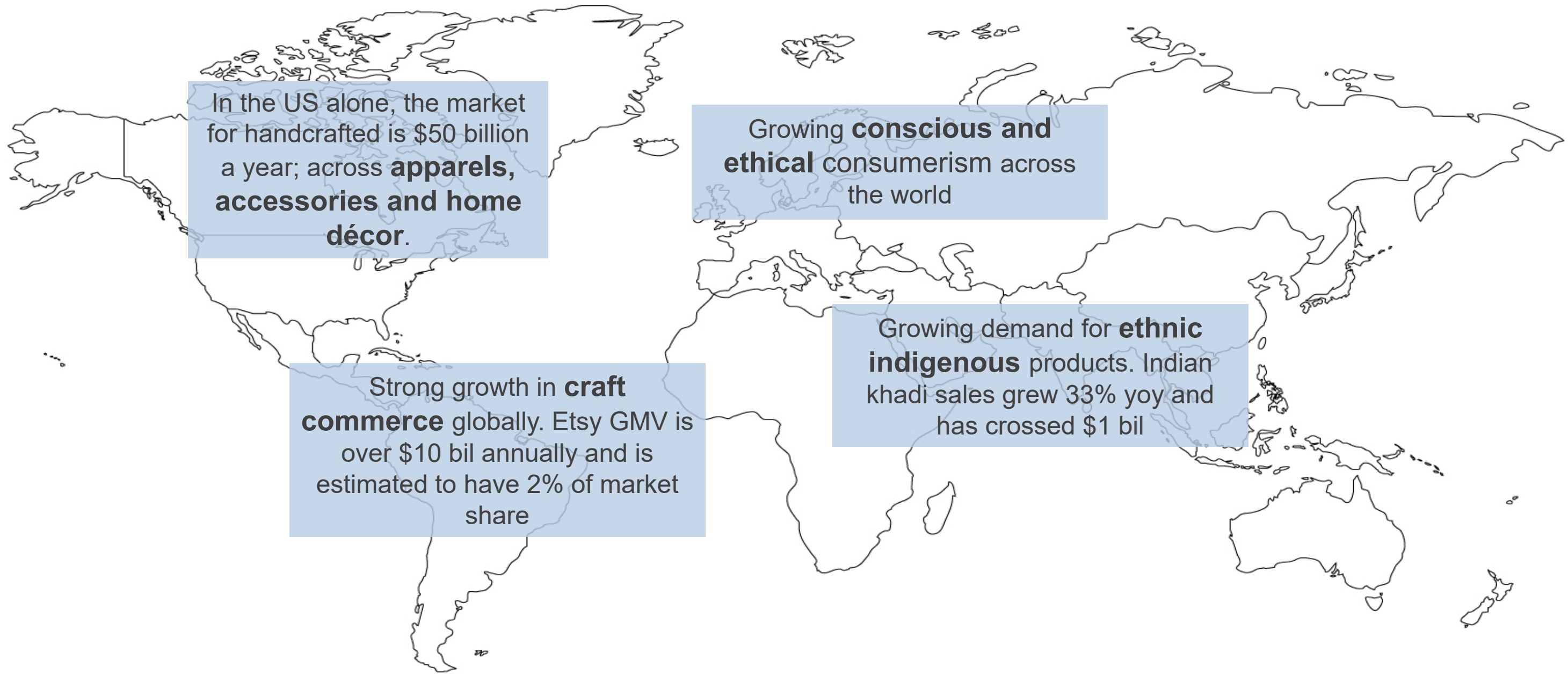
Siva Devireddy
Founder, CEO

#CraftingChange

enabling and empowering artisans for
sustainable livelihoods

Growing global demand for Handicraft

Global Handicraft market is estimated at **US\$ 718 bil**



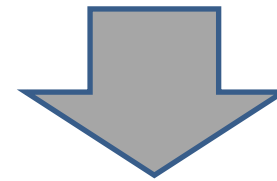
Sources: IBEF, Ethical Fashion Forum, The Robin Report, Etsy Investor report

Crafts represent the *rich culture and heritage* of India



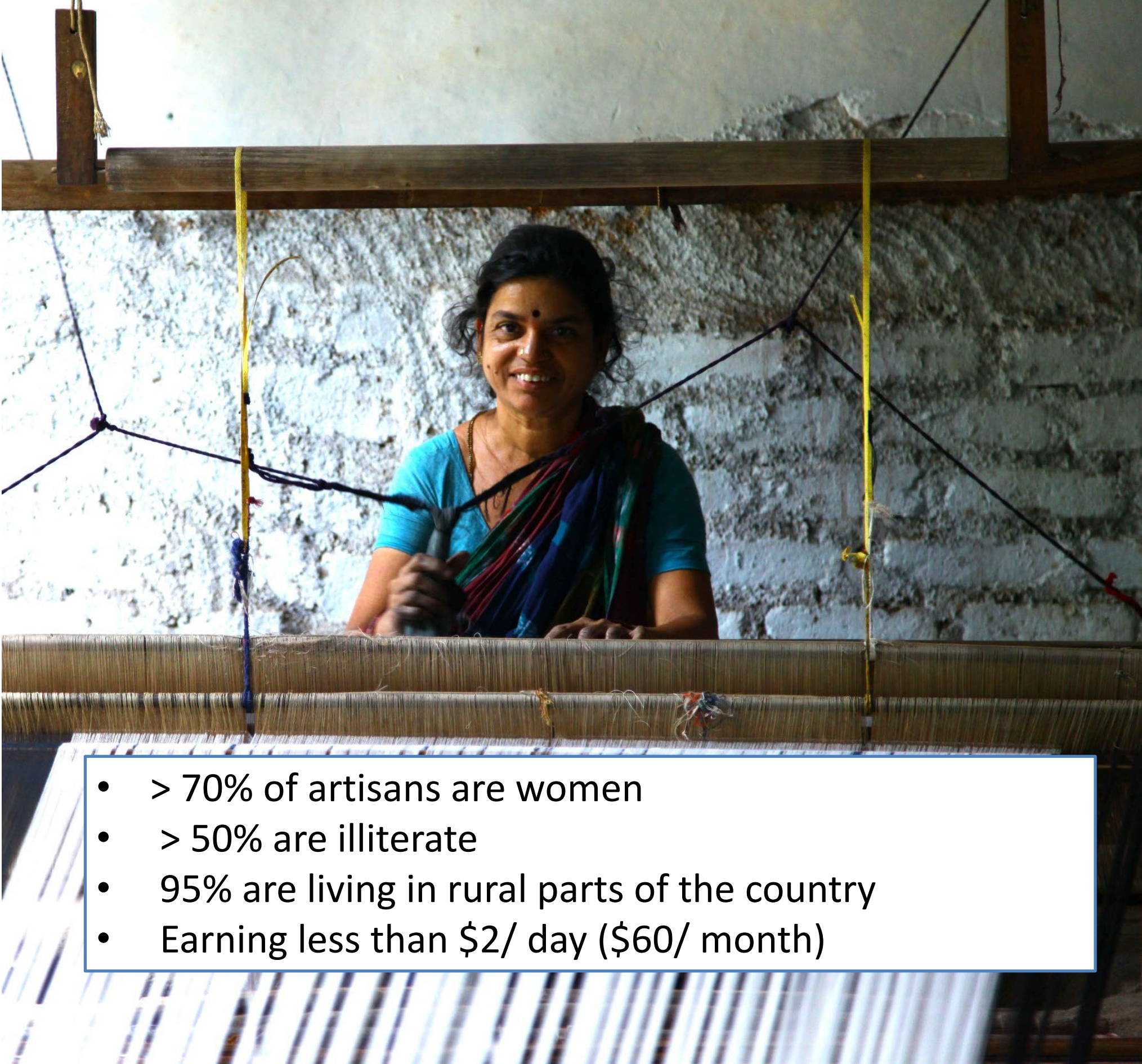
1000+ clusters

9 million+ skilled artisans & weavers



Estimated Production of Rs. 77,683 cr in 2020
> \$5 billion in exports

Source: Ministry of Textiles, Planning commission



- > 70% of artisans are women
- > 50% are illiterate
- 95% are living in rural parts of the country
- Earning less than \$2/ day (\$60/ month)



Challenges faced by Craft sector

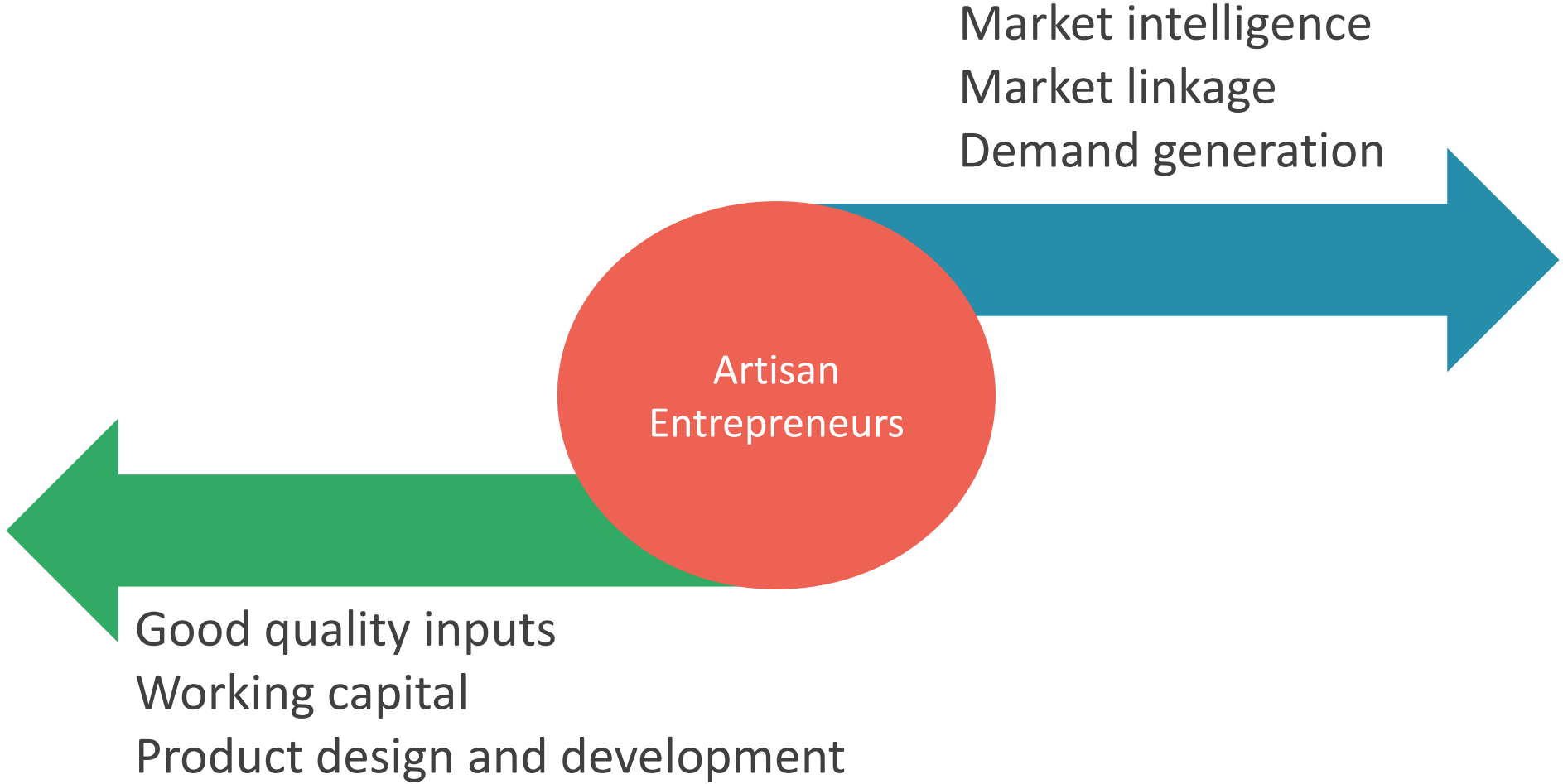


Working
Capital, Inputs

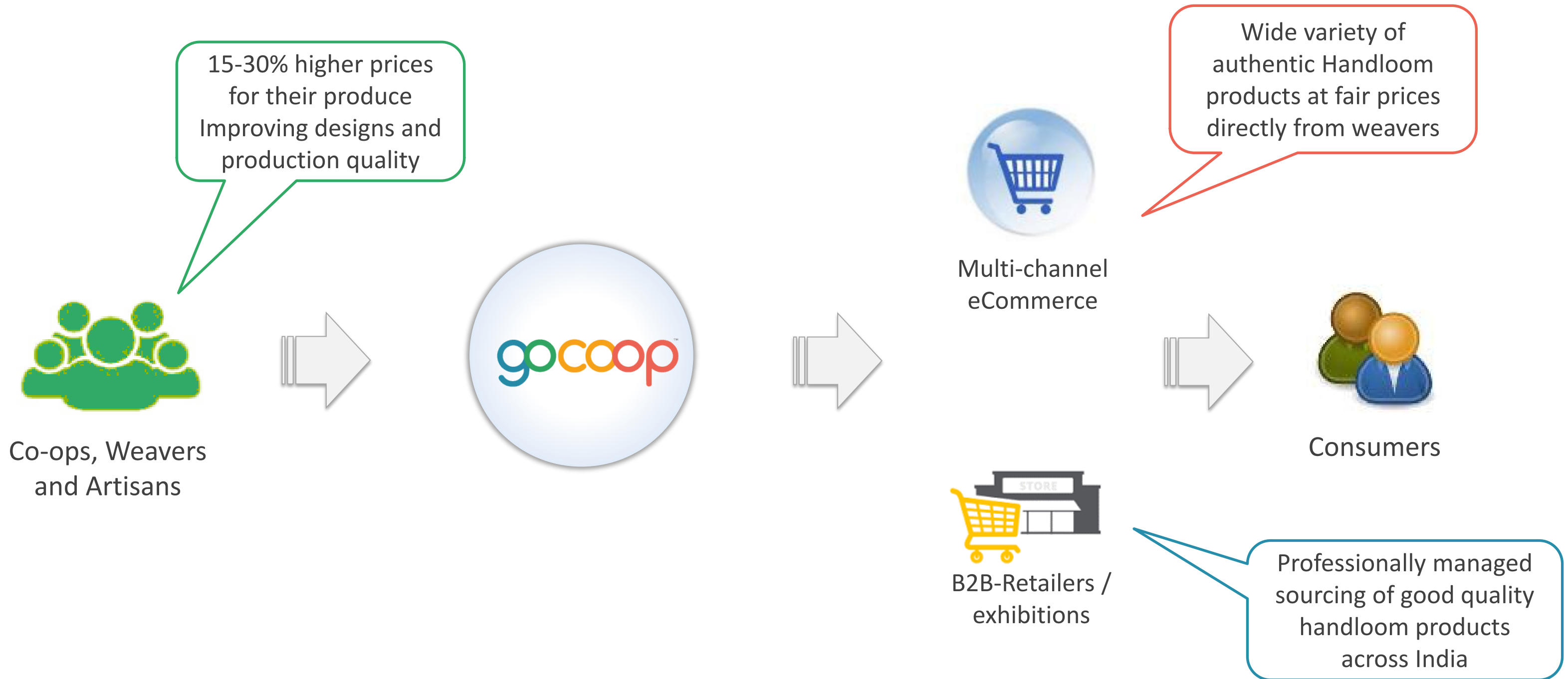
Fair access to
markets

Branding &
Marketing

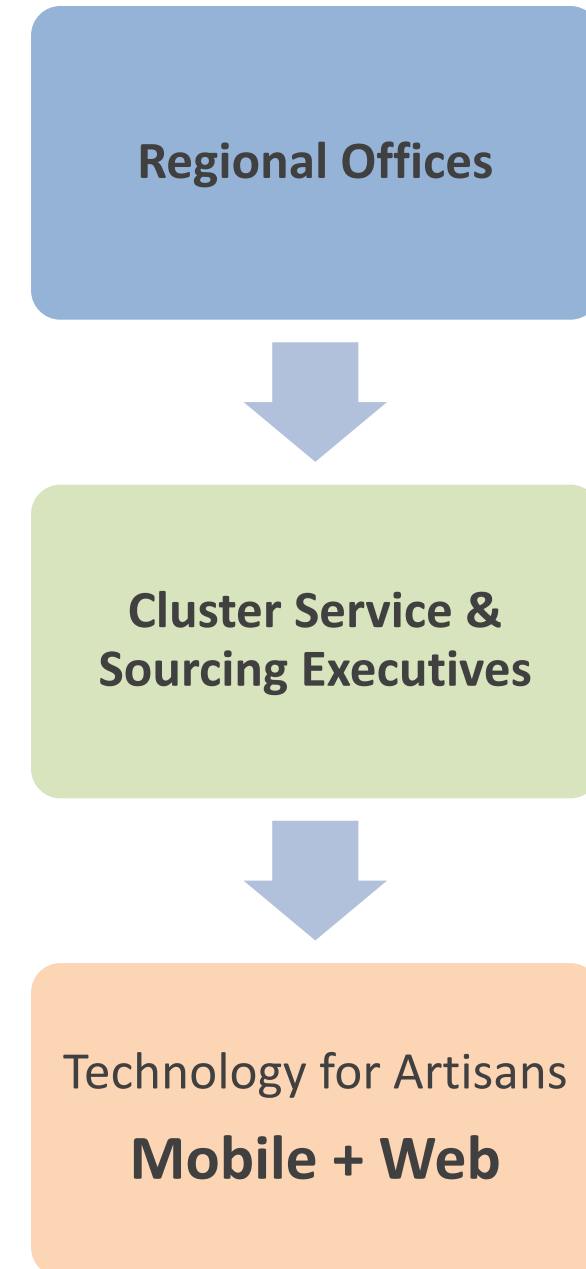
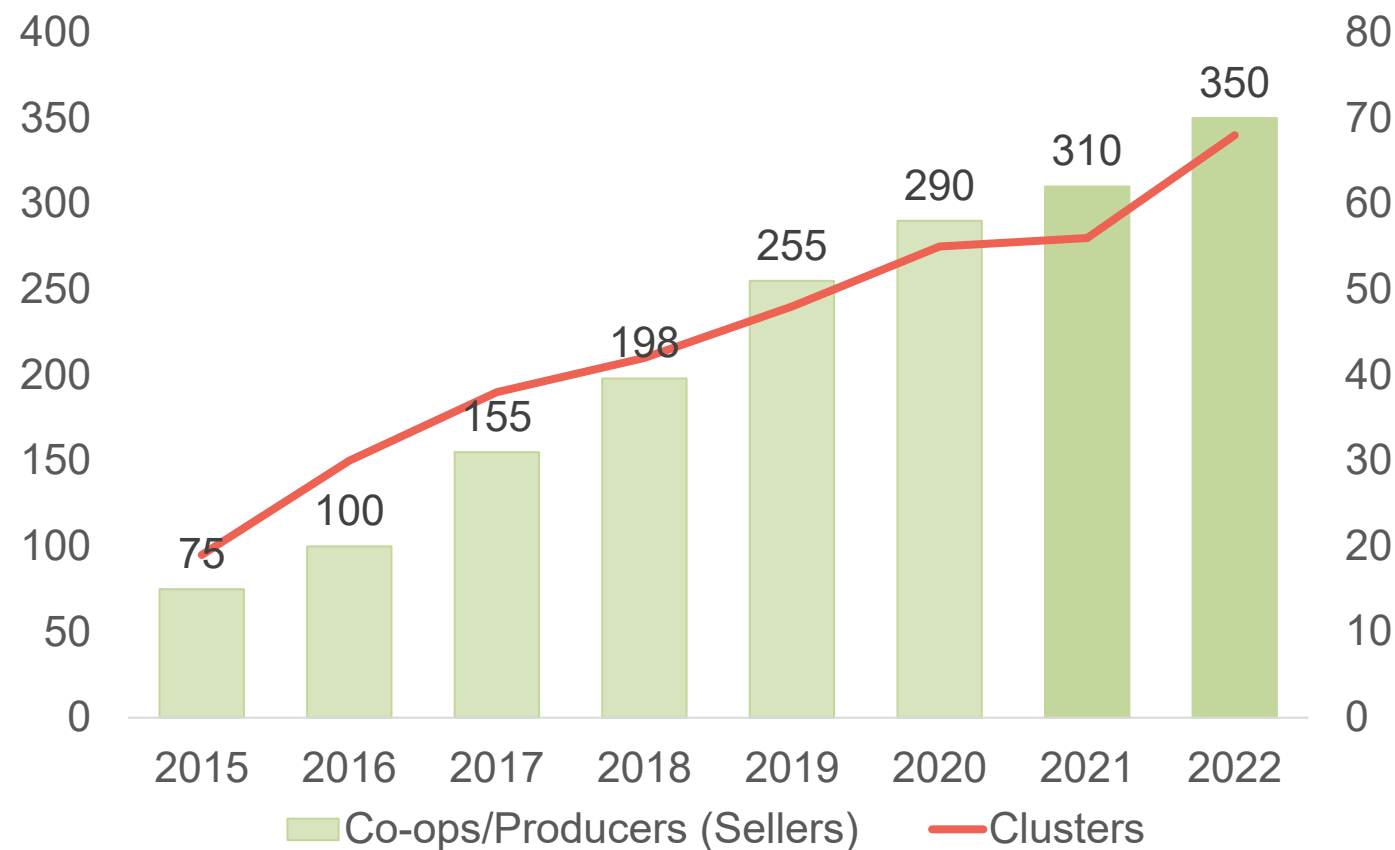
Artisan Entrepreneurs need both forward and backward linkages



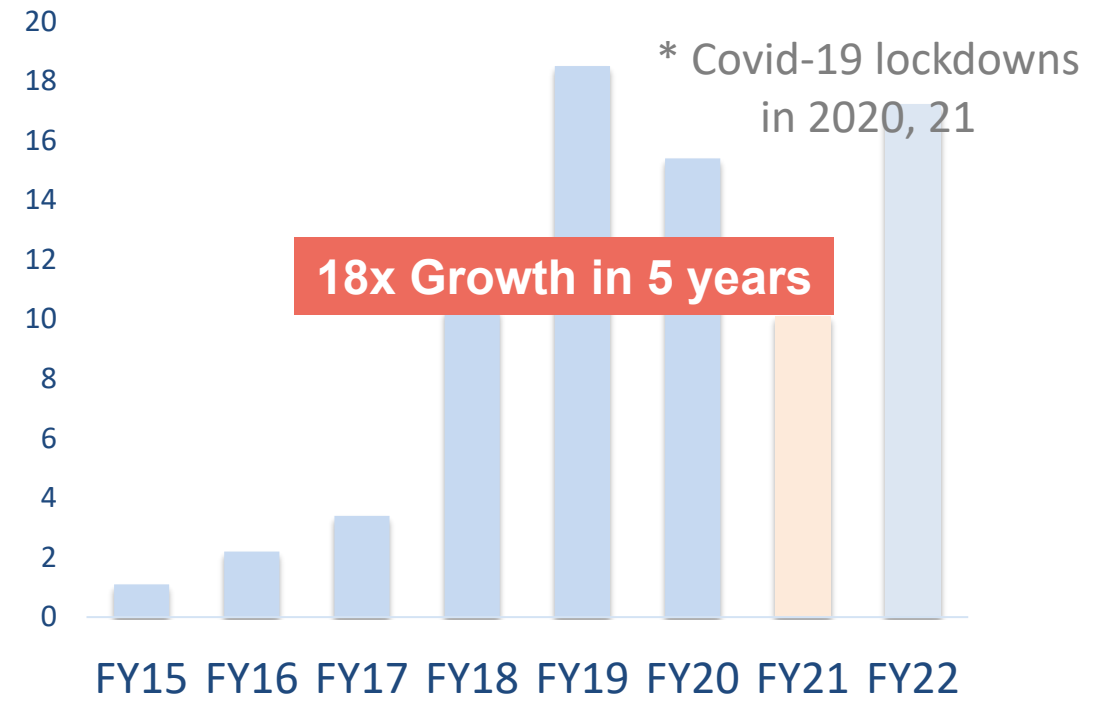
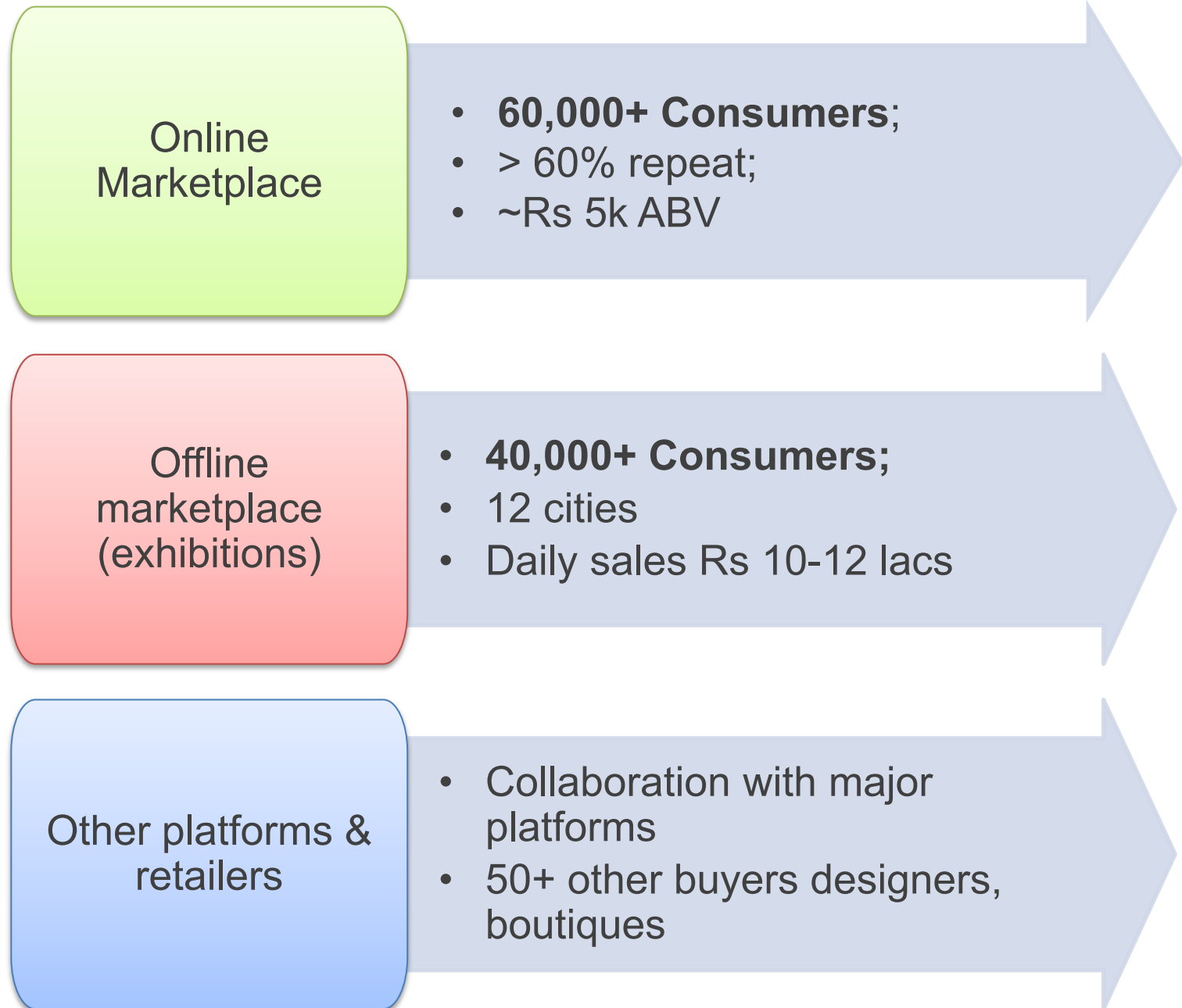
Connecting *artisans directly with customers*



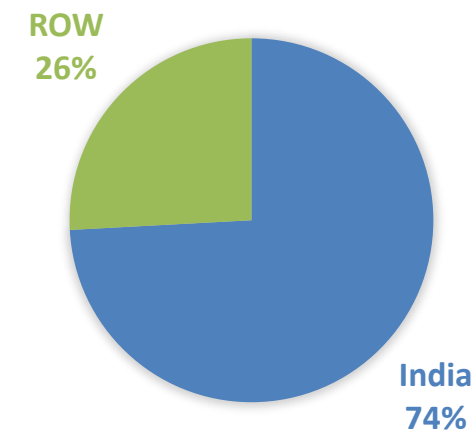
Largest cluster-based supply chain for Handlooms



Driving growth & profitability of our entrepreneurs



DOMESTIC VS INTERNATIONAL



How it works?



Digital enablement - Cluster workshops

“Enabling and Empowering cluster-level weaver entrepreneurs “– Capacity building workshop

Sessions on Ecommerce enablement, product design, Merchandising, Quality, Costing & Pricing , Marketing & Micro entrepreneurship were covered. Practical training on photo shoot as well as group discussion on design intervention on existing product line were discussed.

Key challenges of the cluster :

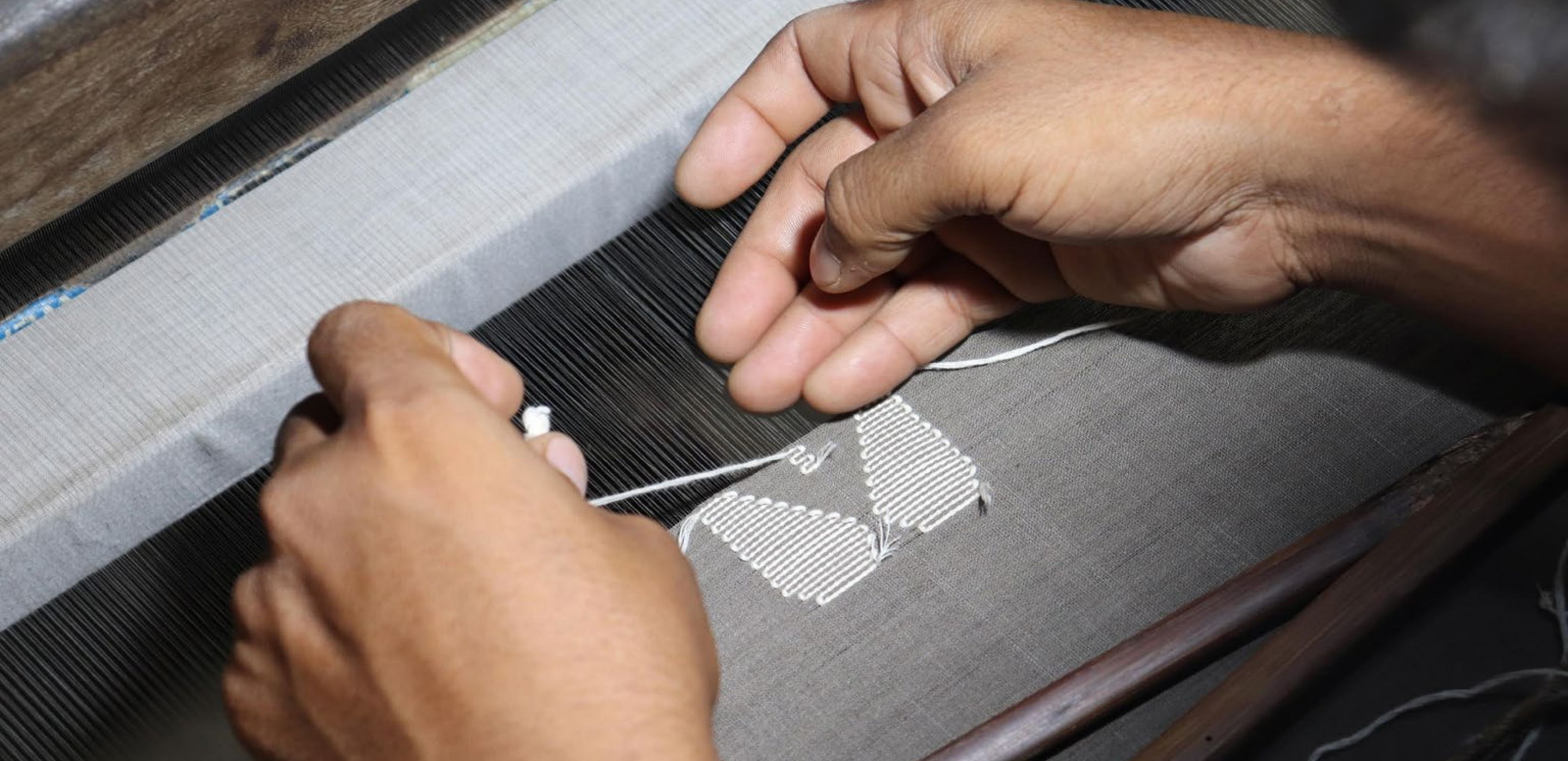
- Labor Issues
- Need for more markets, like the weekly market where buyers from outside Odisha can visit
- Holding Inventory as their craft is time consuming, output is fairly limited
- Very few weavers have stocks to consider selling online
- Need support in design to produce products that suits urban consumers and are cost effective in production

13 weaver entrepreneurs & 3 cooperative societies from Bargarh and near by villages participated in this training.





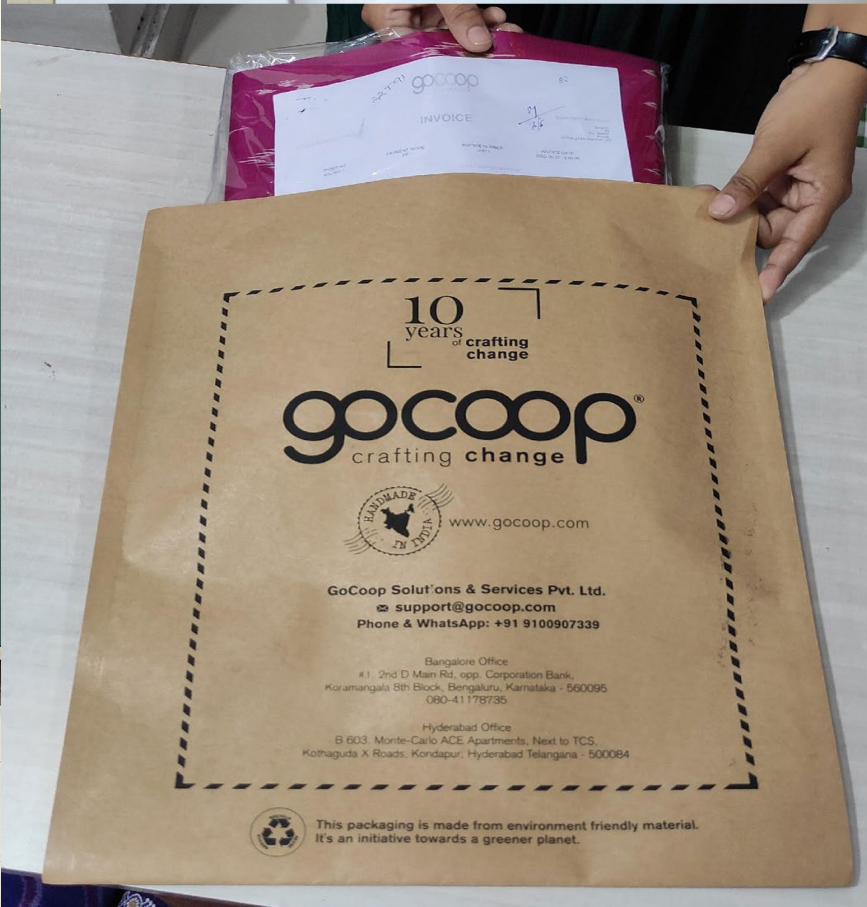
At 27, Ranjana Saha is a specialist **Jamdani weaver** from West Bengal, India.



Poetically called “woven air”, Jamdani technique creates **ultra-fine fabric** with **intricate motifs**.



During Covid, Sales and demand dropped drastically due to lockdowns.
INR 25 lacs (\$30k) worth of inventory was piled up blocking cashflow



Ranjana & Rajib learnt the ropes of digital commerce

They learnt to take pictures of her products using her phone, take online orders and ship them to customers

Selling online has helped their products reach a wider market.

Ranjana now uses feedback from the marketplace to innovate and create new designs


Over time, the couple managed to earn a smaller but steady income.



Multi-lingual mobile app for Weavers & Artisans

Seller Dashboard

[home](#)



boyanika
handloom industry
established in 2017
4000 members
[edit profile](#)

your store at a glance

596 orders processed	Rs. 2243639 Revenue	388 buyers	936 items sold
--------------------------------	-------------------------------	----------------------	--------------------------

resources

- [take a tour](#)
- [seller guide](#)
- [how to add products](#)

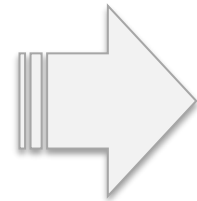
action items

1 new orders to process	15 new enquiry to respond	0 products to be edited
-----------------------------------	-------------------------------------	-----------------------------------

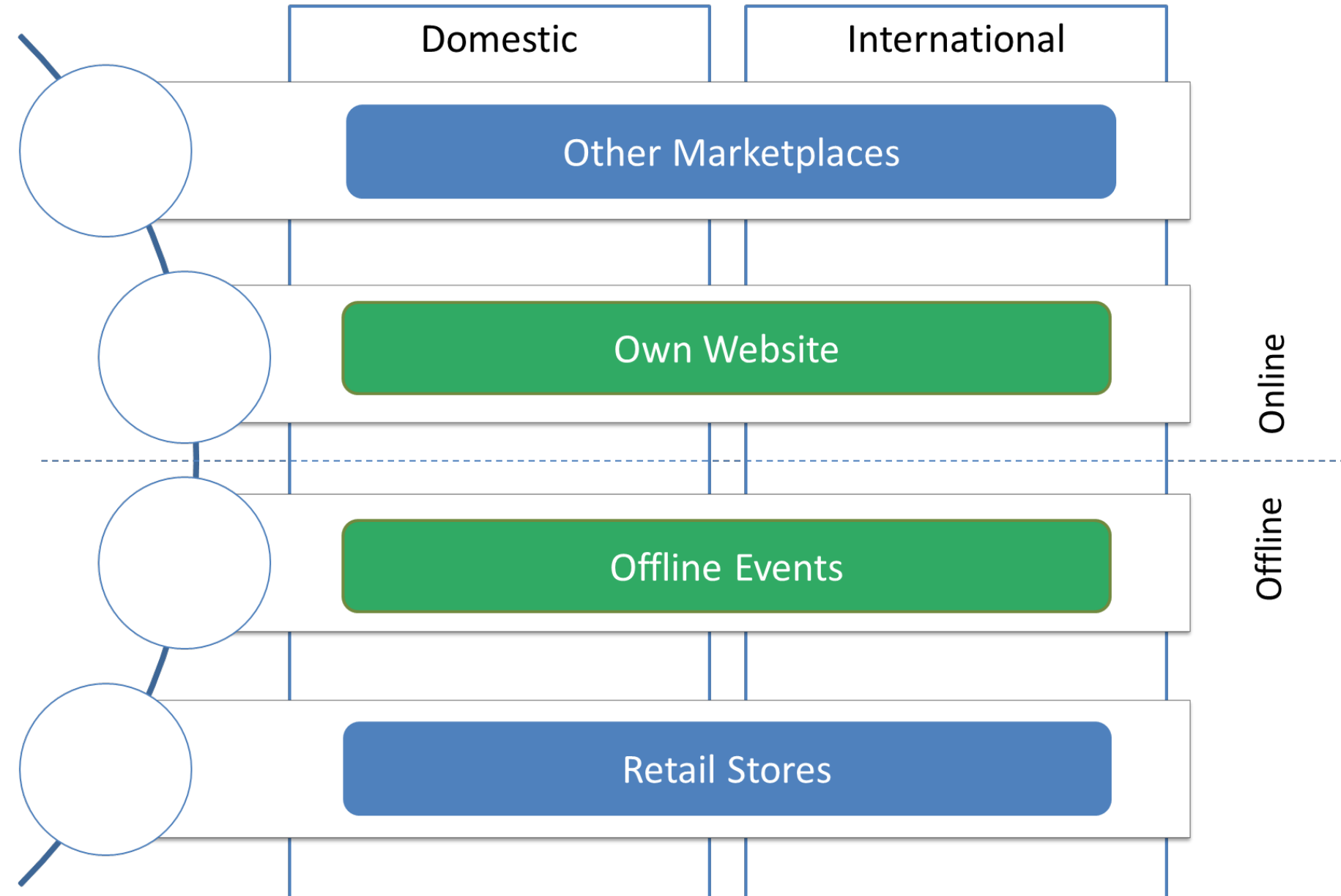
We are evolving into an *Integrated Market access* platform



Co-ops, Weavers and Artisans



Integrated market access platform



Providing end-to-end Commerce management services

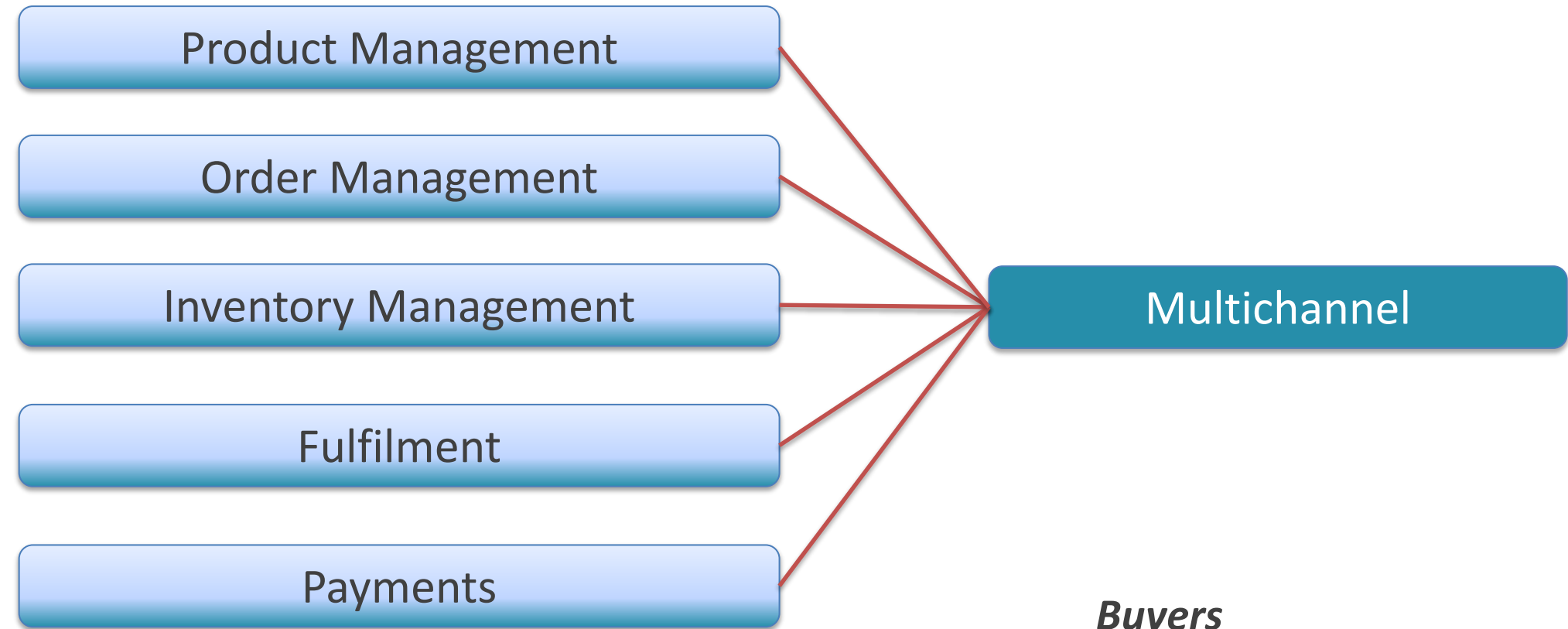


GoCoop's managed services for Co-ops

Producers



- Local support at clusters
- Simple and easy to use platform



Buyers

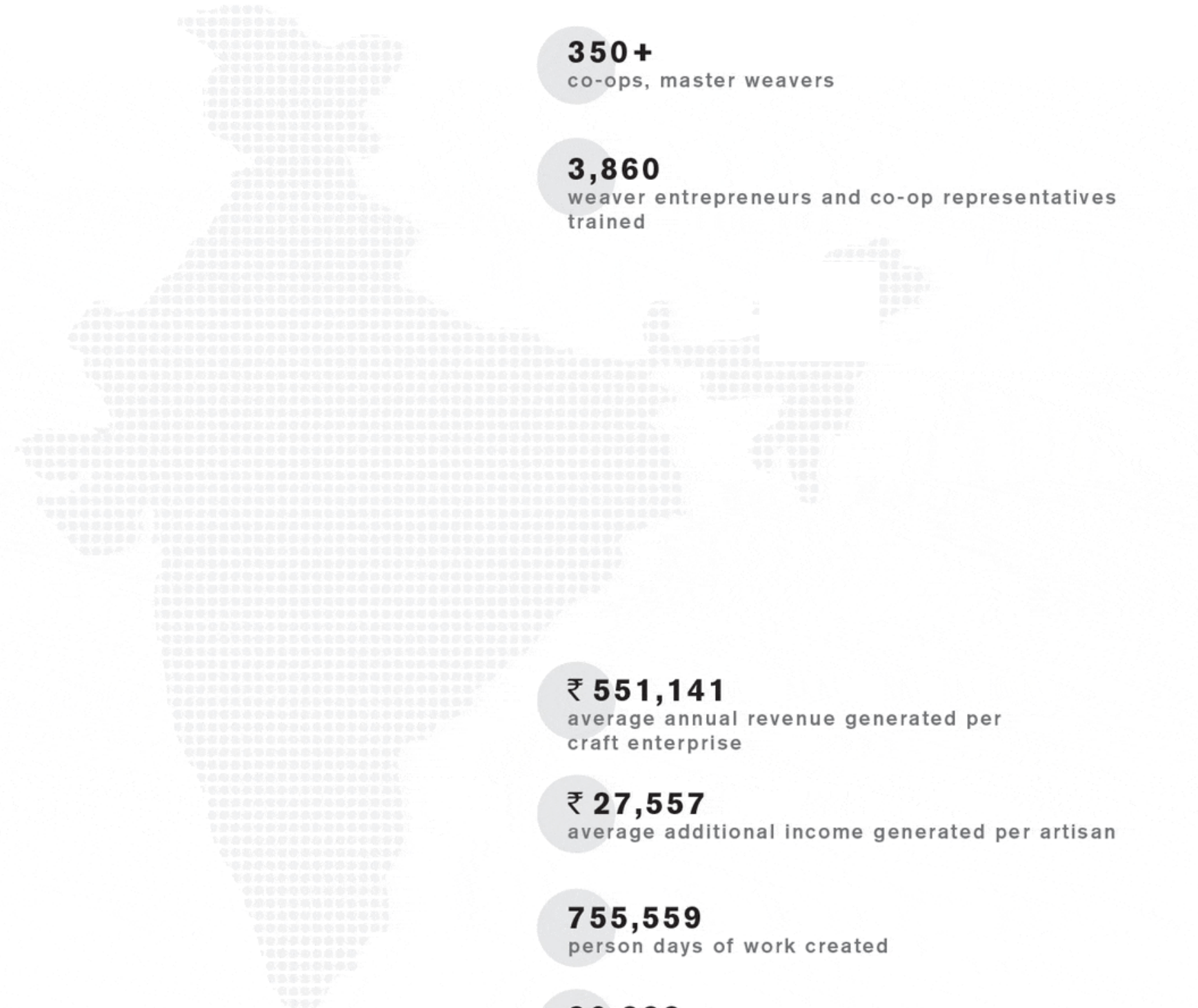


- Good service
- More products
- End to end visibility

Our Social Impact so far



Our dream is to create and support sustainable livelihoods for our artisans through a global marketplace platform. At the same time deliver great service, good quality and authentic handmade, sustainable and organic products at best prices to our customers and buyers.





gocoop

craft

"India's first online global marketplace for weavers and artisans."

Sivareddy
GoCoop

First company showcased by the Google CEO at digital unlocked in 2017

Govt of India's first national award for Handlooms marketing (eComm)





Recognised as Champion of Change by Hon'PM and Niti Aayog 2017

thank you!



Team / Meet the dream weavers.

