

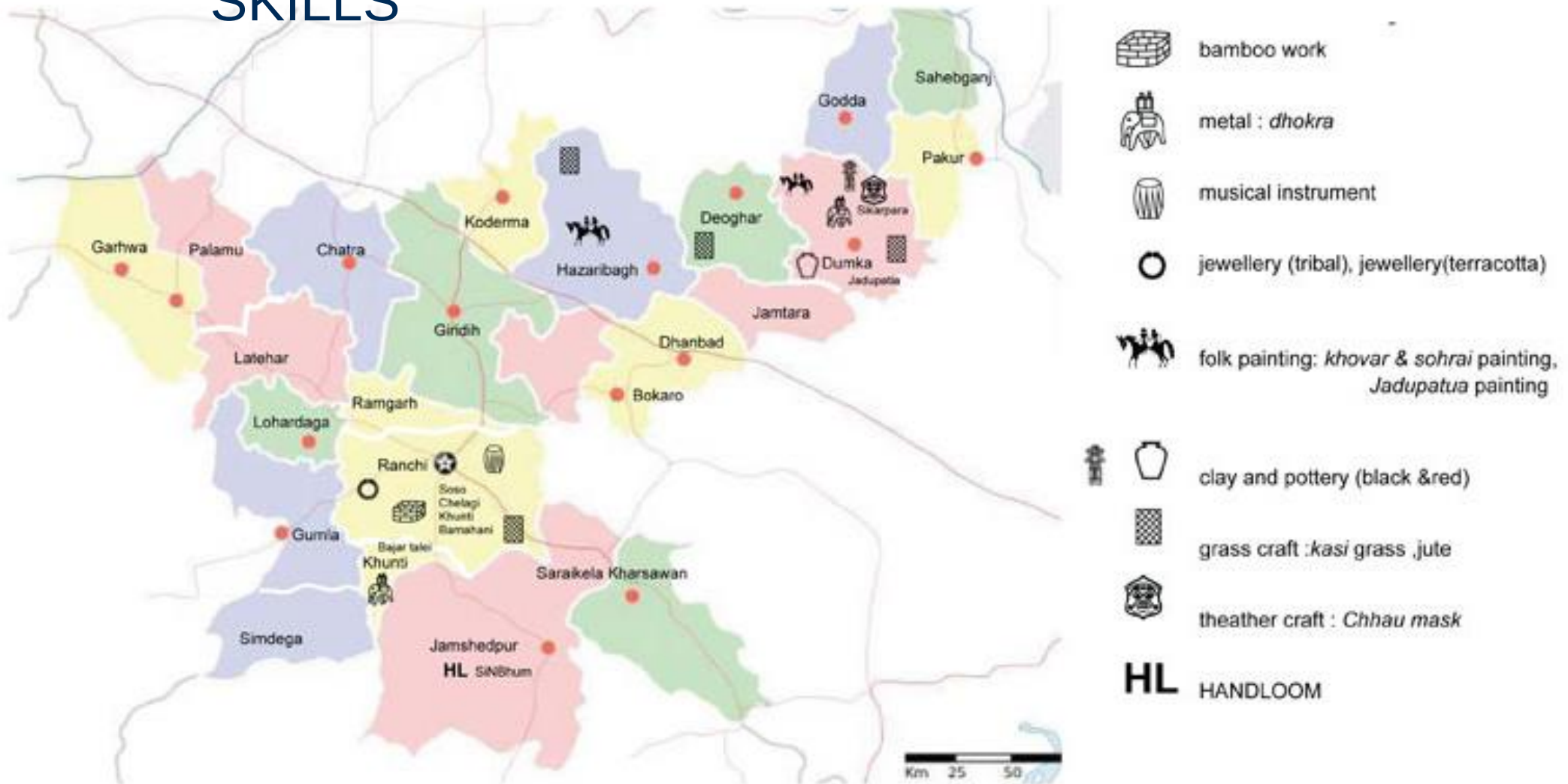


CREATING OPPORTUNITIES THROUGH SOCIAL ENTREPRENEURSHIP IN MY HOME STATE

Building a strong supply chain and technology will help rural indigenous artisans of India in Economic upliftment.

MY STATE- INDEGENIOUS CRAFTS & SKILLS

Jharkhand



Notes TO SELF:

Hailing from a state abundant in forests, minerals, and a vibrant tribal culture, Jharkhand, which is also home to the TATA group, faces significant challenges with high militant insurgency among its tribal populations. Despite the state's rich resources, it remains one of the poorest in India. The tribal people possess a heritage of indigenous fabrics and handicrafts, presenting an opportunity for valuable contributions to the nation's understanding of socio-economic adaptations and fragile ecosystems.

I am extremely passionate about addressing this issue, aspiring to play a role in assimilating diminishing tribal populations into mainstream society through skill development and fostering growth opportunities for handlooms and handicrafts businesses.

CHALLENGES

- **Institutional Gaps:** The existing institutional support and access to government programs are inadequate, posing significant challenges.
- **Economic Struggles in Jharkhand:** Jharkhand faces extreme poverty, with 42% of the population living below the poverty line, making it the second poorest region globally.
 - The local population relies on survival through forest produce, hunting, and foraging, indicating a high dependence on traditional livelihoods.
- **Unemployment and Educational Barriers:** Unemployment is prevalent due to high levels of illiteracy and ignorance among the population.
- **Corruption by intermediary agents in business:** The presence of corrupt middlemen exacerbates economic challenges, hindering fair practices and just compensation for the local population.
- **Influence of Militant Insurgents:** Militant insurgents pose a significant challenge, influencing and impacting local communities, affecting their economic and social dynamics.
- **Healthcare Challenges:** Diseases are prevalent, and there is a lack of basic medical care, resulting in a low life expectancy of 40-45 years.



A Tribal Woman engaged in basketry in her hut

Tribal children do not have schools



Image courtesy : Jharkhand NGO Ambalika

MARKET SIZE

Tribal Population Significance:

- X% of India's population belongs to Tribal India, totaling over NN million individuals.

Overview of Retail and E-commerce Market:

- India's retail market exceeds \$NN billion, experiencing a growth rate of X%.
- The E-commerce sector is valued at over US\$NN billion, showing a growth rate of Y%.
- However, despite these impressive figures, more than N% of the retail and e-commerce market in India remains unorganized.

Potential for Handloom & Handicraft Business:

- The handloom and handicraft business represents a \$MM billion retail market.
- Despite its significant size, there is currently a low penetration in the e-commerce market, standing at 2%.

Opportunity in Jharkhand:

- In Jharkhand, the retail market size is \$N billion, providing a substantial market.
- Although there is e-commerce penetration at 4%, there is room for growth and improvement.

SOLUTION FOR ASSIMILATING TRIBALS

Government Partnerships for Funding:

- Establish collaborations with government bodies such as the Handicraft division and Ministry of Textiles, Government of India, to secure funds for training programs. This can help in creating sustainable initiatives to empower tribal communities.

Local NGO Collaborations:

- Form partnerships with local NGOs to leverage their expertise in community engagement and development. This collaboration can enhance the reach and impact of assimilation programs.

Training Initiatives with Academic Institutions:

- Conduct a series of training programs for artisans in collaboration with reputed institutions such as Indian Fashion Institutes, involving designers and business school students. This holistic approach addresses both skill development and business acumen.

Engage in Local Trade Events:

- Collaborate with local trade events such as fairs, exhibitions, and flea markets to provide a platform for tribal artisans to showcase their products in the local B2B market. This exposure can enhance market visibility and create business opportunities.

Corporate Partnerships:

- Establish strategic tie-ups with multinational corporations (MNCs) like Aditya Birla Group and international firms such as IKEA. This not only opens avenues for market expansion but also creates opportunities for skill exchange programs and sustainable business practices.

Build Efficient and Sustainable Supply Chains

Conduct skill development and automation training

LARGE SCALE PROCESS for BASKETRY



Waste grass grows in abundance in the area all year round and is not used for any other purpose. The grass is cut and dried for 2 days before it can be used for weaving. We can use a grass drier machine to help the artisans during the monsoon season.

LARGE SCALE PROCESS for BAMBOO CRAFTS



RECENT ADOPTION OF MODERN TECHNOLOGY SOLUTIONS



An electric grass drier for basketry crafts donated to the village

RECENT ADOPTION OF MODERN TECHNOLOGY SOLUTIONS



Electric Bamboo cutters for basketry

END PRODUCTS IN BASKETRY CRAFT



BEFORE ASSIMILATING TRIBALS

AFTER ASSIMILATING TRIBALS



OTHER HANDLOOM AND HANDICRAFT PRODCUTS IN THE REGION

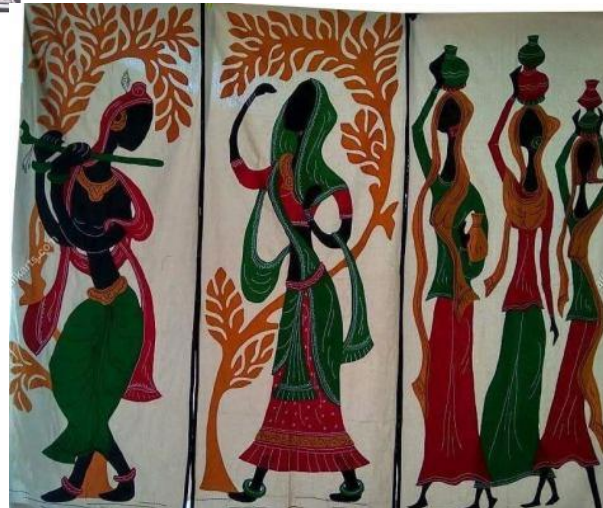


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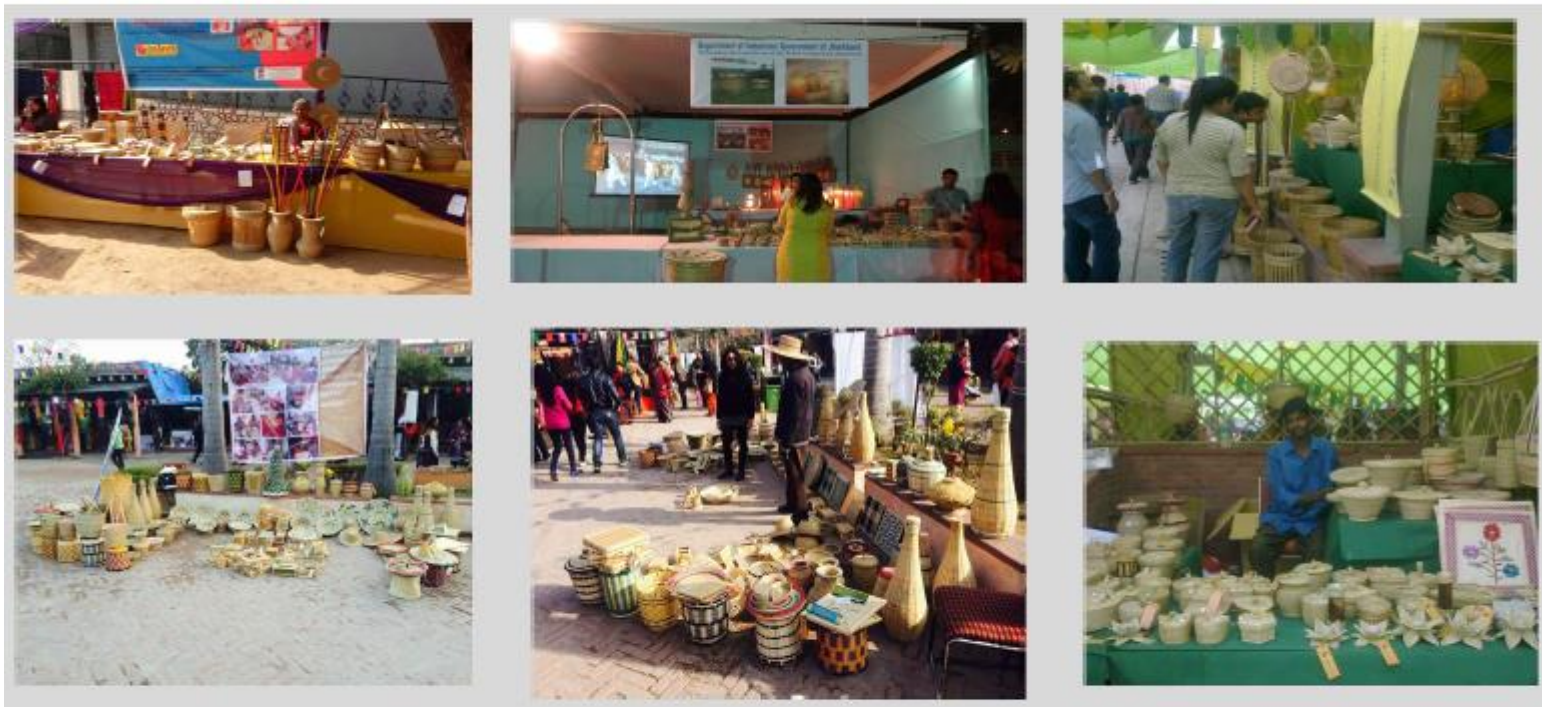
SILVER FILIGREE



MADHUBANI PAINTING



EXHIBITIONS AND FLEA MARKETS ARE CURRENT REVENUE STREAMS



The revenue per tribal artisan has improved from 2 dollars a month to 70 dollars a month in the best cases.

BIG BRANDS AND INT'L CONFERENCES SHOULD SUPPORT

Brands like Radisson Hotels



International conferences like BRICS



Past partnerships where tribal artefacts were sold for major global events

FUTURE GROWTH PROSPECTS

International Market Partnerships: Establish sustainable market linkages internationally by collaborating with renowned brands like **IKEA or H&M**. This can provide a global platform for the crafts of Jharkhand, fostering economic growth.

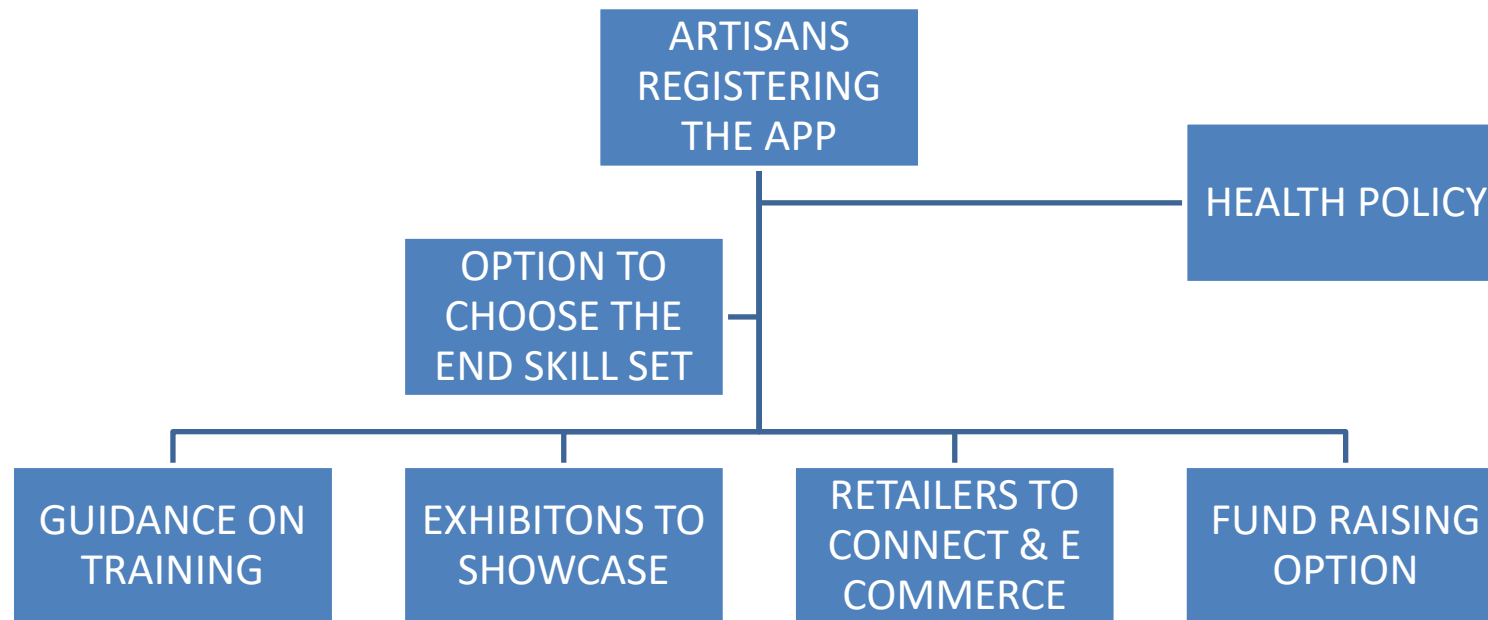
Tap into the export market to showcase and sell Jharkhand's unique crafts globally. This not only broadens the market reach but also promotes the rich cultural heritage of the region.

Comprehensive Craft Platform: Create a one-stop platform dedicated to the revival, development, and promotion of all crafts of Jharkhand. This initiative consolidates efforts, ensuring a unified and impactful approach.

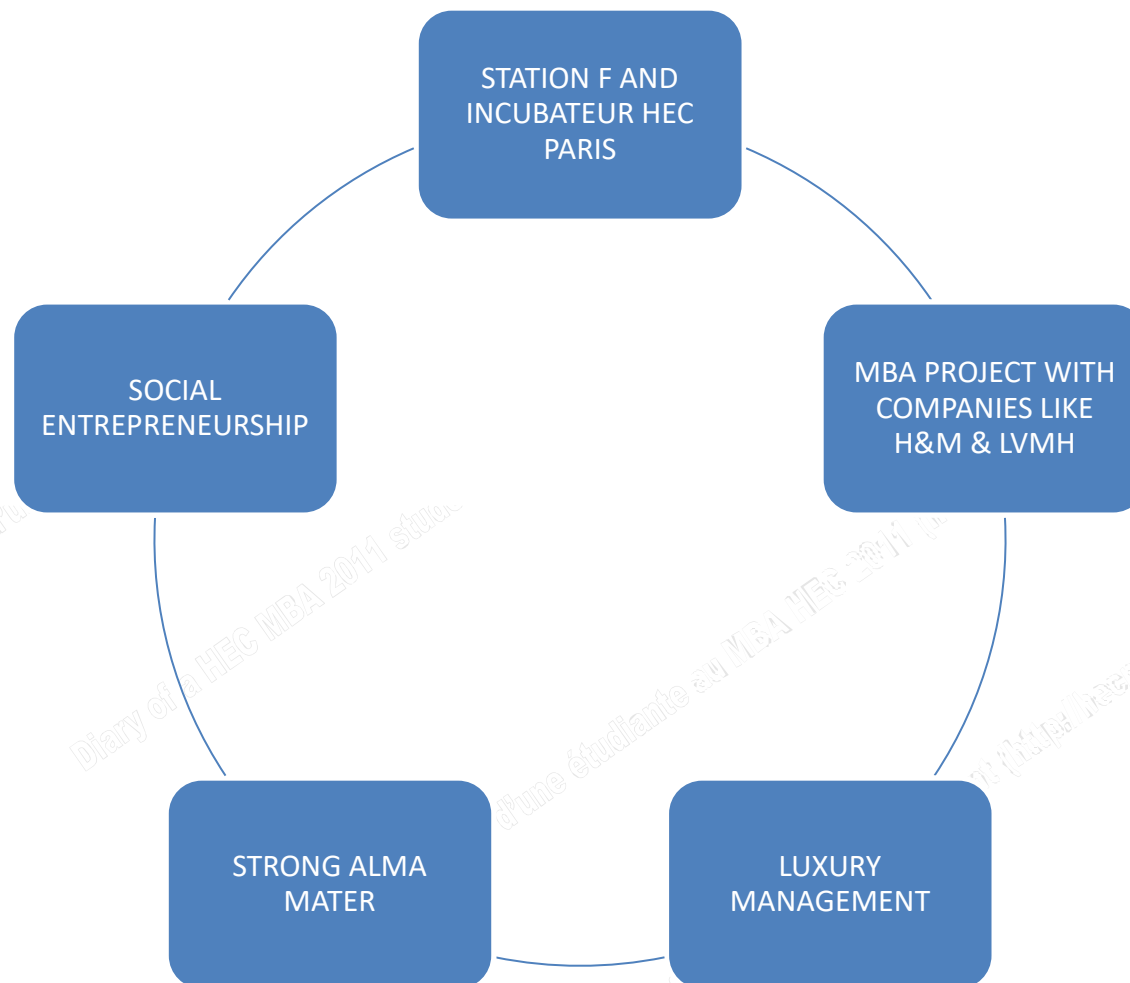
Art and Craft Villages for Tourism: Develop Art and Craft Villages to attract foreign tourists and sustainability enthusiasts. This not only contributes to tourism but also creates a sustainable environment for artisans to thrive.

Tribal Children Sponsorship Programs: Initiate sponsorship programs for tribal children through partnerships with organizations like UNICEF. This can address the educational needs of tribal communities, fostering a positive impact on future generations.

MY IDEA: ONE DESTINATION APP



HEC ROLE



Thank You