

### Key Activities :

#### Cluster Development :

- Creation of skilled groups.
- Leveraging soft loans.
- Cluster business plan creation
- Entrepreneurship development.

#### Products :

- Product design/ diversification,.
- Empowering with design
- Create a range products

#### IT Enabled :

- Tech enabling for value chain
- Documentation
- Product stories and videos

#### Marketing :

- Generating orders for cluster
- Brand Management
- Sales and logistic support



**Grassroots Regional Artisan Movement – South Asia**

## **CONVERTING ARTISANS INTO HANDICRAFTS VALUE CHAIN OWNERS**



Afghanistan



Bangladesh



Bhutan



India



Maldives



Nepal



Pakistan



Sri Lanka





**Vision :** Co-create with artisans / home workers a globally recognized 'GRAM' brand, known for designed, innovative, unique products

### **Mission**

- Network artisans/groups and create producer enterprises across South Asia (Grassroots Regional Artisan Movement GRAM)
- Harness transformative power of rural clusters for impact business model (Designs & Diversification)
- Social Incubation support to home workers / artisans (Har Ghar Main Handicraft)
- Strengthen the handicraft/ handloom value chain through ICT innovations (Digital Interventions)

### **Enterprise Development Model**

#### **End to end cluster development:**

- A cluster approach
- Empowering groups making hand crafts.
- Creating skilled groups
- Supporting skills training
- Integrating small producers into the value chain.

#### **Design intervention:**

- Dedicated team of designers work on incorporating skill form into utilitarian products.
- Product diversification through expansion of product portfolio, cataloguing

#### **IT and Digital Enabled Interventions:**

- Supporting each group with computer and digital Intervention .
- Bringing multiple value chain partners on board.

#### **Creating a Common Brand :**

- Leverage liquidating inventory
- Supporting market driven approach for products making
- Generating livelihood for groups through global and regular orders to the clusters

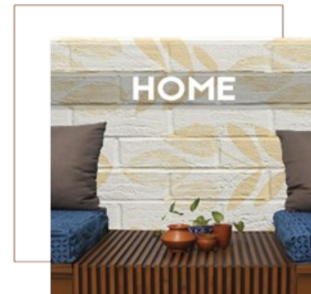


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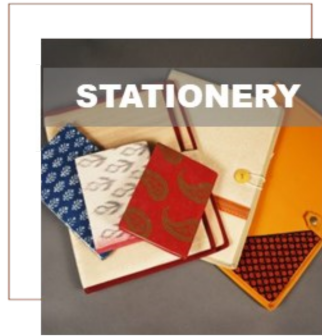


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