



Problem

Huge market gap in regional fashion markets and lack of eco-friendly alternatives for fashion products which are wanted by young & working class people.

Lack of opportunities, high rates of unemployment and existing skill gaps for local artisans and rural communities.

Solution

We provide skill development training for rural communities and local artisans to design and manufacture eco-friendly products, which are sold through us to tackle the existing gaps in fashion market for young and working class people.

Marketsize

Consumption of fashion accessories is spread across 5,500 towns and over 600,000 villages in India. The user penetration is expected to reach 21.1% by 2023. India is expected to become the world's youngest emerging economy, with around 64% of its population in the working age group, which is our target segment. We also aim to expand to global market in future.

Competition

Existing fashion brands such as zara and other brands producing eco-friendly alternatives. We are unique as we combine 2 unrelated aspects : eco-friendly alternatives and promoting local artisans.

Revenue model

Revenue is generated through online and offline sales: social media, retail, e-commerce.

Third party sales through partnerships with companies : it would increase the value for the company by promoting sustainable lifestyle leading to a healthy workforce.

GTM strategy

Self service model: The customer purchase from online or offline stores.

We also sometimes use channel model: We plan to partner with companies and retailers who would encourage their employers to purchase our products with the companies bearing partial charges..

Traction:

Over 500 fashion accessories sold in first 4 months after the start of sales. Over 3000 eco-friendly apparel sold till date.

Customers are giving positive testimonials and feedbacks.

Who are the leaders?

- A) Kishore (21): technical & management
- B) Neha Shaw (20): fashion



Greening the fashion industry & empowering local artisans