

KOWDI

an initiative to improve livelihoods in urban slums

Business Idea

To design, develop and sell top quality utility based products with new and refreshing designs, which preserve and get to the market the traditional art form of Kowdi.

Products



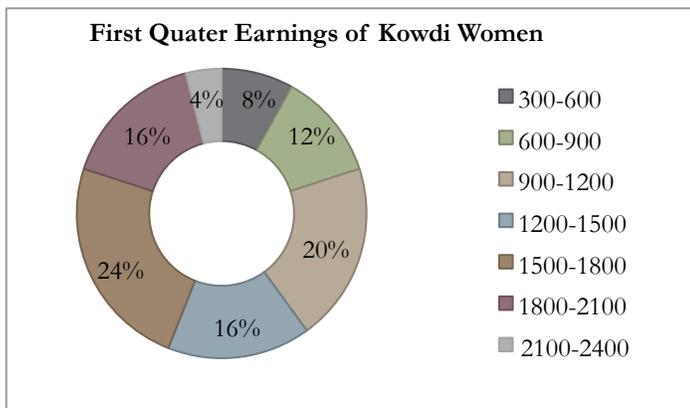
Pilot

The duration of the pilot was six months. The first three months were spent in groundwork, community organization, kowdi skill assessment & training, design & prototyping products and market analysis. Production and sales were the focus in the next three months. We participated in three exhibitions, received one bulk order of 250 bags and began retailing in a craft store.

Quantity Produced	Costs (R&D&Manufacturing)	Quantity Sold	Revenue (Rs)
510	101249	417	82135

Social Impact:

The large majority of working adults in the community we work in are involved in unskilled manual labour, mostly in construction. The work is highly irregular and strenuous allowing only 3-4 days of work per week. The women make around Rs. 200 a day. Women who have young children, ailments or are elderly are unable to earn a livelihood. Below are the earning of 25 women who made kowdi on a piece rate basis for the pilot.



Innovation:

Kowdi Kutumba is in a unique position to say that no two of our products are alike. Unlike other patchwork traditions across India kowdi isn't about geometric patterns and designs, rather its beauty lies in the abstract. Kowdi Kutumba has consciously chosen to retain this form of traditional kowdi because it leaves the freedom

of creativity and expression in the hands of the artisans and guarantees uniqueness to the customer.

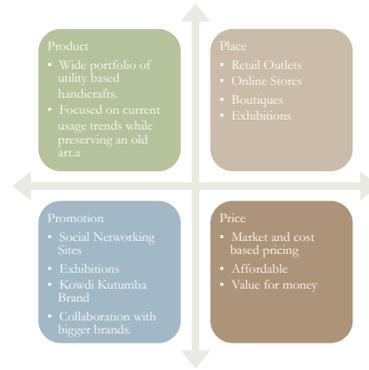
Business Model

The business model is to pay the women practicing the Kowdi art form to make the products for us. The products are being designed by a professional designer and then being finished by a tailor. The revenue of the venture comes through the sales of these products.

Competitor Analysis

Segment	Advantages	Disadvantages
Large Handcraft Retail Outlets	<ul style="list-style-type: none"> Established Brand Good retail outreach Available at every major city 	<ul style="list-style-type: none"> Expensive Less variety within products of a certain craft.
Machine Made Products	<ul style="list-style-type: none"> Readily available Cheap Large Variety 	<ul style="list-style-type: none"> Mass produced Less unique as compared to Kowdi products

Marketing



Operations Plan

Training & Development	Design
Training and feedback sessions	Prototype new products
Develop basic entrepreneurial skills	Develop collections based on themes
Build Livelihood centre	Alter or discontinue products based on customer feedback
Marketing	Procurement & Production
Stock and sale of kowdi in local craft/handmade boutiques, online platforms & exhibitions	Streamline raw material procurement
Promotion through social media	Establish processes and timelines for production of all products
Surveys and feedback from customers and retailers	End to end fabrication of products done by the women at the center

Challenges & Way Forward

We plan to take the venture forward and scale over the next year. The three major challenges will be.

Livelihood Centre - As of now, the women work in their homes where there is no proper space or lighting. A livelihood centre near their homes would be the ideal place to gather for work and trainings. Using solar energy for the lighting and machines would make this space an energy efficient production centre for Kowdi Kutumba.

Market Linkages - Creating a demand for Kowdi across India and abroad has been a goal since the inception of the project. Market linkages will be key to the growth and sustainability.

Training & Development - Capacity building for the women will be a primary focus. Not just in terms of design and quality but also tailoring, bookkeeping, so that end to end production and distribution can be undertaken by the women themselves.