



Design and development of an E-Commerce enabled Craft Storefront



Partner: Industree Crafts Foundation, Bangalore

Industree Crafts Foundation (Industree) is a non-profit organization that works with artisan entrepreneurs at the grassroots level. Industree aims to generate employment and provide sustained, secure livelihoods by creating an ownership based, creative manufacturing ecosystem for small producer-owned businesses.

About the Program:

In early 2015, Sonata signed a MoU with Industree to develop an e-Commerce enabled storefront for Industree's creative manufacturing clusters. The platform is designed to connect artisans, especially those from remote, underserved zones to directly connect with urban consumers. By extension, it aims to positively impact their family incomes, improve their social standing and enable access to education, healthcare and other services.

Leveraging our deep understanding of the retail industry, we have designed and deployed the appropriate technology to build an end-to-end e-commerce platform in a phased manner. In the first phase the front-end – from product display, browsing and selection to order fulfillment - was completed and tested. In the second phase, the back-end invoicing module and supply chain integration has been completed. Following a rebranding of the platform to **hasti**, the UI/UX has also undergone a face-lift to reflect its new personality. The platform is now awaiting 'go-live'.

Expected Outcome:

We aim to build sustainable businesses for artisan clusters by providing tech-enabled market linkages beyond their traditional markets, and thus improve their livelihoods as well as that of the other players down the value chain. Technology would also channel market information and design communication to help the handmade compete on a more level-playing field.

"Industree has more than 20 years of experience working as a social enterprise, and a partnership with a company like Sonata Software gives us additional technical capacity, which is essential when it comes to creating relevant social impact.

Social innovation means staying on the cutting edge of new technologies, which Sonata is enabling through generous support. Our relationship with Sonata is made even more meaningful by the mentoring we receive from experienced professionals and technology experts. This leadership thinking has made innovative solutions available even at grassroots levels in the creative manufacturing sector, as part of Industree's Mission Creative Million.", *Neelam Chhiber, Co-founder and Managing Trustee, Industree Foundation*

