

EMPOWERING CHIKANKARI ARTISANS (IDT - B2)

Problem Statement

Chikankari artisans, despite exceptional skill, struggle to earn fair income because they rely heavily on middlemen who control pricing and market access. Most artisans lack the digital tools, resources, and marketing skills needed to sell their products directly to customers. Limited exposure to technology makes online branding, catalog creation, and customer outreach difficult, preventing them from reaching wider markets. Without platforms that simplify sales and reduce exploitation, artisans remain underpaid and unable to grow their craft sustainably.

Project Team



6HUE

Team Members

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Solution

Our solution is Phool Motif, a mobile platform designed to directly connect chikankari artisans with customers, removing their reliance on middlemen. The app gives them the digital access they currently lack. To support low tech adoption, it includes a simple visual interface where artisans can upload photos, set prices, and manage orders with ease. Each artisan receives a “story” profile to share their background and showcase their craft process, helping build trust with buyers. Phool Motif also integrates basic marketing and local logistics to simplify delivery and expand customer reach. A built-in “Learn” module offers short videos in local languages on photography, pricing, and communication skills. This all-in-one solution provides the tools, training, and marketplace access artisans need to manage sales independently, strengthen their brand, and earn fair compensation for their work.

