

STITCHLINK (IDT - B2)

Problem Statement

Young designers struggle to source high-quality Chikankari directly because they must depend on intermediaries who raise costs and slow collaboration. These middlemen create delays, limit transparency, and make it harder for designers to access authentic work. EPCH data highlights a clear gap between artisans and designers, showing how the lack of direct connection reduces opportunities for fair pricing, faster coordination, and creative exchange. Both sides lose potential growth without a streamlined, direct system.

Project Team



TEAM AVENGERS

Team Members

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Solution

StitchLink is a mobile and web platform that directly connects local Chikankari artisans with fashion designers and small brands, creating a transparent and efficient way to source authentic handcrafted work. By removing intermediaries, it ensures fair pay for artisans, honest pricing for buyers, and faster, more reliable collaboration. The platform supports craft discovery, allowing designers to browse artisan profiles, view samples, and explore traditional patterns. It also streamlines design collaboration through chat, image sharing, and customizable order requests. StitchLink includes organized order management, secure digital payments, and integrated logistics to simplify production and delivery. With built-in quality checks and trust features tailored to handcrafted textiles, StitchLink enables a more ethical, traceable, and efficient workflow while empowering artisans to showcase their heritage craft to a wider market.

