TANTUKARIGRAHA (IDT - B1)

Problem Statement

How might we help chikankari artisans sell directly and earn fair income—rising from ₹2,000–₹5,000 to ₹8,000–₹12,000+ per month—by reducing dependence on middlemen and improving market access despite limited digital literacy, ensuring financial stability, fair pricing, and preservation of their craft? This will empower artisans to build sustainable livelihoods.

Project Team

TECHTONICS

Team Members

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Solution

TantuKarigraha is India's first hybrid business model created to empower artisans through both online and offline connectivity. It ensures equal access for all artisans, whether they use a smartphone, a keypad phone, or have no device. Through a bilingual digital app, artisans can upload and sell their handmade products while viewing real-time earnings and performance insights. For non-smartphone users, an IVR-based system enables registration and sales management through simple voice commands. Those without any device can visit local helpdesk centers, where volunteers support them with product listing, digital training, and payment tracking. The system removes middlemen, guarantees fair pricing, and builds digital confidence among rural artisans. Each artisan receives a personal dashboard to track sales, orders, and feedback, promoting ownership and transparency. Customers access authentic, handcrafted products directly from verified artisans. By blending technology, tradition, and transparency, TantuKarigraha bridges rural creativity with urban opportunity.