



# KARIGARI

INNOVATION & STARTUP PRESENTATION

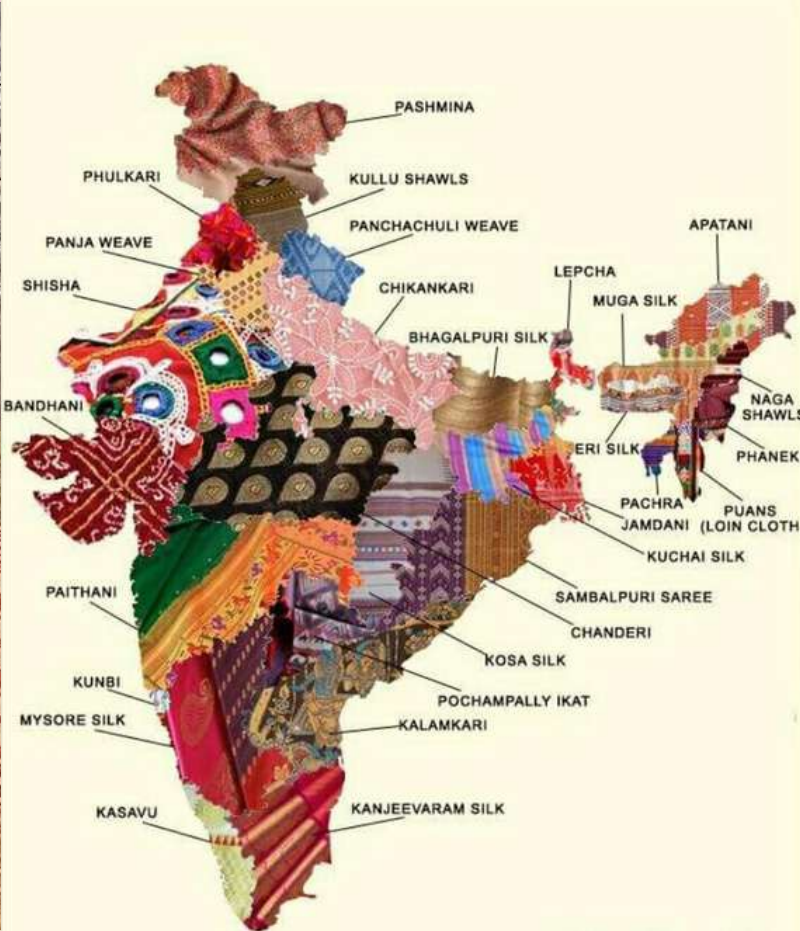
GIULIA - HSIANG HSIANG - SMRITI - SOUMINI



## TEXTILES & ARTISANS

When we think about a rich history of culture & textile, the best examples always come from the South. Thousands of years in making and evolving, the most diverse plethora of techniques and textiles can be found in the most unusual corners and narrow lanes of these areas. Bardhaman textile weaving industry (Bardhaman, West Bengal, India) is mentioned in Ibn Battuta's (AD 1325-1354) travel history. This is one of the many uncountable examples of heritage and rich culture in respect to diverse textiles these art clusters and generations of artisans it represents.





## PROBLEMS

- 01 South Asian Textiles & Handicrafts don't get global recognition.
- 02 The massive gap in salaries for artisans compared with the rest of the world.  
Middle Men who are responsible for providing work to these artisans end up exploiting them
- 03

# Indian Artist's Data

Name	Age	Artist's sex	Education level	Languages known	Craft Associated	Craft Practiced	Monthly income (Rs)	Monthly income (EU)	Skill level	Pricing decision
Neelkanta Basak	79 years	Male	Primary	Bengali	Tant weaving	Beyond 50 years	Rs. 2500-5000	EU. 31-61	Master-craftsmen	Trader/Agent
Mahadev Prasad	61 years	Male	Primary	Bengali	Tant Weaving	Beyond 50 years	Rs. 2500-5000	EU. 31-61	Master-craftsmen	Trader/Agent
Milu Das	42 years	Female	Primary	Bengali, Hindi	Tant Weaving	Beyond 50 years	Rs. 2500-5000	EU. 31-61	Master-craftsmen	Trader/Agent
Ganesh Basak	48 years	Male	Primary	Bengali	Tant Weaving	Beyond 50 years	Rs. 2500-5000	EU. 31-61	Skilled	Self
Dipak Kumar Basak	60 years	Male	Primary	Bengali, Hindi, English	Tant Weaving	Beyond 50 years	Rs. 2500-5000	EU. 31-61	Skilled	Self, Trade/ agent
Deepa Shin	44 years	Female	Secondary	Bengali	Tangail, Tant	25-50 years	Rs.5000-7500	EU. 61-92	Skilled	Trader/Agent
Basudev Basak	56 years	Male	Illiterate	Bengali	Tant Weaving	Beyond 50 years	Rs. 7500-10000	EU. 92-122	Skilled	Local market demand
Bishu Nath Basak	48 years	Male	Primary	Bengali, hindi	Tant Weaving	Beyond 50 years	Rs. 7500-10000	EU. 92-122	Skilled	Trader/Agent
Radha Govind Basak	48 years	Male	Primary	Bengali	Tant Weaving	Beyond 50 years	Rs. 2500-5000	EU. 31-61	Skilled	Trader/Agent
Lakhi Rani Basak	44 years	Female	Primary	Bengali	Tant Weaving	Beyond 50 years	Rs. 2500-5000	EU. 31-61	Master-craftsmen	Trader/Agent
Uma Basak	60 years	Female	Primary	Bengali	Tant Weaving	Beyond 50 years	Rs. 2500-5000	EU. 31-61	Master-craftsmen	Trader/Agent
Lalita Basak	34 years	Female	Secondary	Bengali, hindi	Tant Weaving	Beyond 50 years	Rs. 2500-5000	EU. 31-61	Skilled	Trader/Agent
Ratan Basak	61 years	Male	Primary	Bengali	Tant Weaving	Beyond 50 years	Rs. 2500-5000	EU. 31-61	Master-craftsmen	Self, Trade/ agent
Ramu Basak	40 years	Male	Secondary	Bengali	Tangail	25-50 years	Rs. 7500-10000	EU. 92-122	Skilled	Trader/Agent
Uday Basak	51 years	Male	Primary	Bengali	Tant Weaving	5- 10 years	Rs. 5000-7500	EU. 61-92	Skilled	Trader/Agent
Santi Ranjan Sikayar	Not mentioned	Female	Primary	Bengali	Tant Weaving	10-25 years	Rs. 5000-7500	EU. 61-92	Skilled	Self, Trade/ agent
Bhabesh Basak	48 years	Male	Primary	Bengali, Hindi, English	Tant Weaving	25-50 years	Rs. 5000-7500	EU. 61-92	Skilled	Self
Kalipada Basak	59 years	Male	Secondary	Bengali, hindi	Tant weaving	25-50 years	Rs. 5000-7500	EU. 61-92	Master-craftsmen	Self
Siddheshwar Basak	62 years	Male	Primary	Bengali	Tant Weaving	25-50 years	Rs. 2500-5000	EU. 31-61	Master-craftsmen	Trader/Agent
Rentu Basak	51 years	Male	Primary	Bengali	Tant Weaving	Beyond 50 years	More than Rs.10,000	More than EU.122	Skilled	Self
Adhuri Basak	45 years	Female	Primary	Bengali	Tant Weaving	Beyond 50 years	Rs. 2500-5000	EU. 31-61	Semi-skilled	Local market demand
Anil Kumar Basak	68 years	Male	Primary	Bengali	Tant Weaving	Beyond 50 years	Rs. 2500-5000	EU. 31-61	Master-craftsmen	Self,Raw materials
Dhanonjay Basak	32 years	Male	Primary	Bengali	Tant Weaving	Beyond 50 years	Rs. 2500-5000	EU. 31-61	Semi-Skilled	Self
Nepal Basak	50 years	Male	Primary	Bengali, Hindi	Tangail, Tant	Beyond 50 years	Rs. 5000-7500	EU. 61-92	Skilled	Local market demand
Subhas Basak	50 years	Male	Primary	Bengali	and selling of handloom	Beyond 50 years	Rs. 5000-7500	EU. 61-92	Skilled	Self

The government has compiled the estimates of rural and urban per capita income (expected) in terms of Net Value Added (NVA), which is **Rs 98,435 (1190 EU)** in urban areas and **Rs 40,925 (495 EU)** in the rural areas, Rao Inderjit Singh, MoS (Independent Charge), MOSPI, said in a reply to a question in Rajya Sabha. Dec 12, 2019

From the survey the average salary of the artisans are **4000 - 65000 rs** which is around **50 - 80 EU**

Survey done on the weaving (Tant & Tangail) cluster of Kalna, West Bengal, India



# Luxury Houses using Indian textile

Dior Couture Spring/Summer 2022



Dior

## Luxury's Hidden Indian Supply Chain

For many years Dior, Saint Laurent and other fashion brands have been quietly using Indian embroiderers for their goods, depending on their expertise while offering little in the way of employment protection.



Dior



Saint Laurent



The Versace dress Jennifer Lopez wore to close the show in 2019 was embroidered by Indian artisans. Miguel Medina/Agence France-Presse — Getty Images

# Luxury Houses took inspiration from Indian



Yves Saint Laurent's AW/1991



Jean Paul Gaultier Spring 1994



Rolex



Cartier 2016



Gianfranco Ferré SS/2002

# CUSTOMER ANALYSIS

## 'Secret' Indian Ateliers Keep Luxury Brands Buoyant

Hermès, Gucci, Prada and Christian Dior have all tapped ateliers in India to do exquisite handwork for the catwalk, but other luxury brands shroud their Indian connections in secrecy. Why?

"Today the only ones who can still afford to do their embroideries in France are Chanel and Hermès, that's all. All the others, it's finished," claims Maximiliano Modesti, the founder of Les Ateliers 2M, a luxury embroidery company in Mumbai.

While cost is certainly one consideration, another is that having garments embellished in India can yield superior results. India, with its centuries-old traditions of craft and incredibly high levels of artisanal excellence is an obvious alternative.

"While beautiful craft-making still exists in Europe, the numbers are fast dwindling and cannot be compared with the artisanal breadth and volume that India offers," -Karishma Swali, managing director of Chanakya



**FENDI**

GUCCI

**MOSCHINO**

LOEWE

VERSACE



DIOR

# COMPETITION

“Many of the local suppliers to big global brands have strict non-disclosure pacts, which forbid them from revealing names of clients as Western consumers are wary about buying products made in Asia due to poor perception about the quality of products, and labour — or environment-related issues”.

# Ventures

## INDIA - FABRICS

• A D I T I A N Y I N C .



# CLARITY IN SUPPLY CHAIN

## 'Depth of tradition': Dior haute couture show celebrates India's art and embroidery



📷 Dior designer Maria Grazia Chiuri on the catwalk in front of a tapestry based on the work of Indian artist Madhvi Parekh. Photograph: Violeta Santos Moura/Reuters



FASHION

At Dior's couture show, the set was gilded with the work of students from Indian non-profit, Chanakya School of Craft

This is the second time the French maison has commissioned the organisation to adorn its haute couture week fashion show set

BY CHLOE CHOU  
6 July 2021



# WHAT WE OFFER

**Artisans**

**Luxury + Fashion Houses**



**KARIGARI**



## **Vision**

- Recognition and validation of rightful artisans.
- Provide a fair play ground and efforts to make a transparent supply chain.

## **Mission**

- Equal pay
- Transparency
- Certification of clean supply chain

## **Value**

- Crafts
- Quality
- Empower





# KARIGARI

Luxury + Fashion Houses

Artisans

Orders

Services fee from Luxury + Fashion Houses

Collaborate

Half Payment

Collection of product

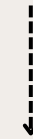
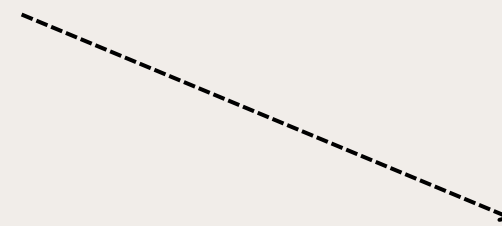
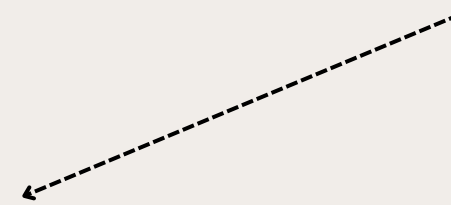
Delivery

Luxury + Fashion Houses

Quality Check + Certification

Complete Payment to the Artisans

Services fee from Artisans



# COMMUNICATION & MARKETING PLAN

## TOUCH POINTS

### Offline :

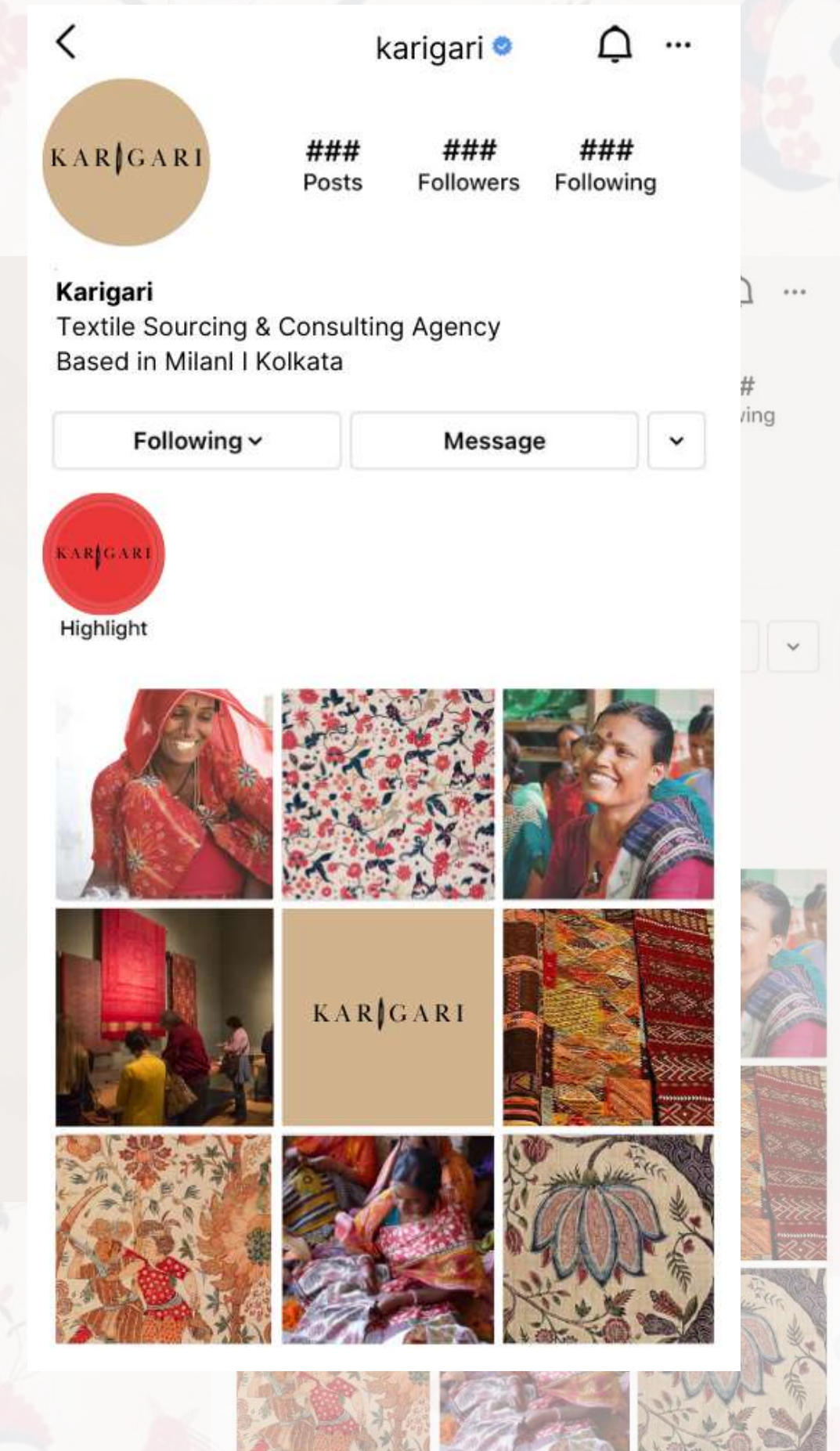
- Italy - Milano HQ.
- India - Kolkata - Office/work space

### Online :

- Owned Website - Booking appointments, Digital Catalog, Collaborations

### Social Media :

- Instagram & Facebook :
- LinkedIn -Posting articles & business updates



# WEBSITE

KARIGARI

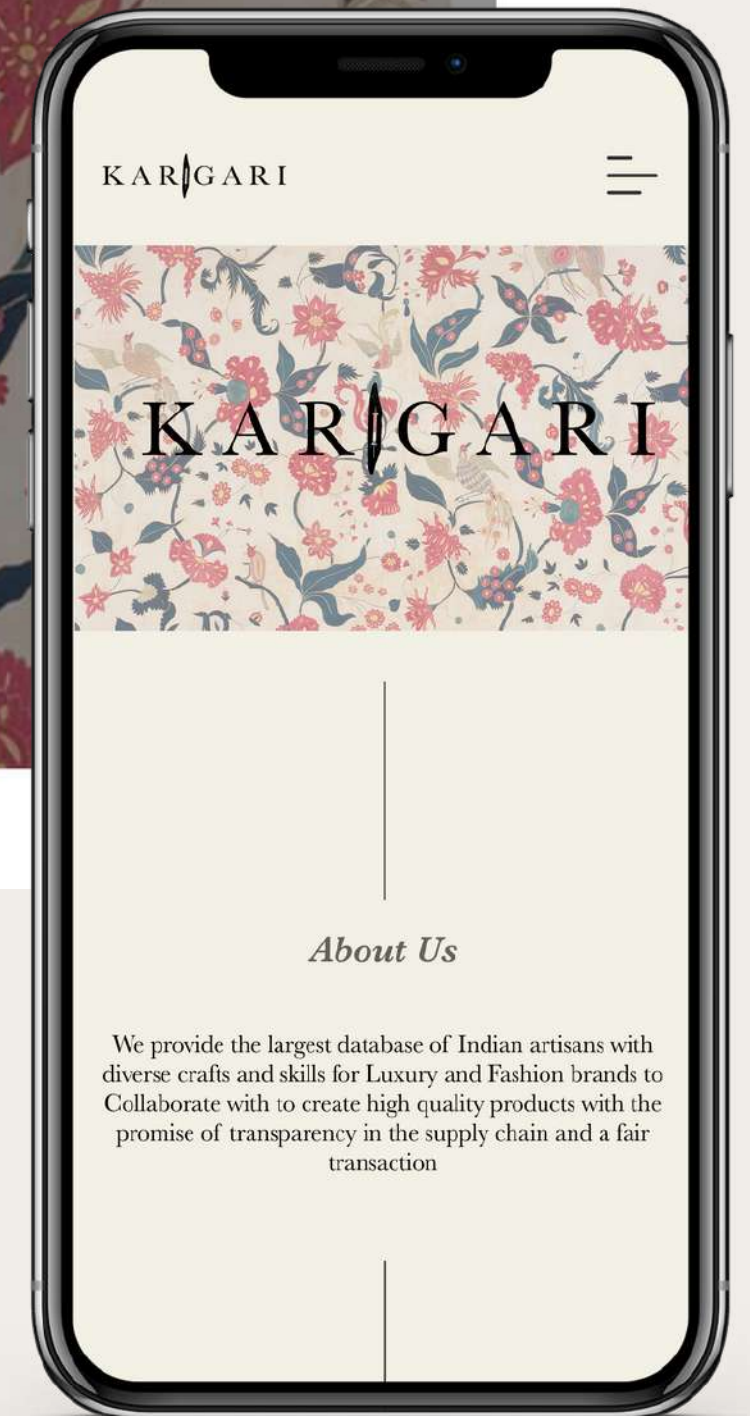
HOME

ABOUT US

SERVICES

CLIENTS

CONTACT US



# PROMOTIONAL

## Global Fairs:

To promote, raise visibility and awareness about the company, and network with the right crowds, we will book a slot at three of the most important International textile trade shows held in Europe.

- Pitti Immagine Filati
- Textile Evolution Paris
- Munich Fast Fabric Trade Show

## Events :

Karigari will hire KCD for event production & management services that will also give us access to their network of couture brands and designers

- Paris Couture Week - Launch Party
- Milan Design Week -Pop up exhibition
- Milan Fashion Week - Pop up exhibition



# UNIQUE SELLING PROPOSITION

- We offer a large database of Indian textiles and fabrics
- Exceptional Quality and craftsmanship
- We provide certification of transparency from Indian Textile Ministry to European brands that collaborate with us



KARIGARI



# BENEFITS & SHORTCOMINGS

## BENEFITS

- Diverse Team of South East Asians and Europeans
- Provide a platform for local Indian artisans to gain recognition
- Encourage the current generation of artisans to continue the their lineage and heritage of working as artisans
- Encouraging Relevant Conversation around transparency

## SHORTCOMINGS

- Competition from other companies



# BUSINESS PLAN PROPOSITION YEAR 1

P&L Item	Unit	Y1	P&L (€)	Y1	Balance Sheet (€)	Y1	Cash Flow (€)	Y1
Sales for consultancies	assignments	10	Sales	129,000	Assets	60,000	EBITDA	-
Price	€/piece	1,200			Fixed Assets	39,197	Income taxes	-
Total		12,000			cash	16,081	Capex	-43,552
Sales for consultancies	assignments	20	Employess Cost	71,040	Trade receivables	10,750	Change in NWC	12,973
Price	€/piece	5,000	Gross Margin	57,960	Trade payables	-23,723	Free Cash Flow	-43,919
Total		100,000	Gross Margin %	45%	Inventory	0	Net Working Capital (NWC)	-12,973
Extra hours	number	100	Direct selling	8,400	Net Invested Capital	42,305	Delta financial debt	-
Price	€/hours	50	Contribution margin	49,560	Capital increase	60,000	Capital increase	60,000
Total		5,000	Gross Margin %	48.56%	Net profit (loss) of the year	-17,695	Net cash generation (burn)	16,081
fee from artisans		12,000	Operating expenses (OPEX)	62,900	Net Equity	42,305	Net cash generation (burn)	16,081
Sales	€	129,000	EBITDA	-13,340	Sources of funds	42,305	Net Cash (Debt) Balance BoP	0
Staff costs in Italy			EBITDA %	-10.34%	check	-	Net cash generation (burn)	16,081
Employees	number	3	D&A	4,355			Net Cash (Debt) Balance EoP	16,081
Employee	hours	8	EBIT	-17,695				
Employee	hourly cost	9	EBIT %	-13.72%				
Employee	monthly cost	1440	Financial income (expenses)	-				
Employee	yearly cost	17280	EBT	-17,695				
Employee cost	€	51,840	EBT %	-13.72%				
Staff costs in India (quality check)			Income taxes	-				
Employees	number	2						
Employee	hours	8						
Employee	hourly cost	5						
Employee	monthly cost	800						
Employee	yearly cost	9600						
Employee cost	€	19,200						
Total employees cost	€	71,040						
transport cost	€	8,400						
Other costs								
Agency travelling costs	€	10,000						
Commercial & marketing costs	€	40,000						
Administration costs	€	12,900						
Operating expenses	€	62,900						
D&A	€	4355.2						
Financial income (expenses)	€	0						
Tax rate	%	0%						
Income Taxes		0						
BS Item	Unit	Y1						
Total equity	€	60,000						
Investments								
Website	€	500						
.com registration	€	52						
Equipment	€	20,000						
licenses (una tantum)	€	3,000						
office furniture	€	20,000						
Total investments (Capex)	€	43,552						
cash	€	16,448						
Gross assets year end	€	43,552						
D&A rate	%	10%						
D&A	€	4355.2						
Fixed assets	€	43,552						
Sales	€	129,000						
Cash in	€	118,250						
Trade receivables	€	10,750						
Expenses	€	142,340						
Cash out	€	118,016.6667						
Trade payables	€	23,723						

# BUSINESS PLAN PROPOSITION YEAR 2

P&L Item	Unit	Y2	P&L (€)	Y2	Balance Sheet (€)	Y2	Cash Flow (€)	Y2
Sales for consultancies	assignments	25	<b>Sales</b>	<b>199,500</b>	<b>Assets</b>	<b>60,000</b>	<b>EBITDA</b>	-
Price	€/piece	1,200	Employess Cost	107,520	<b>Fixed Assets</b>	<b>49,227</b>	Income taxes	-
Total		<b>30,000</b>	<b>Gross Margin</b>	<b>91,980</b>	<b>cash</b>	<b>1,341</b>	Capex	-
Sales for consultancies	assignments	30	<b>Gross Margin %</b>	<b>46%</b>	Trade receivables	16,625	Change in NWC	4,230
Price	€/piece	5,000	Direct selling	10,500	Trade payables	-33,828	<b>Free Cash Flow</b>	<b>-14,740</b>
Total		<b>150,000</b>	<b>Contribution margin</b>	<b>81,480</b>	Inventory	0	Delta financial debt	-
Extra hours	number	150	<b>Gross Margin %</b>	<b>40.84%</b>	<b>Net Invested Capital</b>	<b>33,365</b>	Capital increase	<b>0</b>
Price	€/hours	50	Operating expenses (OPEX)	84,950	Financial debts	-	<b>Net cash generation (burn)</b>	<b>-14,740</b>
Total		<b>7,500</b>	<b>EBITDA</b>	<b>-3,470</b>	Net Debt (Cash) Balance EoP	-	<b>Net Cash (Debt) Balance BoP</b>	<b>16,081</b>
fee from artisans		12,000	<b>EBITDA %</b>	<b>-1.74%</b>	Capital	42,305	Net cash generation (burn)	-14,740
<b>Sales</b>	<b>€</b>	<b>199,500</b>	D&A	5,470	Capital increase	0	<b>Net Cash (Debt) Balance EoP</b>	<b>1,341</b>
<b>Staff costs in Italy</b>			<b>EBIT</b>	<b>9,62%</b>	Net profit (loss) of the year	-8,940		
Employees	number	4	Financial income (expenses)	-	<b>Net Equity</b>	<b>33,365</b>		
Employee	hours	8	<b>EBT</b>	<b>-8,940</b>	<b>Sources of funds</b>	<b>33,365</b>		
Employee	hourly cost	9	<b>EBT %</b>	<b>9,62%</b>	<b>check</b>	<b>0</b>		
Employee	monthly cost	1440	Income taxes	-				
Employee	yearly cost	17280						
<b>Employee cost</b>	<b>€</b>	<b>63,120</b>						
<b>Staff costs in India (quality check)</b>								
Employees	number	4						
Employee	hours	8						
Employee	hourly cost	5						
Employee	monthly cost	800						
Employee	yearly cost	9600						
<b>Employee cost</b>	<b>€</b>	<b>36,400</b>						
<b>Total employees cost</b>	<b>€</b>	<b>107,520</b>						
<b>Transports cost</b>	<b>€</b>	<b>10,500</b>						
<b>Other costs</b>								
Agency travelling costs	€	15,000						
Commercial & marketing costs	€	50,000						
Administration costs	€	19,950						
<b>Operating expenses</b>	<b>€</b>	<b>84,950</b>						
D&A	€	5469.68						
Financial income (expenses)	€	0						
Tax rate	%	0%						
Income Taxes		0						
<b>BS Item</b>	<b>Unit</b>	<b>Y2</b>						
Total equity	€	60,000						
<b>Investments</b>								
Website	€	500						
Equipment	€	7,500						
office formiture	€	7,500						
<b>Total Investments (Capex)</b>	<b>€</b>	<b>15,500</b>						
Previous asset	€	39,197						
Gross assets year end	€	54,697						
D&A rate	%	10%						
D&A	€	5469.68						
<b>Fixed assets</b>	<b>€</b>	<b>54,697</b>						
Sales	€	199,500						
Cash in	€	102,875						
Trade receivables	€	16,625						
Expenses	€	202,970						
Cash out	€	169,142						
Trade payables	€	33,828						

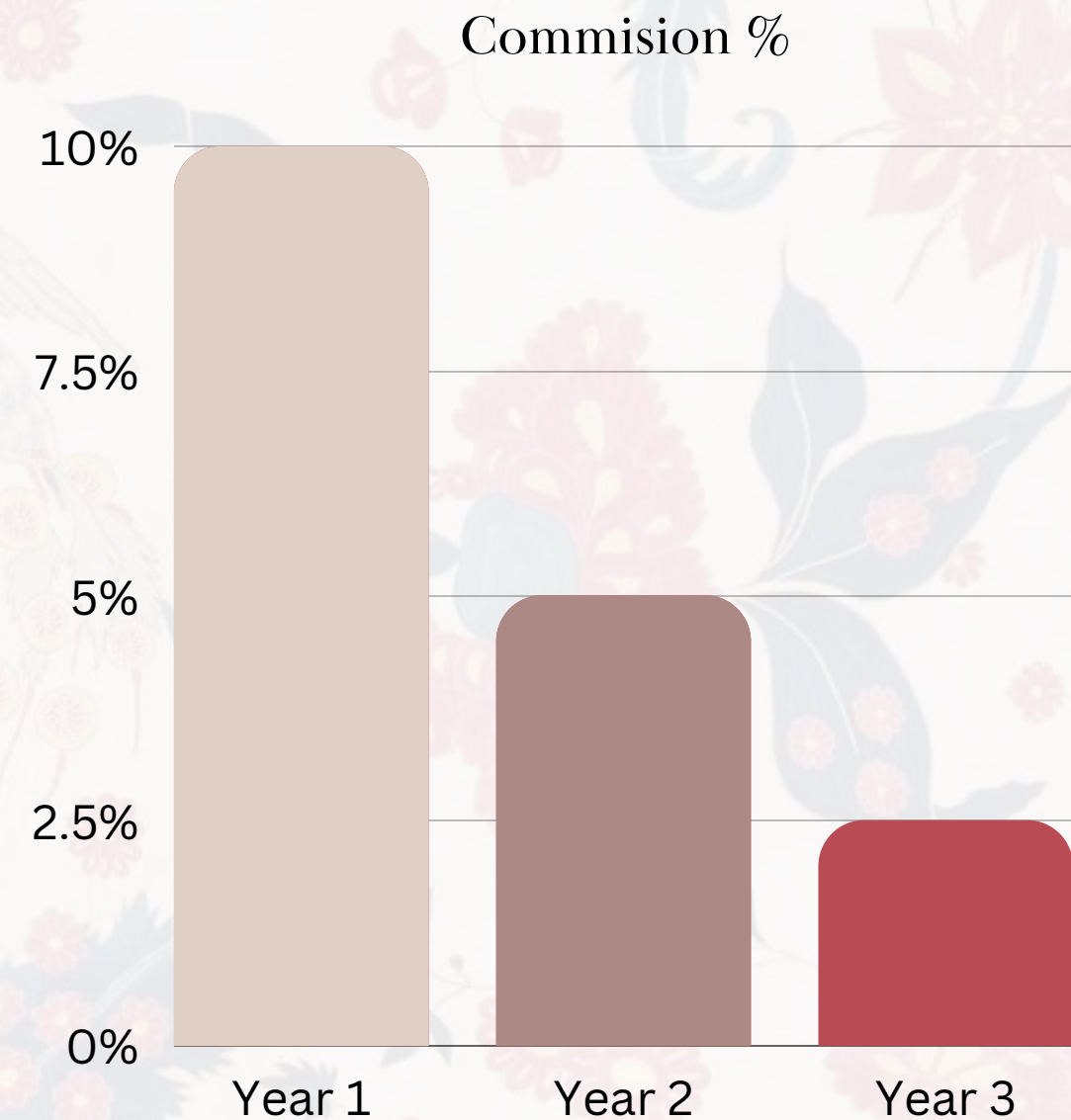
# BUSINESS PLAN PROPOSITION YEAR 3

P&L Item	Unit	Y3	P&L (€)	Y3	Balance Sheet (€)	Y3	Cash Flow (€)	Y3
Sales for consultances	assignments	40	Sales	420,000	Assets	60,000	EBITDA	-
Price	€/piece	1,200	Employess Cost	230,400	Fixed Assets	62,754	Income taxes	-
Total		48,000	Gross Margin	189,600	cash	10,805	Capex	-
Sales for consultances	assignments	70	Gross Margin %	45%	Trade receivables	35,000	Change in NWC	-20,500
Price	€/piece	5,000	Direct selling	28,000	Trade payables	-67,567	Free Cash Flow	9,463
Total		350,000	Contribution margin	161,600	Inventory	0	Delta financial debt	-
Extra hours	number	200	Gross Margin %	38.48%	Net Invested Capital	40,992	Capital increase	0
Price	€/hours	50	Operating expenses (OPEX)	147,000	Financial debts	-	Net cash generation (burn)	9,463
Total		10,000	EBITDA	14,600	Net Debt (Cash) Balance EoP	-	Net Cash (Debt) Balance BoP	1,341
Flat fee from artisans		12,000	EBITDA %	3.48%	Capital increase	33,365	Net cash generation (burn)	9,463
Sales	€	420,000	D&A	6,973	Net profit (loss) of the year	7,627	Net Cash (Debt) Balance EoP	10,805
Staff costs in Italy			EBIT	7,627	Net Equity	40,992		
Employees	number	6	EBIT %	1.82%	Sources of funds	40,992		
Employee	hours	8	Financial income (expenses)	-	check	0		
Employee	hourly cost	10	EBT	7,627				
Employee	monthly cost	1600	EBT %	1.82%				
Employee	yearly cost	19200	Income taxes	-				
Employee cost	€	115,200						
Staff costs in India (quality check)								
Employees	number	10						
Employee	hours	8						
Employee	hourly cost	6						
Employee	monthly cost	960						
Employee	yearly cost	11520						
Employee cost	€	115,200						
Total employees cost	€	230,400						
Transports cost	€	28,000						
Other costs								
Agency travelling costs	€	25,000						
Commercial & marketing costs	€	80,000						
Administration costs	€	42,000						
Operating expenses	€	147,000						
D&A	€	6972.712						
Financial income (expenses)	€	0						
Tax rate	%	0%						
Income Taxes		0						
BS Item	Unit	Y3						
Total equity	€	60,000						
Investments								
Website	€	500						
Equipment	€	10,000						
office formiture	€	10,000						
Total Investments (Capex)	€	20,500						
Previous asset	€	49,227						
Gross assets year end	€	69,727						
D&A rate	%	10%						
D&A	€	6972.712						
Fixed assets	€	69,727						
Sales	€	420,000						
Cash in	€	385,000						
Trade receivables	€	35,000						
Expenses	€	405,400						
Cash out	€	337,833						
Trade payables	€	67,567						

# ARTISAN SALARY

Expected Rural Salary in India	₹41,000.00	495 EU
Real Salary of Artisans in India (avarage)	₹4000-₹6500	49-80 EU

Salary for one consignment per Artisan (Approx)			
	Year 1	Year 2	Year 3
No of days of work per consignment	15	15	15
Amount dedicated per artisan	€600	€600	€600
Commision %	10%	5%	2.20%
	€60	€30	€13
Final amount to be recieved by the Artisans	€540	€570	€587
Indian Rupee	₹44,820	₹47,310	₹48,704



# KARIGARI



GIULIA



HSIANG HSIANG



SMRITI



SOUMINI

OUR TEAM - CO FOUNDERS

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KARIGARI

## CONTACT US

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