

TARAgam Store

Where livelihood security meets sustainable lifestyle.

Lead Organisation: TARA

(www.tara.in)

Geographic Spread: Delhi, India



Key Messages:

- Creating access to an urban market empowers the rural entrepreneurs.
- Value addition and commercialisation of products can yield higher profits for the local artisans.

Need

The novelty and ingenuity of Indian art and craft has been globally recognized. However, the superior artistic products produced by Indian artisans are losing out to the mediocre but well-advertised and readily available assembly line products in the market today. Thus, the lack of a proper platform to showcase and sell their wares is limiting these handicrafts from reaching a wider audience.

Response

TARAgam combines style, design, quality and sustainability to create collections in stationery, desktop accessories and home décor. The store also displays different kinds of recycled handmade paper made by the Sahariya Tribal Women at the Development Alternatives' Orchha Unit and other marginalized groups working in the Bundelkhand Region of Central India. It follows the ideology of "waste to wealth" and integrates this in every process, product and practice. Sustainability is embedded not only in the way the products are made but also by the process the store has been designed and executed out of scrap. Since the store's launch in March 2013, large numbers of channels have been identified for reaching out to the market. They comprise of corporates, retail stores, hotel groups, exports, national/international fair trade online stores and social networking sites.

Drivers of the Initiative

- **Eco-friendly Lifestyle products:** It is a platform to scale-up and scale-out sustainable lifestyle products, designed and developed in collaboration with social entrepreneurs, rural and urban artisans
- **Livelihood opportunity:** Capacity building of a number of stakeholders to create marketable green products thereby incubating the producer groups into the wider value chain

Objectives

The objective of TARAgam is to provide a Platform for artisans to showcase their handcrafted, eco-friendly products under one roof, thereby providing market access for livelihood sustainability.

Stakeholders Involved

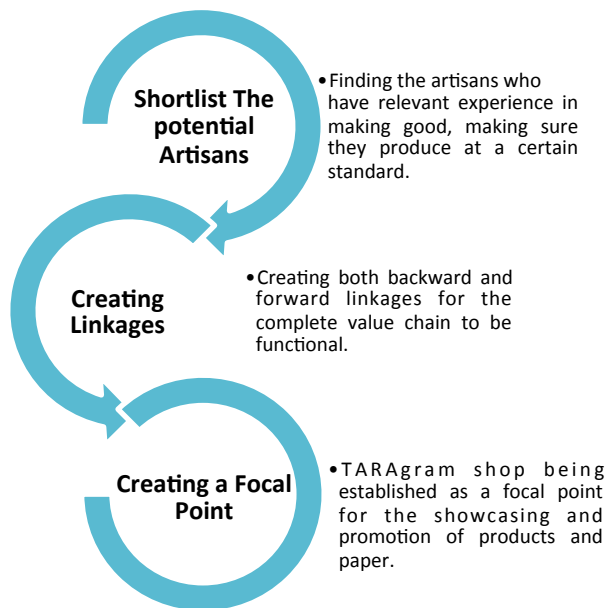
Local Entrepreneur: The running and maintenance of TARAgam Store

TARA: TARA would assist in product development based on market prospects, skill building and training of the partners. TARA would also support in market creation activities for use of recycled paper and assist in brand building.

Innovative Features

This initiative is giving artisans an opportunity to showcase their products and skills on a higher platform with direct linkages for better income generation and opportunities.

The Process



Overcoming Barriers

- Finding the correct artisans
- Creating forward linkages with potential clients according to the set targets
- A complete system being created and put in place

These barriers were addressed by:

- Tapping into the existing artisans rather than creating new ones and setting a certain standard for them by providing them training
- With the growth and learning from the initiative, the system came in place

Unresolved Bottlenecks

- Creating forward linkages with potential clients according to the set targets is still a barrier.
- The market being new and growing, the potential customers are not fully aware of the products and its benefits.

Environmental Benefits

- Using waste for developing sustainable products which will improve the ecological boundary and balance
- Reducing use of polybags and virgin paper that is made from cutting trees and wood
- Development of paper is out waste cotton fibre and waste tetra packs

Social Benefits

- Through the store this initiative would promote the concept of aggregation by ethical sourcing

Economic Benefits

- In a place like bundelkhand which is affected by climate changes because of which the agricultural practices are not steady this initiative would provide a stable work
- The initiative will be a continuous process of building network - will eventually help to build-up a brand name for eco products

