



epiphany

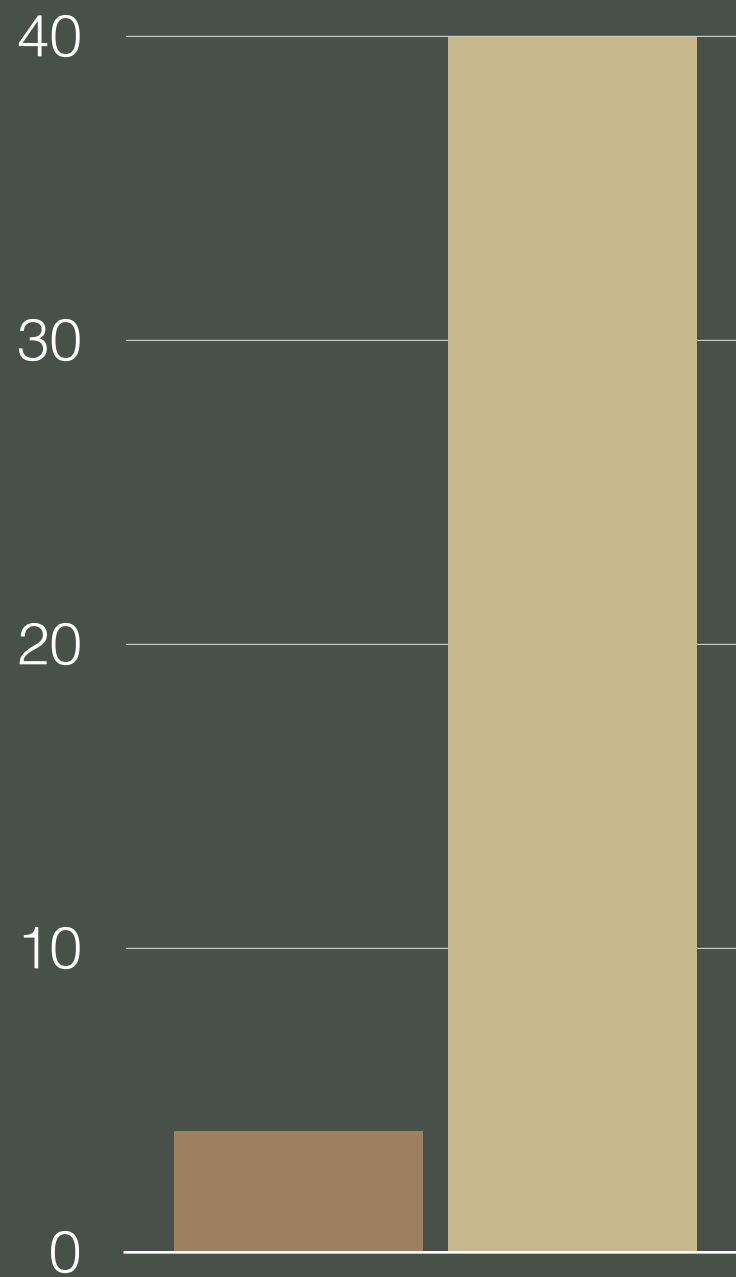
How much of what we  
pay for goods goes back  
to the producer?

<b>Raw Material</b>	4	11%
<b>Shipping</b>	3	8.5%
<b>Artisan's Income</b>	3	8.5%
<b>Redistributes Income</b>	25	71%
<b>Selling Price</b>	35	100%

4

40

# The gap



ankita



# market access

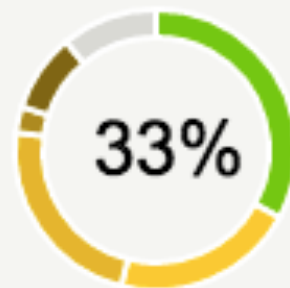
problem?

# Internet

- efficiency
- communication
- transparency

**₹1,656.00** + Shipping fee starting ₹50

 Income for artisan: ₹ 530.00 |  Days of employment: 1



● **₹ 530.00** | Income for artisan/s

₹ 530.00 profit for artisan collective

● **₹ 332.00** | Raw Materials

Cotton Yarn, Zipper and Thread

● **₹ 370.00** | Impact partner

Training, design, Admin cost and Support services for Artisan(s)

● **₹ 37.00** | Fulfillment

Packaging, Payment gateway and Holding inventory

● **₹ 210.00** | Rang De Habba platform

Online marketplace, Product photography, Staff and Customer support

● **₹ 177.00** | GST

**₹ 1,656.00**

+ Shipping fee starting ₹ 50

credits to [habba.org](https://habba.org)

# Nutrition Facts

Serving Size (1 ounce (28g))

Servings per container 16

## Amount Per Serving

**Calories** 193      **Calories from Fat** 169

## % Daily Value\*

**Total Fat** 20g      31%

    Saturated Fat 2g      9%

    Trans Fat

**Cholesterol** 0mg      0%

**Sodium** 0mg      0%

**Total Carbohydrate** 4g      1%

    Dietary Fiber 3g      11%

    Sugars 1g

**Protein** 3g

**Vitamin A**      0% • **Vitamin C**      1%

**Calcium**      2% • **Iron**      4%

\*Percent Daily Values are based on a 2,000 calorie diet.  
Your daily values may be higher or lower depending on  
your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

©www.NutritionData.com

priority



social e-commerce

attempt



Women empowerment  
through entrepreneurship  
and social e-commerce

[hershakti.com](http://hershakti.com)



# Thank you

Shayona Basu