

SANTHE KAUSHALKAR – SELF-HELP GROUP AND ARTISAN PROFILING PLATFORM (KARNATAKA)

In a nutshell: With an aim to target rural women entrepreneurs and artisans, the initiative is creating a rural self help group (SHG) and artisan profiling platform that provides profiles of rural SHGs/artisans engaged in manufacturing of various products and artefacts, and facilitates their connection with potentials buyers and customers.

Nodal agency: UNDP Karnataka developed this portal under the aegis of Department of Planning, Programming, Monitoring and Statistics and implemented by the Karnataka State Rural Livelihood Promotion Society (KSRLPS) across the State to profile the SHG and artisan products.

The COVID-19 crisis brought focus and impetus towards accelerating the need for SHGs and artisans to be part of the digital economy and to have a digital identity. Given the prior and projected impacts of COVID-19 pandemic in India, the emphasis on enabling digital inclusion of SHGs and artisans is one of the critical strategies to support their economic recovery and maximize the potential to gain traction on transactions through online platforms, to compete effectively in the increasingly digitized and integrated economy. As part of the COVID-19 response, UNDP supported several digital interventions for economic empowerment through entrepreneurship and value chain activities to address the adverse socio-economic impact brought on by this unprecedented crisis.

Santhe Kaushalkar is one such online SHG and artisan products profiling platform that has been developed with an objective to create an online marketplace, product registry and inventory of SHG enterprises and products in Karnataka in discussion with multiple relevant stakeholders.

The platform offers the SHGs and artisans with a digital identity and an online presence of their products/services and thus, opportunities for increase in business and networking among Business-to-Business (B2B) and Business-to-Consumer (B2C).

On this platform, SHG members/artisans can add details like, SHG name, member name, contact number, location and address for communication to their profile. They can also add their products and availability of each product with images and videos related to the same.

As part of the platform, two Hybrid Android Applications have been developed - a seller app and a buyer app - which are moderated through admin panels available at the State and district levels. Hybrid apps imply there are both mobile app and a parallel web app available that can be accessed through any web browser. SHG's/artisans and buyers are able to download their respective Android apps from Google Play Store. The users can upload their details with minimum effort and the same will be published based on an approval process at

the State/district admin level. The apps have both English and Kannada versions which can be made accessible through a language toggle option in the menu. There is no limit to the number of products that can be added to an SHG/artisan's profile and these published products and SHG/artisan details are visible to the end user in the buyer's mobile/web app.

Sanjeevini – KSRLPS will hence be an aggregator of SHG enterprises/product information.

This platform provides visibility of SHGs/artisans and their products to customers. Users can download brochures of products by providing their mobile number and email ID. SHGs/artisans can either proactively connect with those who have downloaded brochures or translate the leads generated via calls/ emails into business prospects. It is expected that the State departments will also benefit from this portal as a central database or inventory of SHG/artisan products.

Outcome and impact

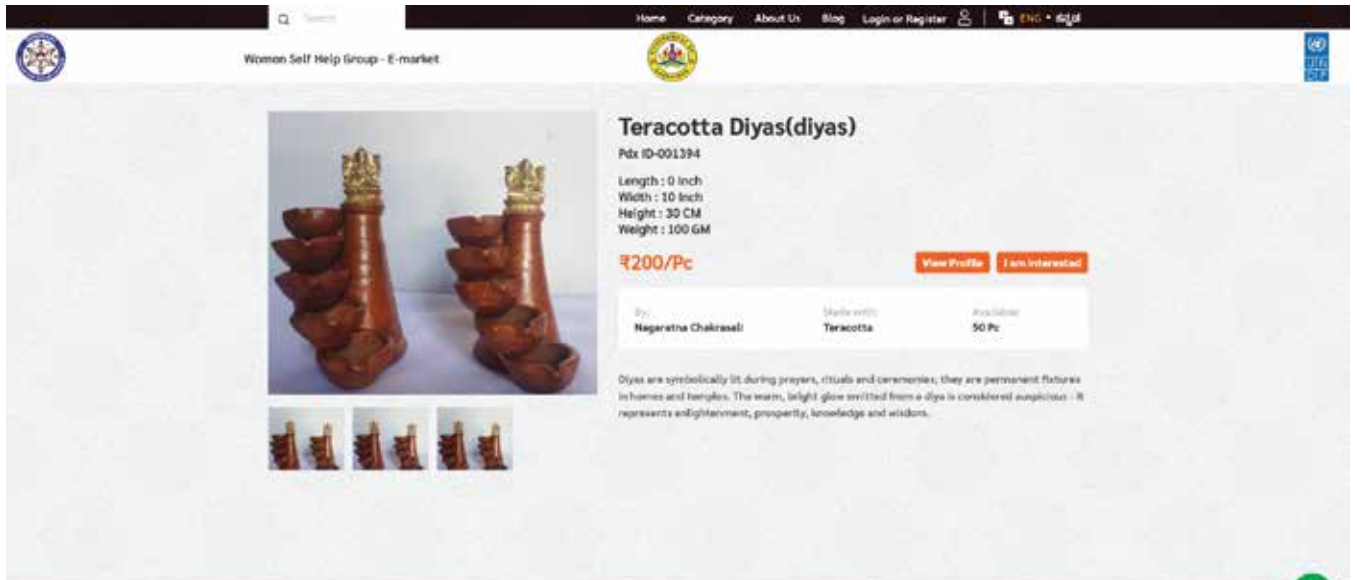
The KSRLPS rolled out the profiling exercise in the State in 8 pilot districts - Raichur, Yadgir, Belgavi, Dharward, Haveri, Koppal, Uttar Kannada and Gadag. As part of the pilot project, trainings of master trainers were conducted at State mission with the help of representatives from UNDP. Post these trainings, key performance indices (KPIs) observed are given below:

Overall KPIs	
Number of product categories	13
Number of product sub-categories	95
Product templates	1182
Total number of active products	2148
Materials	406
Total SHG member profiles registered	1002
Total artisan profiles registered	938
Total users/buyers registered	20
Total number of product entries in the portal	3276
Total number of products active in the portal	2148
Total number of products inactive in the portal	1128

*KPI data last updated as on 31st March 2022

The pilot project has been funded by UNDP COVID-19 Response and Recovery fund and launched jointly in 8 districts by KSRLPS and UNDP. Followed by the master training, these master trainers were deployed to the pilot districts to conduct training of local community resource persons (LCRPs)/ master book keepers (MBKs) who were selected for facilitating the onboarding/profiling of SHG and artisans enterprises. The master trainers handhold the LCRPs/MBKs during the data collection and they also function as district admins of the portal. It

is expected that around 1,700 LCRPs/MBKs will be deployed for data collection in the pilot districts. With this, KSRLPS team has been equipped and prepared to further build this centralized database of SHG/artisan products information for the entire State.



Screenshot of the Santhe Kaushaklar platform.



Training of master trainers