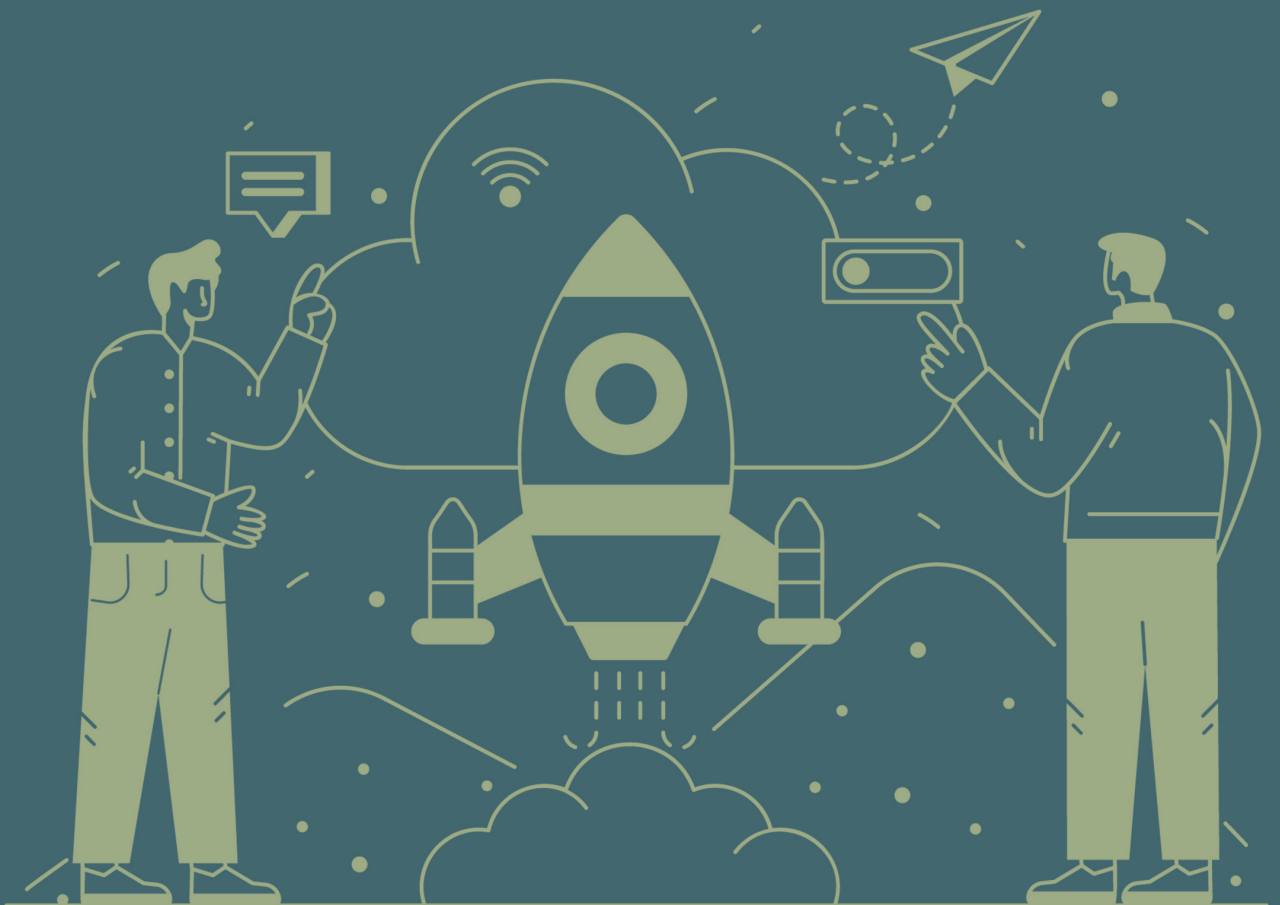


INCUBATION PROGRAM



FOR INDIAN HANDLOOM STARTUPS



A collaborative initiative between
Team Debal Banerjee and the Handloom Foundation.



Welcome to the Handloom Startup Incubation Program, a collaborative effort between Team Debal Banerjee and the Handloom Foundation. Led by Debal Banerjee, a stalwart in the handloom industry with over 18 years of domain experience, our program is designed to empower aspiring entrepreneurs in the handloom sector.

With accolades from the World Economic Forum for his significant contributions to the Indian handloom sector and a track record of mentoring over 80 successful startups, Debal Banerjee brings unparalleled expertise to the table. Backed by a diverse team of handloom enthusiasts, including skilled master weavers and design school graduates, we are committed to providing comprehensive support and guidance to startups at every step of their journey.

Together with the Handloom Foundation, we aim to foster an ecosystem where innovation thrives and traditional craftsmanship is celebrated. Join us as we embark on this transformative journey to shape the future of the handloom industry and empower the next generation of handloom entrepreneurs.



Growing Global Market: The global handloom market is projected to reach \$388.2 billion by 2027, with a compound annual growth rate (CAGR) of 3.4% from 2020 to 2027. (Source: Grand View Research)

Rising Demand for Sustainable Fashion: The global sustainable fashion market is expected to reach \$9.81 billion by 2025, driven by increasing consumer awareness about environmental sustainability and ethical production practices. (Source: Statista)

Government Support: The Indian government has allocated over ₹2,300 crores (approximately \$300 million) towards the development of the handloom sector, including schemes for financial assistance, skill development, and infrastructure support. (Source: Ministry of Textiles, Government of India)

Export Potential: India's handloom exports stood at \$360 million in 2019-20, with the United States, the European Union, and the United Kingdom being major export destinations. (Source: Export Promotion Council for Handicrafts)

Cultural Appeal and Market Differentiation: Indian handloom products are renowned for their distinctive designs, craftsmanship, and heritage, offering a unique selling proposition in the global market and attracting consumers seeking authentic and culturally rich products.



Learning and Development

- Basics of textile & Indian Handloom.
- Production ecosystem understanding.
- Understanding of cluster Study and partnership development.
- Understanding sourcing and quality control process.

Market intelligence

- Market selection and traction identification assistance.
- Business mode (B2B/D2C) selection assistance.
- Primary trend analysis assistance
- Pricing research and cost optimization planning

Business Process

- Guidance of cluster Management and leveraging partners.
- Guidance supply chain management.
- Guidance of sourcing process building.
- Guidance making quality control process and framework.
- Guidance to make finance Framework
- Guidance to make HR policy & L&D Assets

Finance & Funding

- Guidance to setup accounting process
- Guidance to make finance analysis
- Guidance for fund allocation planning
- Guidance to build engaging pitch deck

Why should a Startup join?



Joining the incubation program offers numerous benefits for handloom entrepreneurs:

- **Expert Guidance:** Receive guidance from experienced mentors and industry experts.
- **Structured Support:** Follow a comprehensive curriculum covering all aspects of business development.
- **Access to Resources:** Gain access to verity of business resources.
- **Networking Opportunities:** Connect with fellow entrepreneurs, Artisans and collaborators.
- **Validation and Feedback:** Validate business ideas and receive constructive feedback.
- **Guidance fir Fund Raising:** Receive guidance on fundraising strategies and access to funding opportunities.
- **Community Support:** Become part of a supportive community of entrepreneurs.
- **Tailored Mentorship:** Receive personalized mentorship tailored to individual needs.
- **Post-Incubation Support:** Continue to receive support through alumni networks and ongoing mentorship.



Aspiring Entrepreneurs:

Individuals with innovative ideas and a passion for handloom who want to start their own business.

Existing Handloom Businesses:

Established handloom businesses looking to scale up, diversify their product offerings, or improve their operations.

Designers:

Fashion & Interior designers interested in incorporating handloom fabrics into their collections or collaborating with handloom artisans.

Students and Graduates:

Students and recent graduates from fashion and textile design schools looking to start their own handloom ventures.

NGOs and Social Enterprises:

Organizations working in the handloom sector aiming to support grassroots entrepreneurs and artisans.



- Over 18 years of domain experience in the handloom industry.
- Contributed as a visiting instructor in esteemed fashion and textile schools worldwide.
- served as an visiting instructor in various prestigious fashion and textile school globally
- Recognised and awarded by the 'World Economic Forum' for his significant contributions to the Indian Handloom sector.
- Mentored over 80 successful handloom start-ups.
- Authored books focusing on the technical aspects of Indian Handloom, making him the sole author in this field.
- Provided product development, production ecosystem and sustainability consultation to numerous Indian and global companies.
- Actively involved as a craft revivalist, working with handloom craft clusters from 19 different states across India.

Program Detail



| | |
|--|--|
| Program type | Providing mentorship and guidance for fostering growth. |
| Program duration | The duration is typically 24 weeks, although it may be extended for special circumstances. |
| Language of instruction | English |
| Mode of Instruction | Online |
| Study material | Everything required for the program is provided at no additional cost. |
| Session Timing and frequency | Rest assured, the program's flexibility is determined through mutual agreement between the instructors and learners. |
| What if you can't complete the total curriculum within the time | No need to fret, we've previously collaborated with individuals who couldn't complete the curriculum within the allocated time. We recognize that participants have various commitments and priorities, so if the completion time extends due to valid reasons, we are dedicated to supporting them throughout the process. We don't charge anything extra for that. |
| What is the maximum number of attendees allowed for the sessions? | Feel free to invite any relevant team members to attend the sessions by sharing the meeting link as you see fit. |
| May I utilize the study material as the Learning & Development resource for my forthcoming team? | Absolutely Yes. |



The program offers two payment options:

One-time Advance Payment:

\$650 or Rs 50,000/-

Part Payment:

Three installments of \$250 or Rs 20,000/- each. The payment timeline is as follows:

- 1st installment: Before the program commences
- 2nd installment: After 60 days from the start date
- 3rd installment: After 120 days from the start date

Please note that the difference in values between the two currencies is due to conversion fees.

Let's Connect



If you have any questions or need clarification about this program, just Email us

handloomfoundation@gmail.com