

EKIBEKI

AN ORGANISATION WHOSE AIM IS TO IDENTIFY TRADITIONAL INDIAN CRAFTS WHICH ARE AT RISK OF EXTINCTION, REVIVE THEM THROUGH DESIGN, SKILL AND MARKET INTERVENTIONS AND BUILD SELF-SUSTAINING ARTISAN CLUSTERS.

Ekibeki is a hybrid social enterprise dedicated to creating livelihood at scale through crafts. They co- create aspirational high quality contemporary products using traditional crafts with rural artisans.

Artisans engaged in traditional Indian crafts are struggling to survive due to the absence of a ready market. Crafts have not changed with time, due to which there are fewer buyers and hence the crafts are dying. Many artisans move to other occupations or migrate to cities where they lack dignity and are detached from their families and their society. On the other hand, consumers are denied the opportunity to enjoy the beauty of these traditional crafts.

Ekibeki's mission is to help livelihood generation with focus on women and youth artisans by developing producer owned groups, making sustainable largely handmade products, and an ecosystem around them which makes them self-sustaining. We identify Indian crafts that are on the verge of extinction and revive them through design interventions, skill and capacity building, product development, market development, and creating self-governing mechanisms; all of which eventually help the artisans to sustain and grow their community clusters in their natural habitat.

THE CHALLENGE

Ekibeki's needs are changing as they grow- "We needed a better website which could tell our story and connect with customers better. Our workshops, projects and products needed a better connection with the audience. Also, during the pandemic online sales became our main revenue stream. We wanted to integrate this with our website to have direct sales. Integrating inventory, client feedback, blogs etc. was equally crucial to attain our vision. We were looking for a holistic solution for this"- says Vishapala, Founder of Ekibeki

Here is what they were looking for:

- A user friendly interface both for the customers and for the backend.
- Clear messaging to the user about their work.
- Easily listed products for seamless sales.
- Easy filters for people to buy by price, colour, collection, occasion and so on.
- Feature their process videos, craft blogs and stories.
- Smooth integration of a payment gateway.
- A dedicated tab for bulk orders, customised art services and art workshops that they had on offer

Ekibeki was selected to be part of Tech4Good Community x Salesforce Hackathon '21, our first Hackathon outing- a 3 day event that involved volunteers from Salesforce deep diving into the selected nonprofit's requirements & coding within that time frame to furnish finished products.

THE STORY

The Tech4Good Community Hackathon is an intricately designed programme meant to fast track complex requirements for nonprofits. Teams of volunteers are picked & mapped to projects that align with their interests & skill sets.

"It was a thrilling experience- we got to learn something new and work on something new, which was different from what we usually do in our regular work. Gratitude to Vishpala who was always available to address any concerns or questions we had about the requirements. Special thanks to team Tech4Good- even though we recommended the domain and technology, it was them who helped Ekibeki get the domain transfer. Since we were building the website from scratch, this was invaluable assistance provided by team T4GC to ensure timely product delivery."- Anwesa Banerjee, Salesforce Volunteer

The points of contact within nonprofits are picked by team T4GC. We facilitate the entire communication throughout the two week process of introductory calls, requirement gathering, analysis, freezing on deliverables & establishing timelines.. We also ensure weekly progress reporting & offer handholding & consultation support post implementation to all participating organizations.

“The team of volunteers started work even before the actual start of the project and tried understanding all our concerns. They helped us in selecting the right platform to build the website and also with the migration from Dot5hosting to Godaddy. They were very patient and managed to incorporate all the changes till the last minute (that too with a smile). The document was handed over and even post the hackathon we got all the support whenever we got stuck. We never thought that we could achieve so much and so soon! It has been incredible and we have benefited greatly from their knowledge and expertise. Being part of the final presentation with a timer was something I did personally after a long time and it was very intense. All our queries were explained on the spot and there was very clear communication throughout the sessions. Both Tech4Good and Salesforce were very professional, friendly and never let us feel that we do not understand the tech component. The post session communication was extremely clear ”, says Vishpala.

Ekibeki now have their own online store, a dedicated place to showcase their products, projects and announcements. You can view their amazing offerings [here](#).