



## RAVIVARI- TRADITIONAL SUNDAY BAZAAR

*Ravivari- an online platform to sell 'items of care' narrating stories of communities and the makers from across the country every sunday.*

Every day, both as individuals and as a collective/ society, we grow. We face new difficulties, wage battles, and persevere in the face of adversity. We find hope to continue on our journey amongst all of our griefs, breakdowns, and apocalypses. Love binds us together. Care supports us. In our effort to remain a united society, we empathise with each other. Sharing stories and appreciating values have been a part of Indian communities for eternity. We, as a country have always valued communal harmony and growth.

*"What if this care is fostered in every material identity around us? If every human manifestation is made with love and compassion uniquely crafted for our story?"*

This translation of stories and lives in products is what crafts bring to us. Craft communities have been developing products of everyday use for ages. These items, built from learning of their surroundings, embody values of the people around the makers. In this mechanized- tech driven world, "slow" is very undervalued for its mindfulness.

While our purchases not only define our lifestyle but our identity. Loving what you buy is an investment in how your life will eventually unfold. If our products are developed to care for us, shouldn't we reciprocate this care to the environment and makers? By our choices, we can certainly do so. Refusing fast fashion, using indigenous handcrafted products, adapting to circular eco friendly practises can be our step towards peaceful societies. Adopting the Gandhian philosophy of local production and distribution, we can buy items that last us long.

Our efforts at Karigaar Clinic are intended to bring forth the makers of such handcrafted products from across the country who with their skill and love build '**items of care**'. Ravivaari, an online platform, will be a one-of-a-kind portal to catch your hands on products built to narrate stories of communities from across the country. It opens every Sunday and closes at midnight. Yes, only a 24 hour market!! Making your purchases exclusive and limited. It auctions off products at nominal prices making crafts accessible for students as well.

Artisanal communities have been diminishing as industrial manufacturing practises have expanded. Among the numerous obstacles that craftsmakers face in order to keep their businesses

functioning, one of the most crucial issues is that they are unable to find their proper market. Some experimental pieces are made such that they can not be mass produced. Such hidden jewels are unable to find an appreciator, and our venture intends to change that. These limited edition pieces would provide craftsmen with a steady source of income, especially in the post-covid era. Karigaar Clinic introduces Ravivari to alleviate the disadvantages of finely designed items sitting idle.

Unique, hidden, experimental and exclusive products are launched each sunday and remain online only for a day!!

## **PHILOSOPHY: HISTORY GUIDING THE FUTURE**

India has a communal culture. We have always known people from faces. i.e; either occupation or relationships or personalities have been enough to recognize each other. However with increasing access to technologies and busy lives, we might have come closer to people far off but have become far from people we are physically close to. For lifestyle purchases, we buy brands and labels but does anyone know who made them? Would you ever know which tailor stitched your garment, who dyed the clothes and who packed them? All we judge is if the brand is global/ famous or if the prices are affordable. Have we truly progressed or have interpersonal relations truly become extinct? Why are the local means of production and consumption too undervalued?

To re-establish the indegnious traditions, we envision making the makers the face of the products. A manifestation "by them" and "of them" but "for us". Next time, instead of a BRAND, you would rather cherish a RAJIBEN WEAVE.

Ahmedabad, for long has a Ravivari market which sells all kinds of products at nominal and discounted prices. From clothes, books to even antiques, gujarati's find pride in their Sunday market. Established in the 5th century by the ruler Ahmed Shah, the market is not limited to any particular economic background. Karigaar Clinic draws inspiration from a local traditional market of the land. *"What if our Ahmedabad Ravivari sold authentic handcrafted products?"*

## **PURPOSE**

"Slow", "handcrafted" and "artisanal" production requires extreme skills and efforts thus have been valued high in the market. The patronage is not only a token for the creative abilities but also a means of livelihood for the makers. However, is there a way it could be accessible for people of all economic backgrounds? Can handcrafted be more than just a luxury along with providing full patronage to the makers and just distribution of resources in the entire value chain? While on one hand, craft is a luxury, on the other the makers have a hard time earning their livelihoods, how?

In search for ways to increase the reach of crafts across class groups and strengthen its base in the domestic market, karigaar clinic began exploring gaps in the production and distribution channels.

## **PROPOSAL ; IDENTIFICATION OF THE PROBLEM**

Crafts can reach all. With the collective efforts of the team Karigaar clinic, we have found a solution. Artisans do not produce digital prototypes or use artificial intelligence to produce only what's predicted to be sold. Market uncertainties play a major role in defining the sales of the season. Thus the makers either have surplus or varying stocks. Along with external factors, the artistic process is organic; with new inspirations triggering experiments some pieces are irreplicable which makes them equiste but unable to be pitched for mass consumption. They are almost like artifacts for auction. These idle pieces lead to financial loss and overtime becomes a waste for the artisans. We found our purpose in providing new homes/ users to these exclusive handcrafted products. In these uncertain times, to extend financial support to the artisans, a need for an interactive platform where makers and users meet to fulfill their demands is found. By providing discounts, it would generate interest from diverse groups of people and thus new products could be sold every week.

### **GO GLOCAL- LET THE WORLD BECOME LOCAL**

Through a digital medium, the project aims to reach people with access to internet facilities. The physical connection of the craft communities with people has been a tradition since the beginning. However, with increasing technology in our day to day lives, digital/ e-commerce have become the way of consumption. Geography, demographics are no longer a limitation for craft awareness. It aims to use global connectivity to build a wider community who understands the relevance of local economy and indegenious practices.

### **PROCESS; NOMINAL PRICES; A MARKET FOR ALL**

Ravivari as an online platform would be open only for 24 hours starting at midnight and ending at 12 every sunday. Artisans registered on this platform would publish unique products only available on the particular day. The range of products would hence be diverse. With heavy discounted prices, the market makes itself open for all. Young craft lovers would also be given the opportunity to redeem their craft wishlists through our nominal price range.

Starting with building a network of artisans from Gujrat, the platform aims to grow country-wide.