



Entrepreneur Aparna Chellu talks about what inspired her innovative venture – CraftsBazaar

Connecting ancient art to modern marketing



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Aparna Challu is a technology-evangelist, passionate about bringing together teams and communities to unleash untapped rural potential exponentially. In an era of mobility solutions for communications and banking, Aparna brings together artisans and consumers through an interactive on-line platform called CraftsBazaar.

Aparna, who identifies herself as a Kashmiri from Karnataka, starts, "I will always associate myself as being from Kashmir, but that doesn't change how Karnataka in general and Bengaluru, in particular, have fostered me. This place has made it possible for me to create a venture like CraftsBazaar."

The entrepreneur has extensive global experience having successfully set-up and grown green-field ventures in Europe, North America and India as an IT professional in private and public companies. She notes that her experience in the IT sector facilitated her entrepreneurial venture.

"It is India, you know. The country boasts of an incredible mastery of crafts. Despite everything that is flawed, the magnificence of this country has not been tarnished. There are underpaid artisans working in horrible conditions all around the country, dedicating their lives to creating beautiful things in traditional ways. I want to integrate them

into India's mainstream economy." CraftsBazaar features the respective artisan with every craft product that they sell. Each artisan is identified by her/his name, where they are from and the kind of craft they make. "As a result of this, the consumer and the artisan have an intimate relationship. It also facilitates the creation of craft for the modern market," she explains.

On her vision for the company, Aparna assures, "To use cutting-edge technologies

like the Internet, cell-phones and mobile banking and build a value-generating ecosystem that will help the artisan communities grow and support themselves."

While CraftsBazaar is currently working on an online platform, Aparna and her team are all set to open an experience store in Whitefield the coming Independence Day.



Crafts on a virtual platform Aparna on her mission