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Fanusta Global establishes a direct link with artisans; brings them recognition and respect and establishes fair, transparent trade practices

↓ **Shalinder Kumar,**
Founder and CEO

FANUSTA GLOBAL

BRIDGING THE GAP BETWEEN
INDIA'S SKILLED ARTISANS AND DISCERNING BUYERS

BY DEEPSHIKHA SINGH

India holds an incredible history and culture of arts and handicrafts. Today, almost every region in India has a particular craft as its specialty - right from Bandhani of Gujarat, Kalamkari of Andhra Pradesh to Chikankari of Uttar Pradesh and Kanjivaram Silk of Tamil Nadu. Apart from these traditional arts, estimates suggest that India has over nine million artisans who are adept at making some of the most interesting and beautiful works of art and craft around India. However, most of these artisans are exploited by the middlemen and traders, resulting in artisans moving to different cities and different professions to earn minimum daily-wages to support their family. With a vision to

combat the slow extinction of Indian art and to bring the dying arts back to the glare of publicity, Shalinder Kumar established Fanusta Global - a platform designed to promote handicraft and décor products in all type of materials created with the expertise of master craftsmen from India to the worldwide customers.

Empowering the Rural Artisans of India

Recognizing the aesthetic value of the artwork going unaccounted and that the artisans are limited to livelihood only, Shalinder came up with idea of Fanusta - 'Master of Arts', and that is when he decided to bring forward artists by creating a platform that would showcase



their talent to the world beyond technology. Following the inception story of the firm, Shailander Kumar, Founder and CEO, Fanusta Global says, "I had made my way into the industry through a real estate project in 2013, and later on moved into the business of home and office furnishings in 2014. While working in real estate and furnishings industry, we had connected with few craftsmen for customized products. This is when we realized that there is a gap between a craftsman and the customer. Firstly, the industry has not identified the right market and secondly, the consumer doesn't get right products and right pricing. The two were a common concern for both of the parties in the process."

Fanusta Global establishes a direct link with artisans, brings them recognition and respect and establishes fair, transparent trade practices. Adding to this Shailander Kumar utters, "With Fanusta Global, we are bridging the gap between local Indian artisans and customers through the medium

of art. Our disruptive business model works through elimination of middlemen and directing the motion of advantage towards artisans, creating a direct link between the customers and the craftspeople, thus helping artisans derive a fair price for their art. With design interventions as well, we aim to bring out new opportunities on a global platform for the artisans practicing traditional crafts in our country. The age-old technique is utilized in creating products that can compete in the current market. Thus, through Fanusta we help in sustaining artisanal communities by preserving the traditional art."

Keeping up with the fast-evolving market trends while integrating the same in traditional art and craft can often be a challenging task at hand. Hence, Fanusta Global makes sure that its designers work in proximity with the craftspeople to keep innovating and designing products that fit the contemporary living space. "We discover traditional techniques of craft and utilize it for developing products that are contemporary with an essence of traditional art. We work in collaboration with master craftsmen from across the country to bring our client's vision to life by understanding their taste and melding it with our modern design aesthetics and expertise

in art. Each hand-crafted product is a perfect blend of age-old technique and new-age outlook. We also custom design home décor products and unique furniture as per the customers' needs and curate a truly bespoke experience for them. Handicraft and corporate are two very different streams, but we have incorporated handicrafts in bespoke corporate gifting," brings up Shailander.

Fanusta Global puts a lot of love into every product it makes and all the team members know from where the product has been sourced or made. To stay ahead, Fanusta design studio also collaborates with the traditional and local crafts people for a fruitful design intervention. "With an aim to preserve age-old traditional art, we at Fanusta Global have set up a Design Studio for designing new and customized products with artisans, based on global market trends and customer requirements. With Indian art holding a designated place worldwide, the future looks very promising and e-commerce has created a new market along with domestic reach. Also, we are constantly building our network of hundreds of artisans across India who are the ace players in their craft and help us in experimenting with different materials, designs and techniques to come up with



unique, innovative products," mentions Shailander.

The caliber of Fanusta is not just restricted to bridging gap between urban and rural folks. Explaining this, Shailander says, "At Fanusta, we embrace our responsibility towards earth, environment and employees. Through our commitment towards contemporizing products by reviving the traditional crafts, we



make sure that the materials we use and the products we design will not have any negative effects on the environment and human health. We aim to make a difference in society by sustaining the artisanal communities, providing financial aid for raw materials to the artisans who are skilled but cannot afford the initial cost of raw materials, working on consignment basis with the craftspeople and helping them in marketing their products in the right target market, supporting the local artists and artisans to showcase their art and craft on a global platform, thus creating new opportunities for them, and training the craftspeople to enhance their creative capacity and making the craftspeople participate in workshops or exhibitions to bring them closer to the end consumers."

From an Idea to Business and Beyond

Fanusta Global is changing the perspective of people in the

industry by leveraging on cutting-edge technology to provide best in class, affordable and high-quality Indian handicrafts items online right at customers' doorstep. With the objective to give a different approach to Art and Craft, the firm practices not just out of the box designs and technology as prop up tools but has also employed hundreds of craftspeople who leave no stone unturned when it comes to meeting the inception ideology of the firm. "At Fanusta, we have a stringent system in place to focus on quality and on time delivery which enriches the user experience. As we are venturing into retail space, it will be a great combination and Online to Offline business will definitely create a market niche. In addition to this, we are working on incorporating handmade products in real estate projects as well as hotel properties. Taking handcrafted decor to a new level, we aim to spread these age-old crafts into various spheres of the decor world and promote them to be utilized in contemporary spaces. Through Fanusta, we want to rediscover and redefine age-old arts and crafts of India, promote them on a global stage and make them a part of modern day living," shares Shailander.

Born with a core team of four visionaries and four artists, today Fanusta Global has successfully found a place in the sun with its determination and a skilled team of more than 70 artists, which has doubled to a number of more than 500 monthly artist onboarding by March 2020. Aspiring to make its marks across the retail space, Fanusta global is coming up with brick and mortar model by launching its first exclusive store in Jaipur, followed by Pune. The young firm has also appointed master franchisee for Maharashtra state

and is planning to open 25 retail stores by 2021.

Pronouncing his insights on the future roadmap of Fanusta Global, Shailander Kumar says, "At Fanusta Global, we believe that persistent efforts are the key to success. We need to set a goal, pull out measures to achieve it and work towards accomplishing it. There is no substitute to hard work. Team is also one of the most vital part for every project. A team working towards a common goal will always do wonders. Let everyone grow



and we will grow with them' is a firm belief that we abide to and with that vision, in the years to come, we intend to take Fanusta to global level and make it a market leader. We are also trying to bring a personality shift in handicrafts by designing products that turn our customer's dreams into reality. We are collaborating with young designers who are creative and have a modern approach towards designing so that Fanusta becomes the first choice for consumers looking for home décor, furniture and utility products. With persistent hard work, in coming days we are aiming to nurture a network of more than 500 artists from across India and establish an ecosystem of traditional craftsman and new-age designers which will go the extra mile to meet the requirements of the buyers." ■



STARTUP 10 BEST STARTUPS IN E-COMMERCE 2018

India's rocketing population and smartphone penetration are shifting its e-commerce landscape dramatically. Indian e-commerce market is a massive one and with the increase in smartphone users as well as internet users, now, people from different age groups, from urban and semi-urban cities are more often choosing to shop online instead of visiting offline stores for a bigger gamut of choices and offers. Seeing this surging number of online shoppers, online stores are also vigorously leveraging modern technologies and new business arenas in the market.

Being the second fastest e-commerce market in Asia-Pacific region, India's e-commerce sector is attracting more investments and eventually, new entrants are coming into this fast moving sector. Today, a good number of country's e-commerce start-ups acknowledge the bright future for online shopping and the

growing demand for special digital platforms to serve different shopping needs and they are coming up with groundbreaking ideas. Analysing citizens' shopping trends and their increasing dependency on e-commerce sites for various shopping needs, a lion's share of online retailers are cashing on unique business fields such as handicrafts, sweets delivery and ethnic adornments and so on.

With the intention to help start-ups who have innovative ideas for online shopping stores and wish to invest in this lucrative field, Startup City brings you the list of '10 Best Startups in E-commerce - 2018'. Having been scrutinized by a distinct panel of judges including CEOs, CIOs, CXOs, analysts and Startup City editorial board, this handpicked list of companies aim to assist online retailers in attracting customers, lead conversion and keeping customer loyalty.

10 Best Startups in E-commerce - 2018

Company	Management	Description
BoonTeem Jaipur Boonteam.com	Amit Khemka & Sanjay Babbar, Co-Founders	BoonTeem is an online gift shopping destination that aims to promote the talent and rich culture of India that was portrayed in the works of local rural artisans and their handmade crafts.
CraftHazaar Bangalore crafthazaar.com	Aparna Chellu, Founder	First choice of consumers for buying fabulous, handmade, one-of-a-kind products from Home and Living to Apparel, Arts and Vintage, this enabling eRtMf artisans to sell directly to India and global consumers and even better.
Flyrobe Mumbai flyrobe.com	Shreya Mishra, Co-Founder & CEO	Flyrobe is India's largest fashion rental platform where you can rent designer wear and premium brands at a fraction of their retail price.
Elanko Bangalore elanko.in	Ashish Narahari, Co-Founder	India's largest social marketplace allowing people to sell, buy and stay fashionable.
Fanista Global Bengaluru fanista.com	Shalini Kulkarni, Founder and CEO	A platform designed to promote handicraft and eco-products in all type of materials created with the expertise of master craftsmen from India to the worldwide customers.
Handkart New Delhi handkart.co.in	Priyank Kumbhar, Director & Founder	Handkart is an online handicraft store encompasses a vast variety of elegant and genuine handicraft products from all over the India.
Nimmedo Chennai nimmedo.com	Pradeep Dhanu, Founder	Nimmedo provides a one-stop solution for all healthcare products and prescription medicines with the guaranteed comfort of home delivery.
Shoppingkart24 Varanasi Shoppingkart24.com	Prateek B Singh, MD	Shoppingkart24 bridges the gap between customers and Indian Brands and offers a unique & versatile line of products coming from traditional vendors at customer's doorstep.
Sigvika Bangalore sigvika.com	Sreeraj Karar, CEO	Sigvika is a popular brand for Indian traditional products like Bangles, Sarees, and Ethnic Wear and so on that already delivered to 15000+ customers and 2500+ Pin codes across India.
Sweet Tadsa Kapurthala Sweettadsa.com	Shaadi Dija, MD	Sweet India, online sweet banner, provides online shopping platform for categories like sweets, bakery items, flowers and bouquets and gift items, which are prepared by leading manufacturers in the specific region.

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10 BEST STARTUPS IN E-COMMERCE 2018



Fanusta Global
Rajasthan
fanusta.com

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