



**Kula Innovate is a first-of-its-kind, annual Open Innovation Pathway, initiated by 200 Million Artisans as a precursor to Kula Conclave 2024.**

Kula Innovate is customised to the needs and realities of the Creative Manufacturing and Handmade (CMH) ecosystem. In other words, Kula Innovate supports India's craft-led enterprises to re-think how we create and consume and build better for the future!

**At Kula Innovate, enterprises are the stars of the show!**

We welcome ideas, approaches and solutions from enterprises that benefit craft ecosystems, other enterprises, artisans and creative producers, supply chains, and consumer experiences.

## Quick Overview

A **minimum of 6** selected ideas and solutions led by enterprises will:

- Win **cash prizes and/or access to catalytic capital** and/or access to in-kind resources
- Get an exclusive invitation to showcase your innovation at **Kula Conclave (2-4 Dec '24, Goa)** among a curated network of global-local investors, funders, ecosystem actors, and enterprises.
- Get matched with mentors and experts ready to offer feedback, networks and more
- Gain national and **global visibility via 200M's platform** - [Business of Handmade](#) - as well as through our partner networks.

## Things to Note

- Kula Innovate is inviting intersectional solutions that serve **India's Creative Manufacturing and Handmade ecosystem and its communities**.
- The information you provide may be shared in aggregate with resource partners within our community for selections as part of Kula Innovate, however, identifiable information will be treated as completely confidential and will not be put forth in the public domain. Please review our [Privacy Policy](#) and [Terms and Conditions](#).
- **Kula Innovate does not support individuals**. Your application should reflect the work and innovation of a registered enterprise.



## Timelines Matter

- Kula Innovate will be **open for applications from August 5th**. All applications need to be submitted by **September 30th, 11.59pm**.
- We recommend checking out the “[FAQs for Kula Innovate](#)” section to get a better understanding of our innovation challenge, the evaluation process and criteria, and more.
- Thank you for your interest in our innovation challenge. We’re excited to receive your application! Please check out the sample form below. For more information, visit our [website](#) or email us at [kula@200millionartisans.org](mailto:kula@200millionartisans.org).

## Sample Application Form

- This is a sample application form to give you a preview of what to expect.
- To apply for the Kula Innovate Challenge , you must submit your application via the online form that will be updated on our website.
- Entries submitted through this offline form will be deemed invalid and will not be considered for the awards.

### **I. Basic Information about your enterprise**

*In this section, you'll be asked questions about your enterprise. This section will be used by 200 Million Artisans to evaluate the eligibility of your organisation.*

**Q1. Name of your enterprise \***

**Q2. I understand that Kula Innovate supports enterprises and not individuals \***

- Yes, I understand

**Q3. Your enterprise's website link \***

**Q4. Your enterprise's social links \***

**Q5. Please share your enterprise's point of contact (Full Name) and designation \***

**Q6. Please share the email of your enterprise's point of contact. \***

**Q7. Please share the phone number of your enterprise's point of contact. \***



**Q8. How many full-time staff / consultants does your enterprise employ? \***

**Q9. How many part-time staff / consultants does your enterprise employ? \***

**Q10. How many artisans / creative producers does your enterprise employ on a monthly basis? \***

**Q11. What percentage of your total workforce are women? \***

**Q12. Where is your enterprise headquartered? \* (District, State, and Country)**

**Q13. Date of registration of the enterprise. \* (Day / Month / Year)**

**Q14. What is the legal structure of your enterprise? \***

- For-Profit (Private LTD / LLP / Sole Proprietorship)
- Non-Profit (Trust/ Cooperative Society / Section 8)
- Hybrid (For-profit AND non-profit arm)
- Producer Company
- B-Corp
- Other (Please specify)

**Q15. What best describes your enterprise model? \***

- B2B (Business to Business)
- B2B2C (Business to Business to Consumer)
- D2C (Direct to Consumer)
- Grassroots/Community programming
- Other (Please specify)

**Q16. In brief, please introduce your enterprise. (100 words) \***

**Q17. What category/ies does your enterprise operate within? (Select up to 3) \***

- Production and Materials
- Consumer Goods
- Arts and Culture
- Technology and Commerce
- Education and Skill Development
- Services and Experiences
- Architecture and Urban Development



*(The questions below will appear as per your answer choice in the previous question)*

**What Production and Materials categories does your enterprise operate in? \***

- Raw Materials + Value-added Agro Textiles
- Upcycling / Recycling
- Value-Chain / Supply Chain Development

OR

**What Consumer Goods categories does your enterprise operate in? \***

- Fashion & Accessories
- Lifestyle and Home Decor
- Toys, Games, Entertainment
- Beauty and Wellness

OR

**What Arts & Culture categories does your enterprise operate in? \***

- Visual & Performing Arts
- Creative Impact-Media (Videos, Publishing, Other Storytelling Formats)

OR

**What Technology & Commerce categories does your enterprise operate in? \***

- Craft-Tech / Culture-Tech / Emerging Tech
- E-Commerce / Aggregation

OR

**What Education & Skill Development categories does your enterprise operate in? \***

- Education
- Skill Development / Job Training

OR

**What Services & Experiences categories does your enterprise operate in? \***

- Experiences & Services (Curation, Workshops, Communities etc)
- Sustainable Travel

OR

**What Architecture & Urban Development categories does your enterprise operate in? \***

- Built Environment (Architecture, Urban Planning, Space Design, Cultural Heritage)
- Miscellaneous +Other

**Q18. Does your enterprise have any of the following registrations/certifications? \***

- GST
- MSME / Udyam
- DPIIT
- IEC or Importer Exporter Code
- FCRA (if not-for-profit)
- CSR-1 Certification



- 80G (if not-for-profit)
- 12A (if not-for-profit)
- Other (Please specify)

**Q19. Who are your primary stakeholders? (Select up to 3) \***

- Traditional Artisans / Creative Producers
- Other Informal Workers
- Artisan-led Enterprises / Collectives / MSMEs
- Policy Makers / Government
- Corporates and Conglomerates (like IKEA)
- Academic Institutions
- Incubators and Accelerators
- Direct Consumers
- B2B Buyers Others
- Others (Please specify)

**Q20. Key geographies/states where you operate/produce \***

- In India
- Outside India

*(The questions below will appear as per your answer choice in the previous question)*

**Which state(s) do you operate/produce? (Dropdown of States in India) \***

AND/OR

**Please specify which regions do you operate/produce outside India? \***

**Q21. Key geographies where you sell/offer your product or service \***

- In India
- Outside India

*(The questions below will appear as per your answer choice in the previous question)*

**Which state(s) do you operate/produce? (Dropdown of States in India) \***

AND/OR

**Which regions do you sell/offer your product or service? \***

- North America (USA + Canada + Mexico) South and Latin America
- Europe (including the UK)
- MENA (Middle East and Africa)
- South Asia (excluding India)
- South-East + East Asia
- Oceania (Australia + New Zealand + Pacific Islands)



## II. Introduce your Innovation

*In this section, you'll be asked questions about your idea/innovation. This section will be used by 200 Million Artisans to evaluate the innovativeness of the idea, its relevance to the Creative Manufacturing ecosystem, and the potential for impact of your idea.*

### **Q22. Does your idea or solution relate to one or more of the following themes? \***

- Climate Action
- Inclusive Growth
- Future-Ready Systems

### **Q23. Is your innovation a one-time project? \***

- Yes
- No

### **Q24. Does your innovation impact communities directly in India? \***

- Yes
- No

### **DESCRIPTION of INNOVATION**

*At its core, innovation is not just the act of creation but “a process that involves multiple activities to uncover new ways to do things.” Innovation, thus, requires us to apply knowledge, creativity, imagination and initiative differently to create positive and sustainable social, cultural, and economic value for a specific or a diverse set of stakeholders.*

### **Q25. What best defines your innovation? \***

- Our proposed idea/approach is already operating as a business or enterprise.
- Our proposed idea/approach is part of an existing enterprise OR organisation.
- Our proposed idea/approach has the potential to turn into a sustainable business idea.

### **Q26. What best describes your type of innovation? \***

- Product
- Process
- Service
- Model

### **Q27. What is the stage of your innovation? \***

- Seed: Idea ready but yet to launch it or create a prototype



- Prototype: Idea / Prototype / MVP launched but in early stages.
- Scale: Idea tested and successful, now ready to be commercialised for growth.
- Expand: Idea in operation for a while, now needs distribution + expansion support

**Q28. Who does your innovation primarily impact? \***

- Artisan-led Enterprises / Collectives / MSMEs
- Individual Artisans / Creative Producers
- Local / Regional Communities
- Others (Please Specify)

**Q29. Briefly describe your innovation and the problem that your innovation seeks to solve. (100 words) \***

**Q30. How will your innovation move the needle for the Creative Manufacturing and Handmade ecosystem? (200 words) \***

**Q31. What are the SDGs addressed? Select the top 3 relevant to your innovation. \***

- SDG 1: No Poverty
- SDG 2: Zero Hunger
- SDG 3: Good Health and Well-being
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 6: Clean Water and Sanitation
- SDG 7: Affordable and Clean Energy
- SDG 8: Decent Work and Economic Growth
- SDG 9: Industry, Innovation, and Infrastructure
- SDG 10: Reduced Inequality
- SDG 11: Sustainable Cities and Communities
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 14: Life Below Water
- SDG 15: Life on Land
- SDG 16: Peace and Justice Strong Institutions
- SDG 17: Partnerships to achieve the Goal

**Q32. Please share any patents, IPs, acknowledgements, if any, that your innovation has received so far. (100 words)**

**Q33. In 2-3 bullet points, describe the challenges you are currently facing in launching or scaling your innovation? (100 words) \***



**Q34. If funded, what will you use the capital for? Please share in 2-3 quantifiable goals / objectives. (100 words) \***

### **III. Innovation Support Needed**

*Finally, in this section, please describe the type and amount of support you require to catalyse your idea*

**Q32. How much money (in INR) will you need to successfully reach the goals you outlined previously? \***

**Q33. If we could get YOU a mentor, in which of the areas do you need MOST help, expertise or mentor input? Select the top 2 relevant to your business growth. \***

- All Things Money
- Business Strategy and Development
- Community Engagement
- Marketing and Brand Management
- Market Access and Distribution
- Tech, Operations, and Human Resources
- Other (Please specify)

### **IV. Capital Readiness of Your Enterprise**

*In this section, you'll be asked questions about the capital readiness of your enterprise i.e. if you receive money, do you know what to do with it?*

**Q34. Have you raised any of the following types of capital since 2020? Select ALL that apply \***

- Grants (CSR, Foundations, HNIs)
- Investment (Equity / Convertible Note)
- Traditional Loans and Debt (Banks, Friends, Family, NBFCs)
- Alternative Debt (Revenue-Based Financing, Supply Chain Finance)
- Others (Please specify)
- We have not raised any external capital.

**Q35. Which turnover category applies to your enterprise as of 2024? \***

- ₹10 lakhs - ₹25 lakhs
- ₹26 lakhs - ₹50 lakhs
- ₹51 lakhs - ₹1 crore
- ₹1 crore - ₹2.5 crores
- ₹2.6 crores - ₹5 crores





- ₹5.1 crores - ₹10 crores
- ₹10.1 crores - ₹20 crores
- ₹20.1 crores - ₹50 crores
- ₹51 crores - ₹100 crores
- ₹100 crores +

**Q36. What was the annual revenue of your enterprise in 2021-2022? \***

**Q37. What was the annual revenue of your enterprise in 2022-2023? \***

**Q38. What was the annual revenue of your enterprise in 2023-2024? \***

**Q39. Are you open to external financing / investment? (This helps us understand if you can be considered for an investment from accelerators, investors, etc) \***

- Yes, if the terms are right
- No, we are currently not looking for external financing or investment
- I need help understanding the best capital-fit for my enterprise

## **V. Help Us Know YOU Better**

*This section is our attempt to get to know you, the founder and decision-maker, better.*

**Q40. What makes you the best person to drive this innovation? Tell us a little about your background and motivation. (150 words) \***

**Q41. What does success look like to you? (50 words)**

**Q42. Creative Inspiration, Any? (50 words)**

**Q43. Based on your answers, if you meet the eligibility criteria, would you be like to be considered for an exclusive invitation to Kula Conclave 2024? \***

- Yes
- No

