



Inviting pan-India innovators
with bold ideas!

Kula Innovate is a sector-first Innovation Challenge designed to bridge the massive funding gap for R&D across craft-based value chains.

We support bold new ideas led by India's next-gen innovators shaping the future of 'Handmade in India'.

At Kula Innovate, craft-led innovators are the stars of the show!

We welcome craft-led enterprises, artisan-entrepreneurs and storytellers with solutions that can reimagine the future of handmade. If you have an innovative idea- a product, process, experience, or business model- that can benefit India's Creative Manufacturing and Handmade sector, then Kula Innovate is for you!

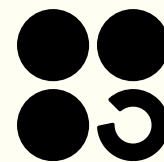
Quick Overview

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

- Get an exclusive invitation to showcase your innovation at Kula Conclave (1-2 Dec '25 Jaipur) 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
- Win cash prizes and/or access to catalytic capital and/or access to in-kind resources
- 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 supports craft-led enterprises, artisan-entrepreneurs and storytellers with bold solutions that can reimagine the future of handmade.

Timelines Matter

- Kula Innovate will be open for applications from July 25, 2025. All applications need to be submitted by September 20, 2025, 11.59 pm.
- 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 innovate@200millionartisams.org.

Sample Application Form

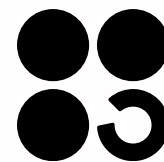
- This is a sample application form to give you a preview of what to expect. To apply for the Kula Innovate Challenge, you must submit your application via this [form](#).
- Entries submitted through this offline form will be deemed invalid and will not be considered for the awards.

Kula Innovate Registration (Common to All)

1. Your full name (Please include your first and last name)*
2. Your email address*
3. Your phone number*
4. You are interested in applying to (Please note that on choosing your preferred track, you will be redirected to fill out the form for that particular track only.)*
 - **Track 1** - General Innovate Challenge (For Craft-Led Brands, Social Businesses & Startups)
 - **Track 2** - Artisan-led Enterprises (For Artisans Only)

Track 1 – General Innovate Challenge: For enterprises/brands where the focus is on business innovation, even if the founder is an artisan. Example: A registered craft business with a team and marketing operations.

Track 2 – Artisan-led Enterprises: For individual artisans and artisan-led businesses where the primary work is making the craft itself, not running a brand. Example: A single artisan entrepreneur working with 2-15 artisans on a traditional craft such as handloom weaving, wood, metal, paper crafts.



General Innovate Challenge

(For Craft-Led Brands, Social Businesses & Startups)

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.

1. Name of your enterprise*
2. Your enterprise's website/ social links*
3. Founder's name*
4. Phone number*
5. Official email ID*
6. Founder's social link*
7. Do you have any co-founder(s)?*
 - Yes
 - No
8. If yes, please mention their name(s)*
9. I understand that Kula Innovate supports enterprises, not individuals*
 - Yes, I understand

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.

1. In brief, please introduce your enterprise (100 words)*
2. Where is your enterprise headquartered? (Please include the State and Country)*
3. Date of registration of the enterprise (Day/ Month/ Year)*
4. 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
5. What best describes your enterprise model?*
- B2B2C (Business to Business to Consumer)
- B2B (Business to Business)



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

6. Does your enterprise have any of the following registrations/ certifications? (Select all that apply)*

- 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)

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

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

8. 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 show 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
- Other (Please specify)



OR

- What Consumer Goods categories does your enterprise operate in?*
- Fashion & Accessories
- Lifestyle & Home Decor
- Toys, Games, Entertainment
- Beauty & Wellness
- Other (Please specify)

OR

- What Arts & Culture categories does your enterprise operate in?*
- Visual & Performing Arts
- Creative Impact-Media (Videos, Publishing, Other Storytelling Formats)
- Other (Please specify)

OR

- What Technology & Commerce categories does your enterprise operate in?*
- Craft-Tech / Culture-Tech / Emerging Tech
- E-Commerce / Aggregation
- Other (Please specify)

OR

- What Education & Skill Development categories does your enterprise operate in?*
- Education
- Skill Development / Job Training
- Other (Please specify)

OR

- What Services & Experiences categories does your enterprise operate in?*
- Experiences & Services (Curation, Workshops, Communities etc)
- Sustainable Travel
- Other (Please specify)

OR

- What Architecture & Urban Development categories does your enterprise operate in?*
- Built Environment (Architecture, Urban Planning, Space Design, Cultural Heritage etc)
- Miscellaneous + Other (Please specify)

9. Key geographies/states where you operate/produce*

- In India
- Outside India



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

- Which state(s) do you operate/produce in India?^{*}
(Dropdown of States in India)
- Please specify which regions do you operate/produce outside India?^{*}
 - North America (USA + Canada + Mexico), South & Latin America
 - Europe (Including the UK)
 - MENA (Middle & East Africa)
 - South Asia (excluding India)
 - Southeast & East Asia
 - Oceania (Australia + New Zealand + Pacific Islands)

10. Key geographies/states where you sell/offer your product or service^{*}

- India
- Outside India

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

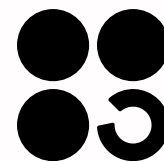
- Which state(s) do you sell/offer your product or service in India?^{*}
(Dropdown of States in India)
- Which regions do you sell/offer your product or service?^{*}
 - North America (USA + Canada + Mexico), South & Latin America
 - Europe (Including the UK)
 - MENA (Middle & East Africa)
 - South Asia (excluding India)
 - Southeast & East Asia
 - Oceania (Australia + New Zealand + Pacific Islands)

11. How many full-time staff/consultants does your enterprise employ?^{*}

12. How many part-time staff/consultants does your enterprise employ?^{*}

13. How many artisans / creative producers does your enterprise employ on a monthly^{*}

14. What percentage of your total workforce is women?^{*}



II. Innovation Deep Dive

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.

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

- Climate Action
- Inclusive Growth
- Future-ready Systems

2. 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

3. Does your innovation impact communities directly in India?*

- Yes
- No

4. Who does your innovation primarily impact?*

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

5. What best describes your type of innovation?*

- Product
- Process
- Service
- Model



6. How does your innovation currently operate?*

- 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.

7. 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.

8. Describe your innovation (100 words)*

9. What problem is your innovation solving, and why does it matter? (100 words)*

10. Who is your target customer, and what is the market size? (100 words)*

(Describe who you're building for, who buys it and roughly how big that market is in number of people or INR value)

11. Does your kind of product/service already exist in the market?*

- Yes
- No

12. Please share your competitors' names and website links. Tell us what makes you stand out*

13. Tell us the top 3 metrics you regularly track to measure your impact*

14. What impact have you created or aim to create through your innovation? (200 words)*

(Please share your impact in numbers. Share any specific outcomes, data points, or real-world impact of your innovation)

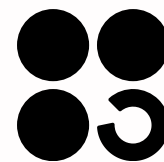
15. Are there any specific technologies, tools, or platforms that support your product?*

(e.g. solar tech, AI, mobile apps, natural dye units, WhatsApp tools, etc.)

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

17. Describe the challenges you are currently facing in launching or scaling your innovation (100 words)*

(Explain in 2-3 bullet points)



18. If funded, what will you use the capital for? (100 words)*

(Please share in 2-3 quantifiable goals/objectives. Include timelines, milestones, and partnerships that will help you achieve them)

19. How much money will you need to reach the goals outlined previously?*

20. What kind of support would be most useful for you at this stage of your growth?

(Select your top 3)*

- Mentorship
- One-on-One Meetings with Founders
- Workshops and Training
- Access to Resources and Tools
- Access to Markets / Networks
- Access to Funders / Investors
- Access to Artisans / Craft Communities
- Social Procurement Partnerships
- Visibility and Promotion
- Brand and Marketing Expertise
- Business Development Expertise
- Legal and Compliance Assistance
- Technology, Operations, and Human Resources
- Direct Collaboration on Projects
- Other

III. Capital Readiness of Your Enterprise

This section will be used by 200 Million Artisans to access the unit economics and capital readiness of your enterprise.

1. How does your enterprise make money? Describe your business or revenue model clearly*

[What you sell or offer (e.g. products, services, experiences); Who pays for it (e.g. direct consumers, wholesale buyers, institutions); How the money flows (e.g. through retail stores, online platforms, events, B2B orders)]

2. Please share your annual turnover/revenue for the financial year FY 2024-25*

- ₹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 +



(Note: Annual turnover = total sales revenue from products/services in FY 2024–25 before expenses. Do not include grants, donations, or loans. If you don't have exact accounts, give your best estimate)

3. Please enter your business and financial information. (Please share specifics.

Incorrect information will lead to the disqualification of the application)*

[This information must be filled in for FY 23-24, FY 24-25 and FY 25-26 (forecast)]

- Revenue
- Cost of Goods
- Net Profit
- No. of Paying Customers

- *Revenue is the total sales from products/services before expenses. Do not include grants, donations, or loans.*
- *Cost of Goods includes only the direct cost of making your product/service. For example, materials, production labour, and packaging. Do not include rent, admin salaries, marketing, or travel.*
- *Net Profit is revenue minus all costs. For example, production costs (materials, production wages, packaging) and overheads (rent, admin salaries, marketing, utilities). If costs are higher than revenue, show as a negative number (loss).*

4. How many months of runway does your enterprise currently have?*

(Runway refers to the number of months your enterprise can continue operating with its current cash or funding, assuming expenses stay the same and no new funds are raised.)

5. 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

- *Do not include sales income.*
- *Convertible Note = a loan that can become shares later.*
- *Alternative Debt = repayment linked to revenue or flexible terms.*

6. 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



7. Please upload your pitch deck, photos, videos, and other files that can help us know your enterprise better*

- *Include real product photos or videos. No stock images.*
- *Show detailed numbers – revenue (with growth), customers/beneficiaries, units sold, market reach, and impact.*
- *Keep it clear and concise (10–15 slides).*
- *Highlight your team, operations, and what makes your enterprise unique.*

IV. Help Us Know YOU Better

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

1. What makes you and your team the best person to drive this innovation? Tell us your story (150 words)*

2. Imagine a global headline in 2030 celebrating your innovation. What does it say? (50 words)*

3. Have you previously applied to Kula Innovate?*

- Yes
- No

4. If eligible, would you like to be considered for a discounted invitation to Kula Conclave 2025?*

- Yes
- No



Artisan-led Enterprises

(For Artisans Only)

The form is available in English and Hindi. Click the top right corner to change language.

यह फ़ॉर्म अंग्रेज़ी और हिंदी दोनों में उपलब्ध है। भाषा बदलने के लिए ऊपर दाएँ कोने पर क्लिक करें।

I. Introduction

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.

I. परिचय

इस खंड में आपसे आपके उद्यम से संबंधित प्रश्न पूछे जाएंगे। इस खंड का उपयोग 200 मिलियन आर्टिज़न्स आपकी संस्था की पात्रता का आकलन करने के लिए करेगा।

1. Are you applying as:*

- A solo artisan entrepreneur
- A group/collective/cooperative
- An artisan-led craft enterprise
- Other

1. आप किस रूप में भाग ले रहे हैं?*

- एक अकेले काम करने वाले कारीगर, जिनकी अपनी रजिस्टर्ड संस्था/कंपनी है
- कोई समूह / कलेक्टिव / को-ऑपरेटिव
- कारीगरों के द्वारा चलाया गया क्राफ्ट बिज़नेस
- अन्य

2. Name of your enterprise*

2. आपकी संस्था या ब्रांड का नाम*



3. Your enterprise's website/social links*

3. आपकी कंपनी की वेबसाइट के लिंक*

4. Artisan-Founder's Name*

- First Name
- Last Name

4. फ़ाउंडर का नाम*

- पहला नाम
- अंतिम नाम

5. Phone Number*

5. फोन नंबर*

6. Official Email Id*

6. ईमेल आईडी*

7. Founder's social link (Example: LinkedIn, Instagram, etc.)*

7. फ़ाउंडर का सोशल लिंक (उदाहरण: लिंकडइन, इंस्टाग्राम, आदि।)*

II. Company Basics

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.

II. कंपनी के आधार

इस खंड में आपसे आपके उद्यम से संबंधित प्रश्न पूछे जाएंगे। इस खंड का उपयोग 200 मिलियन आर्टिज़न्स आपकी संस्था की पात्रता का आकलन करने के लिए करेगा।

1. Where are you headquartered? (Please include the State & Country)*

1. आपका मुख्यालय कहाँ है? (कृपया राज्य और देश शामिल करें)*

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

2. कंपनी के पंजीकरण की तिथि (दिन/महीना/वर्ष)*

3. 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)

3. क्या आपके कंपनी के पास निम्नलिखित में से कोई पंजीकरण/सर्टिफ़िकेट है?*



- जी.एस.टी
- एम.एस.एम.ई / उद्यम
- डी.पी.आई.आई.टी
- आई.ई.सी. या इम्पोर्टर एक्सपोर्टर कोड
- एफ.सी.आर.ए (यदि गैर-लाभकारी है)
- सी.एस.आर-1 प्रमाणन
- 80G (यदि गैर-लाभकारी है)
- 12A (यदि गैर-लाभकारी है)

4. What best describes your enterprise model?*

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

4. आपके कंपनी का मॉडल क्या है?*

- B2B (बिजनेस टू बिजनेस)
- B2B2C (बिजनेस टू बिजनेस टू कंज्यूमर)
- D2C (बिजनेस टू कंज्यूमर)
- जमीनी स्तर पर/सामुदायिक प्रोग्रामिंग/कारीगर समूह
- अन्य

5. Which craft or material do you work with?(Please include the specific materials you work with, for example: ajrakh, natural dyeing, chikankari, metalwork, etc.)*

5. आप किस कला या क्राफ्ट के साथ काम करते हैं? (उदाहरण: अजरख, नैचरल डाइंग, चिकनकारी, आदि।)*

6. Years of experience in this craft*

6. इस क्राफ्ट या कला में आपका कितने वर्षों का अनुभव है?*

7. In brief, please introduce your work (100 words)*

7. संक्षेप में, कृपया अपने काम का परिचय दें। (100 शब्द)*

8. Key geographies/states where you operate/produce*

- In India
- Outside India

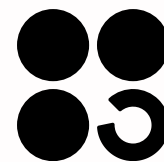
8. प्रमुख भौगोलिक क्षेत्र/राज्य जहां आप संचालित/उत्पाद करते हैं*

- भारत में
- भारत के बाहर

(The questions below will show as per your answer choice in the previous question)
(पिछले प्रश्न में आपके उत्तर के अनुसार नीचे दिए गए प्रश्न दिखाई देंगे)

- Which state(s) do you operate/produce in India?*

(Dropdown of States in India)



आप भारत में किस राज्य का संचालन/उत्पाद करते हैं?*

[भारत के राज्यों की सूची (ड्रॉपडाउन)]

- Which regions do you operate/produce outside India?*
- 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)

कृपया निर्दिष्ट करें कि आप भारत के बाहर किन क्षेत्रों का संचालन/उत्पाद करते हैं*

- उत्तरी अमेरिका (अमेरिका + कनाडा + मेक्सिको) दक्षिण और लैटिन अमेरिका
- यूरोप (ब्रिटेन सहित)
- मेना (मध्य पूर्व और अफ्रीका)
- दक्षिण एशिया (भारत को छोड़कर)
- दक्षिण-पूर्व + पूर्वी एशिया

9. Key geographies/states where you sell/offer your product or service*

- In India
- Outside India

9. प्रमुख भौगोलिक क्षेत्र / राज्य जहां आप अपने उत्पाद या सेवा को बेचते हैं*

- भारत में
- भारत के बाहर

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

(पिछले प्रश्न में आपके उत्तर के अनुसार नीचे दिए गए प्रश्न दिखाई देंगे)

- Which state(s) do you sell/offer your product or service in India?*

(Dropdown of States in India)

आप भारत में अपने उत्पाद या सेवा को किस राज्य में बेचते हैं?*

[भारत के राज्यों की सूची (ड्रॉपडाउन)]

- Which regions do you sell/offer your product or service?*
- North America (USA + Canada + Mexico), South & Latin America
- Europe (Including the UK)
- MENA (Middle & East Africa)
- South Asia (excluding India)
- Southeast & East Asia
- Oceania (Australia + New Zealand + Pacific Islands)

कृपया निर्दिष्ट करें कि आप भारत के बाहर किन क्षेत्रों का संचालन/उत्पाद करते हैं*

- उत्तरी अमेरिका (अमेरिका + कनाडा + मेक्सिको) दक्षिण और लैटिन अमेरिका
- यूरोप (ब्रिटेन सहित)
- मेना (मध्य पूर्व और अफ्रीका)
- दक्षिण एशिया (भारत को छोड़कर)
- दक्षिण-पूर्व + पूर्वी एशिया



10. How many artisans / employees does your enterprise employ on a monthly basis?*

(Count each person only once, even if they do both artisan and non-artisan work)

9. आपकी संस्था हर महीने कितने कारीगर/कर्मचारियों को रोजगार देती है?

(हर व्यक्ति को केवल एक बार गिनें, चाहे वे कारीगर और गैर-कारीगर दोनों काम करें)*

11. What percentage of your artisans/employees are women?*

(Select from the dropdown)

10. आपकी संस्था के कारीगरों/कर्मचारियों में महिलाओं का प्रतिशत कितना है? (ड्रॉपडाउन से चुनें)*

III. Innovation Readiness

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.

III. नवाचार / इनोवेशन

इस खंड में आपसे आपके विचार/नवाचार से संबंधित प्रश्न पूछे जाएंगे। इस खंड का उपयोग 200 मिलियन आर्टिज़न्स आपके विचार की नवीनता, क्रिएटिव मैनुफैक्चरिंग इकोसिस्टम से प्रासंगिकता, और आपके विचार के संभावित प्रभाव का मूल्यांकन करने के लिए करेगा।

1. What kind of innovation best describes your work?*

- New design or art style or craft revival (e.g., new motifs, design techniques, artistic)
- New tool or process (e.g., improving the loom, using natural dyes, faster techniques)
- New product or material (e.g., creating a different craft product, new fibre, textile or material)
- New kind of service (e.g., artisan services, training methods, or digital integration)
- New ways to sell or earn (e.g., new business model, cooperatives, shared-profits)
- Other

1. आपके काम का सबसे अच्छा वर्णन किस तरह का नवाचार / इनोवेशन करता है?*

- नया डिजाइन या कला शैली या क्राफ्ट पुनरुद्धार (उदाहरण: नए रूपांकन, डिजाइन तकनीक, कलात्मक)
- नया उपकरण या प्रक्रिया (उदाहरण: करघे में सुधार, प्राकृतिक रंगों का उपयोग करके, तेज तकनीकों)
- नया उत्पाद या सामग्री (उदाहरण: एक अलग क्राफ्ट उत्पाद, नया फाइबर, कपड़ा या सामग्री बनाना)
- नई प्रकार की सेवा (उदाहरण: कारीगर सेवाएं, प्रशिक्षण विधियां, या डिजिटल एकीकरण)
- बेचने या कमाने के नए तरीके (उदाहरण: नया व्यापार मॉडल, सहकारी समितियां, साझा-लाभ)
- अन्य



2. What best describes how your innovation currently operates?*

- My idea is my main business
- My idea is part of a business, group, or company
- My idea is not a business yet, but it can become one

2. वर्तमान में आपका नवाचार / इनोवेशन कैसे काम करता है, इसका सबसे अच्छा वर्णन क्या है?*

- मेरा इनोवेशन मेरा मुख्य व्यवसाय है।
- मेरा इनोवेशन किसी व्यवसाय, समूह या कंपनी का हिस्सा है।
- मेरा इनोवेशन अभी तक एक व्यवसाय नहीं है, लेकिन यह एक बन सकता है।

3. What is the stage of your innovation?*

- Just starting: I have the idea but haven't made a sample or started work yet
- Early testing: I've made a sample or tried the idea, but it's still new
- Working well: I've tested it, it works, and I'm ready to grow
- Growing: I've launched it and need help to reach more people or markets

3. आपके नवाचार / इनोवेशन का चरण क्या है?*

- अभी शुरुआत - मेरे पास विचार है, लेकिन अभी तक कोई नमूना नहीं बनाया है या काम शुरू नहीं किया है।
- शुरुआती परीक्षण - मैंने एक नमूना बनाया है या कोशिश की है, लेकिन यह अभी भी नया है।
- अच्छी तरह से काम करना - मैंने इसका परीक्षण किया है, यह काम करता है, और मैं बढ़ने के लिए तैयार हूँ।
- बढ़ते हुए: मैंने इसे लॉन्च किया है और अधिक से अधिक लोगों या बाजारों तक पहुंचने के लिए मदद की जरूरत है।

4. Describe your innovation*

4. अपने नवाचार / इनोवेशन का वर्णन करें*

5. What problem were you trying to solve when you created this idea? (Select upto 3 choices)*

- High cost of raw materials
- Slow production
- Low sales
- Outdated design
- Outdated or bad tools
- Young generation not learning
- Too much waste
- Craft may be lost
- No support for our craft
- Health or safety issues
- Climate issues (e.g. floods, heat)
- Other

5. जब आपने यह विचार बनाया तो आप किस समस्या को हल करने की कोशिश कर रहे थे? (इसमें से 3 विकल्प का चयन करें)*

- प्रोडक्ट बनाने का सामान / रॉ मटेरियल की ज़्यादा कीमत
- उत्पादन की धीमी गति
- कम बिक्री
- पुराना डिजाइन
- पुराने या खराब उपकरण
- युवा पीढ़ी नहीं सीख रही है
- बहुत ज्यादा बर्बादी



- शिल्प खो सकता है
- हमारी कला / क्राफ्ट के लिए कोई समर्थन नहीं है
- स्वास्थ्य या सुरक्षा के मुद्दे
- जलवायु मुद्दे (उदाहरण: बाढ़, गर्मी)
- अन्य

6. Does your kind of product/service already exist in the market?*

- Yes
- No

6. क्या आपकी उत्पाद, इनोवेशन, या सेवा बाजार में पहले से मौजूद है?*

- जी हां
- नहीं

(The questions below will show as per your answer choice in the previous question)
(पिछले प्रश्न में आपके उत्तर के अनुसार नीचे दिए गए प्रश्न दिखाई देंगे)

• Please mention your competitors*

कृपया अपने प्रतिस्पर्धियों / मुकाबले का उल्लेख करें*

• What makes your idea different from theirs? (Select up to 2 choices)*

- Required
- Saves time
- Earns more money
- Less waste
- Better design
- Better quality
- Creates jobs
- Better craft skills
- Reviving a craft or technique
- Other

आपके इनोवेशन को उनसे क्या अलग बनाता है? (इसमें से 2 विकल्प का चयन करें)*

- समय की बचत होती है
- इससे ज्यादा पैसा कमाया जाता है
- कचरा कम होता है
- बेहतर डिजाइन
- बेहतर क्वालिटी
- नौकरियां पैदा करता है
- बेहतर क्राफ्ट कौशल
- किसी क्राफ्ट या तकनीक को पुनर्जीवित करना
- अन्य

7. What kind of feedback have you received on your innovation? (From buyers, fellow artisans, exhibitions, etc.)*

7. अपने नवाचार/इनोवेशन पर आपको किस तरह की प्रतिक्रिया मिली है? (खरीदारों, साथी कारीगरों, प्रदर्शनियों आदि से।)*



8. Are there any specific technologies, tools, or platforms that support your product? (Select all that apply)*

- Smartphone or Internet
- Digital Payments (e.g. UPI, Google Pay, PhonePe, PayTM)
- AI (e.g. ChatGPT) or AI chatbots
- Online Selling Platforms (e.g. ONDC, iTokri, Amazon, Meesho)
- Social Media (e.g. Instagram, Facebook, WhatsApp)
- Solar Machines or Solar Energy
- Design or Product-Making Software
- Any App or Software to Manage Work or Sales
- Electric or Motorised Workspaces (e.g. dyeing unit, sewing or carving machines)
- Other

8. क्या आपके इनोवेशन का समर्थन करने के लिए कोई विशेष तकनीक, टेक्नोलॉजी, उपकरण या प्लेटफॉर्म हैं? (उन सभी को चुनें जो लागू होते हैं)*

- स्मार्टफोन या इंटरनेट
- डिजिटल भुगतान (उदाहरण: यू.पी.आई, गूगलपे, फोनपे, पेटीएम)
- ए.आई (उदा. चैटजीपीटी) या एआई चैटबॉट
- ऑनलाइन बिक्री प्लेटफॉर्म (उदाहरण: ओ.एन.डी.सी, आईटोक्री, अमेजन, मीशो)
- सोशल मीडिया (उदाहरण: फेसबुक, इंस्टाग्राम, वॉट्सऐप)
- सोलर मशीनें या सोलर एनर्जी
- डिजाइन या उत्पाद बनाने वाले सॉफ्टवेयर
- काम या बिक्री के प्रबंधन के लिए कोई भी ऐप या सॉफ्टवेयर
- इलेक्ट्रिक या मोटरयुक्त कार्यक्षेत्र (उदाहरण: रंगाई इकाई, सिलाई या नक्काशी मशीनें)
- अन्य

9. Describe the challenges you are currently facing in launching or scaling your innovation. (Explain in 2-3 bullet points. E.g. skill gap, market access, quality control, etc.)*

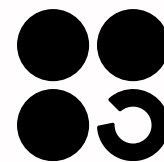
9. आप अपने इनोवेशन को शुरू करने या स्केल करने में वर्तमान में किन चुनौतियों का सामना कर रहे हैं, उनका वर्णन करें। (2-3 बुलेट प्वाइंट में समझाइए। उदाहरण: कौशल अंतर, बाजार पहुंच, गुणवत्ता नियंत्रण, आदि।)*

10. Please share your project timeline and outcomes. (This needs to be segregated as Activity and outcome as indicated in the form; Each answer has a 500-character limit - approx. 80-100 words)*

- Short-Term (1-3 months)*
- Medium-Term (4-6 months)*
- Long-Term (7-9 months)*

10. कृपया बताएं, यह काम कब तक पूरा होगा और आप किन परिणामों को हासिल करना चाहते हैं? (प्रत्येक उत्तर के लिए 500 कैरेक्टर की सीमा होती है। 80-100 शब्द)*

- अल्पकाल (1-3 महीने)*
- मध्यमकाल (4-6 महीने)*
- दीर्घकाल (7-9 महीने)*



11. How will you use Kula Innovate prize money? (Please share in 2-3 quantifiable goals/objectives)*

11. आप कुला इनोवेट पुरस्कार राशि का उपयोग कैसे करेंगे? (कृपया 2-3 मात्रात्मक लक्ष्यों/उद्देश्यों में साझा करें)*

12. Would you also be willing to work with a mentor we assign, particularly to refine your innovation?*

- Yes
- No
- Other (Please specify)

12. क्या आप ऐसे मेंटर के साथ काम करने के लिए तैयार हैं, जिसे हम आपके आइडिया को और बेहतर बनाने के लिए लाएँगे?*

- जी हां
- नहीं
- अन्य

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

- Business Growth and Finance
- Designing
- Marketing and Branding
- New Markets and Distribution
- Photography and Storytelling
- Sourcing or Craft Network
- Technology
- Other

13. अगर हम आपके लिए एक मेंटर (मार्गदर्शक) ला सकें, तो आपको सबसे ज़्यादा मदद किस चीज़ में चाहिए? अपने काम को आगे बढ़ाने के लिए 2 सबसे ज़रूरी चीज़ें चुनें*

- बिजनेस और फाइनेंस
- डिजाइनिंग
- मार्केटिंग और ब्रांडिंग
- नए बाजार और वितरण
- फोटोग्राफी और कहानी
- सोर्सिंग या क्राफ्ट नेटवर्क
- तकनीक.
- अन्य

14. Please mention the top 3 networks or partners you would like to connect with*

14. कृपया 3 नेटवर्क या भागीदारों का उल्लेख करें जिनसे आप जुड़ना चाहते हैं*

15. Any other additional support or resources you need from us?*

15. क्या आपको हमारी कोई और मदद या सहायता चाहिए?*



III. Capital Readiness of Your Enterprise

This section will be used by 200 Million Artisans to access the capital readiness of your enterprise.

III. पूंजीगत तैयारी

इस खंड का उपयोग 200 मिलियन आर्टिज़न्स आपकी संस्था की पूंजी तैयारियों का मूल्यांकन करने के लिए करेंगे।

1. If product, where have you sold your product or service in the past year? (Select all that apply)*

- Local markets or haats
- Craft exhibitions or fairs
- Retail shops or showrooms
- Online marketplaces (e.g., Amazon, iTokri, ONDC)
- Social media (e.g., Instagram, WhatsApp, Facebook)
- Your own website
- Custom orders from buyers
- Not sold yet
- Other

1. यदि उत्पाद / प्रोडक्ट है, तो आपने पिछले एक साल में अपना उत्पाद या सेवा कहां बेची है? (उन सभी को चुनें जो लागू होते हैं)*

- स्थानीय बाजार या हाट
- क्राफ्ट प्रदर्शनियां या मेले
- दुकानें या शोरूम
- ऑनलाइन मार्केटप्लेस (उदाहरण: अमेजन, आईटोक्री, ओ.एन.डी.सी)
- सोशल मीडिया (जैसे फेसबुक, इंस्टाग्राम, वॉट्सऐप)
- अपनी वेबसाइट
- खरीदारों से कस्टम ऑर्डर
- अभी तक नहीं बेचा गया है
- अन्य

2. How much were your sales last financial year (2024-25)?*

- ₹1 lakhs - ₹5 lakhs
- ₹5 lakhs - ₹10 lakhs
- ₹10 lakhs - ₹25 lakhs
- ₹26 lakhs - ₹50 lakhs
- ₹51 lakhs - ₹1 crore
- ₹1 crore+
- Other

2. पिछले वित्त वर्ष (2024-25) आपकी बिक्री कितनी थी?*

- 1 लाख से 5 लाख रुपये तक



- 5 लाख से 10 लाख रुपये तक।
- 10 लाख से 25 लाख रुपये तक।
- 26 लाख से 50 लाख रुपये तक।
- 51 लाख से 1 करोड़ रुपये तक।
- 1 करोड़ रुपये से अधिक
- अन्य

3. Have you received any of the following types of capital or money since 2022? (Select all that apply)*

- One-Time Grants
- Returnable Grants
- Traditional Loans (e.g. Banks, Friends, Family)
- Government Schemes or Subsidised Loans
- Other Types of Loan / Debt (e.g. Middlemen, Businesses, Designers)
- We have not raised any external capital.
- Other

3. क्या आपको 2022 के बाद से निम्नलिखित प्रकार की पूंजी या पैसा प्राप्त हुआ है? (उन सभी को चुनें जो लागू होते हैं)*

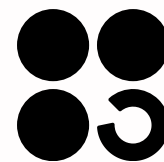
- वन टाइम ग्रांट
- वापसी योग्य अनुदान / ग्रांट
- लोन (उदा. बैंक, दोस्त, परिवार)
- सरकारी योजनाएं या सब्सिडी ऋण
- लोन के अन्य प्रकार (उदाहरण: बिचौलिए, व्यवसाय, डिजाइनर)
- हमने कोई बाहरी पूंजी नहीं जुटाई है
- अन्य

4. What kind of capital or money would you prefer for your work? (Select up to 3 choices)*

- One-Time Grants
- Returnable Grants
- Traditional Loans (e.g. Banks, Friends, Family)
- Government Schemes or Subsidised Loans
- Other Types of Loan / Debt (e.g. Middlemen, Businesses, Designers)
- Accelerators / Incubators
- I need help understanding the best capital fit for my enterprise
- Other

4. आप अपने काम के लिए किस तरह की पूंजी या पैसा पसंद करेंगे? (इसमें से 3 विकल्प का चयन करें)*

- वन टाइम ग्रांट
- वापसी योग्य अनुदान / ग्रांट
- लोन / कर्ज (उदा. बैंक, दोस्त, परिवार)
- सरकारी योजनाएं या सब्सिडी लोन
- लोन के अन्य प्रकार (उदाहरण: बिचौलिए, व्यवसाय, डिजाइनर)
- एक्सेलरेटर / इनक्यूबेटर
- मुझे अपने उद्यम के लिए सबसे अच्छी पूंजी-फिट को समझने में मदद की जरूरत है।
- अन्य



5. Please upload pictures, videos, or other documents that can help us know your business better*

5. कृपया तस्वीरें, वीडियो या अन्य दस्तावेज अपलोड करें जो हमें आपके व्यवसाय को बेहतर ढंग से जानने में मदद कर सकते हैं*

IV. Help Us Know YOU Better

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

IV. आपको बेहतर तरीके से जानने में हमारी मदद करें

इस खंड का उद्देश्य आपको, संस्थापक और निर्णयकर्ता, बेहतर तरीके से जानने का प्रयास है।

1. Have you previously applied to Kula Innovate?*

- Yes
- No

1. क्या आपने पहले कुला इनोवेट के लिए आवेदन किया है?*

- हाँ
- नहीं

2. If you meet the eligibility criteria, would you like to be considered for an exclusive invitation to Kula Conclave 2025?*

- Yes
- No

2. अपने उत्तरों के आधार पर, यदि आप पात्रता मानदंडों को पूरा करते हैं, तो क्या आप कुला कॉन्क्लेव 2025 के लिए एक विशेष निमंत्रण के लिए विचार करना चाहेंगे?*

- हाँ
- नहीं