

Report on Marketing of Shken Products

Meeting with Business visitors

during their visit to Shken Studio, IIT Guwahati

Date : 30th January 2017. Started at 11:45 AM till 1:15 PM.

Venue : Shken Studio, Product Design and Development Lab, DoD, IIT Guwahati

Present

1. Mr. Vikram Chitnis

Customer care associate and Business Head Shopper's Stop Ltd.

Umang towers, 3rd floor,

Mind Space, Link road,

Malad(west), Mumbai

2. Mr. Karan Jethwani

Coordinator

Domestic Retail & e-commerce Promotion

Export Promotion Council of Handicrafts

3. Mr. Chinmay Bhatt

Category Head – Home Ware

Future Retail Limited

Future Retail Home Office, 8th Floor

247 Park, Tower C, LBS Marg

Vikroli (West), Mumbai

From IIT Guwahati

4. Prof. Avinash Shende

5. Prof Ravi Mokashi Punekar

Report

Mr. Vikram Chitnis, Mr. Karan Jethwani and Mr. Chinmay Bhatt - three of the leading heads of Marketing division of Shoppers Stop, Mumbai, EPCH, New Delhi and Future Group, Mumbai visited the Shken Studio at the Department of Design and were shown the range of products developed by Prof. Avinash Shende and Prof. Ravi Mokashi Punekar.

IIT G team received very positive and encouraging feedback on the products developed and gained critical insights about the features that are acceptable and those that can be added/modified on the Shken bamboo products. The comments were based on the knowledge of costumers taste and their perception on the products displayed on retail outlets. The spirit of project was explicitly explained to them, and IITG team discussed the imperative of developing clusters through design and technical know-how interventions by such projects.

Outcomes of the meeting

Mr. Vikram Chitnis. selected four products to be supplied to Shoppers Stop in quantity, the products are



1. Laundry Basket with Lid
2. Roti Basket with cloth lining insert.
3. Fruit basket with net cover
4. Glass holder in a set of six

We discussed about the cost of each product. Coincidentally, the purchase cost which Shoppers Stop is willing to purchase is reasonable and matching with our cost calculations for each products.

Mr. Vikram Chitnis expressed concerned on two aspects:

- As per company policy of Shoppers Stop, once products are supplied to them, the same range of products should not be sold elsewhere to competitors till such time that their company is procuring a particular product.
- A bulk order when placed by them will have to be divided into four consignments, and supplier should have them sent to four different locations like Bhiwandi, Mumbai; Bangalore, Delhi or Faridabad and Kolkata. Craft clusters engaged in production will have to factor in this aspect of supply-chain management.
- Payment will be done after 75 to 90 days, till then artisans or clusters should be able to sustain by themselves

Mr. Karan Jethwani and Mr. Chinmay were impressed about the production techniques developed including molds and patterns, along with design of the Shken products. Mr. Karan Jethwani showed keen interested on some designs of lights, which he found they are having great potential for the international market.

Mr. Karan Jethwani as Secretary of EPCH, extended an open invitation to the IITG team to participate in the forthcoming Indian Handicraft Gift Fair (IHGF), to be held in Noida from 15th to 20th February, 2017.

While this was very encouraging it was presently out of scope of the work of the project and the time period was also too short. IITG team indicated interest to showcase the Shken products during the next fair they are planning, as the preparation time period was too short.



Mr. Chinmay Bhatt also interested on some products and his valuable feedback on the theme of color which they practice every year. He gave importance expressing the need to developing at least one strong business person from the region who will handle all the transaction and logistic part of business as reliability of business is matter of concern and is critical for success.

In Summary

1. Four bamboo products have been selected to supply to Shoppers Stop.
2. Export Promotion Council is willing to provide a stall to participate in IHGF in future to explore international market.
3. Future group seems to be interested on other products. By further interaction with them, other products can be designed, developed and produced through different clusters and supplied to them.