KALANUBHAV

A digital marketplace for authentic North Indian handicrafts, artisans and regional heritage.

Website Concept & Functional Blueprint

Kalanubhav is envisioned as an e-commerce and cultural discovery platform focused on handcrafted products originating especially from Jammu & Kashmir, Himachal Pradesh, Uttar Pradesh and Uttarakhand. The platform can connect customers directly with artisans, craft clusters, cooperatives and small handicraft businesses while giving each product a clear regional and cultural identity.

"From the hands of the artisan to the heart of the customer."

1. Vision & Purpose

Area	Purpose
Authenticity	Promote genuine regional handicrafts and transparent product origins.
Artisan-first	Give individual artisans and craft clusters a digital storefront.
Cultural discovery	Explain the craft, region, material, tradition and making process.
E-commerce	Allow customers to discover, purchase, track and review products online.
Regional identity	Organize products by state, district, craft tradition and artisan/cluster.

2. Primary Regions

Region	Example craft/product categories
Jammu & Kashmir	Pashmina, Kashmiri embroidery, papier-mâché, walnut wood carving, carpets, shawls
Himachal Pradesh	Woollens, Kullu-style textiles, Chamba embroidery, woodcraft, metal and local crafts
Uttar Pradesh	Banarasi textiles, chikankari, brassware, wood carving, carpets, pottery and decor
Uttarakhand	Woollen products, ringaal/bamboo craft, woodcraft, handwoven textiles and local artisan products

3. Main Website Structure

Home

Brand story, featured crafts, regional collections, artisan stories, best sellers, new arrivals and seasonal collections.

Shop

Browse all products with search, filters, sorting, categories, price range, state/region, craft type, material, artisan and availability.

State / Region Pages

Dedicated pages for Jammu & Kashmir, Himachal Pradesh, Uttar Pradesh and Uttarakhand with local crafts, stories and featured artisans.

Craft Directory

A cultural catalogue explaining individual craft traditions, their origins, materials, techniques and associated regions.

Artisans / Vendors

Public vendor profiles containing artisan or cluster information, profile photo, story, location, craft specialization, products and verification information.

Product Details

High-quality images/video, title, price, description, materials, dimensions, origin, artisan, craft story, care instructions, stock, shipping and reviews.

Cart & Checkout

Cart management, address, shipping method, coupon/offer support, payment, order confirmation and invoice.

Orders

Customer order history, status timeline, shipment tracking, cancellation/return requests and downloadable invoices.

Stories / Journal

Articles about crafts, artisans, regional culture, festivals, techniques and behind-the-scenes making processes.

About Kalanubhav

Mission, authenticity approach, artisan empowerment, team information and contact details.

Contact & Support

Contact form, FAQ, customer support and grievance/help information.

4. Vendor / Artisan Registration

Field	Suggested requirement
Vendor Type	Individual / Cluster
Basic Profile	Name, mobile, email, address, district, state, pincode

Field	Suggested requirement
Business Details	Business/store name, description, craft category
GST	GSTIN where applicable
Profile Photo	Square portrait; recommended 800×800 px
Storefront Banner	Wide image; recommended 1600×500 px
Storefront Media	Optional introduction or craft video
Craft Information	Craft name, materials, techniques, origin and experience
Verification	Identity/business/craft documentation as applicable
Bank & Payout	Secure payout information handled through the platform's payment process

5. Product Listing Fields

Group	Fields
Identity	Product name, SKU, category, subcategory, craft, tags
Origin	State, district, locality, craft cluster, artisan/vendor
Commercial	Price, MRP if applicable, discount, tax configuration, stock, SKU
Description	Short description, detailed description, story/heritage, making process
Specifications	Material, colour, size, weight, dimensions, variants
Media	Main image, gallery images, video, packaging image
Care	Care instructions, usage instructions, handling/storage
Shipping	Processing time, dispatch location, estimated delivery, shipping eligibility
Trust	Authenticity/verification information, artisan story, customer reviews

6. Customer Experience

- Fast search with autocomplete and typo-tolerant results.
- Filters for state, district, craft, category, material, price, artisan and availability.
- Wishlist and recently viewed products.
- Secure account with saved addresses and order history.
- Product reviews with optional image/video uploads.
- Regional discovery: browse products by state or craft tradition.
- Artisan storytelling directly on product pages.
- Clear delivery, return, cancellation and refund information.
- Mobile-first design because a large share of customers may shop from phones.

7. Admin & Platform Management

- Dashboard: sales, orders, customers, vendors, products, inventory and regional performance.
- Vendor approval and verification workflow.
- Product approval, moderation and bulk import.
- Category, state, district and craft-master management.
- Order, payment, shipment, return and refund management.
- Coupons, banners, featured collections and homepage content management.
- Review moderation and customer support tickets.
- Reports for sales, vendors, products, geography and inventory.
- Role-based access for administrators and operational users.

8. Suggested Navigation

Home | Shop | States | Crafts | Artisans | Stories | About | Contact | Login / Register | Cart

9. Brand Direction

Element	Direction
Brand personality	Warm, authentic, handcrafted, premium but accessible, culturally rooted
Visual language	Indian craft-inspired textures, subtle motifs, clean modern e-commerce layout
Suggested palette	Earthy terracotta, deep brown, warm cream, muted green and accent gold
Typography	Readable modern sans-serif paired with an optional Indian/heritage-inspired display font
Photography	Natural artisan portraits, close-up craft details, product-on-hand and regional context

10. Recommended Technical Modules

Module	Key capabilities
Authentication	Customer/vendor/admin login, registration, password reset, OTP/email verification
Catalog	Products, categories, crafts, regions, vendors, variants and inventory
Search	Full-text search, filters, sorting and suggestions
Commerce	Cart, checkout, orders, taxes, coupons, payment and invoices
Vendor Portal	Profile, product management, inventory, orders, earnings/payout information
Content	Stories, banners, regional pages, craft guides and FAQs
Notifications	Email/SMS/WhatsApp/push-ready notification architecture
Analytics	Sales, conversion, product, vendor and regional reporting
Security	Role-based access, validation, secure APIs, audit logs and protected payment flow

11. Example Homepage Content

Hero: Discover the craft of North India — authentic products, real artisans, stories worth carrying forward.

Regional Collections: Jammu & Kashmir • Himachal Pradesh • Uttar Pradesh • Uttarakhand

Craft Collections: Textiles • Embroidery • Woodcraft • Metalcraft • Pottery • Home Decor • Accessories • Gifts

Artisan Spotlight: Meet the makers behind the craft. Learn where they come from, what they create and how they create it.

Heritage Stories: Explore the history, techniques and cultural context behind India's regional crafts.

Trust Message: Know the origin. Know the craft. Know the maker.

12. Suggested Future Expansion

- Expand to other Indian handicraft regions after establishing the initial North India focus.
- Introduce verified craft clusters and cooperative storefronts.
- Add multilingual content, beginning with English and Hindi.
- Create gift collections for festivals, weddings and corporate gifting.
- Add artisan videos and short-form storytelling.
- Explore international shipping after domestic operations are stable.
- Build a Kalanubhav mobile app once web commerce and vendor operations mature.

Kalanubhav — preserving tradition by giving craftsmanship a modern marketplace.

Document prepared as a website concept / requirements blueprint. Product categories and regional craft examples should be validated with vendors, artisans and relevant official/recognized craft sources before publication.