

Uthhan launched Reseller platform to connect Artisans directly to B2B segment

The launch will empower almost 50000 plus Indian artisan families enrolled with the initiative.



Bengaluru, Karnataka May 24, 2022 ([Issuewire.com](https://www.issuewire.com)) - Uthhan- Empowering Artisans, a social initiative of Golden Era Royal Group has launched its reseller platform to connect the Indian artisans directly to the B2B segment without any middlemen. Born in 2012, Uthhan is the first initiative in India where profit from handicraft sales goes directly to artisans without any middlemen. More than 50,000 artisan families from various states of India are a part of this initiative. Artisans can display their craft items on this platform for customer orders. The Uthhan e-commerce platform is already displaying more than 30,000 products. Apart from sales, Uthhan provides training, raw materials, and tools to underprivileged families. Uthhan's campaign called KASBA (Karigar Apnao Sanskriti Bachao Abhiyaan) already supported 10000 plus artisan families with Food items, raw materials, mobile phones, tools, and medical consumables during COVID with the support of Murugappa Group. International customers can buy craft products through "Uthhan Global" which is launched in Dec 2021.

"The launch of the reseller platform will open up revenue streams for more artisan families in the upcoming months. The aim of Uthhan is to eradicate middlemen so that the artisans will get their actual

value for the crafts. Even the customer prices will be substantially low", said Leemon Ravi, Founder of Uthhan.



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