



Miller Center

for Social Entrepreneurship

Name of social enterprise: Lal10

Mission statement: Create livelihoods for artisans in India

Webpage: <http://www.lal10.com/>

GSBI 2018 business plan presentation:

<https://www.youtube.com/playlist?list=PLTFApFZek1zpGksvW6lYpiuBNPsXyj04j>

Headquarters: Noida, India

Location(s) of research: Based in Noida, but with visits to a few Indian states

Background: Lal10 is a for-profit social venture working with artisan communities in 8 Indian states to promote and sell handcrafted products to global markets. It undertakes design research and development to better understand the market needs and implement these products lines along with our clusters. It aims to connect artisans across India to a single platform so that trade becomes more efficient and reliable.

The challenge: Analyze the production potential of cluster artisan businesses, and propose social impact assessment strategies.

Action research products needed:

1. Artisan cluster business assessment. Artisans are organized into clusters who work cooperatively. These clusters need enhances operating plans to support scaling of Lal10.
2. Social impact assessment strategy. Lal10 needs a strategy for quantitatively assessing social impact of artisan employment.

Student skills needed: business analytics, operational plan analysis and writing, financial analysis, professional writing, cross-cultural competencies, social science interviewing skills.

Keywords: artisan livelihoods, artisan cooperatives, global marketing, operations and operational planning, quantitative social impact analysis.