

# SHATABUNON

## Company Overview

Shatabunon is an e-commerce platform based in Rangpur, dedicated to uplifting women artisans and preserving the cultural heritage of shataranji rugs. By providing digital literacy training and a space for women artisans to showcase their work, connect directly with buyers and become successful entrepreneurs, Shatabunon aims to create lasting social and economic impact. With a focus on fairness, sustainability and cultural preservation, Shatabunon strives to redefine the e-commerce landscape by promoting conscious consumption and empowering artisans to thrive in a supportive and inclusive community.

**Location:** Rangpur, Bangladesh.

## Mission Statement:

Shatabunon's mission is to empower women artisans in Rangpur through digital literacy training while promoting the cultural heritage of shataranji rugs. They strive to make a lasting impact by connecting customers with artisans' personal stories, prioritizing eco-friendly packaging, and promoting sustainable choices in the e-commerce industry.

## Vision Statement:

We envision a future where women artisans are empowered to become successful entrepreneurs, while their unique stories and the beauty of shataranji rugs are celebrated. Through our leading e-commerce platform, we aim to bridge cultural divides, inspire conscious consumption, and create a lasting positive impact by combining authenticity, empowerment, and sustainability.

## About Us (Story):

When I came to Rangpur for university, I learned about the shataranji tradition in this area. Sadly, I discovered that about 300 women artisans who create these beautiful rugs were not treated fairly. They didn't receive proper payment, didn't have recognition for their work and lived in poverty. This moved me to take action, so I decided to create Shatabunon—a platform where these artisans can showcase their work and connect directly with buyers. Through Shatabunon, they can become entrepreneurs by sharing their profiles and descriptions of their previous work. This is the story of Shatabunon, a project that aims to empower these women artisans and improve their lives.

## Sustainability Commitment:

At Shatabunon, sustainability is at the core of our business values. We are dedicated to integrating eco-friendly practices, empowering women artisans, and ensuring long-term economic viability. Through responsible sourcing, eco-friendly packaging, and energy-efficient operations, we minimize our environmental footprint. We prioritize the social well-being of our artisans by providing digital literacy training and fair compensation. By embracing sustainability, we aim to preserve cultural heritage, promote conscious consumer choices, and contribute to a better future for both people and the planet.

## Values:

Shatabunon is dedicated to empowering women artisans, ensuring their fair treatment, recognition, and economic independence, all while preserving the rich cultural heritage they contribute to.

## Milestones:

Some key milestones for Shatabunon include onboarding artisans, achieving successful sales and positive feedback, expanding outreach through partnerships, providing training programs, gaining recognition, scaling operations, and establishing strategic partnerships.



