



AuthIndia Empowers Indian Artisans Through Vocal-for-Local

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Back in 2015, founder Kush Verma launched AuthIndia with the vision of giving Indian artists, artisans and craftsmen a broader platform to showcase and sell their handmade products. The platform's goal was clear: offer exposure, market access and income opportunities to craftsmen who often lacked visibility and suffered from irregular demand.

As artisans joined the platform, AuthIndia expanded to cover over 20 product categories — ranging from paintings and handmade jewellery to handicrafts and décor — allowing creators from across India to list their work and reach a nationwide audience.

Challenges, Pause and a Comeback Amid Crisis

Like many small-scale ventures rooted in artisan communities, AuthIndia faced hurdles. In 2017, with the introduction of the nationwide GST regime, many artisans found it hard to adapt quickly — a transition that stalled business and caused the platform to pause operations temporarily.

The real turning point came in 2020, when the COVID-19 pandemic disrupted traditional markets and local demand. Amid restrictions, the idea of “vocal for local” gained popularity nationwide — a call to support local artisans and players.

Seizing the moment, AuthIndia relaunched its digital platform in April 2020, determined to offer handicraft makers a stable, online marketplace — enabling them to reach customers despite lockdowns and supply-chain disruptions.

Building a Growing Craft Community

Since the relaunch, AuthIndia has reported a significant surge in engagement. The platform now hosts over 20,000 handcrafted products and serves as a digital bridge connecting artisans directly with buyers.

Furthermore, the platform claims a strong social-media community, allowing craftsmen to tell their stories, share their craft's heritage, and gain visibility — aspects often missing for many traditional artisans.

AuthIndia emphasizes giving artisans full control over their work — from listing to order fulfilment — without middlemen or heavy commissions, thereby ensuring fair earnings and transparency.

Why AuthIndia's Mission Matters

- **Preserving Heritage Crafts:** India's handicraft and artisan traditions represent centuries of cultural legacy. Platforms like AuthIndia help preserve these crafts by connecting them to modern consumers.
- **Economic Empowerment:** For many artisans and craftsmen, especially from rural or underrepresented regions, AuthIndia offers a stable revenue stream — a crucial support in an economy increasingly shifting online.

- **Promoting “Vocal for Local”:** By aligning with the national emphasis on supporting local craftsmanship, AuthIndia leverages the growing consumer interest in handmade, artisanal and sustainable products.
- **Making Crafts Accessible:** Buyers from across India — and even overseas — can discover unique handcrafted products that might otherwise remain regional or obscure.

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