

DigiMura

From Isolation to Integration
Empowering Rural Livelihood
through Integrated Digital Solutions



**SALZBURG
GLOBAL**

A Snapshot of Rural Conditions in Japan and India

Despite contrasting demographics, **both India and Japan face critical challenges in enabling equitable market access and economic resilience for rural producers:**



Disconnection from Markets In India, 86% of farmers/artisans depend on local traders or haats; in Japan, rural depopulation has led to collapsing local economies and limited access to consumers.



Value Chain Inefficiencies Indian producers receive only 25-40% of retail value due to intermediaries; Japanese small businesses in aging regions struggle to sustain demand and visibility.



Digital & Infrastructure Divide Only 25% of Indian farmers use digital platforms; in Japan, rural elderly lack digital literacy and platforms to reach wider markets.



Design & Innovation Gap 65% of Indian artisans rely on traditional designs; similarly, many Japanese craft sectors lack modernization to meet evolving market tastes.



Shrinking or Fragmented Production India's small landholders can't aggregate for scale; Japan's rural workforce is aging, reducing production and innovation capacity.



~**100 million** population decrease
expected in rural areas in India by 2030

RURAL



Migration creating
developmental imbalance



- ✓ Rich and Authentic Cultural Products
- ✗ Compromised livelihood opportunities

~**1.25 million** population decrease in
rural areas from 2015 to 2020 in Japan

URBAN



- ✓ Greater livelihood opportunities

~100 million population decrease
expected in rural areas in India by 2030

RURAL

~1.25 million population

URBAN

PROBLEM STATEMENT



Migration creating
developmental imbalance



SMEs rooted in traditional practices in rural areas, which are the drivers of local economy and employment, **face challenges in market access** and are unable to utilize opportunities

Resultantly, rural areas are losing population and hence, **living and working in rural areas** are considered **less desirable**

Empowering Rural Livelihood
through Technology

Empathy Mapping of Target Persona - Rural Traditional Producer (Crafts, Agriculture)

Japanese Traditional Entrepreneur



Indian Traditional Entrepreneur



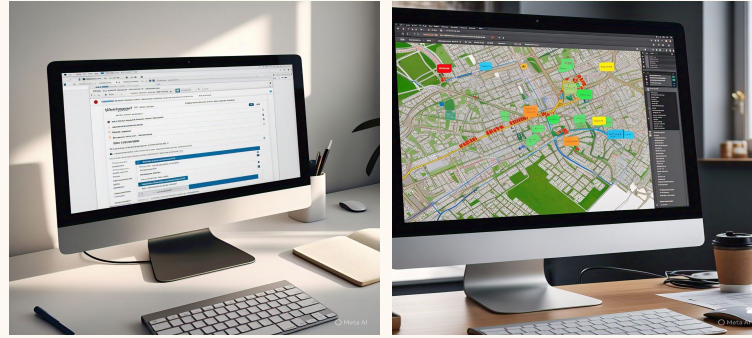
Finding the solution!



The Solution : **Traditional Market Hotspot Finder**



**Traditional
Entrepreneur
(Rural)**



Culture Market Intelligence
Find hotspots for selling
traditional cultural products



**Geo intelligence to find
Potential Market
Places and Contacts**



URBAN
MARKETS



RURAL/TOURISM
MARKETS



Journey Map

A Rural entrepreneur who already has a product and aims to expand sales channels and increase repeat customers.

	Awareness	Consideration	Action	Retention
Actions	Look for measures to expand customer base.	Compare other services (i.e. E-Commerce platforms)	Open a pop-up store at the hotspot	Follow up with customers, plan for next opportunities.
Touchpoints	Local media and social media City office/ Panchayats Local farmers networks Partnerships with local banks	Website with product description	Have a stall at all major shopping centers showcasing the portal and its potential.	Social Media Online feedback
Emotions				
Pain Points	Want to reach new loyal customers.	Do not know where to sell and how to plan. Unable to articulate the value of product.	Can't communicate directly with customer.	Can't reach out to customers.
Solutions	Information on hotspots to market products.	Sales simulation and preparation guide for pop-up shop.	Provide access to hotspots with customer base.	Encourage customers to follow social media.

Next steps : **TRADITIONAL MARKET REVITALIZATION**



BRANDING of
CREATIVE CULTURAL
IDENTITY



**CULTURE MARKET
HOTSPOT FINDER**

FIND WHERE TO SELL
TRADITIONAL PRODUCTS



MARKETING/FINANCE
PROVIDE VISIBILITY
AND SUPPORT
TO EXPAND

Next steps : Commitment

1.Rapid Prototyping and User Validation: Commit to developing an initial prototype of the platform and engaging real users (e.g., traditional product producers) early in the process for feedback, ensuring that the design and features are rooted in actual needs and use cases.

•Includes: Defining and prioritizing core functionalities of the platform, such as producer onboarding, hotspot identification, and product listing, > Which will further be built into the prototype to test platform viability and usability.

2.Strategic Collaborations and Ecosystem Mapping: Commit to identifying, mapping, and initiating collaborations with key stakeholders, including producer organizations, marketing networks, local institutions, and government bodies, that can support user outreach, content generation, hotspot validation, and early user onboarding, thereby laying the groundwork for scalability and impact.

3.Design a Lean Operational Model:

Next steps : Commitment

Mapping User Journeys

Define how different user types (e.g., traditional product producers, buyers, collaborators) will interact with the platform , from onboarding and profile creation to identifying hotspots and listing or accessing products.

- *This includes- Entry points (e.g., mobile, web)Key actions (e.g., register, upload product details, view hotspot demand)Support required (e.g., language, visuals, tech assistance)*



Defining Operational Workflows

- Establish clear, streamlined processes for: Onboarding and Verification of producers/artisans(e.g., via local partners or documentation review)
- Hotspot Identification and Updating(e.g., through crowd-sourced inputs, agency data, or demand analytics)
- Content Moderation and Quality Control(ensuring cultural sensitivity, product authenticity, accurate info)



Assigning Core Responsibilities Across the Team

Document “who does what” across both the India and Japan teams to ensure nothing falls through the cracks.

- *For instance: Who builds and tests the Prototype? Who leads user research and partner engagement? Who manages documentation, translations, and updates?*

Thank you