



## Dandiya Category: Festival

### MARKET

Dandiya is played all across the north and western parts of India, That's a huge population. Even if 10% of people buy it – It makes up for volumes in 20 to 30 lacs.



### MANUFACTURING

It's a combination of plastic, metal, with some electronics. It is easy to assemble and can be made in bulk in any factory assembly.

### OBSERVATION / TREND / PROBLEM

#### Observation

- Dandiya is a festival that's famous in India, primarily a festival of western India from Gujrat, it has gained popularity all across India.
- The current design of the stick is a simple wooden shaft with some paint on it and a newer version is metallic ones with a bearing inside it for youthful dance moves.
- The dance form is slow at the start and starts to become fast and energetic over the evening.

### OVERVIEW OF THE IDEA

The idea is to bring in newness in the dandiya stick. Why is it just wooden or steel? We have a good solution to make it more technologically advanced, yet maintain its cultural aspect. A few add-ons make it a marvelous stick that's magical and adds more fun, more energy to the evening.

### VALUE

With this product, the dance would be more enjoyable and fascinating to have. It could make the dancer stand out in the crowd and be more of a center of attraction. Many ladies and young couples would like to own it.

### VARIANTS

The product can be made thousands of variants and interesting combinations. It just needs a good manufacturing and sourcing partner.

**Disclaimer:** The idea explained here is only to give an insight that a product can be made catering to this domain, that is answering a need.

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