

2023 Fellowship Opportunity

Social Enterprise: Likha

About: Likha's mission is to empower artisan families to overcome poverty by reimagining time-honored local craft for the global marketplace. As a social enterprise, it aims to provide more than just livelihood. Through its partnership with local artisans, Likha hopes to uplift their status, develop their confidence and sense of self-worth, and uphold their dignity as craftspeople.

Website: ShopLikha.com

Location of Research: Philippines

Action Research Project:

- Assess current impact surveys and metrics to identify additional data collection needed for the impact story
- Create an impact story with additional impact research to help effectively communicate with stakeholders including customers, potential investors, and partners.
- Digital online marketing and branding to increase online presence and brand awareness by exploring and identifying the highest potential by researching channels such as social media, email, SEO, ads, and affiliate marketing
- Streamlining operations research from product design and development to production in the Philippines to sales and building customer relationships in the United States

Student Skills: Business analytics, business operations, digital marketing, and storytelling skills are required. Excel. Social science research methodology experience is preferred.