for makers, studios and cooperatives

Prachin Studio: an invitation to makers

List your products on the studio tab of the ParibhaAsha App

ParibhaAsha HeritEdge Lab Private Limited invites makers, studios, cooperatives and small producers to sell on Prachin Studio, the studio tab of the ParibhaAsha App, where heritage and culture goods are sold. You make and ship your products. We list them, take the payment, look after the customer and pay you your share.

What Prachin Studio is

Prachin Studio sells heritage and culture goods on the website and in the app: souvenirs, postcards, stationery, activity sheets, bookmarks, educational kits and workbooks. The studio is open to everyone, with no membership needed to shop. Merchants are vetted production agencies that make or source their own products. Each merchant has a public page on Prachin Studio, and every product shows a sold by block with your business name, your dispatch time and, once approved, your about details.

You can list cultural, educational and heritage products of any kind that fit the studio, described in your own words on the application. If you resell products made by others, you must hold written authority from the makers.

How it works

1. Apply online. Fill in one form on the website and pay the application fee. The application is on the website only.
2. Verification. Our team verifies your business registration, your GST registration and your samples, and may write to ask for more.
3. Approval. If we approve you, we email you how to sign in to your merchant console, together with the Merchant Handbook.
4. List products. Add products in the console, or import many at once from a spreadsheet. Our team reviews each product before it goes live.
5. Orders and dispatch. When a customer buys, you see the order, pack it, hand it to your courier and enter the tracking number. The customer is emailed.
6. Payouts. Your share joins your balance once the order is delivered, and is paid to you once a month.

What you need to apply

- GST registration. A GSTIN is required to sell on Prachin Studio.
- Your business registration number: the CIN for a company, the LLPIN for an LLP, or your registration or deed number for other kinds of business, with your registered office address.
- An authorised signatory: the name, designation, email and phone of the person who can sign for the business.
- An FSSAI licence number, only if you sell food products.
- A short description of what you make, the products you plan to sell in your own words and roughly how many products you plan to list.
- Where you dispatch from, and how many days dispatch takes (1 to 15).
- Optional: up to three links to photos of your products.

> **Application fee**
>
> The application fee is Rs 499 plus 18% GST, Rs 588.82 in all. It is paid once, with your application, through PhonePe on the website. It is non-refundable, including if the application is declined or withdrawn, and it covers the legal verification of your business. The form shows the fee before you pay.

The commercial points

- Commission. ParibhaAsha HeritEdge Lab Private Limited keeps a commission on each sale and you receive the rest. The percentage is agreed with each merchant and written in your merchant agreement.
- Shipping. The customer pays for shipping. You set a shipping fee per unit on each product, and you receive it in full, with no commission taken on it.
- Tax. We issue the customer's invoice and handle the GST on the sale and on the shipping fee.
- Payouts. Merchants are paid once a month, by bank transfer or UPI, once the balance has reached Rs 5,000. A smaller balance carries forward to the next month.
- Dispatch time. You set a dispatch promise in days. Our public shipping policy states the handover time as the average of all merchants' promises.

After approval

Sign in to ParibhaAsha App on the website with the email you applied with, and open the merchant console. It shows orders to dispatch, your products, analytics, payouts, your business profile and your terms. The Merchant Handbook, sent with your approval email, explains each step in detail.

Common questions

Do I need a GSTIN?
Yes. GST registration is required to sell on Prachin Studio, and the application cannot be submitted without a valid GSTIN.

Is the application fee refundable?
No. It is non-refundable in all cases, including if the application is declined or withdrawn. It covers the legal verification of your business.

Who pays for shipping?
The customer. You set a shipping fee per unit on each product, the customer pays it at checkout, and you receive it in full with no commission.

Who issues the invoice and pays the GST?
ParibhaAsha HeritEdge Lab Private Limited issues the customer's invoice and handles the GST on the sale and the shipping fee.

When am I paid?
A sale joins your balance when it is dispatched and delivered, or 10 days after dispatch if delivery is not recorded. Payouts run once a month, once your balance reaches Rs 5,000.

Can I add many products at once?
Yes. Use import from a spreadsheet in Products: up to 200 rows, checked before they are sent for review.

APPLY ONLINE

Scan the code or select the button to open the application at www.paribhaasha.com. Questions? Write to hello@paribhaasha.com. We are based in Bhubaneswar, Odisha.