

A woman wearing a vibrant red headscarf and a blue patterned dress is seated on the ground, operating a traditional wooden spinning wheel. She is focused on spinning a thick strand of white wool. The background consists of a large, rustic structure made of dry branches and straw, suggesting a rural or nomadic setting. The ground is sandy and dry.

# Engage Develop Sustain

ANNUAL REPORT 2015-2016



Tucked inside the most remote corners, exist the community of artisans, who produce some of India's finest carpets through the age-old craft of hand-weaving, a practice embarking on the verge of near extinction. With this predicament in the mind, Jaipur Rugs Foundation began as a simple dream, to make the lives behind handmade rugs have every opportunity to reach their full potential to live and work with dignity.



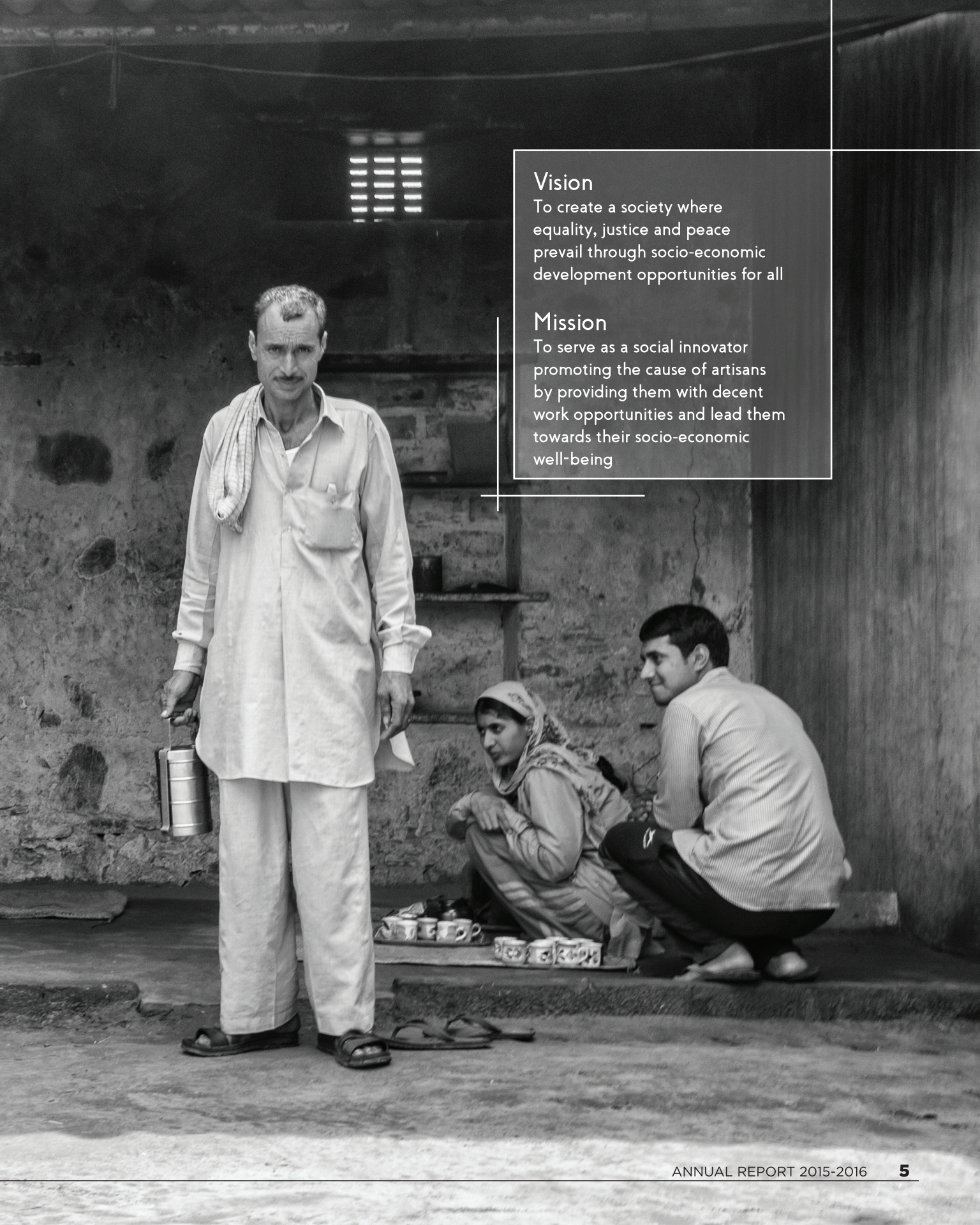


Women are the most powerful force in our society who are capable to create major change that lifts up themselves and their community. JRF directly works with marginalized women's groups, minorities and people with special needs in isolated rural communities to empower artisans by providing them dignified, market-driven sustainable livelihoods.









## Vision

To create a society where equality, justice and peace prevail through socio-economic development opportunities for all

## Mission

To serve as a social innovator promoting the cause of artisans by providing them with decent work opportunities and lead them towards their socio-economic well-being



# JRF Annual Report 2015-2016

## 09

*Message from founder  
NK Chaudhary*



## 10

*About JRF*



- 12 SOCIO-ECONOMIC DEVELOPMENT MODEL
- 14 GEOGRAPHICAL PRESENCE
- 15 ACTIVITIES AT A GLANCE

## 18

*Entrepreneurship  
development*

- 19 SKILL DEVELOPMENT
- 21 SKILL UPGRADATION
- 22 LEADERSHIP
- 25 ARTISAN ENGAGEMENT







26

*Social development*

27 EDUCATION

28 HEALTH



30

*Government linkages*

30 ARTISAN CARDS

30 FINANCIAL INCLUSION

31 INSURANCE LINKAGE

31 UDYOG AADHAR NUMBER



33

*Events*

34 AWARDS AND RECOGNITION

35 FINANCIAL STATEMENTS









## MESSAGE FROM THE FOUNDER

2016 was a year filled with progress for the Jaipur Rugs Foundation, with big strides in our efforts to embark upon a journey with artisans from poverty to plenty. As I look back on the year and the several learning lessons that will continue to serve us well, I would like to share some highlights of the year 2016. Working with diverse populations, partners and by adapting development programs in new environments, we persistently strive to refine our development model for wider-based application. Promotion of hand-knotted weaving as a sustainable non-farm livelihood took in the form of a partnership with Bihar Rural Livelihoods Promotion Society in Gaya, Bihar where 480 unskilled rural women are being trained. Collaboration with CORO led to development of the Quest Fellowship Programme which fostered the need to inculcate strong leadership qualities amid marginalized communities and allowed a sense of active citizenship to tackle the myriad socio-economic problems. A joint effort with British Council helped us design and initiate the Young Women Social Entrepreneurship Programme to execute our dream of transforming artisans into independent rural entrepreneurs. to go beyond weaving and be the leaders for their community. One of the most significant milestones for 2016 in social development programmes has been to institutionalize education as one of the key domains we focus on. This majorly entails development of a common 'resource book' with a pre-set curriculum intended for teachers working for the Alternate Education Programme to enhance the scalability of the intervention. Inclusive efforts have been taken to leverage the learning experience of corporate professionals by introducing them to the Rural Field Immersion Programme which has been a part of the foundation's relentless endeavor to translate knowledge at the grassroots into the organization's systems, processes and people in manner that keeps us close to the artisans.

Our progress in steering various programs for social change would not have been possible without the generous support of our partners. We look forward to sharing our stories with you. Thank you for collaborating with us to create an ecosystem where every artisan is empowered to become a grassroots entrepreneur.



NK Chaudhary



# Who we are

Born in 2004 by Mr. NK Chaudhary, as a non-profit organization, Jaipur Rugs Foundation believes in creating sustainable livelihoods for all artisans engaged in the entire carpet value chain, connecting them to the global market. We reach out to remote rural areas and establish strong linkages with marginalized communities, focusing predominantly on women with the aim of making the practice of rug-weaving go beyond a mere income generating mechanism to a sustainable livelihood, as we strive to enable them to not only weave rugs, but also their own lives. Since inception, our interventions have been focusing upon engaging communities for developing and nurturing their creative capacities and ultimately sustaining them as a part of the larger ecosystem.



# Why we exist

Our purpose of existence is carefully connected to the Sustainable Development Goals, whereby the significance of creating sustainable market-based solutions for the disempowered has been comprehended. There are myriad factors that thwart the sub-altern to remain confined to the vicious cycle of poverty. For a country predominantly dependent on agriculture, limitation of the sector to provide income round the year has resulted in people looking for alternative sources of livelihood like construction work and hence has consequently induced large-scale migration.





Do you believe it is possible for women living in villages to earn a sustainable source of livelihood at their doorstep?

## Why Rug-weaving?

The practice of rug-weaving in itself does not demand massive infrastructure development and enables the individual to practice this traditional skill at his/her doorstep. Furthermore, it also addresses the issue of widespread migration in villages, which occurs seasonally but inevitably as a consequence of unavailability of local livelihood options. Moreover, the nature of rug making is such that it paves way for immense opportunities to employ people with special needs who can acquire artisanal skills in various processes in the rug value chain.



# SOCIO-ECONOMIC

## Enterprise Development

Support Unskilled rural poor are made rug artisans through community mobilization and skill training



- Training and livelihood at their doorstep
- Fair Wages, No exploitation

## Social Development Support

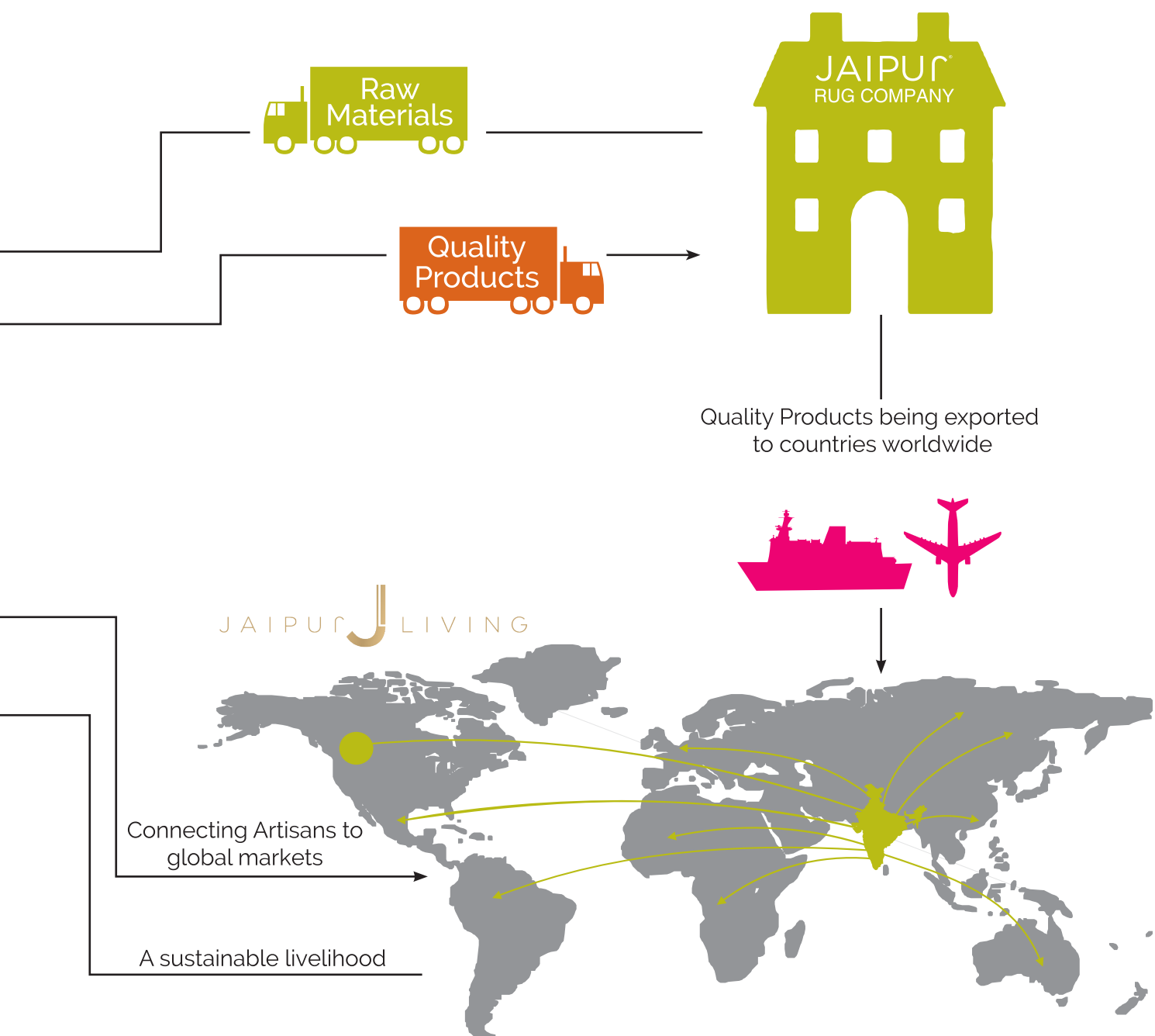
Artisans and their communities are facilitated for better health, life skill education, sanitation and other social imperatives

## Prospective Partners

- |                         |                 |                                     |
|-------------------------|-----------------|-------------------------------------|
| ■ Governments           | ■ Foundations   | ■ Bilateral and Multilateral Donors |
| ■ Academic Institutions | ■ UN Entities   | ■ Social Enterprises                |
| ■ Corporates            | ■ Civil Society | ■ Impact Investors                  |



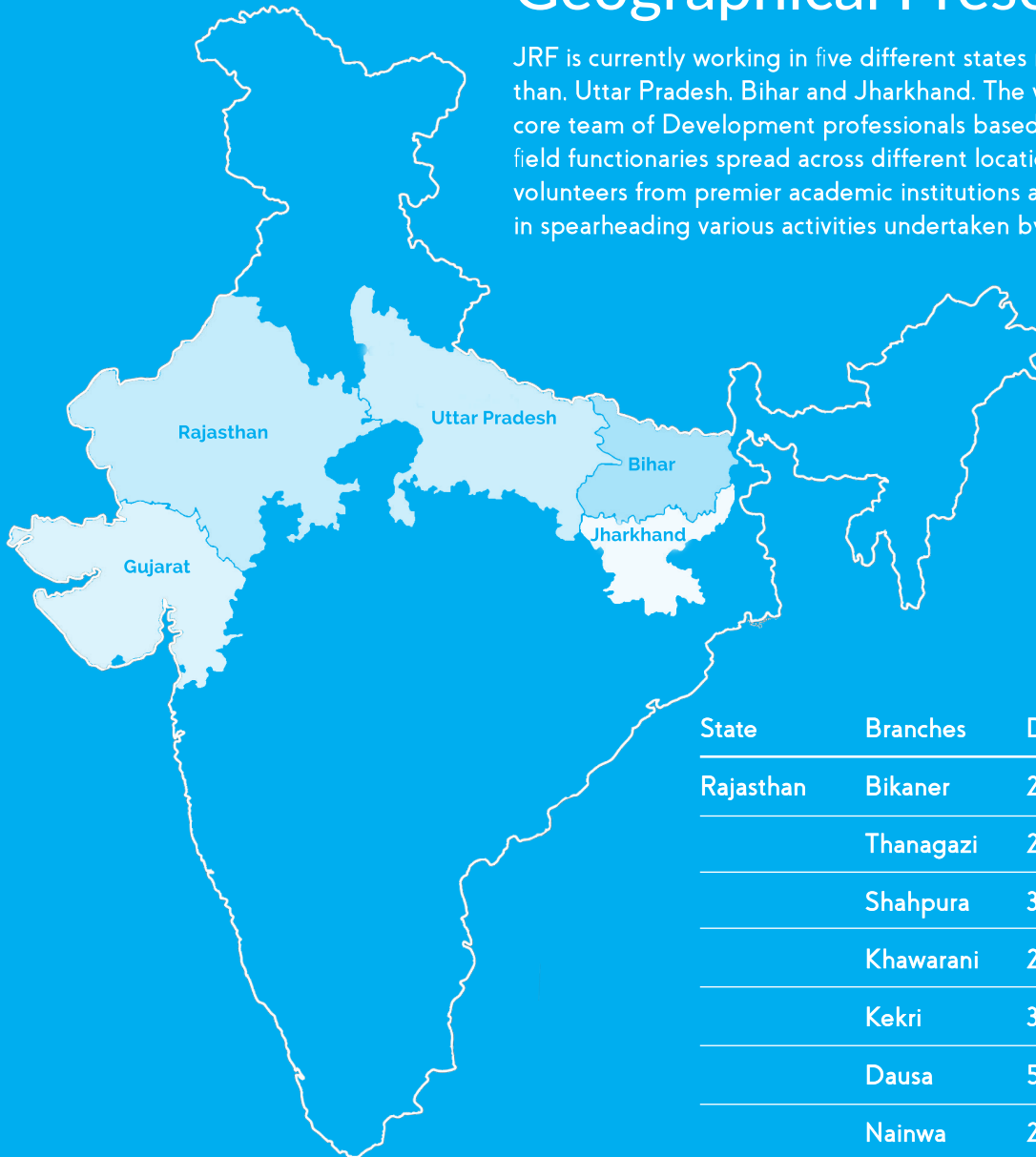
# DEVELOPMENT MODEL





# Geographical Presence

JRF is currently working in five different states namely Gujarat, Rajasthan, Uttar Pradesh, Bihar and Jharkhand. The work is supported by a core team of Development professionals based at Jaipur and different field functionaries spread across different locations. Several interns and volunteers from premier academic institutions are constantly involved in spearheading various activities undertaken by the foundation.



State	Branches	District	Village
Rajasthan	Bikaner	2	29
	Thanagazi	2	34
	Shahpura	3	62
	Khawarani	2	30
	Kekri	3	35
	Dausa	5	26
	Nainwa	2	29
Gujarat	Dharampur	5	118
U.P.	Sahaswan	6	69
	Mirzapur	2	24
Jharkhand	Deogarh	3	28
Bihar	Bankebazar	1	30
Total		36	510



## Activities at a glance

Activity	Description	Beneficiaries
Promoting Hand-Knotted Carpet Weaving. Gaya. Bihar	Jaipur Rugs Foundation in collaboration with Bihar Rural Livelihoods Promotion Society launched Promotion of Hand Knotted carpet weaving across 32 centers in 2 Blocks of Gaya	480
Promoting Hand Tufted Carpet Weaving. Mirzapur. Uttar Pradesh	JRF collaborated with the Carpet Export Promotion Council (CEPCI) to organize Promotion of Hand-tufted carpet weaving in 40 training centres opened in the local community at Mirzapur. UP	480
Promotion of Hand-knotted carpet weaving. Malegaon. Maharashtra	In a joint effort with Khatoon Minority Women's Social Welfare and Education Society. Jaipur Rugs Foundation launched a training programme on Promotion of Hand-knotted carpet weaving at Malegaon. Maharashtra	80
Technical Training Programme	Jaipur Rugs Foundation joined hands with the Carpet Export Promotion Council (CEPCI) to launch a four-month Technical Training Programme in Jaipur and Dausa districts of Rajasthan to augment productivity at the grass-root level and minimizing error	60
Young Women Social Entrepreneurship Programme	A joint effort by JRF, British Council and Diageo led to the launch of Young Women Social Entrepreneurship Programme which aims at instilling an entrepreneurial mindset among the grassroots artisans	80
Bunkar Sakhi Leadership Training Programme	Bunkar Sakhi Leadership Training Programme was developed in partnership with British Council to identify women artisans whose role included that of a community quality supervisor.	5
Grassroots Leadership Development	The Grassroots Leadership Development Programme emerged from a need to create more local community leaders that work at the frontline. The programme was conducted in collaboration with Pravah.	94
Quest Fellowship Programme	Quest Fellowship Programme was conducted in partnership with a CORO. The main purpose was to create leaders from grassroots who become empowered enough to address the myriad socio-economic bottlenecks faced by their community.	4
Weavers Engagement Programme	The intention of the Weaver Engagement Programme was to have a well-structured engagement with the weavers to make them aware of their own possibilities and potential capacities of their role in the carpet value chain	119
Spinners' Engagement Programme	In alignment with Weaver's Engagement Programme, the artisans are showcased the key role they hold in the entire carpet value chain system, the importance of good quality spinning and customer need identification.	300
Alternate Education program	The purpose of the programme is to provide functional literacy to illiterate artisans in rural villages to empower their interpersonal dimensions	378
Health camps	JRF has been continuously involved in organizing health camps which help in not only treating the patients but also in identifying and diagnosing potential health disorders.	5134
Artisan Card	JRF makes it a social responsibility to empower rural artisans by providing accessibility to avail opportunities intended for them under various social welfare schemes.	2465
Udhyog Aadhar	Jaipur Rugs Foundation assisted the artisans in getting their Udyog Aadhar Number	210
Financial Inclusion	Jaipur Rugs Foundation assisted the artisans in various required formalities for financial inclusion and linked them with different bank branches and m-pesa accounts.	1763
Insurance linkages	We reached out to the artisans and their families to inform and link them to the benefits of health and general insurance, especially those pertaining to them	1039



## Kamli

Dhanota, Rajasthan

**K**amli's story almost resembles a bollywood movie! Kamli married Tejpal 20 years ago and had four lovely children with him. Although life was quite different back then, she loved the craft of weaving, even though earnings remained meager. As years went by, she became the sole earning member of her family as her husband couldn't find a job in the village. Considering the couple had four other mouths to feed, Tejpal wished to go to Punjab to hunt for a decent job. This made Kamli take extra orders to save more money, which could be used to send her man away. After months of saving and working harder than she already did, Tejpal left for Punjab, leaving his beloved wife and four children back in Dhanota.

Three years had gone by. Tejpal still hadn't returned. Neither had he sent money, or even called his family in Dhanota. Now, when situation like this occurs, especially in rural India, one would expect the woman to give up, feel helpless, whine or go back to her parents' house. Kamli did none of that. She started working for Jaipur Rugs and simply did what she knew best, she wove like there was no tomorrow. All the anger and regret had been channelized towards her work. And there's more to it than just weaving and getting better pay. As a person deprived of basic education since childhood, she now participates in the Alternative Education Programme run by the Foundation, where she gets to be a student all over again! If you ask her what has changed in the past three years, she simply smiles and points her finger to a little building which is still in its construction phase. 'That's my house', she exclaims, as she gets teary eyed. 'All my children are completing their respective high schools and graduation degrees', she declares with great pride. A determined soul, who wasn't pulled back because of her unfavorable circumstances, gleams with joy as she bids you goodbye with something she recently learnt at school, 'Thank you, Madame!'







“That’s my house!”



## IMPACT

lives impacted  
**1,28,000**

rural women empowered  
**26,000**

sustainable jobs created  
**6,000**

artisan cards made  
**5,421**

women artisans educated  
**2,000**

community schools  
**60**

health camps organized  
**50**

programmes conducted  
**40**

## SDGs

pursued by JRF



**THE GLOBAL GOALS**  
For Sustainable Development

**1** NO POVERTY



**3** GOOD HEALTH



**4** QUALITY EDUCATION



**5** GENDER EQUALITY



**8** GOOD JOBS AND ECONOMIC GROWTH



**10** REDUCED INEQUALITIES



**17** PARTNERSHIPS FOR THE GOALS





# PARTNERS



# BUSINESS ETHICS

## Financial Transparency

Bank accounts are created for every artisan associated with us

## Reporting transparency

Quarterly, monthly and yearly progress report is developed and shared among primary stakeholders

## Multiplier effect

Impacts are directed towards the entire community and not merely the artisans purview



# ENTREPRENEURSHIP DEVELOPMENT

Through entrepreneurial development, we empower artisans to take responsibility of their own lives, become leaders in their own community. Skill Development is a major intervention in addition to skill up-gradation and leadership training, considering various aspects of the entire carpet value chain system.





# Skill Development Training Programmes

## Promoting Hand-Knotted Carpet Weaving. Gaya. Bihar

Jaipur Rugs Foundation in collaboration with Bihar Rural Livelihoods Promotion Society launched Promotion of hand-knotted carpet weaving as a sustainable non-farm livelihood opportunity for marginalized women of Gaya. The project intends to create non-farm livelihood opportunities for over 1950 beneficiaries. 32 villages across blocks of Imamganj and Bankebazar in district Gaya, Bihar have been provided with training centres where a total of 480 beneficiaries are currently being trained. Post trainings the newly skilled artisans will not only be provided with work in their local environment but also a global market linkage at their doorstep.

## Promoting Hand-Tufted Carpet Weaving. Mirzapur. Uttar Pradesh

JRF collaborated with the Carpet Export Promotion Council (ICEPC) to implement Promotion of hand-tufted carpet weaving at Mirzapur, UP where over 480 unskilled people have been trained at 40 training centres set up in the vicinity. The purpose of the programme was to establish hand-tufted weaving as an alternative source of livelihood. Also, an organic flow of communication has been fabricated whereby the local trainees are enabled to spread their newly developed knowledge and skills to others in their communities who require a sustainable source of livelihood.

## Promotion of Hand-knotted carpet weaving. Malegaon. Maharashtra

A joint effort by Jaipur Rugs Foundation in association with Khatoun Minority Women's Social Welfare and Education Society launched a training programme called Promotion of hand-knotted carpet weaving at Malegaon, Maharashtra. The training kicked off in April 2015 and a total of 80 beneficiaries were trained in a span of 90 days. The purpose was to impart the knowledge and practice of hand knotted weaving in a population largely dependent on unsustainable sources of livelihood, resulting in widespread migration and unemployment.





## Zareena

Mirzapur. UP

**L**ike many people living in remote rural areas, Zareena is from Kubakala village of Mirzapur, UP. For most of her life, her parents and two siblings had struggled to survive through their tiny farm which did not yield enough food to provide for the entire family. Hence, her father broke construction stones for a living, while her mother sold bangles in the local bazaar. The family was malnourished and often sick, and paying school fees was not a possibility. This made Zareena look for jobs to support the financial crunch at home. But in 2014, she began to experience a real change for herself and her family. She had heard about Jaipur Rugs Foundation and enrolled herself in the skill development training programme. She began learning the simple craft of weaving which could not only provide her adequate earning to support her family, but could make her independent as a young woman, with dreams in her pocket. It became a turning point in her life, because since that day, Zareena never looked back. She learnt the craft of hand tufted weaving and wove, with love, with passion and with a will she never thought she possessed. 'We must face life as it comes. Nobody knows what's going to happen next. I can now support my family. My parents are happy with my weaving work'. The result had been incredible.



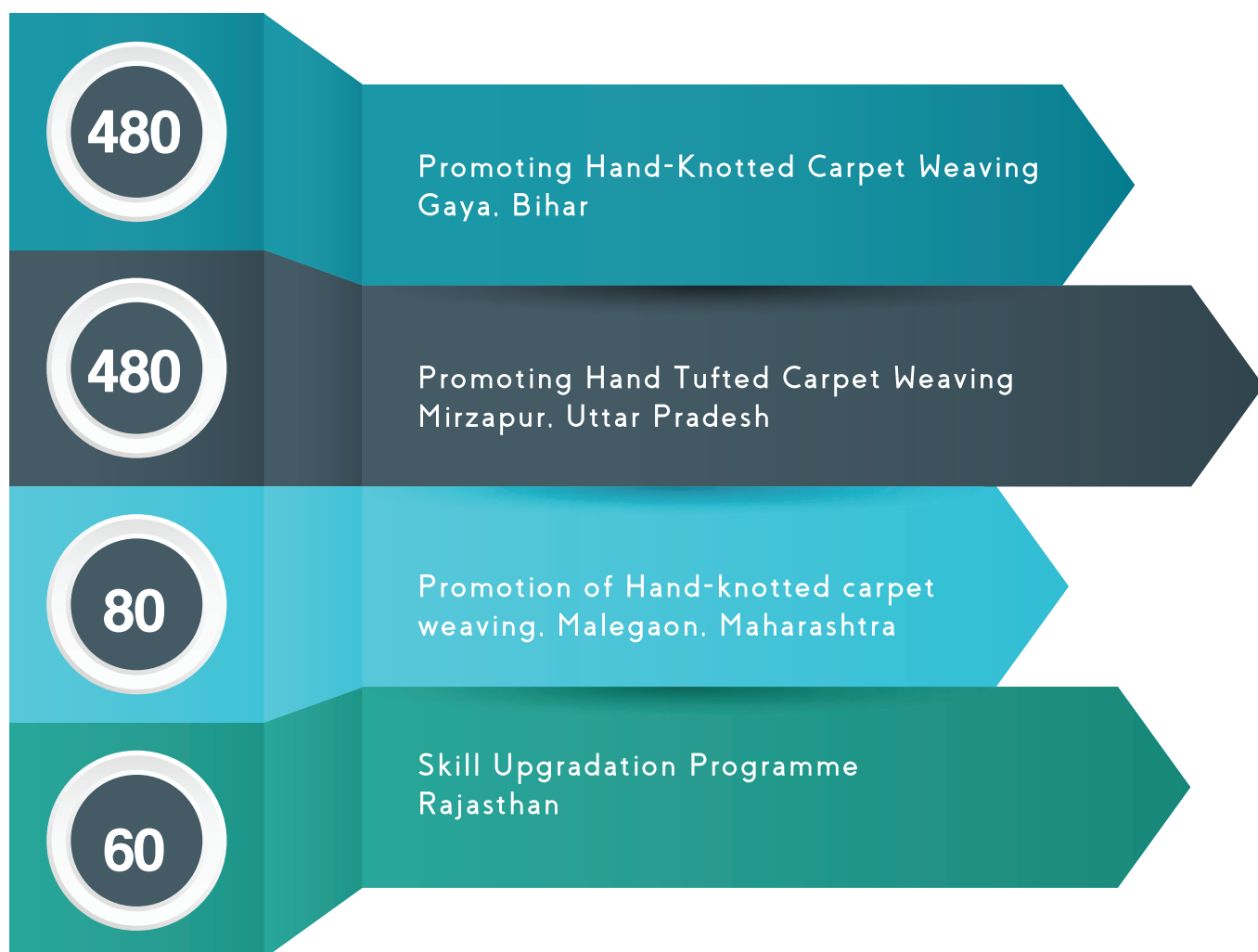
“My parents are proud of my work”

# Skill Upgradation

## Technical Training Programme

Jaipur Rugs Foundation joined hands with the Carpet Export Promotion Council (CEPC) to launch a four-month technical training programme in Jaipur and Dausa districts of Rajasthan conducted by master trainers. The purpose of skill upgradation trainings is to augment productivity at the grass-root level and minimizing error. Once the artisan undergoes a skill up-gradation training by a master weaver, his/her earning potentiality intensifies drastically as the artisan will be able to improve the production with lesser error. The programme has been able to train 60 artisans at three training centres.

## Beneficiaries







# Leadership Programmes

## Young Women Social Entrepreneurship Programme

A joint effort by JRF, British Council and Diageo led to the launch of Young Women Social Entrepreneurship Programme which aims at instilling an entrepreneurial mindset among the grassroots artisans. The programme targeted marginalized women aged 20-35 years with the intention of broadening their perspective about rug weaving enabling them to explore the global journey starting from the grassroots to customers. An integral component of the training consisted of the exposure visit to the Jaipur Rugs head office where 80 artisans underwent a four-day training. The intention was to motivate them to become social entrepreneurs by orienting them towards the skills required for becoming an entrepreneur by the support system available with us to develop these skills. The training was conducted with four batches spread across districts of Jaipur and Jodhpur in Rajasthan and Navsari in Gujarat.



## Bunkar Sakhi Leadership Training Programme

While assessing the impact of Young Women Social Entrepreneurship Programme, we discovered that many artisans possess extraordinary leadership capabilities, which seems inherent. This gave rise to the 'Bunkar Sakhi Leadership Training Programme', which was developed in partnership with British Council in August 2014. The purpose was to identify women artisans whose role included that of a community quality supervisor i.e. to visit every loom in her village, place orders, check consistency, ensure timely delivery of raw materials, check product quality, etc. This was the very first time a woman weaver had the liberty to go around the village to different houses, without being socially arbitrated. The programme changed the way women perceived themselves as weavers. In the year 2015-16, five Bunkar Sakhis have been identified and trained, who seem to have a newly-found say in various decision making matters in the community. One significant milestone achieved this year is the inclusion of Bunkar Sakhis in the Grassroot Leadership Programme organized in association with Pravah. The impact of the same reflected in the much strengthened link between JRF and the grassroots.

# Archana

Bunkar Sakhi.  
Mahasingh Ka Baas





## Grassroots Leadership Development

The Grassroots Leadership Development Programme emerged from a need to create more local community leaders that work at the frontline. The training targeted the branch office staff as they remain our strongest link to the grassroot artisans. The programme was conducted in collaboration with Pravah, a Delhi based organization, who introduced a unique Leadership Matrix which included the following capacities - task and process mastery, people mastery, values mastery and self-mastery. The intention was to enable the participants to become aware of their own capacities and shortcomings as community leaders. 94 people from different villages were provided with training. The impact has been reflected in the feedback of artisans who now feel more comfortable in expressing their grievances to the branch office staff, apart from a significant improvement in performance and attitude towards work.

## Quest Fellowship Programme

Quest Fellowship Programme was conducted in partnership with a Maharashtra based non-profit organization CORO, under which two fellows from the grass-root community and a mentor from the organization (JRF) were selected. The main purpose was to create leaders from grassroots who become empowered enough to address the myriad socio-economic bottlenecks faced by their community. The training took place every two months for five consecutive days, where the participants were requested to identify one pressing issue currently being faced by their community. This was followed by connecting with different stakeholders linked to the issue and mobilizing community members to facilitate the process of problem-solving, by creating awareness, communicating with stakeholders and resource mobilization. The outcome of the programme was perfectly demonstrated when both the ladies were not only able to identify the pressing social problem faced by their community but also engage in active collective mobilization, contact the authorities associated and ultimately fight till the problem had been addressed.

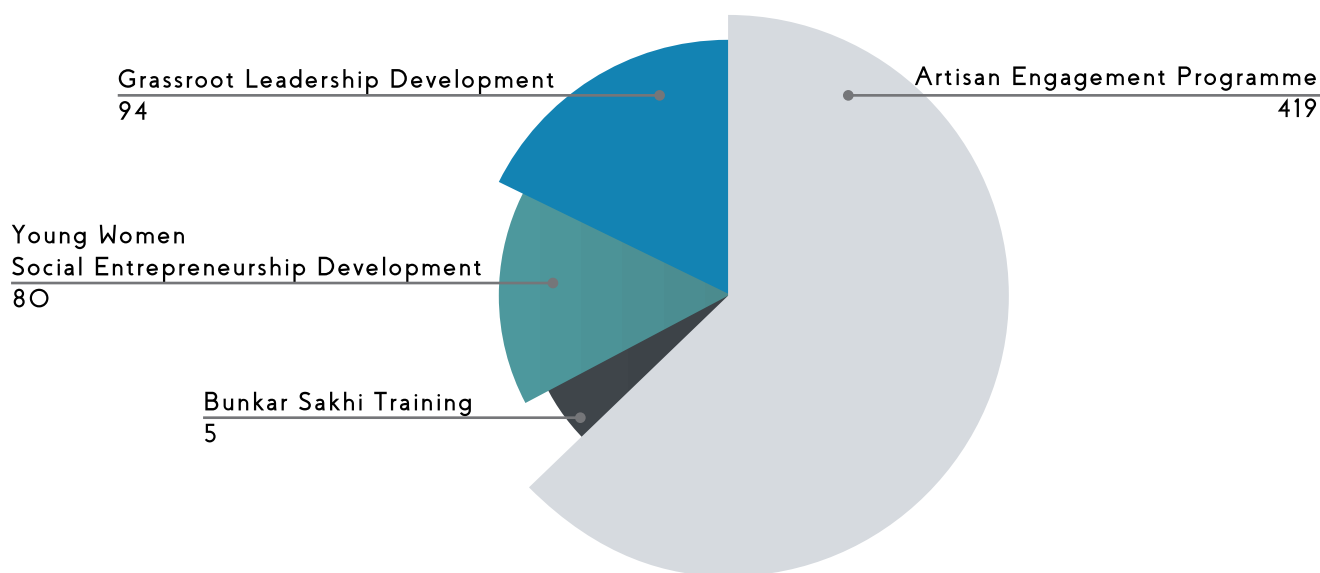


## Weavers Engagement Programme

The intention of the Weaver Engagement Programme is to have a well-structured engagement with the weavers to make them aware of their own possibilities and potential capacities of their role in the carpet value chain. The programme allowed them to become conscious about their work, productivity norms, quality benchmark and growth possibilities. Exposure visits to Jaipur Rugs head office formed an integral part of the engagement process and included introduction to every department at the head office, interaction with the founder and directors and an opportunity to see their finished products to understand quality parameters and customer needs. 119 weavers have been trained under this programme. The response has been overwhelmingly positive as we found an increased number of artisans working with a different perspective with an increased connection to the entire ecosystem than before.

## Spinners' Engagement Programme

Spinners' Engagement Programme emerged in correspondence to the Weavers' Engagement Programme. This programme targeted yarn spinners of Bikaner who are welcomed at their branch offices. This visit is significant for the spinners who belong to extremely remote areas where their social mobility has been restricted for decades. The artisans are showcased the end products, of what is eventually made after they've spun the yarn, key role they hold in the entire carpet value chain system, the importance of good quality spinning and customer need identification. The visit also included showcasing a video called 'Tana Bana' which connected them to the greater cause for which the organization stands for, the vision of our founder and how they contribute to it. This year, the spinner's engagement involved a turnover of about 300 spinners from all over Rajasthan.



Beneficiaries covered under Leadership Programmes



# SOCIAL DEVELOPMENT

The Social Development focuses on the social well-being through interventions, awareness generation and establishing linkages with grassroots artisans. These include literacy programmes (Alternative Education Programme), health care (health camps, eye camps) and financial inclusion, services of which are not only confined to just artisans but their family and fellow villagers as well.





# Alternative Education Programme

*"Shiksha Suman"*

To address the problem of illiteracy amongst marginalized women at the grassroots, development of the 'Alternative Education Programme' proved to be a stepping stone in our attempt to provide artisans with a sustainable livelihood. The purpose of the programme is to provide basic functional literacy to (alpha-numerically) illiterate artisans in rural villages. The ambit of AEP encompasses basic literacy and numeracy skills, developing an understanding of health, hygiene, family life, education and the environment while building confidence to become self-reliant in applying their learning in multifarious ways. The teacher required for conducting regular classes in villages is selected from within the local community. This year, JRF was able to reach 378 women this year at Rajasthan, who have started their journey of learning.

## Training of Teachers

The purpose of this training programme is to orient women who possess required competencies to become educators in their own villages and teach fellow-women. These competencies encompass knowledge and understanding of subjects, pedagogical expertise and understanding their role. Teachers are identified by a detailed survey and mobilization, followed by training about their action plan, methodologies and mechanism of the curriculum. It also seeks to enhance professional status of teachers and to develop amongst them a sense of commitment to the cause, being the leaders who spearhead the Alternative Education Programme to address the widespread illiteracy feeding the marginalized communities at large.



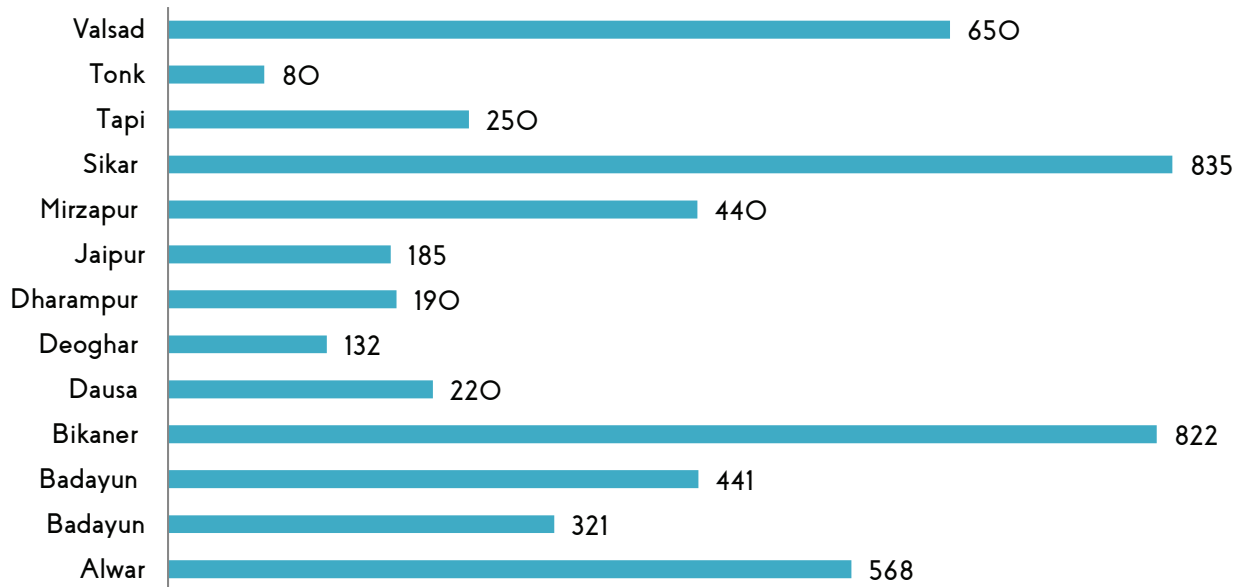




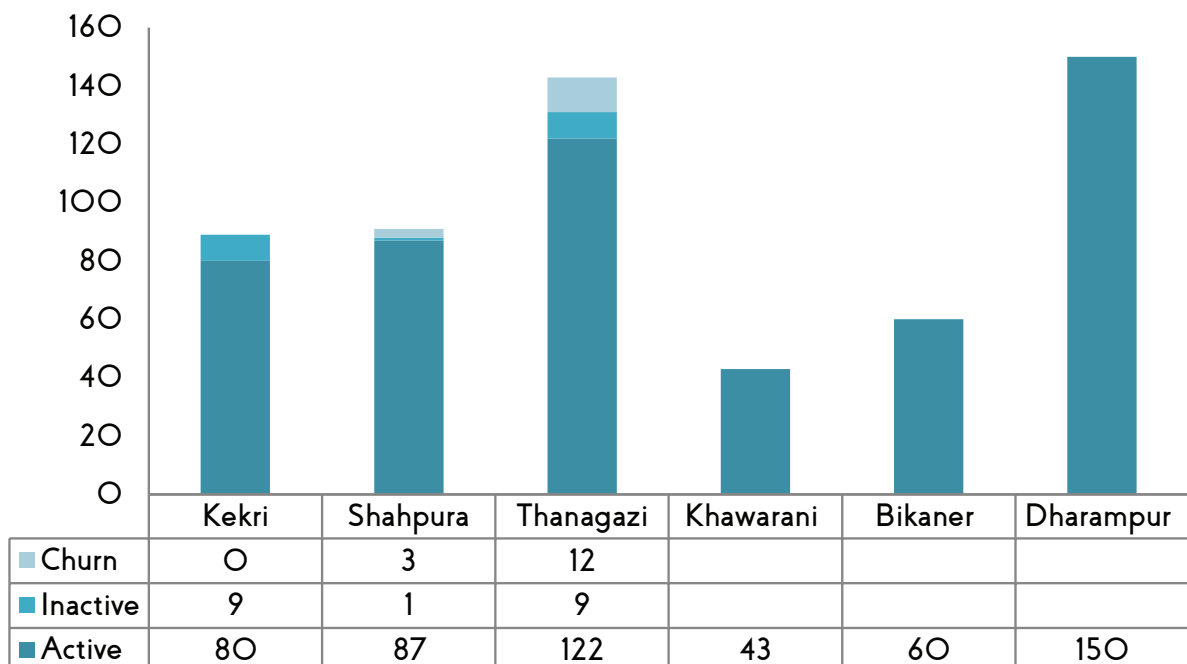
## Health camps

Health of artisans is a constant concern to us as most of them come from the most destitute sections of the society, devoid of accessibility, availability and affordability of suitable medical care. Hence, JRF has been continuously involved in organizing health camps which help in not only treating the patients but also in identifying and diagnosing potential health disorders. The medical services provided at such camps include ENT, eye checkup, orthopedic services, dental services, pathology facilities and medicine support. Collaboration with various government and private hospitals has resulted in JRF successfully organizing 16 health camps this year and wherein we were able to reach 5134 people respectively. Furthermore, all the areas where health check-up camps have been organized in the past, the JRF teams cross-check the case histories and ensure follow-up treatments.

## Health camp beneficiaries



## m-pesa beneficiaries





## Artisans Card

JRF makes it a social responsibility to empower rural artisans by providing accessibility to avail opportunities intended for them under various social welfare schemes. In its effort to provide linkages and entitlements for the artisans, JRF has been playing an instrumental role in facilitating access to artisan cards. These are issued to the artisans by Development Commissioner, Handicrafts (Government of India) with the support from District Industries Centers (DICs). This financial year saw a total of 2465 artisan cards being created and distributed during community meetings by the Jaipur Rugs Foundation. We realized that an artisan card is not merely a symbol of identity but also responsible for providing benefits to artisans which they had been previously unaware about.

**2465** Artisan cards  
created and  
distributed

**1206**  
Bank Accounts created

M-Pesa  
**557**  
Accounts created

## Financial Inclusion

Jaipur Rugs Foundation encourages its artisans to inculcate the practice of saving and aids them to get various subsidies and benefits given by the government. It entails assistance in various required formalities like filling of form, supporting documents and linking them with different bank branches. This enables artisans to open their own bank accounts and facilitates us in providing their income on time. The foundation facilitated opening of 1206 bank accounts. A new system of payment - introduction of 'M-Pesa' accounts by Vodafone was facilitated, wherein it is now possible to deposit, withdraw and transfer money easily with a mobile device. This year, we were positively able to reach more than 557 households who have m-pesa accounts.

## Insurance Linkage

One of the major learning gaps amongst our artisans identified by the foundation was the lack of knowledge and information regarding the various types of insurance benefits offered by the Government of India for their welfare. Moreover, if they happen to know about such benefits, they hesitate to apply for the same considering the large task of being able to complete the formalities and paperwork and claim processing requirements. Hence, we started reaching out to the artisans and their families to inform and explain the benefits of health and general insurance, especially those pertaining to the artisans. This year, more than 1000 artisans were reached under Aam Admi Bima Yojna (AABY) across Rajasthan and Gujarat, out of which 55 artisans received academic scholarships for their children who are currently studying from 9th to 12th standard, respectively.

**1006**  
Insurance Beneficiaries

**55** Academic  
Scholarships  
provided

**210** Udyog  
Aadhar  
Beneficiaries

## Udhyog Aadhar Number

With the prospect of the ease-of-doing-business with (MSMEs) micro, small and medium enterprises, Government of India has introduced Udyog Aadhar, the registration of which enables artisans to seek information and apply online about various services being offered by all Ministries and Departments. By applying for the same, the artisans get recognized as potential business entities. Jaipur Rugs Foundation facilitates artisans with accomplishment of various formalities for creating Udyog Aadhar number (UAN). After spreading awareness of UAN, 210 artisans in Uttar Pradesh have successfully received their Udyog Aadhar Number.



# Sajna

Aspura, Rajasthan

Sajna was 42 years old when she was diagnosed with Stomach cancer. She had been part of the Jaipur Rugs family for over five years now and suddenly, all of it was put to an end as her seemingly happy life was plunged into darkness. She could no longer continue to do what she was best at. Suffering was just the beginning of what she experienced, as she felt her body weaken bit by bit. She wondered how her three children would cope with the loss of their mother at such an early stage, she trembled at the mere thought of it. This gave her courage instead, from within. She had now decided to fight one of the most feared illnesses in human history.

Four months had gone by. This was the longest time she had ever spent away from the loom, away from her love of weaving. She was lucky to have a husband who had given her, his word for letting her resume as soon as she gets well. Within no time, Sajna was back home, back to her loom, back on track. This is when Jaipur Rugs introduced the artisan collection of handmade rugs, which allowed our artisans to voice their stories through their weaves. It was the first time the producer was being asked to represent their creativity through their inspirations on to the carpets they wove. And so, Sajna began weaving her carpet, thinking of patterns and designs as she wove. Her mind was still recuperating from the very same disease she thought she couldn't defeat, although physically she had recovered. This is when she decided to depict her own struggle of how she fought cancer, for the love of her craft and her desire to keep weaving and to create something beautiful. Sajna went on to produce one of the most stunning carpets for the year 2016. It is little known, the story behind her carpet and her design - the story of a woman so strong, who refused to bow down before her dreaded illness and came out a survivor, an inspiration to many.

**Sajna went on to produce one of the most  
stunning carpets for the year 2016**



# EVENTS

## Rural Field Immersion Programme (RFIP)



The main purpose is to imbibe a connection among the head office members of Jaipur Rugs, with the remote rural communities - the backbone of our existence as a social enterprise. It was realized that over a period of years, the sense of working for those who live a bare minimal life, with limited resources and facilities are able to brighten homes of people in the first world, with their intricately designed fine carpets, is gradually fading as professionals are restricted to corporate offices. This strong disconnect led us to come up with a rural field immersion intervention for people who have forgotten what it is like for an artisan to earn a livelihood, given their socio-economic rural context. This becomes significant to instill a sense of social responsibility among the professionals towards artisans. Hence, a batch of 12-15 people are selected over regular intervals to visit the villages for three days, in order to experience the villages, their lifestyle and to understand the social reality they face on a daily basis.

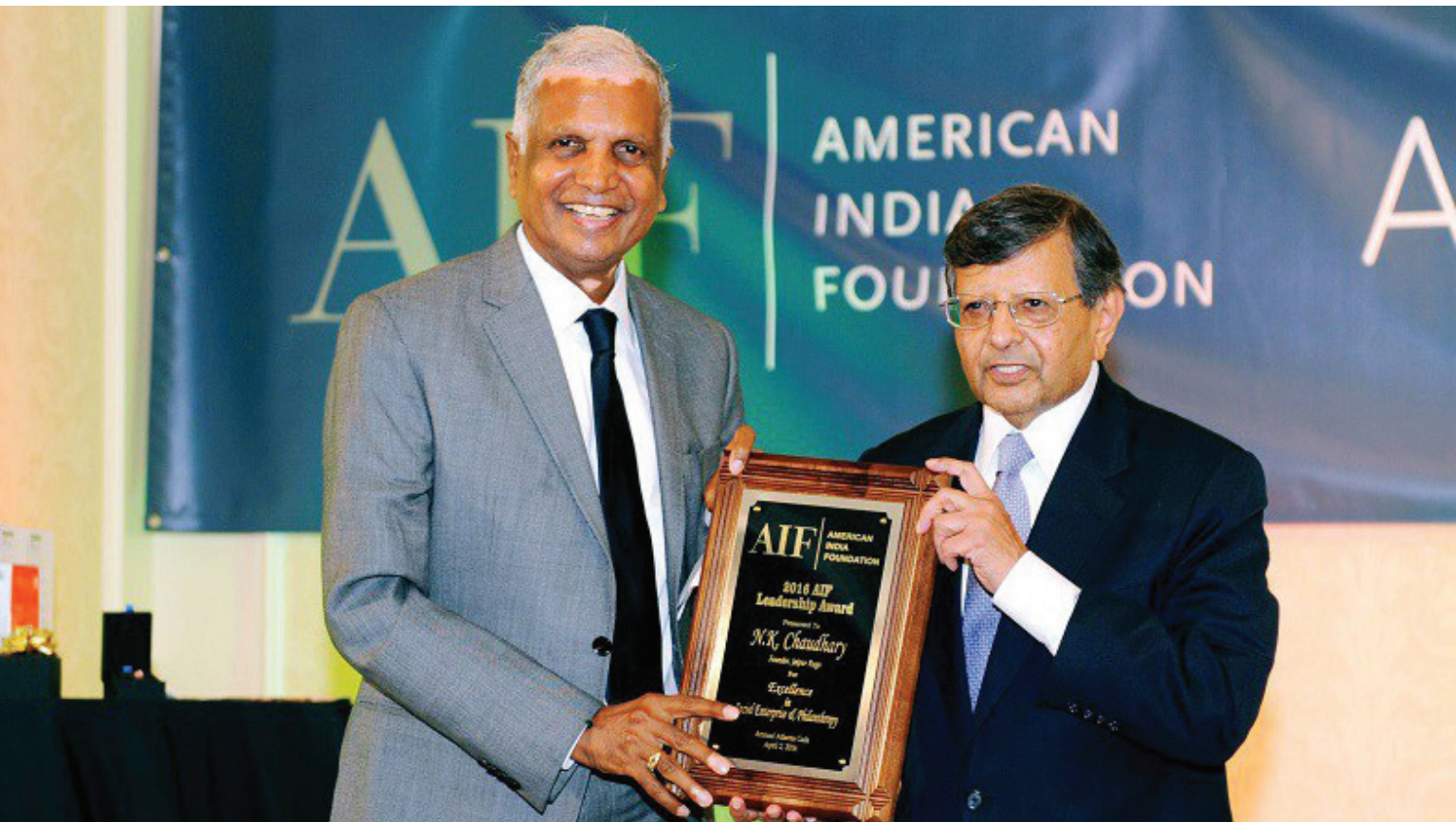
### Women's Day

This year was all about women empowerment! JRF in collaboration with Vodafone Rajasthan celebrated International Women's Day in the village of Manpura. Rajasthan which had a footfall of over 250 women. The Vodafone business team also took this opportunity to introduce the concept of 'm-pesa', a mobile phone based monetary transfer and financing service which can be availed by these women for various benefits including cashless transactions, limited paperwork, convenient transactions and much more. This day also saw the men of this village taking an oath of believing that women are no less than men and deserve equal respect and dignity.



# AWARD

American Indian foundation Leadership Award for Excellence in Social Entrepreneurship and Philanthropy. 2016



Jaipur Rugs founder and chairman Nand Kishore Chaudhary (NKC), was recently honored in the U.S. during the American India Foundation's (AIF) Annual Atlanta Fundraising Gala.

The award was for the innovative social entrepreneurship model that creates the world's finest rugs and provides a sustainable living to artisans living in India's rural areas. Jaipur Rugs currently supports over 40,000 artisans, spread across 600 villages and five Indian states.

# RECOGNITION

- JRF has been selected as an official NSDC (National Skill Development Corporation) partner
- Ivey Publishing is currently in the process of publishing a case study on Jaipur Rugs
- JRF case study was published and showcased at Indian Responsible Business Forum by CSR Asia

## Balance sheet as at 31st march 2016

PARTICULARS	AS AT 31.03.2016		AS AT 31.03.2015	
	DETAILS (in USD)	AMOUNT (in USD)	DETAILS (in USD)	AMOUNT (in USD)
I. SOURCES OF FUNDS				
Corpus Fund		10,586		10,586
Capital Fund		59,189		69,381
General Fund		(31,033)		(28,100)
Unspent Project Balances		2,838		1,361
Unsecured Loans		180,860		128,745
<b>TOTAL</b>		<b>222,440</b>		<b>181,973</b>
II. APPLICATION OF FUNDS				
Fixed Assets				
(A) Gross Block	171,839		171,480	
Less: Depreciation	112,650		102,099	
<b>Net Block</b>		<b>59,189</b>		<b>69,381</b>
Current Assets, Loans & Advances :				
(A) Cash & Bank Balances	12,116		5,154	
(B) Other Current Assets	2,282		1,420	
(C) Receivable Project Balances	213,459		149,554	
	<b>227,857</b>		<b>156,128</b>	
Less: Current Liabilities				
(B) Payable against Expenses	64,606		43,536	
Net Current Assets		163,251		112,592
<b>TOTAL</b>		<b>222,440</b>		<b>181,973</b>



<b>INCOME AND EXPENDITURE A/C FOR THE YEAR ENDED 31 MARCH 2016 Amount (in USD)</b>		
<b>PARTICULARS</b>	<b>Current Year 2015-16</b>	<b>Previous Year 2014-15</b>
<b>INCOME</b>		
By Donation	64,975	66,980
By Other Income- Interest and other income	999	133
By Drawn from Jeevika Gaya Bihar Project balance to the extent of available sanction	133,698	0
By Drawn from Other Project balances to the extent of available sanction	7,174	7,130
By Receipts for CSR Activities	24,875	17,337
<b>Total (A)</b>	<b>231,721</b>	<b>91,580</b>
<b>EXPENDITURE ON OBJECT OF THE TRUST</b>		
To Community Mobilization, awareness creation, artisan card, insurance, etc.		
(a) British Council Project	3,376	5,622
(b) Artisan Engagement Project(Bikaner)	788	2,900
(c) Weaver Engagement Training Expenses	613	2,853
(d) Bunkar Sakhi Training, Sahaswan UP	604	
(e) Frontline Grassroots Leadership training (Bikaner)	1,069	
(f) Spinners Engagement Program (Bikaner)	3,112	
(g) Women Empowerment	1,048	
(h) Katwari Sakhi Training Programme		462
(i) QIS Training		232
(j) Honorarium	5,799	
To Promoting Hand Knotted Carpet Weaving in Gaya, Bihar	148,950	
To Skill Development Training		
(a) Hand Knotted Pilot Project (Malegaon)	10,082	1,885
(b) Hand Knotted Carpet Skill Training(CEPC)	5,259	21,757
(c) Hand Knotted Pilot Project (Ratakhurd, Alwar)	1,625	
(d) Hand Tufted Training (Golanpur)	247	
(e) Hand Tufted Training Phase- 2 (Mirzapur)	8,472	
(f) Skill Development Training, Madina	351	
(g) Skill Development & Upgradation Program (Bikaner)	2,360	
(h) Honorarium	4,751	
To Education Expenditure		1,202
To Health Programme		3,563
To CSR Activities		
(a) Education (Alternative Education Project)	11,079	6,632
(b) Health Activities	6,702	3,116
(c) Skill Upgradation	7,095	4,111
(d) Women Empowerment Project		3,478
To Linkage with Govt. Scheme	1,332	835
To Other Administration and Operational expenses	9,215	36,296
To Depreciation	10,919	12,749
<b>Total (B)</b>	<b>244,847</b>	<b>107,693</b>
<b>Excess of Income over Expenses/(Excess of Expense over Income)</b>	<b>(13,126)</b>	<b>(16,113)</b>









Jaipur Rugs Foundation

G-250 Mansarovar Industrial Area, Jaipur-20, Rajasthan, India

Tel: +91 141 3987400 / 2398948

Fax: +91 9582988862

