

Engage. Develop. Sustain

Annual Report 2016-2017



JAIPUR
RUGS FOUNDATION

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 work and live a life with dignity.



We believe in transforming impoverished communities to lead a life of dignity through timeless craftsmanship

“Coming together is a beginning;
keeping together is progress; working
together is success”.



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Message from founder

We live in an era of extraordinary, positive change— a time that has elevated hundreds and millions of people out of the precincts of poverty and transformed how we engage, develop and sustain. In many ways, the world has never been more aware and more sensitive. Yet even as we make unprecedented progress in creating a more equitable world however, poverty, inequality and exploitation persist undeniably. How can we bridge the gap between poverty and promise, between the world as it is and the world we aspire to live in?

The year 2017 has been an exciting new journey for JRF. I am pleased to announce our unwavering commitment to achieve the Global Sustainable Development Goals set by the United Nations. This is the first time in human history that the global community has made an equivocal pledge to eliminate the much widened gap. The 2030 agenda for Sustainable Development provided framework for drafting our new strategy and will continue to shape our programmatic priorities over the coming years. The foundation's effort to embark upon a journey with artisans from 'poverty to plenty' has reached a global horizon. Our vision for this year has been, to initiate a dialogue between multilateral and bilateral aid agencies to provide a global platform and catalyse new partnerships. Our concerted efforts to acknowledge and appreciate the extraordinary lives at the grassroots will support an entire movement of empowerment that follows. Quintessentially, our approach to rural development particularly includes creating an ecosystem where grassroots women are empowered through secure life chances for themselves and their families.

I am excited about our commitment and partnership with United Nations Foundation's Every Woman Every Child campaign to address major challenges faced by women and children around the world, as an unprecedented global movement. It was indeed a year of great achievements for the foundation, as I extend my sincere gratitude to Hon'ble President of India and Hon'ble Minister of Textiles, for acknowledging and appreciating the efforts and best practices of JRF. Furthermore, I am confident with the visionary scheme - Recognition of Prior Learning under Pradhan Mantri Kaushal Vikas Yojana for the efforts to organise and recognize the artisans engaged in the second largest employment space after agriculture, which wouldn't have been possible without the support of Ministry of Skill Development and Entrepreneurship, National Skill Development Corporation and Sector Skill Council.

We invite you to support us in our fearless quest to link the grassroots with the global community for a sustainable future.



NK Chaudhary

Why?



2.5 million Indian artisans will lose their jobs as rug-weaving embarks upon a journey to near-extinction.

The Crisis: The decline of the 2000 year old tradition

Over 10 million craftspeople affirm part of India's living heritage, practicing unmatched hand skills. Traditional crafts symbolize the cultural identity of human civilization, while each handmade product has an identity of its own. Mechanized mass production is endangering the timeless traditional craft forms by replacing human creativity. Consequently, artisanal communities are forced to abandon ancient family traditions as they are deemed **'worthless'**.



Development relevance

Poverty

We develop a flourishing ecosystem for empowering the underserved rural communities through sustainable livelihood opportunities and market linkages at their doorsteps.

Gender equality

We nurture the innate creative capacities of marginalized women by providing them opportunities in global supply chain, enabling them to hone their managerial and leadership skills for building resilient communities.

Why Rug Weaving?



It does not require a massive infrastructure. Furthermore, flexible working hours and output based payments enhance livelihood options of rural populace as per their needs. The practice of rug-weaving seeks to keep women away from forced labour and migration by empowering them with inclusive socio-economic independence through sustainable livelihoods at their doorsteps.



How?

Entrepreneurship Development

Enabling the underserved populace to capacitate their creative potential through skill building and leadership development

Social Development

Prioritizing artisan well-being by enabling access to entitled socio-economic benefits

The Visionary

Adored as Gandhi of Indian carpet industry, who democratized the conventionally exploitative carpet sector in India, NK Chaudhary established JRF to enable socio-economic prosperity in the destitute artisanal communities. Starting with one vision, two looms and sheer perseverance, he has been able to connect grassroots with the global market through timeless craftsmanship of Indian artisans. Over the years, a prospering network of more than 40,000 artisans spread across five states have been developed, who today work and live a life of dignity.



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.



Who we are?

Jaipur Rugs Foundation was born in 2004 as a non-profit organization. Built on the bedrocks of love, empathy and compassion, our work is to engage with grassroots communities to develop their creative capacities and sustain them as a part of an entire movement of rural development.

Socio-Economic Development Model



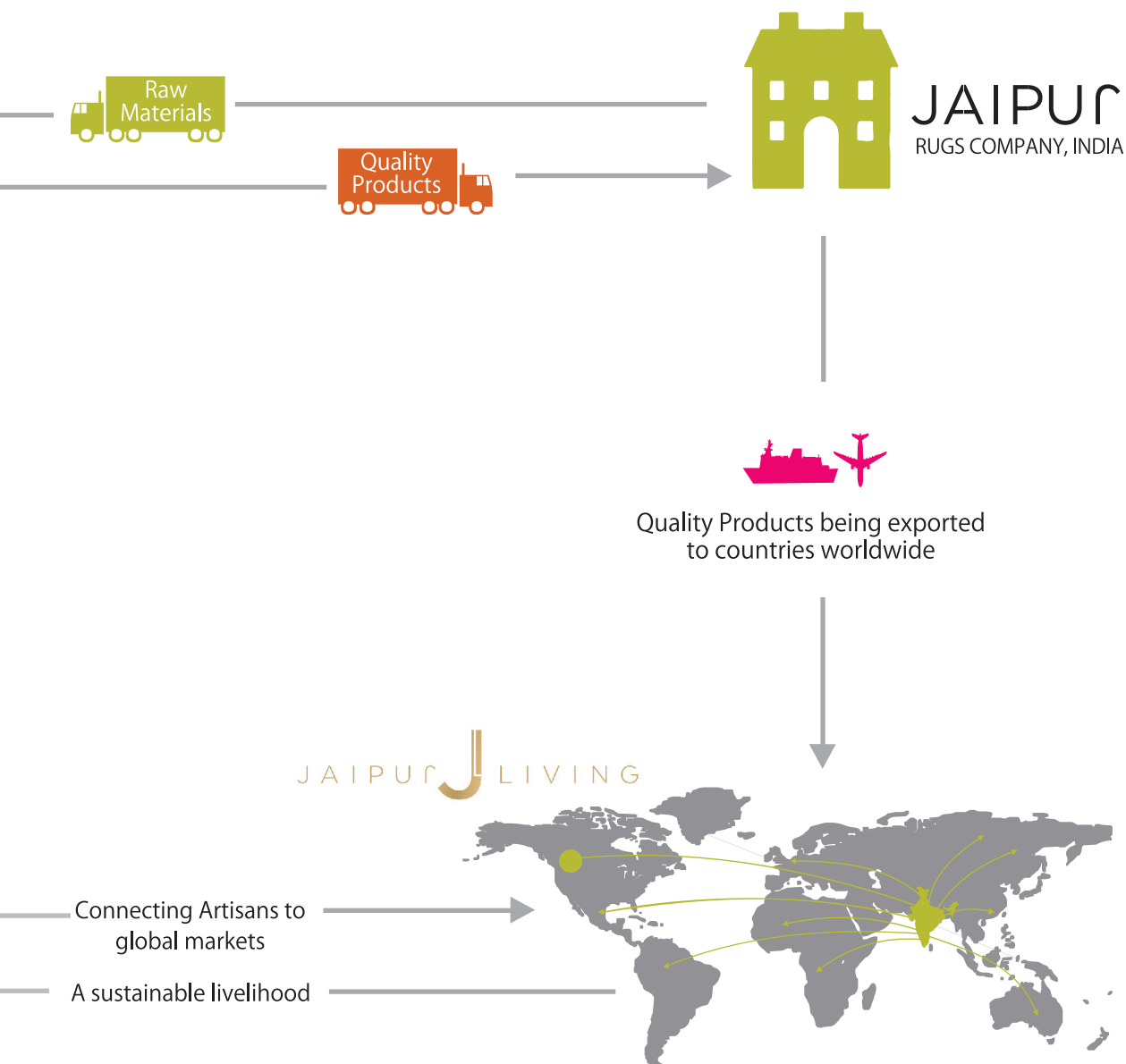
Enterprise Development

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

Impact

1,29,200 lives impacted

27,200 rural women empowered

6258+ sustainable jobs created

8983 artisan cards made

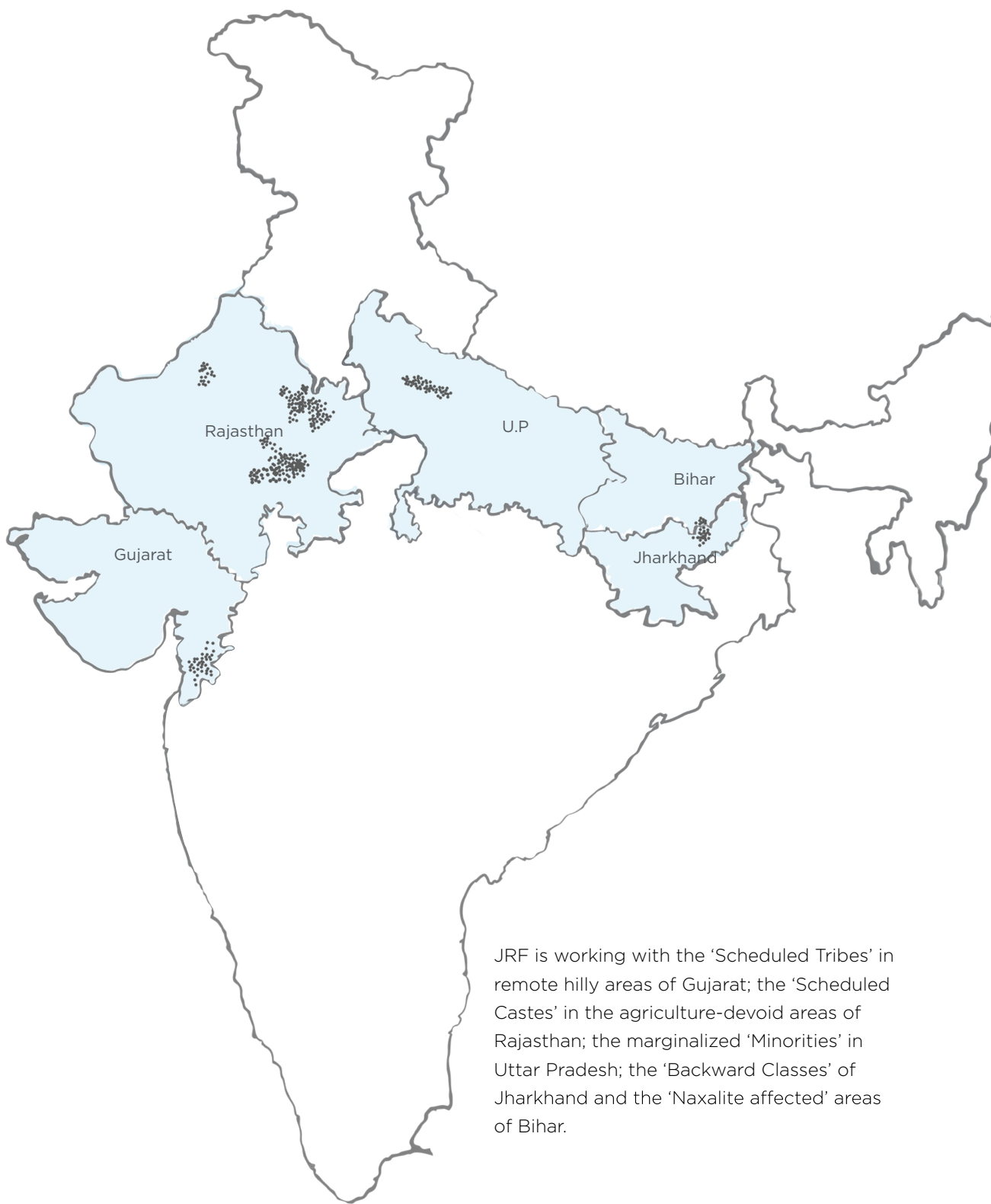
3000 women artisans educated

600 villages in 5 States

21345 lives impacted from health camps

51 programmes conducted





JRF is working with the 'Scheduled Tribes' in remote hilly areas of Gujarat; the 'Scheduled Castes' in the agriculture-devoid areas of Rajasthan; the marginalized 'Minorities' in Uttar Pradesh; the 'Backward Classes' of Jharkhand and the 'Naxalite affected' areas of Bihar.

Partners



JEEVIKA
Bihar Rural Livelihoods Promotion Society
State Rural Livelihoods Mission (SRLM), Bihar



कालीन निर्यात संवर्धन परिषद्
Carpet Export Promotion Council



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

Our purpose in action

Entrepreneurship Development

We believe in enthusing and nurturing artisanal skills in the communities while making them employable so that they are better able to feed their families, send their children to school and provide for their family's health. Entrepreneurship development makes that happen by developing traditional knowledge and enhancing skills.



A. Skill Development and Up-gradation Training Programmes

We reach out to marginalized segments and transform unemployed, unskilled populations into employable, skilled artisans through skill development thereby promoting carpet-making as a sustainable non-farm livelihood opportunity.

1. Technical Training Program:

In partnership with Carpet Export Promotion Council (CEPC), we launched a four-month technical training programme in Dausa for 40 artisans. The purpose is to augment productivity at the grass-root level and minimize errors, focusing predominantly on quality improvement.

2. Technical Training in hand-knotted carpet weaving to the rural populace of Badaun:

With the aim of promoting hand knotted carpet weaving as a sustainable source of livelihood and revival of the 2000 year old craft in the project area, JRF in collaboration with Grassroots Business Fund has initiated skill development and up-gradation training for 168 marginalized women. The training aims to systematically reduce the existing skill gaps in accordance to industry standards and development of next generation of weavers.



3. Income enhancement for rural women of Bikaner through skill trainings and market linkages in carpet value chain:

JRF in partnership with SIDBI (Small Industries Development Bank of India) executed an innovative skill development intervention of door to door trainings for yarn spinners (Katwaris) of Kakku, Bikaner. 20 women were trained in the craft of hand carding and hand spinning of wool and were linked to a global rug supply chain at the end of the training.



4. Income enhancement for marginalized women of Jaipur through skill training and market linkages in yarn opening:

30 marginalized women from Jaipur were trained by JRF in collaboration with SIDBI, in the craft of yarn opening. The purpose of the training included providing economic upliftment to these women.

5. Promoting Hand Knotted Carpet weaving in Gaya:

In collaboration with JEEViKA, JRF completed the trainings of 480 hand knotted carpet weavers. The intervention has served to be a first step towards the paradigm shift, the change agents aspired to create in the project area.



B. Recognition of Prior Learning:

Under the purview of Pradhan Mantri Kaushal Vikas Yojana-Ministry of Skill Development and Entrepreneurship; JRF launched Recognition of Prior Learning for 5000 rug-making artisans. It aims to recognise and certify the artisans on the basis of their skills.

C. Leadership Development:

To foster the spirit of pro-active leadership among artisans and to develop 'Owner's Mindset' that gives them a better understanding of the higher purpose of their work. With this training, artisans get a complete exposure of the supply chain and awareness about customer expectations.

a. Young women social entrepreneurship development programme

In partnership with British Council, the purpose of this program is to create awareness among 18 young women who are already social entrepreneurs or who want to be social entrepreneurs about the various social entrepreneurial skills to grow the business or to start the business respectively.

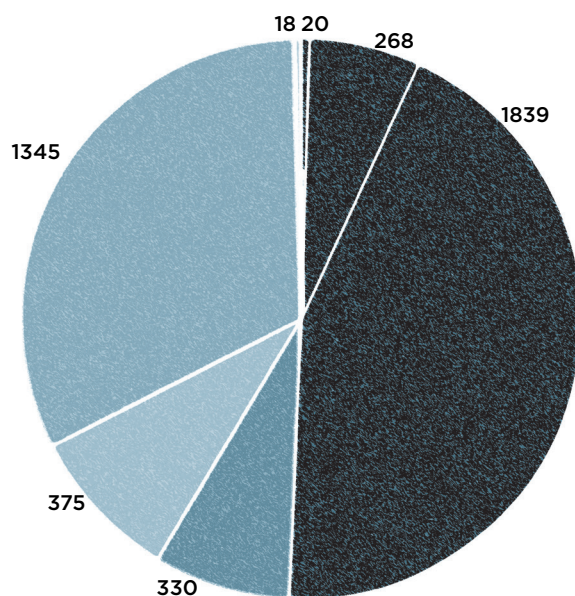


b. Social Enterprise Leadership Program

The Key purpose of this programme is to create a local pool of inspiring, engaged, skilled and connected teachers as facilitators supporting community people/social entrepreneurs in villages. Together with British Council, we identified women teachers and weavers as leaders from villages and organize the Social Enterprise Leadership Programme locally with a focus on specific Social Action Project, helping them as social enterprise leaders to create sustainable/environmental and cultural impact across the village community. This year 20 women benefitted through the training.

c. Weavers Engagement Programme

The programme allowed 4137 weavers to become aware about their work, productivity norms, quality benchmark and growth possibilities. This includes exposure visits to Jaipur corporate office followed by interaction with the founder and an opportunity to see the finished products to understand quality parameters and customer needs.



18 Young Women Social Entrepreneurship Development Program, Rajasthan

20 Social Enterprise Leadership Program, Rajasthan

268 Weaver Engagement Program, Bihar (Gaya)

1839 Weaver Engagement Program, Gujarat (Dharampur)

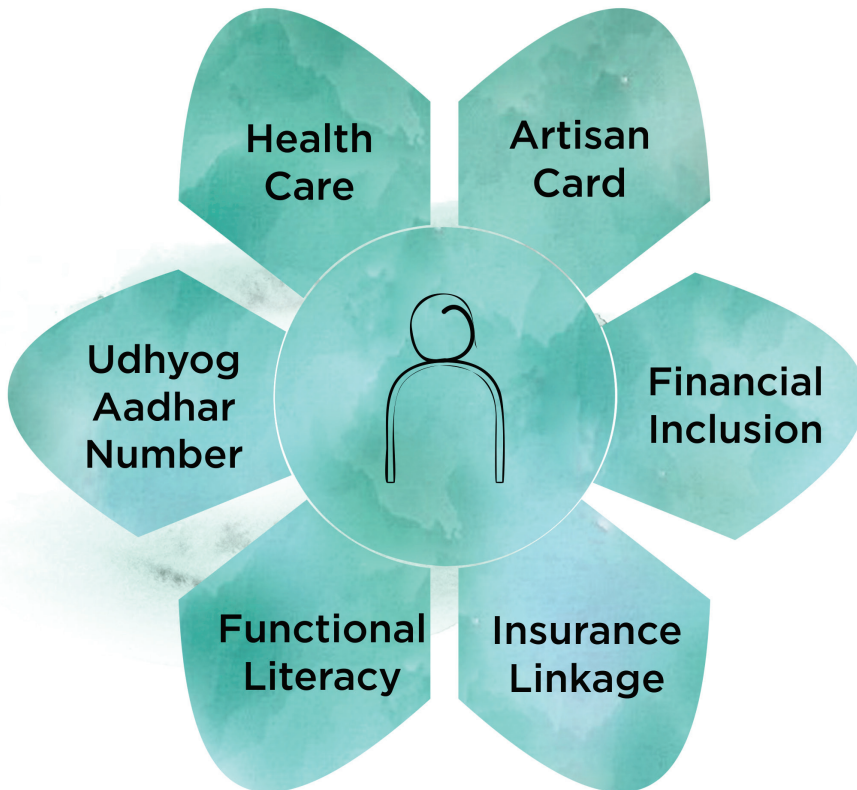
330 Weaver Engagement Program, Jharkhand (Deoghar)

375 Weaver Engagement Program, Uttar Pradesh (Padri)

1345 Weaver Engagement Program, Uttar Pradesh (Sahaswan)

Social Development

We focus on improving well-being of artisans and their communities by providing access to various socio-economic benefits.



1. Alternative Education Program

We believe that every human being must have the opportunity to learn how to read and write. Alternative Education Programme provides basic functional literacy education to marginalized communities set up across impoverished villages in India. It is limited not only to artisans and their families, but anybody who desires to learn.

360 women successfully graduated

2. Financial Inclusion

We seek to equip artisans with basic knowledge and skills that help them save money to shape a brighter future for their families. We aid them to receive various benefits provided by the government. This entails assistance in formalities like filling of form, supporting documents and linking them with banks.

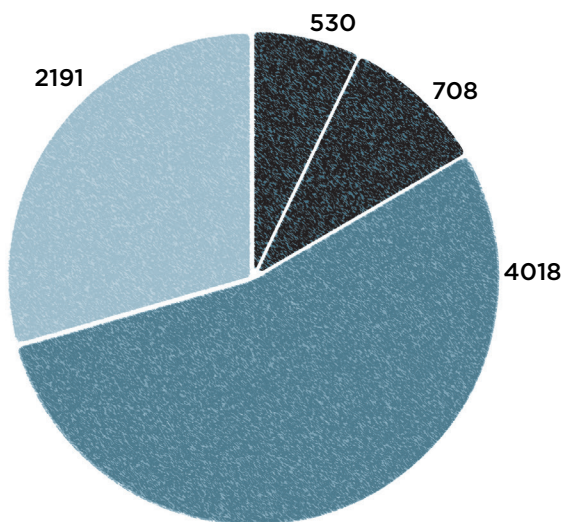
90% of the artisan are link with bank accounts.



3. Well-being

Jaipur Rugs Foundation organizes various demand driven health camps with the fundamental objective to provide basic health education to the communities and motivate healthy life style. At the same time the artisan communities are provided free health checkup including free medicine and referral services for serious illness. In collaboration with various multi-specialty hospitals JRF facilitates follow up treatments after diagnosis with concerned hospitals, get full course of treatment at subsidized rates. This will enable the grassroots communities to have access to better health care services for healthy living and well-being of their families.

7447 impacted from 23 health camps with 105 follow up treatments this year



Health Camps-Beneficiaries

- 4018** Rajasthan
- 2191** U.P.
- 708** Gujarat
- 530** Bihar

4. Government linkages

One of the biggest challenges faced by artisans is the lack of awareness and knowledge regarding opportunities intended for them under various social welfare schemes. JRF has been playing an instrumental role in facilitating access to artisan cards, social security schemes like Aam Admi Bima Yojana (insurance) and minority marriage schemes.

- **2410** artisan cards
- **2201** artisans benefitted .
- **72** scholarships provided.
- **6** women benefitted from “Kanayadaan” scheme.



Co-creation ‘Artisan Originals’

Entrepreneurship Development

For weavers in rural Rajasthan, creating something entirely of their own on an unassuming loom was something they never imagined would happen. A one-of-a-kind initiative introduced by us taps into the untamed fashion from the villages of India. It experiments with the originality of rural craftspeople and nurtures their creative potential which remains unexplored at a global stage. For the first time ever, weavers get to be the designers of their own rugs. Each rug is a masterpiece of design inspiration. It is imbued with the individuality of its artisan which is evident in unique artistry.

Let the magic of Inspirations mesmerize you.

“When the human senses work together, it creates energy that is unstoppable.” - Bugali



Bugali Aaspura, Rajasthan

Bugali, a young weaver, started weaving in order to support her family. Her father and 3 brothers work as daily wage labourers in the village and mother is a weaver. Belonging to a financially deprived family, Bugali couldn't continue her education despite wanting to. Now with Jaipur Rug's alternate education program she is able to pursue education along with other women of her village, getting empowered with every passing day.

[Purchase with purpose.](#)

Because the things we buy have life.

www.jaipurrugsco.com

Voices from grassroots

Our time at the grassroots gives us a personal view on the kind of impact we're been trying to create. Every one of them has a story worth sharing.



From a shy mother to a determined grassroots leader: The untold story of a Bunkar Sakhi

Prem Devi

Bunkar Sakhi **Aaspura, Rajasthan**

I was getting ready to attend a wedding when Harfool ji, the branch manager approached my husband. He asked him if I would be allowed to go around the village to check looms. My husband steadfastly agreed without even asking me once! I was petrified and extremely furious at him, for I did not know what he had me signed up for. I had been invited to attend this three-day training at Narhet, where details about my so-called-new work would then be described to me. I didn't feel like going to the wedding anymore.

Now, for those who do not know me personally, let me introduce myself to you. I'm Prem devi - a 30 year old mother of three. I'm not a very talkative person and seldom socialize. More like, I do not have time for any of that. Well, being a mother has its moments! I bring some extra money into the household by weaving rugs at home. It is something that I've loved practicing for over 7 years now. So, when I heard about the new job role and the training, trust me, I was terrified. I didn't sleep for days. What would I be expected to do? Is it really worth it? Will I be able to do it? Who will take care of my kids? I had all these things digging a hole inside me.

The training surprised me in many ways. I made new friends, who were on the same page as I was - absolutely curious and blank. It was then that I realized the purpose of the training. The company that I worked for - Jaipur Rugs, was identifying and developing grass-roots leaders called Bunkar Sakhi who would be responsible for maintaining quality. As I diligently absorbed the training, I knew I had to work hard to prove them right about me. However, it was probably the first time in years that I felt powerful.

Today, I am responsible for quality maintenance for 100 artisans. As I look back at my life, I comprehend the difference it has made in me and among people around me. I believe that more than quality, it is my relationship with weavers that has strengthened in two years. Earlier, the quality supervisors were men. Although extremely capable, it was challenging for women in our village to talk openly about their problems and shortcomings at work to them. There was always a strong disconnect found between the producers and supervisors. With me in the picture, weavers willingly share their problems and find me more accommodating.

I love being a weaver's friend, a guide - a Bunkar Sakhi, as it has transformed my existence as an individual and changed the course of my life. From someone who hesitated to consciously get out of her house, to visiting every loom in the village every day, I feel empowered. Nothing is impossible.



Union Cabinet Minister of Textiles of Government of India, Ms. Smriti Irani paid her visit to Jaipur Rugs Foundation to appreciate foundation's commendable contribution to Indian handloom and carpets industry.

"With 40000 artisans from 600 villages, Jaipur Rugs Foundation not only preserves traditional art but also contributes towards uplifting lives of weavers."

"My compliments to
Mr. Chaudhary & his family
for supporting artisans and
keeping the age-old practice
of hand-weaving alive"

Smriti Z Irani,
Union Cabinet Minister of Textiles,
Government of India.

Jaipur Rugs Foundation
Balance Sheet for the year ended 31-3-2017

| Particular | As At 31.03.2017 | | As At 31.03.2016 | |
|--|------------------|-------------------|------------------|-------------------|
| | Amount In \$ | Amount In Rs | Amount In \$ | Amount In Rs |
| 1. SOURCES OF FUND | | | | |
| Corpus Fund | 10,481 | 702,197 | 10,586 | 702,197 |
| Capital Fund | 49,621 | 3,324,617 | 59,189 | 3,926,181 |
| General Fund | (43,081) | (2,886,402) | (31,033) | (2,058,542) |
| Unspent Project Balance | - | - | 2,838 | 188,238 |
| Unsecured Loans | 135,030 | 9,047,000 | 180,860 | 11,997,000 |
| TOTAL | 152,051 | 10,187,412 | 222,440 | 14,755,074 |
| 2. APPLICATION OF FUND | | | | |
| FIXED ASSETS | | | | |
| (A) Gross Block | 58,600 | 3,926,181 | 171,839 | 11,398,562 |
| Less : Depreciation | 8,979 | 601,565 | 112,650 | 7,472,381 |
| Net Block | 49,621 | 3,324,616 | 59,189 | 3,926,181 |
| Current Assets, Loans & Advances: | | | | |
| (A) Cash & Bank Balances | 11,575 | 775,535 | 12,116 | 803,672 |
| (B) Other Current Assets | 9,483 | 635,346 | 2,282 | 151,368 |
| (C) Receivable Project Balance | 154,140 | 10,327,401 | 213,459 | 14,159,382 |
| | 175,198 | 11,738,282 | 227,857 | 15,114,422 |
| Less: Current Liabilities | | | | |
| (D) Payable against Expenses | 72,768 | 4,875,486 | 64,606 | 4,285,529 |
| TOTAL | 152,051 | 10,187,412 | 222,440 | 14,755,074 |

Jaipur Rugs Foundation
Income & Expenditure for the year ended 31-3-2017

| Particular | As At 31.03.2017 | | As At 31.03.2016 | |
|--|------------------|--------------------|------------------|-------------------|
| | Amount In \$ | Amount In Rs | Amount In \$ | Amount In Rs |
| By Donation | 61,866 | 4,145,000 | 64,975 | 4,310,000 |
| By Other Income | 1,422 | 95,240 | 999 | 66,256 |
| By Drawn from other project | 8,955 | 600,000 | 7,174 | 8,868,607 |
| By Receipt From CSR | 35,821 | 2,400,000 | 24,875 | 1,650,000 |
| By Receipt from JEEVIKA Project | 33,860 | 2,268,594 | 133,698 | 475,869 |
| By Receipt From FCRA | 5,955 | 398,954 | - | - |
| Total(A) | 147, 877 | 9,907,788 | 231,721 | 15,370,732 |
| Expenditure On object of the Trust | | | | |
| To Community Mobilization | 7,302 | 489,217 | 16,409 | 1,088,387 |
| To Promoting Hand Knotted Carpet Weaving in Gaya Bihar | 37,554 | 2,516,132 | 148,950 | 9,880,262 |
| To Skill Development | | | | |
| (a) Hand Knotted Pilot Project (Malegaon) | - | - | 10,082 | 668,790 |
| (b) Hand Knotted Carpet Skill Training (CEPC) | 5,138 | 344,250 | 5,259 | 348,819 |
| (c) Hand Knotted Pilot Project (Ratakhurd) | - | - | 1,625 | 107,815 |
| (d) Hand Tuffted Training | 758 | 50,807 | 247 | 16,410 |
| (e) Hand Tuffted Training Phase 2 | - | - | 8,472 | 561,960 |
| (f) Skill Development Training, Madina | - | - | 351 | 23,275 |
| (g) Skill Development & Upgradation Program | 8,339 | 558,744 | 2,360 | 156,546 |
| (h) British Council | 3,867 | 259,114 | - | - |
| (i) Honorarium | 24,555 | 1,645,197 | 4,751 | 315,130 |
| To CSR Activities | | | | |
| (a) Alternative Education Program | 15,064 | 1,009,307 | 11,079 | 734,902 |
| (B) Health Activity | 10,535 | 705,845 | 6,702 | 444,596 |
| (c) Skill Upgradation | 7,985 | 534,964 | 7,095 | 470,620 |
| | | | | |
| To Alternative Education Program FCRA | 6,441 | 431,565 | - | - |
| To Grassroots Business Partners, INC | 1,054 | 70,611 | - | - |
| To Recognition Of Prior Learning (PMKVY) | 23,41 | 1,568,540 | - | - |
| To Linkage With Govt. Schemes | 1,591 | 106,603 | 1,332 | 88,349 |
| To Other Administration & Operational Expenses | 6,638 | 444,752 | 9,215 | 611,251 |
| To Depreciation | 8,979 | 601,565 | 10,918 | 724,319 |
| Total (b) | 169,212 | 11,337,213 | 244,847 | 16,241,431 |
| Excess of Expenses over Income | (21,335) | (1,429,425) | (13,126) | (870,699) |

It looks like a carpet – an exquisite carpet. But don't merely get mesmerized by its looks - for it is food, medicine and education for thousands of rural artisans in India. It is a mother's hope to build her child's future.





Support the cause by making a donation today!

Visit us: www.jaipurrugs.org

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

Tel: +91 141 3987400 / 7103400

Fax: +91 9582988862

JAIPUR
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