RPL FOR CARPET WEavers-HAND KNOTTED
## RPL Project Overview

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Recognition of Prior Learning for Hand-Knotted Rug making Artisans</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project Implementing Agency (PIA)</strong></td>
<td>Jaipur Rugs Foundation</td>
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<tr>
<td><strong>Sector Skill Council (SSC)</strong></td>
<td>Handicrafts and Carpet Sector Skill Council</td>
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<tr>
<td><strong>Project Type</strong></td>
<td>Type 2</td>
</tr>
<tr>
<td><strong>Project Locations (States Covered)</strong></td>
<td>Rajasthan</td>
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<tr>
<td><strong>Total RPL target</strong></td>
<td>5000</td>
</tr>
<tr>
<td><strong>Job Role(s)</strong></td>
<td>Carpet Weaver-Knotted</td>
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</tbody>
</table>
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.

Tucked inside the most 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 live and work with dignity.

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

Most of the artisans we work with are women – the invisible segment of the rural population. We enable economic independence to women working at home and help them assert their rights. Addressing the global need and opportunity – we empower artisans to escape the precincts of poverty and hunger by creating sustainable market-based solutions for the sub-altern
Carpet weaving in India has been continuing to exist as one of India's oldest forms of craftsmanship. The carpet industry has been flourishing in India since the early 16th century. On today's date, India is responsible for the worldwide export of almost 40% of hand-knotted rugs. It provides employment to almost a substantial set of people in rural India. In Rajasthan, carpet weaving started as a jail craft and today, it has converted from just a craft to a style, boosting the Indian economy extensively. Carpet weavers, being such dynamic change makers of the Indian market, should be given opportunity to polish their talent and we, at Jaipur Rugs Foundation, believe that a platform like RPL is a much needed dais for accomplishing the three R's for carpet weavers:
Current Status

- 3048 beneficiaries enrolled* (2630 assessed, 2607 certified)
- 12 high level visitors witnessed the beauty of the craft.

Mr. Manish Kumar, CEO (NSDC)

Ms. Jaya Jaitley, Founder Dastkari Haat Samiti

Mr. Jayant Krishna, ED & COO (NSDC)

Mr. LC Jain, AD (DIC)

Mr. Jaykant Singh, (Head, Partnership Development and State Alliance, NSDC)

IMPACT

- 3048 women artisans developed self-leadership through Bridge Course
- 3000 women artisans covered under PMSBY
- 2985* (1400 distributed and 1585 in process) artisan cards made or in process

KEY ACHIEVEMENTS

- Participation of artisans in 'Textile India' Gandhinagar, 2nd Anniversary of 'Skill India' New Delhi & National Skill Exhibition, Jharkhand.
- Certification of artisans from Hon’ble President Sh. Pranab Mukherjee, ED & COO, NSDC Mr. Jayant Krishna.

“We have no dearth of talent. But we need to provide right kind of opportunity and create an ecosystem to nurture the talent”

PM Narendra Modi.
Modus Operandi

**Mobilization:**
JRF team visits the weavers and shortlists potential candidates based on the pre-screening process, understanding their aspirations and knowledge.

Important documents like Aadhaar, photo and bank account details are collected and relevant information is uploaded on the Skill Development Management System (SDMS) portal managed by National Skill Development Council (NSDC).

**Pre-Screening:**
Within this process, we visit the registered candidates at their homes to verify their skills.

**RPL Orientation and Bridge Course:**
The final batches (Min. 30, Max. 50) of enrolled candidates are trained by ToT(Training of Trainers) certified trainers in 12 hours of Orientation Training modules were created according to the National Occupational Standards (NOS). The intent of the social entrepreneurship program 'Grassroots Leadership Development Program' under Bridge Course is:

- to broaden artisans' perspective about rug weaving.
- to disseminate information about life journey of the rug from artisans to customers
- to enable them to take up higher responsibilities in quality supervision, waste minimization, error reduction so that eventually they may take the responsibility of the entire loom(s) resulting in increment of income.

The Relevant modules covered apart from standard orientation content are Teamwork, Health & Safety, Leadership, Supply Chain, Financial Literacy/Digital literacy and Domain Skills.

**Assessment:**
Assessments of each and every candidate is conducted by the assessment agencies allocated by HCSSC. Assessments are based on their theoretical and practical knowledge about their work and skills.

To mitigate the opportunity cost borne by the beneficiaries due to participation; a stipend is provided.

**Certification:**
The trainees are distributed their certificates.
Mode of Delivery

Audio visual presentations, participative learning and facilitating activity based discussions make the candidates understand concepts much more efficiently. We use laptops, whiteboards, chart papers, posters to create an environment of interactive learning. We use these materials during the training to build a interactive teaching-learning atmosphere, thus, making it easy for our weavers to understand different topics.
Given below is the table showing JRF's operational areas for RPL and the number of beneficiaries that have been till now:

**Rajasthan MAP**

<table>
<thead>
<tr>
<th>Location</th>
<th>Villages</th>
<th>Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIKAR</td>
<td>2</td>
<td>159</td>
</tr>
<tr>
<td>ALWAR</td>
<td>19</td>
<td>1174</td>
</tr>
<tr>
<td>JAIPUR</td>
<td>17</td>
<td>1436</td>
</tr>
<tr>
<td>DAUSA</td>
<td>5</td>
<td>279</td>
</tr>
</tbody>
</table>

Total Beneficiaries: **3048**
Total Villages: **43**
Total District: **4**
Impactful Visits

Mr. Jayant Krishna, ED & COO (NSDC)

Ms. Jaya Jaitey, Founder Dastkari Haat Samiti

Mr. Manish Kumar, CEO (NSDC)
Advertisements and Articles: To reach out to more people about our RPL trainings on carpet weaving, we got advertisements and articles printed in various newspapers and magazines. The advertisements were also broadcasted through Radio City 91.1 FM.
Digital Media: RPL microsite was developed and used for the purpose of publishing media related to RPL training, assessment and certification. The promotion strategy on prominent Social Media platforms like Facebook, Twitter and Instagram involved propagation of photos and audio/video footage of activities conducted on regular basis viz. mobilization, training, assessment.
**RPL microsite:** We have framed our RPL microsite to extend our achievements to the public platform with our regular updates on the implementation of the project, its progression, the modules involved in the framework and execution of RPL and its components.

(RPL microsite link - [http://www.jaipurrugs.org/rpl](http://www.jaipurrugs.org/rpl))
The intervention has served to be a first step towards the paradigm shift, the change agents aspires to create in the lives of tens of thousands of carpet weaving artisans. The activities undertaken has led the beneficiaries in the direction towards self-sustenance and a dignified life though for the desired scale and adoption amongst the community, the intervention needs to be incubated with similar efforts and time from the involved stakeholders.

In the context of social development, the domino effect has started finding its roots and the resources created at the bottom of the pyramid has started touching the lives of secondary and tertiary stakeholders as well. The process of institutionalization i.e. the growth in the role of community from 'volunteer' to 'owner' would need the change agents to work towards creating a work culture that is conducive to skill as well as interpersonal growth of the beneficiary. The linkages to already existing beneficial governmental platforms and the extension of social activities as per beneficiaries need can catalyse the journey of this intervention on the path towards community empowerment.
Madhu Devi

Karana

“I came to know about Pradhan Mantri Kaushal Vikas Yojana through Jaipur Rugs Foundation and became a part of it. After working for years as a weaver, I did not hold any identity as an experienced carpet weaver. After joining this scheme, I got my identity in the form of a certificate given by the Government. Now I feel as a distinctive individual and it was an enriching experience for me which will give me confidence to develop as a weaver. During the training period, I learnt about Pradhan Mantri Suraksha Bima Yojana, health, computer, internet, leadership qualities etc. I would like to thank Modi Ji for providing me with this opportunity.”
Reshma Raigar, Medh

“RPL training has made a big impact in my life. There has been an increase in our working potential and also the training has given me the identity as a certified skilled weaver. During the training, we were taught about cashless transactions, health and safety etc. Also, we were told about the importance of digital India. I would like to thank Modi Ji to be thoughtful enough to come up with such a productive scheme for us.”

Nikki Devi, Aaspura

“The 72 hours long RPL training has been a nice learning experience for me. We were detailed about each and every topic in length and also, the trainer was very approachable and addressed our concerns and questions elaborately. I would like to thank NSDC for the conduction of this training session for us and giving us an identity by certifying us.”
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