

J A I P U R

EACH ARTISAN. AN ENTREPRENEUR.



Jaipur Rugs Foundation

ANNUAL REPORT
2008-09

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A MAN BEHIND MAXIM



Chairman's Message

To all of our Stakeholders and friends who share in JRF's vision for the future, we offer our heartfelt gratitude. I am glad to express that with your guidance & support Jaipur Rugs Foundation is stepping ahead every single day. We started our journey with a dream to uplift underprivileged rural artisans & this year we have added few more drops of efforts in the ocean of our dreams. We are driven by the passion of bringing a revolution; a passion of making rural lives different and worthy living.

We not only empower but also encourage the skills of entrepreneurship among the rural weavers (major focus on women) so that they can establish themselves and contribute in every way to this industry. Our core belief is in converting artisans into entrepreneurs for bridging the gap between the customers and weavers. This will enable the weavers to better understand the needs of the customers while simultaneously allowing the customer to sense the warm emotions and feelings of the weavers. Our team is continuously involved in structuring the rural weavers as self employed and self sufficient so that they can enjoy full freedom of their life.

Till the end of this financial year we have touched the lives of and provided livelihood option to 40,000 weavers & spinners scattered in ten states of India. More than 95% of weavers are from SC\ST\OBC and 60% of them are women. These weavers are associated with us as major stakeholders.

Warm regards,

Nand Kishore Chaudhary



Introduction

Introduction

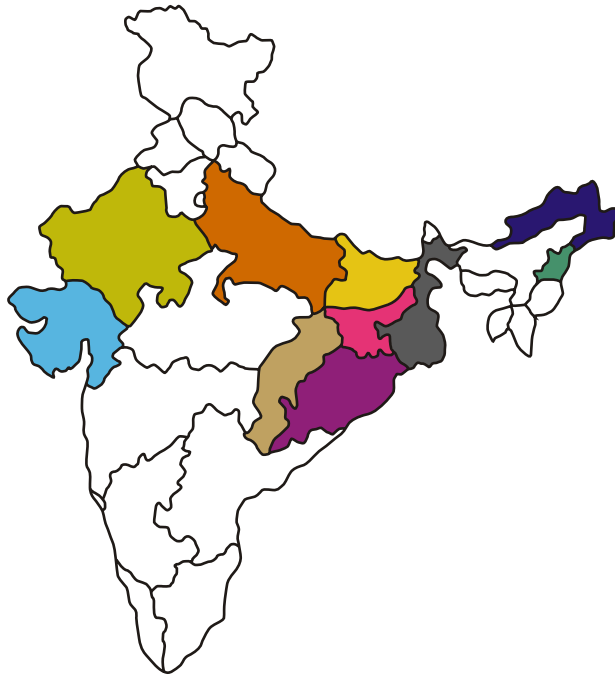
Jaipur Rugs Foundation (JRF), registered under the 1959 Public Trust Act, came into existence in 2004 to prevent the exploitation of weavers. It is a ground-breaking attempt to identify rural artisans and weavers who have been exploited by the contractors or are denied the enjoyment of normal rights because of their low economic and social status.

A welfare initiative of Jaipur Rugs Company, Jaipur Rugs Foundation aims to develop the rural artisans and weavers in a way that enhances their capacity to grow and sustain a better quality of life.

Operation Areas

Jaipur Rugs Foundation is currently operating in 10 states of India:

Rajasthan
Uttar Pradesh
Gujarat
Jharkhand
Bihar
West-Bengal
Nagaland
Orissa
Arunachal Pradesh
Chhattisgarh



Vision

To create a society where equality, justice and peace prevail by providing equal opportunities in economic and social development.

Mission

Our mission is to promote the development of artisans as entrepreneurs by creating sustainable business hubs in the rural areas.

Our Philosophy

- We work with people not because of sympathy, but because we respect their potential and their desire for growth and development.
- An effective and efficient alternative to the prevailing system of rural development is to make people skilled enough to command a premium rather than merely demand freebies.
- The effort is to combine convergence, cooperation and a greater sense of ownership amongst our people by removing gaps between their perceptions and behavior.

Highlights 2008-09

- Focus area during this year was women empowerment by developing women entrepreneurs.
- Focus on strengthening human resources by various training and development programs. More intensive training program was conducted both at the Head Office and field-level. Specific capacity-building exercises and games were carried out.
- Shared various national and international platforms for network-building. Participated in global events like The Great Indian Travel Bazaar 2009 and SATTE 2009.
- Reached out to 10,000 new rural weavers and spinners during the reporting period and provided livelihood options to them.
- Management guru C.K. Prahalad has conducted a case study on JRCPL which will be published in the revised edition of “The Fortune at the Bottom of the Pyramid”.
- IRMA is conducting a case study, “The Use of ICT in Sustainable Livelihood through Carpet-Weaving,” on the Jaipur Rugs Model.



FAMILY OF KESRI DEVI

A STORY OF HOPE AND DREAM...

Kesri Devi could never see up the world in full as she was blind from birth. She had a long story of struggle and challenges with additional handicap of being from the disadvantaged schedule caste sections. She is married to Rameswar Regar, a daily labour from village Pachpadi, Thanagazi Tehsil. Her family consists of 8 children, 6 daughters and 2 sons.

The children have dropped formal education and were sitting idle. Later the girls Asha & Sita learnt weaving hand knotted carpets and started weaving on contractors' looms. The working conditions were harsh and the payments for the job works were erratic and low. Their monthly income was on average Rs. 1400 to 1600 only. The contractor used to resort to heavy deductions on the ground of poor quality of carpet.

With the launch of the Thanagazi Galeecha cluster programme, the project coordinator of Jaipur Rugs Foundation & his team along with the other resource members visited the village and conducted motivation seminars and follow-up meetings in their village Pachpadi and selected Asha and Sita as potential artisans for group formation and the skill up-gradation training programme. With the continued support and guidance of the social worker of the cluster, both became active members of the SHG group "Mata Self Help Group." Regular meetings of the group raised the awareness level of the group on health, education and livelihood problems.

Both Asha & Sita, daughters of Kesri Devi, were selected in December 2008 to attend a one month duration skill up gradation carpet training conducted by Jaipur Rugs Foundation. They were trained in the color, design and the weaving techniques by Master Trainers. It raised their awareness about the quality of carpets woven.

The Cluster related interventions led to many positive impacts on the family of Kesri Devi. Due to the training, the quality of carpets woven by Sita and Asha improved which led to increase in their monthly income to Rs. 2500 on average. The raised income encouraged them to construct shed for the Carpet loom and sending the boys to the government schools. With the interventions of the social workers, books, uniform and school bag was also provide by the school. For the blind Kesri Devi, she was helped by the social workers to be availed of the Bus pass for free commuting on State Transport.



Programs & Activities

Programs

Health

Jaipur Rugs Foundation has recognized the importance of healthcare in the process of economic and social development. Effective healthcare is very much essential for rural population, especially the disadvantaged groups like women and children. Aiming financial assistance to the artisans to have access to the best healthcare facilities. JRF facilitated rural artisans in insuring their health & life under two different schemes of Government.

1. RAJIV GANDHI SHILPI SWASTHYA BIMA YOJANA :

This scheme covers four people in the artisan's Family: him/herself and three others (spouse, dependant parents, children, etc...).

Coverage: Expenses incurred by the artisans in course of medical treatment availed of in any hospital or nursing home within the country, subject to limits/sub-limits.

Benefits:

- Personal Accident: Up to Rs.1,00,000/-
- Death: Sum Assured: Rs.1,00,000/-
- Total and irrecoverable loss of any one limb by physical separation sum assured Rs.1,00,000/-
- Mediclaim: Annual Limit per family Rs. 15000/-
Limit per person Rs. 7500/-

2. JANSHREE BIMA YOJANA :

This schemes aims to provide life-insurance protection to rural and urban people both below the poverty line and marginally above the poverty line.

Benefits:

- Death (other than by accident) of the member: Rs.30,000
- Death/total permanent disability, due to accident: Rs.75,000
- Permanent partial disability, due to accident: Rs.37,500

Education

Adopting a holistic approach, education is a crucial component for human development. JRF has organized campaigns for creating awareness about education among rural weavers. During the motivational seminars conducted by JRF, education was an essential element of discussion and through this platform our team is motivating rural weavers and their children to participate in Pravesh Utsav, a program conducted by the Government Department during July in all government schools to enroll all eligible children in school.

For this purpose, JRF designed a series of skill-training programs:

- **Skill Up-gradation Training:** This program focuses on imparting carpet-weaving skills and technological up-gradation to the weavers. It aims at training them in design development and loom operation as well as enhancing the existing skill-sets of the weavers.
- **Skill & Design Development Training:** Under this programme, training is provided to those individuals who do not have experience in carpet-weaving.
- **Entrepreneur Skill-Training:** Under this program, specific tools and techniques are used to enhance the weavers' managerial skills.

These training programmes help to improve productivity and will result in an increase in earnings based on quality.

Responsible Tourism

JRF has opened up opportunities for travelers to share the experience of creating beautiful rugs with rural rug artisans in the small village of Narhet, Thanagazi District near Jaipur.

This initiative is meant to broaden not only the traveler's horizon for development but also the horizon of the local community at the village. Unlike existing mass tourism, which is often destructive to local communities, travelers' visits to this small village will make a significant contribution to the local community development.

For promoting our Responsible Tourism Initiative, we participated in the global-level networking platform, “The Great Indian Travel Bazar,” held in April 2009 in Jaipur. We also shared the platform of World Wide Networking through Internet in SATTE 2009, addressing the travel industry for six minutes on our ideas and initiatives for responsible tourism. During these events we received very appreciative and encouraging responses. Some of these responses are:



S.No.	Name	Organization\Country	Comments
1.	Rcnaik	Johannesberg, South Africa	Exploring & discovering the rural India is great the way you offer
2.	Gues Georoet	Paris, France	Wonderful initiative that ought to be encouraged
3.	Ashish Gupta	Travel to Care.com, Denmark	The finest model of CSR in India!
4.	B.M. Jha	Under Secretary, Tourism, Jharkhand	An excellent initiative. Look forward to visit. Please contact for rural tourism.

Child Labour

JRF is continuously making efforts to make whole carpet industry free of child labour. We ensure that our 40000 artisans and their families are aware of the importance of basic education and that their children are not forced to work. We encourage our weavers to provide proper care, nourishment and primary education to their children. In our efforts to ward off child labour, JRF has taken some of the following initiatives:

- Generating awareness amongst consumers to buy products that have not been produced through child labour
- Creating educational opportunities for child workers
- Motivating children to enroll and continue their basic education
- We are also committed to provide a sustainable livelihood to weavers so that they need not involve their children as a source of additional income





Women Empowerment



Since carpet-weaving is a home-based occupation, women are more likely to adopt it as a source of income as they need not move out of their homes and neglect their domestic work. JRF is currently working on the reflected model for women empowerment. We are trying to reduce the economic dependency of women and increase their economic value in society through self-employment. This will further result in their involvement in social and political decision-making in society.

Livelihood

This is one of the major areas of focus for JRF. Our team is making ground breaking attempts to identify rural artisans and weavers who have been exploited by contractors or are denied the enjoyment of normal rights because of their low economic and social status. After the identification of such artisans, we provide them a livelihood option i.e. carpet weaving. We ensure permanent job work and 100% buyback by direct market linkages, thus minimizing the weaver exploitation.

Capacity-building

Traditionally, middlemen have dealt with artisans. The middlemen install looms in artisans' houses for job work. The middlemen have links with many private companies, which give them orders for carpet production. The middlemen then give these orders to the artisans for carpet-weaving. When the finished product does not meet the quality standards of the private companies, the middlemen directly impose the deductions levied by private companies on the weavers, leaving them with inadequate incomes. The major reason behind this problem is that the weavers lack proper guidance and training. In order to prevent this exploitation, JRF has offered the weavers capacity-building opportunities.

Activities

Internal Training programmes organized in 2008-09 :

S.No.	Training Program	Trainer	Recipients	Month	Objective
1.	Training of First Aid	Red Cross Society	Office & Field Staff	February 2009	Provide emergency care for injuries & illnesses
2.	Soft skill-training		Office Staff	March 2009	Enhance employees' skills & performance
3.	Spandan- guest lecture on Human Values	G.P. Rao, Founder Member Spandan	Office & Field Staff	December 2008	Enhance the role of human values in organizational structures
4.	Training on environmental aspects	Mr. Neeraj Yadav, consultant	Office & Field Staff	January 2009	Effective utilization of natural resources
5.	Common Awareness Training Program	Mr. Anil Gupta, Manager, Training & Development	Office Staff	February 2009	Awareness about organization policy, norms, general issues
6.	Capacity Development	Mr. Anil Gupta, Manager, Training & Development	Office Staff	December 2008	Enhancing employees' skills & performance
7.	Personality Development Program	Mr. Anil Gupta, Manager, Training & Development	Office Staff	October 2008	Enhancing employees' skills & performance
8.	Basic Computer Training	IT Department	Field Staff	April 2008	Raise efficiency of staff
9.	Training on IT	IT Department	Office Staff	May 2008	Increase compatibility of staff with IT
10.	Motivational Seminars	Field Staff	Weavers	Regular basis during 2008-09	Create awareness among weavers about health & education issues

Workshops & Seminars Attended:

S.No.	Training/Seminars	Organizers	Month
1.	2nd National Summit on CSR 2008 "The New Business Model: Engaging Society, Enhancing Competitiveness"	CII	May 2008
2.	Best Practices on Training and Retraining	CII	May 2008
3.	Business Responsibility Summit "Death of CSR and Birth of Responsible Business"	AIMA	July 2008
4.	National Council on "Rural Business Hubs"	CII	July 2008
5.	"Innovation, Creativity and Empowerment	PHD	August 2008
6.	Health Insurance & Medical Care Summit	ASSOCHAM	August 2008
7.	Providing employability through skills Development	ASSOCHAM	September 2008
8.	New Approaches to Public Fundraising	PDI	November 2008
9.	Microfinance India Summit	Access Development	November 2008
10.	3rd Sustainability Summit: Asia 2008 Competitiveness Redefined	CII	December 2008
11.	Development Changes in current scenario	CII	February 2008
12.	Logical Framework Analysis	RMOL	March 2009
13.	Monitoring & Evaluation	RMOL	March 2009

Training Modules Developed

JRF has narrated its training programs conducted on paper and standardized them for further use and records. These modules contain basic texts, model forms, short handouts for workshops, and notes for trainers. Each module has a single topic with different documents in it for different purposes. The development of these modules has involved experts and professionals.



Projects

Ongoing Projects

1. Thanagazi Carpet Cluster Development

Introduction

District Industries Center, Alwar had identified and recommended the Thanagazi Tehsil as a carpet cluster due to its unique situations and conditions. The Office of Commissioner of Industries, Department of Industry invited proposals from NGOs for developing Thanagazi as a carpet cluster. JRF submitted a proposal for mobilization, capacity-building, hand-holding and marketing linkages. The proposal was approved in 2008 by the state-level Empowerment Committee for a project period of 3 years.

The Thanagazi Carpet Cluster Development Project is a joint development initiative between JRF and the Department of Industries, Government of Rajasthan. The project was initiated with the purpose to provide support for underprivileged members of society, facilitating their empowerment and improving their livelihoods through Skill and Design Trainings, Skill Up-gradation Trainings, group formations, and market linkages.

Geographical Area

Thanagazi is situated 125 KM far from Jaipur city nearby the Delhi-Jaipur highway. The status of infrastructure is good as roads, telephone and electricity are available. The percentage of rain during the rainy season is also good. Thanagazi is one of the poorest blocks in the Alwar District. The district is situated in the north-east of Rajasthan between 27° 4' and 28° 4' north latitudes and 76° 7' and 77° 3' east longitudes. Its greatest length from south to north is approximately 137 kilometers and its greatest breadth from east to west is approximately 110 kilometers.

NAME	T/R/U	TOTAL	MALE	FEMALE	SC(TOT)	SC(M)	SC(F)	ST(TOT)	ST(M)	ST(F)
Thanagazi	Total	189977	99870	90107	27465	14399	13066	36249	19226	17023
Thanagazi	Rural	189977	99870	90107	27465	14399	13066	36249	19226	17023
Thanagazi	Urban	0	0	0	0	0	0	0	0	0

Objective

- Mobilization of Artisans into Common Interests Groups
- Skill & Design Trainings to new artisans
- Skill Up-gradation Trainings to existing artisans
- Creation of Market Linkage System for asset/income generation
- Organization of the cluster into a federation
- Creation of sustainable brand-image
- Quality up-gradation and increased income for artisans

Key Facts

- Government of Rajasthan has sanctioned Rs. 317.46 lakhs, which is been segregated in a three years budget (i.e. Rs. 150.55, 140.44, 26.47 Lakhs for Ist, IInd, IIIrd year respectively).
- 16 lakhs received till date.
- Most of the artisans involved in this work are from ST/SC/OBC communities, whereby the percentage of SC is more than 50%.
- The project entails training of 3000 artisans and weavers in Thanagazi.
- Two types of training programs have been developed: Skill Up-gradation Training for 2000 existing artisans and Skill & Design Training for 1000 new artisans.

Approach



Mobilization

Jaipur Rugs Foundation is mobilizing artisans in carpet enterprise groups. Each group will collect savings per month and do inter-lending later. The group will meet once a month for progress sharing and future plans. This kind of activity creates togetherness amongst artisans. After a certain time period, all the groups will be part of an umbrella which can be registered as a producers' company.

Capacity Building

These groups are trained through a series of skill-training programs focused at imparting carpet-weaving skills and technological up-gradation. The programs aim to adequately train the weavers in design development and loom operation as well as enhance their existing skill sets.

Quality Control

An artisan's wage depends on the quality of his product, so a product with a lower quality will result in a lower wage. Artisans are not aware about the quality desired in the market; there is no proper system of quality checking and quality control. Artisans are also not oriented with self-checking, the advantages of quality management, and the losses due to quality ignorance. In order to mitigate this, we are suggesting cluster activity where every artisan is the owner of the cluster work. A monitoring team will be created through enterprise management training that will supervise and manage production quality in a systematic way.

Marketing Assistance & Ownership

JRF will be facilitating market linkages with the leading carpet export company, Jaipur Rugs Company. Once the earnings increase, the artisans will start to understand the idea of supply cluster and company structure creation. The base of the company will be an enterprise group governed by elected members and all members of the cluster will invest a share in the company. JRF will be responsible for building the capacity of the governing body. Registration of the company will be done during the course. The cluster will be managed by JRF initially, but the management will be transferred slowly to professionals appointed by the artisans or the artisans themselves.

Project Activities

As per the time line and activity chart submitted along with the proposal, the activities in progress under the project are as follows:

1. ARTISANS ASSISTANCE CENTER :

For better implementation of activity, an Artisans' Assistance Center was established in Thanagazi in April 2008, which comprised of basic and essential furniture along with one computer.

Staff appointed is as follows : 1 Project Coordinator, 4 Field Coordinators

Purpose

- Facilitate better coordination in all the cluster activity
- Facilitate office work, such as maintenance of records, report making, etc.
- Provide resource material for training
- Provide technical assistance
- Provide centralized monitoring

Address of office : Vishnu Accounts Home (opposite Shukla ITI College, Pratapgarh Road, Thanagazi)

2. CLUSTER DEVELOPMENT GROUP FORMATION

One of the crucial factors of cluster development is group formation. Groups are needed (a) to organize and guide the action, (b) to promote and encourage savings and investment, (c) to train members in necessary skills.

An extensive survey was conducted on the formation of groups in the area and 60 villages were identified. In the identified villages, we conducted a social skill-based survey using a structured schedule to gather the required preliminary information about the village, select areas for future intervention and determine prospects of the carpet-weaving culture in the identified villages.

The following information was collected through the social survey:

- Social status of the family
- Demographic structure of the area
- Economic status
- Information about profession/occupation
- Information about migration; and
- Lending structure

Motivational seminars, follow-up seminars and further group formation were also planned on the basis of this study.

Motivation Seminars

Motivation seminars help people interact with one another and prepare them to live in harmony during the training. The basic purpose of motivation seminars is to introduce, orient and inculcate enthusiasm in people about the project, JRF, the role of Industries Department as well as the benefits associated with carpet weaving. Other components of motivation seminars include connecting the participants with one another others in their community and creating awareness about their role as weavers. The outcome of these motivational sessions has been very positive and encouraging.

Facts & figures: No. of seminar conducted: 81
Team Hired: 1 external resource person & 4 assistants

Follow up seminars and meetings

Follow-up seminars were conducted to identify new artisans for groups and establish a stable connection with the target group. It includes various points of discussion such as:

- Source of income,
- Per day earning,
- Existing problems,
- Introduction about SHG
- Benefits of SHG
- Benefits of carpet weaving
- Awareness about health & education

A few facts: No. of seminars conducted : 221
No. of participants : 7116
No. of meetings in each village : 3 to 4

Group Formation

After conducting follow-up seminars, potential artisans who can be trained for carpet weaving were identified. Following up meetings were held with the potential artisans and issues below were discussed:

- Self-help groups
- Bank requirements
- Record maintenance
- Group norms
- Meeting attendance
- Location for loom installation
- Terms & conditions of the training
- Duration & timing of weaver training
- List of holidays

A few facts: No. of groups formed: 55 (with bank account)
Total No. of artisans covered: 770

Regular group meetings were organized and recorded by group members. Group norms are followed properly and, if required, a nominal penalty is charged. All the decisions are taken by groups.

Trainings

These groups are trained through a series of skill-training programs focused at imparting carpet weaving skills and technological up-gradation. The programs aim to train the weavers adequately in design development and loom operation as well as enhance the existing skill sets of the weavers. Trainings enhance production, improve productivity, and increase earnings based on quality.

As per the plan, two types of trainings were scheduled:

- Skill & Design Training for new artisans - 3 months
- Skill Up-gradation for existing artisans - 1 month

1. Skill up-gradation training

We conducted four Skill Up-gradation Trainings, successfully training 770 artisans (only after the approval of GM, DIC, Alwar, since this number is higher than the approved figures for the 1st year).

Villages covered under this training are as follows:

NAME OF VILLAGES	NO.OF ARTISANS
Thanagazi	12
Suratgarh	12
Kushalsingh ki Dhani (Badgujran)	56
Agar	32
Narhet	110
Bhangdoli	207
Narayanpur	29
Dehra	45
Ajabpur	52
Piplai	28
Garh bassi	140
Pachpadi	47
TOTAL	770

2. Skill and Design Training

Unfortunately, training for new artisans was not conducted because looms were not procured due to the tender process and fluctuating loom price. As a result, the purchase committee still has not fixed the price.

3. Marketing Assistance

Marketing assistance comprises of various components for promoting the Thanagazi cluster as a brand and assisting in market linkage.

For this purpose, the following efforts have been made:

- Participated in Cluster Creation 2009 (buyer-seller meet) in February 2009. It was a 5 day event.
- Made a documentary film with the help of professional filmmakers. This film is an informative promotional tool.
- In the process of developing website and preparing for a formal launching of the brand.
- Prepared various resource materials like brochure and pamphlets of international standards.
- Placed sign boards for the sake of marketing.

4. Looms

Looms for skill-training have not been procured so far because of delay in the constitution of the purchase committee. The first tender process was initiated for the heavy duty pipes and sleeper stands. Tender was opened and the rate was finalized in January 2009. After one month, the purchase committee meeting was scheduled, however, the price of the looms was not finalized and as a result the looms have not been purchased yet. After the finalization of the loom price, 75 looms will be purchased.

Outcomes

- Training provided to 770 artisans
- Earning capacity of trained artisans has increased from Rs. 40 to Rs. 100 per day
- Formation of 55 SHGs
- Established market linkages resulting in continuous job work & employment



2. Ambedkar Haastshilp Vikas Yojna (AHVY), Carpet-Weaving Cluster Development Project Proposal for Ratangarh, Churu

Introduction

Handicrafts are an integral part of many micro and small enterprises. They are different than the enterprises that use the brute labor force or machines. Handicraft-based enterprises need specially skilled artisans. This overview provides great insight into the development scenario of Ratangarh, Churu. The Office of Development Commissioner (Handicraft), Ministry of Textiles invited a proposal for a cluster development scheme that aimed to promote the sustainable development of a cluster of handicraft artisans with different implementing partners. JRF submitted such a proposal; the proposal was submitted for about 4000 artisans in Ratangarh District. JRF received approval in March 2009 to conduct a baseline survey of 500 artisans. After submission of report of survey, JRF will submit a proposed plan of further cluster development activities.

Geographical Coverage

Ratangarh is a town of the Churu district in Rajasthan, India. Ratangarh is famous for grand havelis with frescoes, a speciality of the Shekhawati region. Ratangarh is also famous for its handicraft work. It is located at 28.08° N 74.6° E. It has an average elevation of 312 meters (1023 feet). It is midway between Jaipur and Bikaner on National Highway 11. Ratangarh is situated in Thar Desert. According to the 2001 Census of India, Ratangarh has a population of 63,463 whereas the total population of the Churu district is 1,923,878. Thus, Ratangarh constitutes 3.29 percent of the total population of the Churu district. 51% of the population of Ratangarh is male and 49% of the population is female. Ratangarh has an average literacy rate of 63%, higher than the national average of 59.5%. Male literacy is 72% and female literacy is 53%. In Ratangarh, 17% of the population is under 6 years of age.

DISTRICT	AREA IN SQ KM	TOTAL NO. OF RURAL HOUSEHOLDS	MALE	FEMALE	LITERACY		BPL HOUSEHOLDS			
					PERSONS	RATE	SC	% TO TOTAL POPULATION	ST	% TO TOTAL POPULATION
Churu	16,830	2 90,619	987,781	936,097	1,028,880	66.81	407,207	21.17	1 0,063	0.52

Objective

- To promote carpet weaving as a sustainable livelihood and increase the earnings of artisans from Rs.40-50 to Rs.80-120 per day, thus relieving them from the severe exploitation of middlemen and agricultural landholders.
- To provide consistent employment and training programs to bring the targeted BPL/ SC / ST women and other underprivileged families above the poverty line.
- To create a self-sustainable and reliant production and marketing structure.

Key Facts

- Amount sanctioned till date Rs. 1,50,000 for the purpose of survey activities, artisan cards and SHG formation
- Amount released by Development Commissioner (Handicraft) is 75,000
- 40 SHGs to be formed, covering about 500 artisans
- Project will executed over a 5 year period

Activities Undertaken

1. DIAGNOSTIC SURVEY AND FORMULATION OF PROJECT PLAN & COMMUNITY EMPOWERMENT FOR THE MOBILIZATION OF ARTISANS INTO ENTERPRISE GROUPS

For better implementation of activity, an Artisans Assistance Center was established in Thanagazi in April 2008, which comprised of basic and essential furniture along with one computer.

- *Selection and Recruitment of the Project Team:* A team of professionals have been selected and recruited to lead the project. The main responsibilities of the team include mobilization of the local populace and selecting the potential beneficiaries to provide the training. The responsibility of the team also includes selection of the potential areas to initiate the project.
- *Training and Induction of the Selected Team:* The team has been provided with a formal training and inducted so that they may grow in a planned way and improve their efficiency. Additionally, the formal training and induction gives them a quick understanding of the overall project and its activities.
- *Rapid Assessment of the Village:* In order to enhance the villagers' confidence and participation of the project, this activity includes a rapport-building exercise with the villagers, interest generation, villager involvement, and a Participatory Rural Appraisal (PRA) exercise.
- *Village Meeting with the Potential Artisans:* After the rapport-building exercise, a formal village meeting is held with the villagers. This meeting helps to improve communication and increase interaction with the villagers.
- *Follow-Up Village Meeting:* After the village meeting, a follow-up meeting is held with the villagers so that the interested artisans can be associated with the carpet-weaving activity. This step ensures that only those who are truly passionate about carpet-weaving are associated with JRF.
- *Formation of Enterprise Group:* This step focuses on the formation of enterprise groups. Selected artisans and potential artisans will be grouped in carpet enterprise groups, which will serve as the units for skill-trainings as well as management group trainings.



2. ISSUE OF IDENTITY CARDS

About 334 artisan cards have been issued to artisans in order to give them an official identity in the carpet-weaving industry.

Outcomes

- Selection and deployment of team;
- Identification of 500 potential carpet weavers;
- Artisan cards issued to 334 artisans

Projects Completed

1. Rural Business Hubs on Carpets and Rugs

Introduction

Rural Business Hubs on Carpets and Rugs (RBH) is the flagship programme launched by the Ministry of Panchayati Raj, Government of India, with the objective of promoting rural development through public, private and panchayat partnerships. The partnership envisions involving local organizations, companies, NGOs and the government for local economic development through the identification of industrial clusters and the involvement of poor households in cluster development. A partnership was forged for initiating a carpet-weaving RBH between Jaipur Rugs Foundation and the Ministry of Panchayati Raj. The Ministry of Panchayati Raj provided the common platform for the carpet training and support through community mobilization and implementation while JRF has taken responsibility of providing the raw material, technical support, loom installation, trainers, and human resources for the smooth running of the project.

Geographical Area

S. NO.	STATE	DISTRICT	BLOCKS	VILLAGES
1.	West Bengal	24 South Paragana	1. Mandi Bazar 2. Mathurapur 3. Kulpi	1. Ghateshwar 2. Shankarpur 3. Kamarchalk
2.	Jharkhand	Deoghar	1. Deoghar 2. Devipur 3. Sarwa	1. Charki Pahadi 2. Mundamundi 3. Bhurkunda
3.	Uttar Pradesh	Sonabadra	1. Chopan	1. Nigai 2. Devatan 3. Kudwa

Objective

- To promote carpet-weaving as sustainable livelihood.
- To increase the earnings of the artisans.
- To generate self-employment among the landless agricultural laborers and the poor rural artisans.
- To control child labour.
- To provide consistent employment and training programs to help bring the targeted BPL / SC / ST women and other underprivileged families above the poverty line.

Key Facts

- Duration of carpet skill-training was 90 days involving 19-21 trainees in each village
- 188 artisans were trained in total
- Five-day production management training was conducted in all States
- Utilization certificate of all three RBHs has been submitted to the Ministry of Panchayati Raj
- Amount sanctioned for each RBH is Rs.9.1 Lakh
- Amount released for each RBH is Rs.6.82 Lakh

Activities Conducted During Implementation Process

- **Awareness Building and Mobilization:** With the support of local Panchayat bodies, including village headmen, Panchayat members and Sarpanch, livelihood options, employment opportunities and socio-economic improvements in the villages has been assured. Village meetings and awareness camps have stimulated awareness among the villagers. Information regarding carpet-weaving as a sustainable source of income has been given to the villagers. Villagers have shown in learning carpet-weaving and have requested for JRF to conduct their training program.
- **Selection of Artisans:** With the support of Panchayat/village leaders, 188 artisans were selected for skill up-gradation training. The main criteria for the selection of artisans were economic status of the villagers i.e., poor or marginal, and their interest in carpet-weaving. Preference was given to the SC, ST, minorities, and women groups.

Training Centers for Skill Development

Nine training centers have been setup in nine selected villages (one centre in each village) and three master trainers have been placed in each training centre.

Skill-Development Training

As per the plan of action, a skill-development training on carpet weaving was started and 20-22 artisans were trained from each centre. In total 188 artisans received training and 27 master trainers were involved in nine centers. The master trainers facilitated the training and enhanced the capability of the trainees. They have not only provided the technical input and know-how to the trainees, but they have also built awareness about how to live with a high quality of life.

Training Details

1. 24 South Paragana District, West Bengal

<i>1.1 West Bengal (24 South Pargana District) 90 Days Carpet Skill Training</i>			
BLOCK	MANDI BAZAR	MATHURAPUR	KULPI
Village	Ghateshwar	Shankarpur	Kamarchalk
No. Of Looms	6	6	6
No. Of Weaver	23	19	18
Trainer	1. Alpana Pramanik 2. Samirun Laskar 3. Mamoni Piyada	1. Firdousi Paik 2. Pravati Pramanik 3. Suffiya Laskar	1. Urmila Purkait 2. Bharati Naskar 3. Basudev Prasad
Starting Date	15.10.2008	01.11.2008	01.11.2008
Closing Date	31.01.2008	15.02.2009	15.02.2009
Present Status	Complete	Complete	Complete

<i>1.2 West Bengal (South -24 Pargana District) 5 days Production Management Training</i>			
BLOCK	MANDI BAZAR	MATHURAPUR	KULPI
Village	Ghateshwar	Shankarpur	Kamarchalk
No. Of Looms	6	6	6
No. Of Weaver	23	19	18
Trainer	1. Nanuram Ji Saini 2. Mahendra Ji Bind	1. Nanuram Ji Saini 2. Mahendra Ji Bind	1. Nanuram Ji Saini 2. Mahendra Ji Bind
Starting Date	25.02.2009	07.03.2009	02.03.2009
Closing Date	01.03.2009	11.03.2009	06.03.2009
Present Status	Complete	Complete	Complete

2. Deoghar District, Jharkhand

<i>2.1 Jharkhand (Deoghar District) 90 Days Carpet skill Training</i>			
BLOCK	DEOGHAR	DEVIPUR	SARWA
Village	Charki Pahadi	Mundamundi	Bhurkunda
No. Of Looms	6	6	6
No. Of Weaver	22	24	22
Trainer	1. Naim Ahamad 2. Kanchan Turi 3. Imran Ansari	1. Gendo Kol 2. Amzad Ali 3. Habib Ansari	1. Bhero Kol 2. Jabbar Ansari 2. Sitaram Kol
Starting Date	15.10.2008	13.09.2008	13.09.2008
Closing Date	31.01.2009	31.12.2008	31.12.2008
Present Status	Complete	Complete	Complete

<i>2.2 Jharkhand (Deoghar District) 5 Day Production Management Training</i>			
BLOCK	DEOGHAR	DEVIPUR	SARWA
Village	Charki Pahadi	Mundamundi	Bhurkunda
No. Of Looms	6	6	6
No. Of Weaver	18	24	22
Trainer	1. Nanu Ram Ji Saini 2. Gopal Ji Mandal	1. Nanu Ram Ji Saini 2. Gopal Ji Mandal	1. Nanu Ram Ji Saini 2. Gopal Ji Mandal
Starting Date	07.02.2009	28.01.2009	02.02.2009
Closing Date	11.02.2009	01.02.2009	06.02.2009
Present Status	Complete	Complete	Complete

3. Sonabhadra District, Uttar Pradesh

3.1 Uttar Pradesh (Sonabhadra District) 90 Days Carpet Skill Training

BLOCK	CHOPAN	CHOPAN	CHOPAN
Village	Nigai	Devatan	Kudwa
No. Of Looms	6	6	6
No. Of Weaver	21	21	18
Trainer	1. Rajkumar 2. Ruknudin 3. Salahudin	1. Sakeer Ali 2. Rahat Ali 3. Mohd. Sharif	1. Garibudin 2. Ajaj Ahamad 3. Shamsad
Starting Date	15.10.2008	15.10.2008	15.10.2008
Closing Date	31.01.2009	31.01.2009	31.01.2009
Present Status	Complete	Complete	Complete

3.2 Uttar Pradesh (Sonabhadra District) 5 Days Production Management Training

BLOCK	CHOPAN	CHOPAN	CHOPAN
Village	Nigai	Devatan	Kudwa
No. Of Looms	6	6	6
No. Of Weaver	18	20	18
Trainer	1. Mahendra Ji Bind 2. Chandra Prakash	1. Mahendra Ji Bind 2. Chandra Prakash	1. Mahendra Ji Bind 2. Chandra Prakash
Starting Date	13.02.2009	08.02.2009	18.02.2009
Closing Date	17.02.2009	12.02.2009	22.02.2009
Present Status	Complete	Complete	Complete

Monitoring and Follow-up of trainings

Regular monitoring and follow-up of the project were conducted by the concerned staff members of JRF. The trainers and artisans were given weekly feedback on their product quality. Additionally, Panchayat representative/village headman/ Gram Pradhan were always kept informed about the progress of the project. They were invited to visit the centre and to build enthusiasm among the artisans. With the training program having been completed, JRF is facilitating market linkages for buying back the semi-finished products. Artisans are getting regular work, carpet orders, and timely payment. As per the knotting speed and production rate of the artisans, they are earning 80- 100 Rs per day approximately.

Outcomes

- 188 skill up- graded artisans are now directly linked with the market
- Artisans earning Rs.80- 100 approx. per day from guaranteed jobs
- Artisans getting continuous and year-long employment
- Sustainable business model is now fully implemented in project area.

2.National Research Development Corporation (NRDC)

Computer-Aided Carpet Design Awareness Programme in Jaluki, Nagaland

Introduction

The Computer-Aided Carpet Design Awareness Programme was conducted in Jaluki, Nagaland. The programme was completed in 60 days, during which 10 women artisans were trained on computer-aided carpet designs, colors and textures with the help of a design professional. NRDC provided financial assistance for the project while JRF implemented the project.

Objective

- To promote carpet-weaving as sustainable livelihood.
- To increase the earnings of the artisans.
- To generate self-employment among the landless agricultural laborers and the poor rural artisans.
- To control child labour.
- To provide consistent employment and training programs to help bring the targeted BPL/ SC / ST women and other underprivileged families around the poverty line.

Key Facts

- Understanding different carpet designs and textures: After the training programme, the trainees were able to understand the designs of carpets that are in demanded, globally.
- Quality Production: The knowledge of designs and colors will help in the production of quality carpets as the wastage will be reduced to a great extent as the identification of colors and designs will be very easy.
- Ability to color the map: Coloring the map is a very essential component and the trainees have become proficient in it.
- Productivity improved/increased: As their knowledge about the design enhanced productivity improved

Design Development Training

As per the plan of action, the training started on 17th January, 2009 in Jaluki. Training was initiated at the training centre provided by the Jaluki Town Council. One design professional was present for the entire 60 days and led the design training for the 10 trainees. Since it was realized during the training period that an on-the-job training would be necessary, the NRDC and JRF restructured the program, dividing it into two phases: 45 days in Jaluki and 15 days training in design department of JRCPL in Jaipur.



Both training modules are given below:

TRAINING PROGRAMME IN JALUKI	NO. OF Days (45)
Awareness about different textures	2 Days
Copying the designs in software	10 Days
Training about new development sketching and fanda copy	8 Days
Training on colour copy and practice	7 Days
Tools and techniques for re-sizing	7 Days
Paintings on handmade design	5 Days
Colour combinations & new designs	6 Days

TRAINING PROGRAMME IN JAIPUR	NO. OF DAYS (15)
Visit of the Organization & Design Department (Various Section such as library)	1 Days
Visit to the washing centre, drying centre and CFC centre	1 Days
Tools and techniques for re-sizing	3 Days
Practicing on computers (with software)	3 Days
Paintings on handmade design	3 Days
Colour combinations & new designs	3 Days
Workshop by design professionals (from Delhi)	1 Days

Areas covered during training:

- Awareness about types of design
- Designing according to quality
- Color awareness
- Matching different color combinations
- Effect of colors & design on carpet
- Effects of colors in design & textures
- Practical experience of coloring on graph paper as well as on computer.

Role of the Design Professional:

The design professional evaluated the trainees' performance at each stage by observing each trainee individually and then assessing his/her performance. Corrective actions and advice were also given wherever required.

Monitoring and Follow-Up of Trainings:

Regular monitoring and follow-up of the programme was conducted by the concerned staff members of JRF. The design professional and trainees were responsible for providing weekly feedback on production quality.

Outcome

- 10 women artisans have developed an understanding of carpet design & color.
- After the training, the women have shown their potential in design development.
- Productivity has improved, resulting into increased earnings.



GANH KAMEI

A SUCCESS STORY FROM JALUKI TOWN COUNCIL NAGALAND

"All of us are born for a reason, but all of us don't discover why. Success in life has little to do with what you gain in life or accomplish for yourself. It's more what you do for others."

Ganh is a 23 year old woman who hails from Jaluki, Nagaland. She lives with her parents and three siblings. Being the eldest daughter in the family she left studies at a very early age and took the responsibilities of the family on her shoulders. She not only wanted to take care of her family but also had a desire to work for the upliftment of the society. To accomplish this task she worked as a teacher in a Government school for two years under 'Sarva Shiksha Abhiyan'.

She got associated with Jaipur Rugs Foundation on 2nd October, 2007. As a weaver she was completely dedicated towards her work. Jaipur Rugs Foundation identified her passion and selected her for the 'Design and Development Programme'. The training touched many aspects apart from carpet weaving and gave her the holistic view of the carpet industry.

Today, she is working as the Branch Manager of the Jaluki branch. She handles the inventory, production and is also actively involved in the mobilization process. With a vision of becoming a successful business woman she is focusing on innovating new designs and colors. Her efforts made carpets gain popularity in terms of its beauty. Hand knotted carpets should not be considered as a commodity but as a piece of art and means of livelihood for remotely located economically weaker sections of the society.

3.Short Term Skill Training Programme for Carpet-Finishers

Rajasthan Mission of Livelihood (RMOL)

Introduction

A short-term skill training programme for carpet-finishers was conducted at Amber, Jaipur District. RMOL has provided financial assistance for training-related expenses of the programme as per the duration. Additional costs were covered by JRF.

This project aims at providing sustainable income to the youth, particularly women slum-dwellers, through carpet-finishing training, capacity-building and employment as carpet finishers. It will generate employment in this export-oriented non-farm sector.

Geographical Coverage

Amber is 11 kilometers from Jaipur. Originally, it was a city of Rajasthan State, India, but currently it is part of the Jaipur Municipal Corporation.

Objective

- Sustainable & continuous income to the urban slum, particularly women
- Skill-development of trainees in carpet-finishing
- Employment generation

Key Facts

- Duration of training: 01/01/09 to 05/02/09
The training programme reached 50 youth
- Training was conducted in two batches with 25 participants in each batch
Amount sanctioned by RMOL was Rs. 90,180
- Amount released by RMOL to date is Rs. 54,108

Activities Conducted During Implementation Process

1. Identification and Selection of Trainees

JRF has organized a survey of nine slum areas located in Sanganer in Jaipur and identified 50 potential women trainees.

2. Skill-Training of Artisans (25 trainees per batch)

With the help of the specialized master trainers, JRF led the potential trainees in a structured training that familiarized them with the carpet-finishing process, important tools, and types of carpets.

3. Continuous Job Work

JRF is providing regular job work from JRCPL after completion of the skill-training.

Outcome

- A cluster of skillful carpet-finishing workers was created in the specified areas.
- Skilled-workers receive continuous work throughout the year.
- After training, the average earning of the skilled carpet-finisher is between Rs. 100-130 per day.

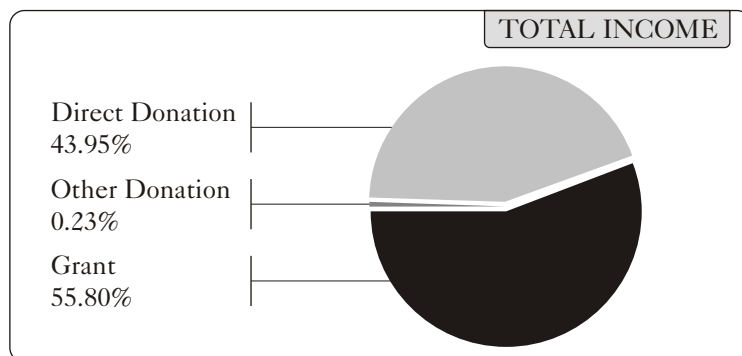
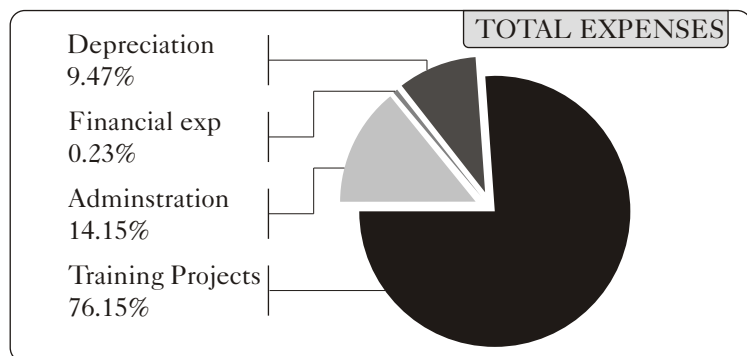
Financials

BALANCE SHEET : LIABILITIES AND ASSETS (AS ON 31st MARCH 2009)

<i>LIABILITIES</i>	<i>DETAILS</i>	<i>AMOUNT</i>	<i>ASSETS</i>	<i>DETAILS</i>	<i>AMOUNT</i>
Corpus Fund		702197	Fixed Assets		5635782
Capital Fund		5635782			
General Fund		2172266	CURRENT ASSETS		
Unspent Project Balances		329648	Cash & Bank Balance	1293089	
CURRENT LIABILITIES			Other Current Assets	13547	
Creditors For Capital Goods	7769		Receivable Project Balances	1962324	3268960
Creditors For Expenses	57080	64849			
		8904742	8904742		

INCOME AND EXPENDITURE A/C FOR THE YEAR ENDED 31st MARCH 2009

<i>APPLICATION</i>	<i>AMOUNT</i>	<i>INCOME</i>	<i>AMOUNT</i>
TRAINING PROJECTS		Direct Donation	5103000
Trainees Stipend	346160	Project balance to the extent available sanction	6479723
Master / Weaver Remuneration	1504440		
Training Equipment charges	278539	Other Income	27750
Skill Upgradation and Seminar Expenses	1712154		
Miscellaneous	3239294	7080587	
ADMINISTRATION / OPERATIONAL EXPENSES	1314648		
FINANCIAL EXPENSES	21711		
DEPRECIATION	881069		
EXCESS OF INCOME OVER EXPENDITURE	2312458		
TOTAL	11610473	TOTAL	11610473





Recognition

Visitors during this Financial Year

We would like to express our thanks to all the experts who helped with our unique social business model. We are glad to have their suggestions and we are continuously making efforts to use their advice in a productive manner. Their appreciation and interest continue to encourage us.

S.No.	Name	Organization
1.	Mr. Prem Subramanyam	Infrastructure Development Finance Corporation
2.	Mr. Amulya Kumar Mohanty	Associate Vice President, Access Development Service Bhubaneswar
3.	Mr. Sanjay P. Joshi	Project Coordinator, Access Development Service, Jaipur
4.	Mr. Rajesh Jain	Associate Vice President, Access Development Service, Jaipur
5.	Prof. Rathod	Indian Institute of Rural Management, Jaipur
6.	50 International Delegates in 2 batches	Entrepreneurship Development Institute, Ahmedabad
7.	Prof. H.K.Mishra	Institute of Rural Management, Anand (IRMA)
8.	Prof. B.N. Hiremath	Institute of Rural Management, Anand (IRMA)
9.	Ms. Suchi Sharma	GM, SC/ ST Finance & Development Corporation
10.	Delegates from Bangladesh	Representative of 3 NGO's of Bangladesh
11.	28 Delegates	International Finance Corporation
12.	Dr. Suresh Sharma	Associate Dean, The Livelihood School, Indore
13.	Dr. Radha Thakur	Faculty Associate, The Livelihood School, Indore
14.	Mr. Vikas Chaudhary	Director, International Economic Development Centre for High Impact Philanthropy, University of Pennsylvania, Philadelphia.
15.	Dr. Subhash Dutta	Director, Jaipuria Institute of Management, Jaipur
16.	Justice Vinod Shanjar Dave	Retired Justice, High Court, Rajasthan
17.	Ms. Aparna Sahay	Financial Advisor, RIICO, Jaipur
18.	Mr. Avinash Kaushik	GM, DIC, Alwar
19.	Mr. R. K. Meena	GM, DIC, Alwar
20.	Mr. Prasanna Srinivasan	Senior Vice President, IL&FS
21.	Mr. P.K. Jha	Assistant General Manager, Nabard, Jaipur
22.	Mr. Puneet Raman	India Representative, Pum, Netherlands
23.	Mr. Govind Dash	Secretary, Gram-Utthan, Orissa
24.	Ms. Malvika Pawar,	Principal Secretary, Department of Social justice & Empowerment
25.	Mr. Vivek Agarwal	Managing Trustee, Centre for Development Communication

Comments & Appreciation

*“I found best interventions translated into best practices. Congratulations!
You have a marvelously rewarding journey ahead. Keep it up!!”*

*Ms. Aparna Sahay
Financial Advisor, RHICO, Jaipur*



*“It was fascinating to see the entire process of the carpet industry being
modernized with the participation of workers at the grassroots level.
I congratulate you for the innovative ideas being produced & implemented. Keep it up!!”*

*Justice V.S. Dave
Retired Justice High Court, Rajasthan*



*“The sensitivity about the livelihoods of poor weavers would prove great;
the initiatives have the potential to be a model and milestone in the direction of livelihood promotion”*

*Dr. Suresh Sharma
Associate Dean, The Livelihood School, Basix*



“What an inspirational model of entrepreneurship, product design etc. our best wishes!”

*Ms. Malvika Pawar
Principal Secretary, Department of social justice & empowerment, Rajasthan*



*“It is a wonderful & down-to-earth approach towards a great artistic entrepreneurship.
My best wishes!”*

*Ms. Suchi Sharma
GM, SC/ST Finance & Development Corporation, Jaipur*

Affiliation

- ASSOCHAM
- Confederation of NGO's of Rural India (CNRI)
- PHD Chamber of Commerce & Industry
- MoU with Institute of Rural Management Anand (IRMA)
- MoU with Jaipuria Institute of Management, Jaipur

Becoming a Source of Inspiration for Others

- Mr. N.K. Chaudhary was invited by Doordarshan for an interview in a show named CHAUPAL to share views on women empowerment through carpet-weaving in 2009.
- Mr. N.K. Chaudhary delivered a lecture on “An Innovative Business Model for Sustainable Development” at J.K Business School, Gurgaon in March 2009.
- IRMA is conducting a case study, “The Use of ICT in Sustainable Livelihood through Carpet-Weaving,” on the Jaipur Rugs Model.
- Management Guru, C.K. Prahalad, has conducted a case study on JRCPL which will be published in the revised edition of “The Fortune at the Bottom of the Pyramid”
- Mr. N.K. Chaudhary was invited as a guest faculty by the Ross School of Business, University of Michigan for a class led by Prof. C.K. Prahalad in November 2008.
- Mr. N.K. Chaudhary was invited by the Wharton School of Business as a speaker for the 16th Annual Net Impact Conference in November, 2008.
- A PennSem intern, Coryell Stout, from the Wharton School of Business is conducting research on our model.
- Renowned audio visual and print media persons are regularly interviewing our Founder Chairman.