

Jaipur Rugs Foundation

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J A I P U R

EACH ARTISAN. AN ENTREPRENEUR.

ANNUAL REPORT

2 0 1 0

CARPETS: AN ART FOR SURVIVAL

With humble tools, a myriad patterns are created. For instance, consider the roller-beam loom, two horizontal beams with the warp threads held in between. The carpet rolls to the back of this loom as the knots are made and secured by the weft.

It's manual work - done with fingers, a knife for cutting the thread, a comb and a pair of scissors. The years of practice inevitably show through in a true hand-crafted masterpiece which literally bears the individual stamp of the skilled craftsmen whose labour and artistry have produced it. These products are worthy of becoming heirlooms to be passed on in the families of customers, and indeed the art of weaving them tends to get passed on as a tradition across generations in the artisans' families.

JRF has undertaken the challenge to bring in needy persons of varied occupational backgrounds into the value chain. It organizes focused and systematic training to help them get started in the trade, and helps them to not only eke out their livelihood, but steadily improve their quality of life in key aspects like health, leisure, education, and social participation.

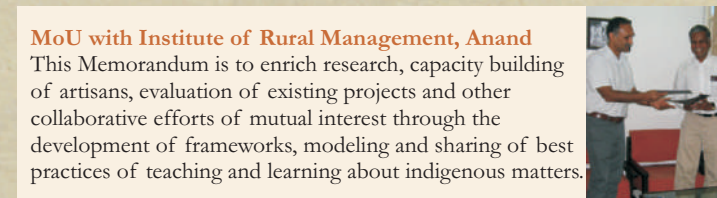
It channelizes their energy to become productive participants in the global supply chain. JRF serves as the bridge between the strengthened communities of artisans, and the admirers of the art worldwide.

Recent Highlights



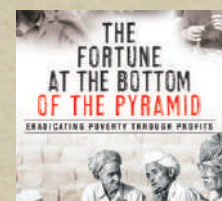
Blood Donation Camp

JRF organized Blood Donation Camps in the JRF campus and in the villages of Alwar district in collaboration with Santokba Durlabhji Memorial Hospital. The initiative saw a lot of young enthusiasts donating their blood for a cause.



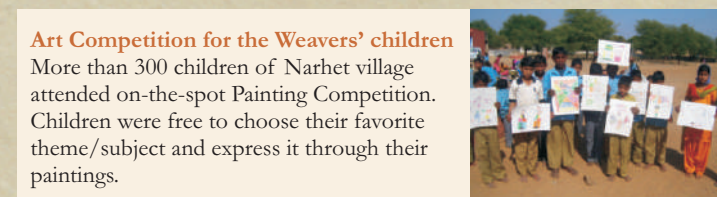
MoU with Institute of Rural Management, Anand

This Memorandum is to enrich research, capacity building of artisans, evaluation of existing projects and other collaborative efforts of mutual interest through the development of frameworks, modeling and sharing of best practices of teaching and learning about indigenous matters.



Management Guru C.K. Prahalad discusses

'Creative Capitalism' and JRF through his best-selling book "Fortune at the bottom of the Pyramid", Prof C.K Prahalad talks of the initiatives taken to weave rural people from the remotest parts of India into the global supply chain of carpets, thereby benefitting all.



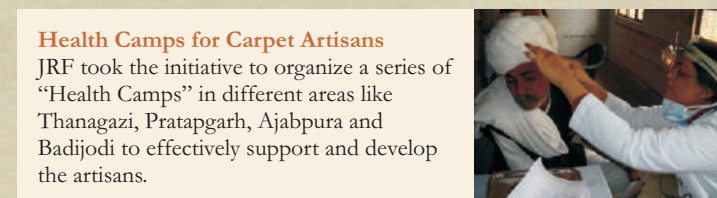
Art Competition for the Weavers' children

More than 300 children of Narhet village attended on-the-spot Painting Competition. Children were free to choose their favorite theme/subject and express it through their paintings.



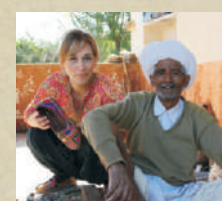
JRF reaches Nagaland

A total of 24 Naga women were trained in Computer-aided Designing (CAD) for making carpet designs. The initiative was started to save the traditional designs of Naga people and spread these designs across the world.



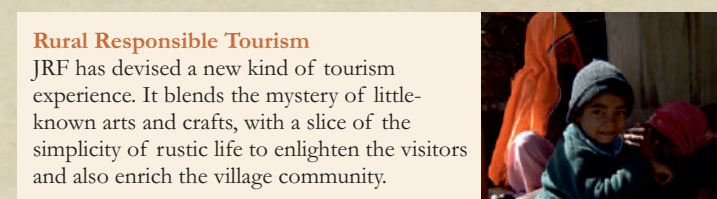
Health Camps for Carpet Artisans

JRF took the initiative to organize a series of "Health Camps" in different areas like Thanagazi, Pratapgarh, Ajabpura and Badijodi to effectively support and develop the artisans.



Exposure visit for the Carpet Artisans

JRF facilitated several exposure visits ranging from 7 to 30 days. The groups also had opportunities to interact with the international clients which helped them understand the requirements for meeting international standards.



Rural Responsible Tourism

JRF has devised a new kind of tourism experience. It blends the mystery of little-known arts and crafts, with a slice of the simplicity of rustic life to enlighten the visitors and also enrich the village community.

J A I P U R

EACH ARTISAN. AN ENTREPRENEUR.

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Chairman's Message

"We place on record our sincere gratitude for all the goodwill and support we continue to receive from all of our stake holders and friends, who share Jaipur Rugs Foundation's (JRF) vision. We will continue to strive for the upliftment of poor rural artisans. Our endeavour is for the all-round betterment of various aspects of their life."



To all of our stakeholders and friends who share Jaipur Rugs Foundation's (JRF) vision for the future, we offer our heartfelt gratitude. With your guidance and support, JRF is progressing every single day. We started our journey with a dream to uplift underprivileged rural artisans. Till date, we have encompassed various segments in this aspect. We are driven by the zeal of making rural lives different and worth living.

JRF is empowering and enhancing the skills of entrepreneurship among rural artisans, especially women. It believes that they can establish themselves and can contribute a lot to this industry. JRF connects artisans with the end-users by bridging the gap between them. Our team is striving to train the rural artisans to become self-sufficient so that they can enjoy full freedom in their lives.

Our achievements are mainly in delivering the support to local artisans' needs and creating an enabling environment that assists them in making a start. Our project for funding

titled, 'Connecting to Opportunity' is with a view to aid many deprived areas with exciting new developments.

Some facts that illustrate this :

Scores of beneficiaries have been provided with skill building training and skill upgradation training.

With a holistic approach in JRF's initiatives, this connection satisfactorily "inspired artisans" to preserve the dying art.

On the financial resources front, the available funding was evidently managed well. Accounts show that the funds were prudently used in setting up the programs and to deliver support and assistance to local artisan communities in our target areas.

A responsible tourism project has been admirably implemented in Thanagazi (a Tehsil in the Alwar district of Rajasthan) carpet cluster for people to start their own real-life business.

Concentrating on what is to be delivered to local people and artisans, we have always kept their concerns prioritized while devising, planning and implementing any program. We look forward to the day when carpet artisans transform from being labourers to reach a stage of starting their own businesses. The artisans, mostly women, can bring success to their undertaking and return to the program in our

mentoring scheme, to help more like themselves.

FICCI and YES Foundation recognized our initiatives at the end of a very busy year. They recognized the true achievements delivered for local people with sound foundations of regeneration. By making real, sustainable, long-term changes in the areas of operations, we confidently expect to step up the pace in 2010-11.

Till the end of the financial year 2009 we have touched the lives of 40,000 artisans, across ten states of India. More than 95% of artisans are from SC\ST\OBC classes, where 60% are women. These artisans are associated with us as major stakeholders.

Warm Regards,

Nand Kishore Chaudhary
Chairman,
JRF

Words of the CEO

"Our holistic approach to development comprises the extension of over a dozen community support services. They run parallel and give a boost to the livelihood creation activities."



It's been a year of achievements for us at Jaipur Rugs Foundation. The organization has found a new momentum through various new initiatives, scaling up the existing operations to newer areas, both functionally and geographically. Along with inter-institutional linkages, this was the time when we strengthened the internal capabilities as well. With these, I am pleased to report that we are able to reach out and extend hand-holding to many underprivileged artisans to transform them into entrepreneurs. The recognition and appreciation we received from across the globe for our initiatives and approach, serve as testimonies.

After the slump, there has been a revived interest in the carpet industry and the handicraft sector at large. We were able to create more employment opportunities for poor artisans in carpet value chain. Our help lets artisans earn higher income resulting in increased cash in hand. Our intentions are to explore and venture into other activities that support the well being of carpet artisans.

We also plan to expand our operations to geographical areas such as the poverty struck Orissa and the remote northeastern areas. We are working to extend our operations into these regions along with the respective state governments and other agencies.

One of our new initiatives is Responsible Rural Tourism in partnership with a leading tourism group in the country. This is a pilot project launched in Narhet, a village in Alwar district of Rajasthan. Hopefully, this initiative would create tremendous business for the local residents.

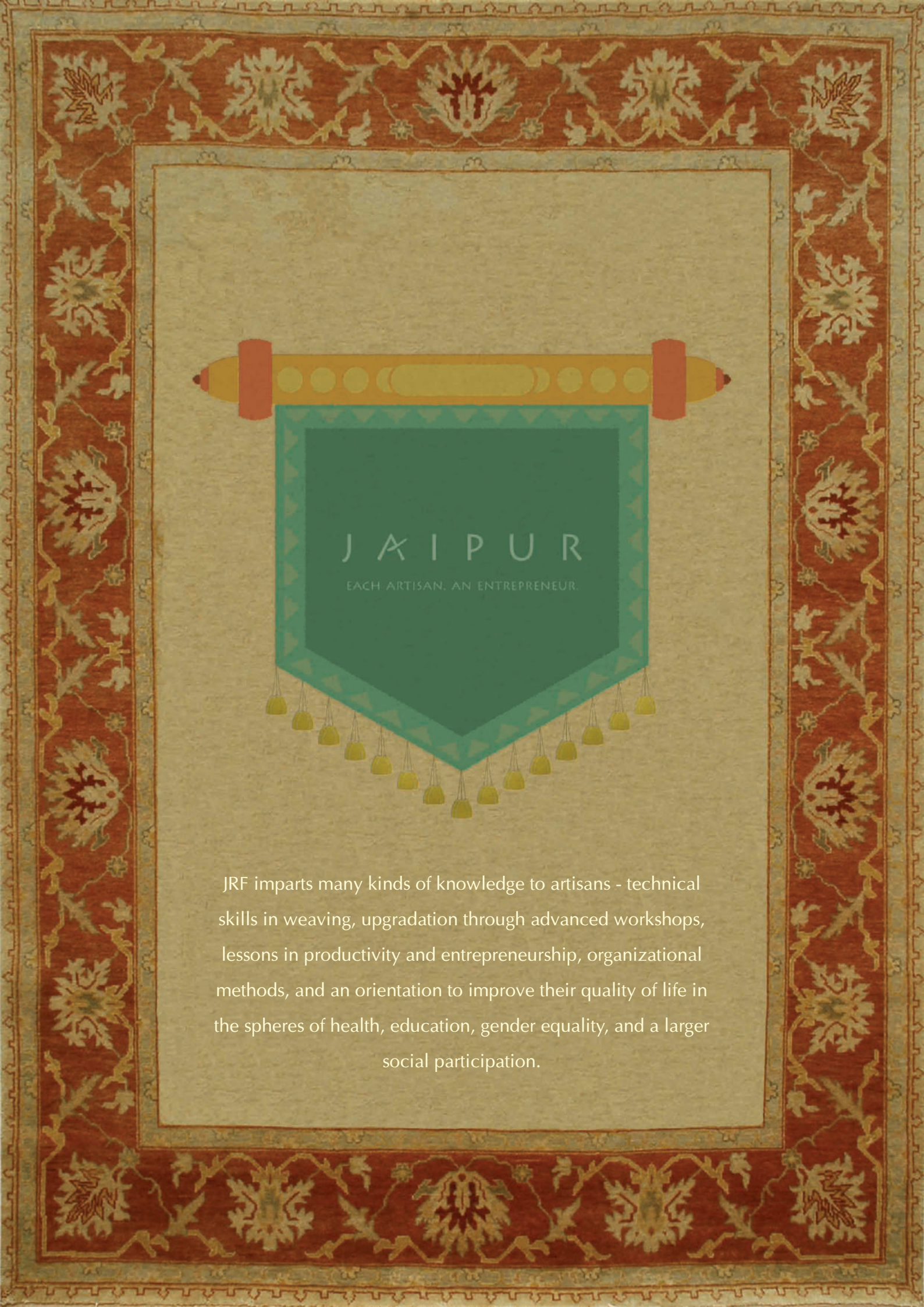
Thanagazi cluster is emerging as a real hub of capacitating activities. We envision creating producer companies of artisans by setting up village factories and transferring the ownership to the artisans, thereby empowering them to become entrepreneurs. After the successful completion of this pilot project, we intend to scale it up across India.

We are already very close to this goal and quite confident that the MoU signed with the academic institutions such as IRMA could lead us to the right path.

With this note, I would like to present before you the annual report of Jaipur Rugs Foundation.

Vinod Kaushik
CEO, JRF





JRF imparts many kinds of knowledge to artisans - technical skills in weaving, upgradation through advanced workshops, lessons in productivity and entrepreneurship, organizational methods, and an orientation to improve their quality of life in the spheres of health, education, gender equality, and a larger social participation.



Weaving a network of Social Enterprise

Its process transforms all artisans associated with it into entrepreneurs in their own right.



Jaipur Rug Foundation was established by Mr. N.K. Chaudhary in the year 2004 and registered in 2005. Mr. Chaudhary, a veteran in the carpet industry, launched JRF with the purpose of organizing the artisans, helping them earn a better living through carpet manufacturing, thereby progressing to a dignified life with empowerment and integrated development.

JRF is a voluntary, not for profit organization registered under the Public Trust Act, 1956. It works for generating employment, increasing employability and developing entrepreneurship among all sections of the Indian Society including tribal, SC/ST, BPL and other backward communities. It applies the ideas of cluster development, skill upgradation, design inputs, and market linkages for achieving the above stated objectives. JRF renders technical support including provision and ownership of handlooms, and establishment of rural business hubs for the Carpet artisans.

Vision

"To create a society where equality, justice and peace prevails through equal employment opportunities that further yields in socio-economic development."

Mission

"Empower, enhance and develop the underprivileged, poverty struck families and communities such that they establish themselves as entrepreneurs through sustainable business hubs."

Carpet weaving is one of the oldest industries in India employing around 2.5 million artisans. Most of the production takes place in rural areas. Carpet manufacturing has over 50 processes, 22 before carpet weaving and more than 28 post weaving. It holds a huge potential for employment generation for the unemployed rural people, mainly the women. There is no negative environmental impact. It creates social capital, promotes inclusive growth, and helps in poverty reduction. Here at JRF, we treat artisans as part of our extended family, and believe in bypassing any intermediaries and ensuring maximum remuneration to the artisans.

JRF was established with the primary objective of promoting and encouraging carpet manufacturers in the areas where agricultural activities are not viable. It provides efficient training, income enhancement opportunities, and other support services to carpet artisans. JRF believes that it has a replicable and scalable model for poverty reduction. Hence, it is expanding very fast to reach out to more and more number of artisans in the rural areas.



Our Objectives

"The main focus of JRF's activities is to create sustainable livelihood for the artisans". This is achieved through the following means:

- Explore ways to enhance returns to artisans in line with the market conditions
- Promote collective enterprises of artisans for their well being
- Build "prototypes" to showcase successful collective enterprises in the carpet value chain
- Establish benchmarks for collective enterprises
- Establish ergonomically designed equipments and improved working conditions for artisans
- Network and integrate government, business and civil society with the artisans
- Promote a forum for artisans to champion their cause

Additionally, JRF seeks social empowerment for these communities through convergence with other likeminded organizations and establishing linkages of its communities with government schemes and other developmental programs.

JRF's Social Enterprise approach has already provided an assured source of living to more than 40,000 artisans. Further, it aims to include in its fold, almost 60,000 artisans accumulating more than half a million beneficiaries within the next few years.



JRF Countrywide

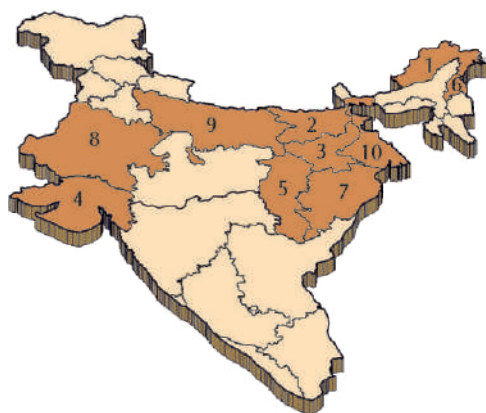
“There are two ways of spreading light - to be the candle or the mirror that reflects it.”

JRF works in the most difficult locations and with the most impoverished artisan communities whose daily income may be even less than a dollar JRF's interventions enable these communities to earn at least \$ 3-5 per day.

Living mostly in rural areas, they are exploited by petty contractors and have inadequate skills. JRF guides artisans to organize them into grassroots collectives. Currently, JRF has its presence in more than 800 villages across ten states in India. It has begun exploring new areas to initiate future action.

Presently, the ten states are in :

1. Arunachal Pradesh
2. Bihar
3. Chhattisgarh
4. Gujarat
5. Jharkhand
6. Nagaland
7. Orissa
8. Rajasthan
9. Uttar Pradesh
10. West Bengal



Integrated Development

An approach that creates dignity for the producer and quality for the purchaser.

“JRF's philosophy is to work with rural people because it acknowledges their potential and their desire for contributing towards individual and societal growth”.

This presents the approach to measure the individual and societal well-being.

Learning	Work	Housing	Family Life
Financial Security	Well-being		Social Participation
Environment	Security	Health	Leisure

JRF works on the “Extended Family Concept” in which the artisans are not looked upon as mere labourers. Each

and every artisan who is associated with it is considered a family member and hence given equal importance. This also provides the sense of dignity, boosts morale and increases productivity of the artisans which in turn brings prosperity in their lives, and of course to the larger Family. Additionally, JRF seeks social empowerment for these communities through convergence, integration with government schemes and dove tailing with other development programs and establishing linkages with other likeminded organizations. Its core belief is to bridge the gap between carpet artisans

Community Mobilisation & Group Formation

Skill Building & Upgradation

Certification of Trained Artisans

Employment Generation

Facilitate Linkages

and the admirers of this great art. Rather than taking the conventional problem-solving approach, JRF has adopted the appreciative inquiry approach wherein it focuses on the

strengths of the communities. JRF's team strives to train the rural people to

Management & Governance

Individually, we are one drop.
Together, we are an ocean.

The JRF Team

Jaipur Rugs Foundation has a well laid out governance structure. There is a Board of Trustees which comprises people with decades of experience in industry, and dedication towards the deprived sections of society. This year the Board met five times. The minutes of meetings are documented and circulated. There is an advisory board comprising eminent personalities from different walks of life. These two Boards are complemented by an Executive Committee which oversees the day-to-day activities of the organization.



Management Team

JRF has put together a highly professional management team of individuals with clearly marked key responsibility areas. Between them, they have a vast repertoire of knowledge and experience that they bring to their respective tasks. The team is a right mix of experience and youth. The advisory and consultation team of the Foundation consists of eminent personalities whose talents and accomplishments contribute to its strength.



List of Trustees

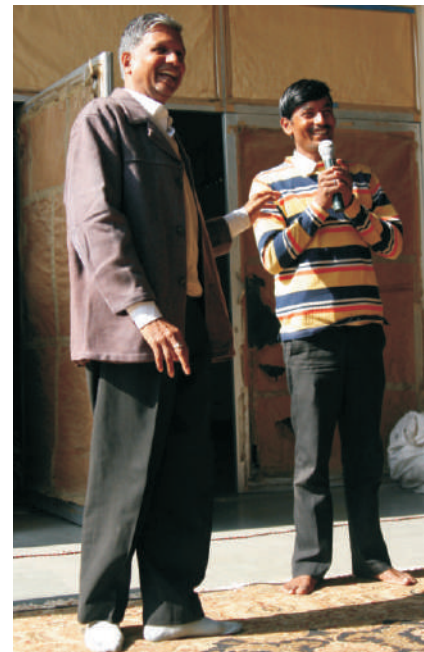
- Mr. Nand Kishore Chaudhary
- Mr. Navratan Saraf
- Mr. Sanjay Singh

Advisory Board

- Dr. B. N. Hiremath
- Dr. Narayan G. Hegde
- Mr. Narendra Kumar
- Mr. Deepak Sharma
- Mr. Chandrakanta Solanki

Executive Board

- Mr. Nand Kishore Chaudhary
- Mr. Rajendra Kumar Jain
- Mr. Tarachand Saini
- Mr. Sanjay Singh
- Mrs. Meena Singhal



Awards & Recognitions

JRF accepts these awards on behalf of the carpet artisans.

Along its chosen path of artisans' development, JRF has earned accolades and various awards and honours. In JRF's view, these are signs of the progress achieved by the carpet artisans who are the co-owners of its business.

- Citation at the Business World-FICCI-SEDF Corporate Social Responsibility Awards-2009.
- An article titled "The Magic Carpet" in volume 1, issue 5 of Forbes Magazine dated July 31, 2009, based on the initiatives for artisans taken by Jaipur Rugs.

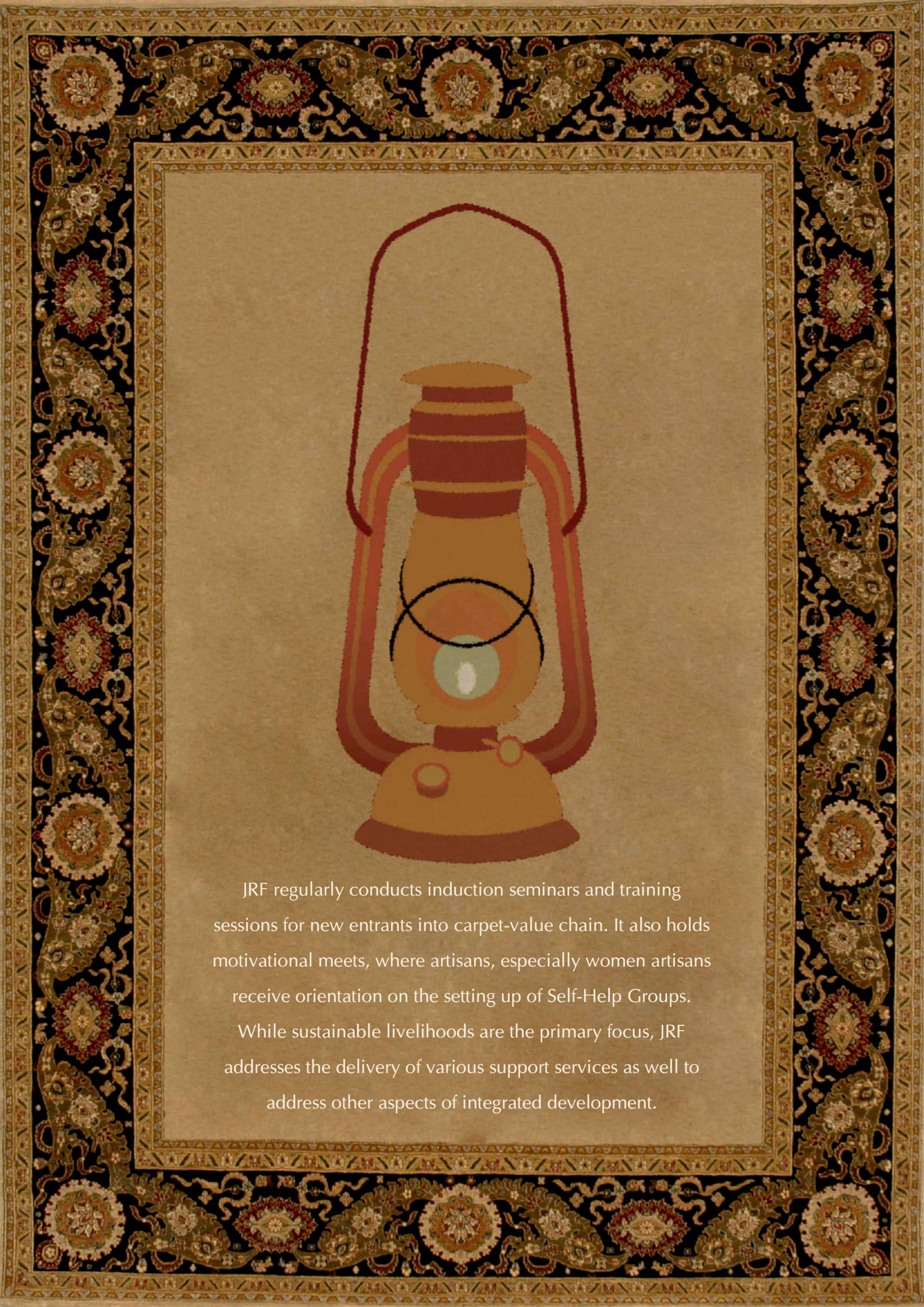


- Jaipur Rugs Foundation's Thanagazi Galeecha Cluster Project featured in the news on International News Channel News X.
- An intern (Corey Stout) from the renowned Wharton Business School of University of Pennsylvania conducted a research in May 2009.
- IRMA is conducting a case study based on Jaipur Rugs model for, "Use of ICT in sustainable livelihood through carpet weaving"



- Leading management thinker, late Prof. C.K. Prahalad had done a case study on social business model of the company, appreciating its product consistency, which is a virtual integration achieved by Jaipur Rugs. He showed keen interest to understand how Jaipur Rugs connects people in remote villages of India to the richest customers in the developed world. This case study features in his best seller, "The Fortune at the Bottom of the Pyramid".
- Case study prepared by Prof. Ajay Singh, IIM Lucknow.





JRF regularly conducts induction seminars and training sessions for new entrants into carpet-value chain. It also holds motivational meets, where artisans, especially women artisans receive orientation on the setting up of Self-Help Groups. While sustainable livelihoods are the primary focus, JRF addresses the delivery of various support services as well to address other aspects of integrated development.

Spreading Economic and Social Benefits

JRF's goal is to bring dignity to the work of carpet artisans and transform them into entrepreneurs for greater economic benefits.



Livelihood Development Programs

While it centers around a choice of vocation, JRF's approach is to offer more than a livelihood opportunity to individuals, families and communities. The move to take up carpet manufacturing as an occupation entails a transformation in the lives of the artisans. Besides aiding them towards the necessary source of income, JRF's livelihood development program instills an understanding of entrepreneurship, and the meaning of self-sufficiency. It includes training and skill development sessions and formation of Self-Help Groups (SHGs). JRF thus plays its part in the social life of the artisans. It promotes collective enterprises among artisans, arranges participation in trade meets and exhibitions, and creates opportunities for learning through exposure by the means of interaction with end-users.

(A) SHG FORMATION & COLLECTIVE ENTERPRISES

Objectives of forming a SHG

- To make its members independent of anybody (moneylenders) for their credit needs.
- To develop leadership qualities and to build confidence among the rural people by starting new activities.

- To inculcate the habit of sharing problems, ideas and identifying solutions through group discussion.
- To create general awareness regarding health, education, equality, environment etc.
- SHG members are empowered in such a manner that they start thinking about their development, their group's development and then their village's development.
- To develop a group feeling among the members and working towards collective development.

Mobilisation & formation of SHG

Capacity building

Member's economic empowerment

SHG's social & political hold

Better standard of living for artisans

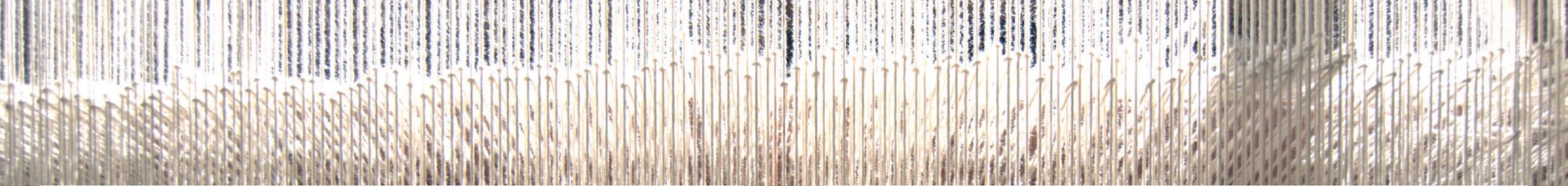


Over 60% of the artisans are women. Their struggle for survival has been acute as they also have to contend with intra-household and social discrimination. JRF has adopted the strategy of promoting Self-Help Groups (SHG) to empower the poor women artisans. A group of 10-15 members is mobilized and forms an SHG, which can then evolve towards operating a Common Facility Center (CFC) of the Producer Company. Such Groups are voluntarily formed and assemble around a common purpose- "income generation". The SHG members learn the use of savings, credit and social involvement as instruments of empowerment.

Women comprise the majority of participants in JRF's training programs. With the acquisition of specialized skill-sets for weaving and design development, their economic role is strengthened and paves the way for their full-fledged involvement in social and political decision-making. Besides bringing families out of poverty, it is JRF's belief that women empowerment through SHGs is a powerful means to achieve integrated development.

Mission

"Empower, enhance and develop the underprivileged, poverty struck families and communities such that they establish themselves as entrepreneurs through sustainable business hubs."



(B) TRAINING & SKILL DEVELOPMENT

The year had numerous Skill Training programs and Follow-up seminars organized by the Foundation. By means of these, JRF has been able to create employment opportunities, launch various projects and empower underprivileged members of society to help themselves. These activities are organized towards the objectives of setting up collective enterprises, building market linkages, and for design training. The result is a sustainable livelihood with improved quality of life.

**Rural Responsible Tourism:
A Community initiative**

This is a pioneering move wherein visitors from abroad can come and spend time with artisan communities and gain a first-hand knowledge of the skills, processes and culture of the producers. The idea is to create an authentic experience in the homely setting of the community for the tourists.

The result is that the guests return home as goodwill ambassadors for our products. It also contributes to the village economy without a negative impact on its natural environment.



Carpet Weaving - Assistance in Non-Farm Development, Nagaland

Nagaland is a state in which the JRF is newly commencing operations. The Foundation has been striving to impart training to rural women who have no prior exposure to the art of carpet weaving. As the success of the first batch of trainees can make an enormous impact on the number of women who could come forward in the future, it was critical to ensure that the learning objectives were achieved in entirety.

Skills Development Training in Dabriamba & Khatwani, Gujarat

The JRF has a calendar of initiation as well as refresher programs to train and upgrade the artisans's skill-levels. Even those with experience as weaving artisans have an opportunity to expand their repertoire of designs working with the JRF. Skills training is a capacity-building activity as newer products and adaptability are called for in the dynamic global marketplace.



(C) DIRECT INTERFACE WITH END USERS

In the rug industry, the real producers and the customers figure at the two extremes of the economic spectrum. JRF works to close the gap between the marginalized artisans in the remotest locations with the end users of their products. It organizes regular field visits of end customers of rugs to facilitate interaction with the artisans. For the visitors, it's a first-hand experience of the realities of rural India. This also gives an opportunity for the artisans to know their customers better and thereby bridges the existing gap of exposure and knowledge.

Making a Difference in the life of Khairatilal

“I attended carpet weaving training organized by JRF and it was a life changing experience. It made a huge difference in my life. Earlier I could earn hardly \$ 1 per day. Now I earn more than \$2 per day and can dream big, thanks to JRF”

Khairatilal is today a successful weaver cum entrepreneur from Piplai village in Thanagazi block of Alwar district in Rajasthan. Life started to change for him after a meeting in Piplai he had a few years ago with representatives of Jaipur Rugs. Until then, he had been working as a single weaver selling his produce to middlemen in his village who took advantage of his lack of knowledge. The earnings too were uncertain. He's come a long way since then as he has been empowered to try out new techniques in carpet weaving. Also, more and more people from his village have started working with JRF representatives. Now, Khairatilal earns more than \$ 2 per day for his average working time of around 8 hours. He is also more financially secure as his credit needs are fulfilled with the help of the SHG Credit Linkage through banks. He is thus poised to make more progress and do more for his family's well-being.



(D) TRADE FAIRS & EXHIBITIONS

Regular attendance and participation in Fairs & Exhibitions have given the artisans an opportunity to build a reputation for quality. The events provide good exposure and build a bridge to reach the end consumer directly. Such occasions provide chances to display the efforts and patience of artisans that make carpets so attractive. Exhibitions are an effective means for showcasing the product range of the artisans and to increase the visibility for Indian carpets in the international market.

India International Trade Fair (IITF)

This was amply borne out at the India International Trade Fair (IITF) where the Thanagazi Galeecha Cluster attracted a large number of business delegates from all over the world in both B2B and B2C categories. It showed an edge in terms of the kind of products and the exclusivity of the designs on display.

Luxurion World-National Trade Fair

The high quality of carpets earned our artisans much admiration at the Luxurion World National Trade Fair, an event attended by celebrities, socialites, and the VIP circuit. Again, this event too was an opportunity for us to dazzle in the ultra luxurious segment by placing the most exquisite of the product range under the spotlight.

Rural Responsible Tourism

JRF has devised a new kind of tourism experience. It blends the mystery of little-known arts and crafts, with a slice of the simplicity of rustic life to enlighten the visitors and also enrich the village community. Village Development Groups consisting of the local people are formed to facilitate the tourism experience for the tourists. JRF will link the tourists with the Village Development Group which will look after the hospitality of the tourists.

The new initiative has taken off with a pilot project at Narhet village in Thanagazi block of Alwar district in Rajasthan. This initiative is in partnership with a leading tourism development group of India.

The concept of this project is termed as Rural Responsible Tourism, and wishes to give a fresh lease of life to declining folk art-forms as well. By involving local families in the delivery of this cultural experience to the visitors, JRF expects to substantially benefit the identified service providers who will hold displays, demonstrate their skills, and extend their hospitality. The project is envisaged as having a positive impact for the village's overall development as it will involve the inhabitants as entrepreneurs, and they will earn a significant portion of the

The Story of Most Abled Bhagirath

"I am not disabled but most abled" - Bhagirath

"Mharo chboro bhi kamave chbe" (My son also earns) - Bhagirath's mother

Bhagirath grew up normally in his infancy. However, when he was about four years of age, his mother and other family members observed that he was not able to stand on his legs. He used to crawl to move from one place to another. His condition was very worrisome to his mother, as she was anxious about his future security. It was feared that his handicap would impair his ability to earn for himself. The source of income for the families in their village is carpet weaving.

To his mother's delight and his family and neighbours' amazement, encouraged by JRF field staff, Bhagirath assiduously picked up the crafts of carpet-weaving and emerged as a full-fledged artisan in his own right. He is not financially dependent and he also derives self-esteem from pursuing his occupation. Bhagirath is an inspiring example of what human striving can achieve and how disability can be overcome.

Socio-Economic-Environmental

Channelizing over-flow of tourist arrivals

Employment generation

Women empowerment

Revival of local art forms

Self-sustainability

Development of the village

tour fee for themselves.

Simultaneously, the same village can be transformed into a model village in future; making it a hub of attraction for foreign tourists. This will have socio-economic-environmental impacts.

This initiative is well underway as service providers and also the products to be exhibited have been identified. The project staff is also in place, and the tour's itinerary has been finalized.



Support Services

With the goal of all-round development in view, JRF is striving to not only make the artisans economically self-sufficient but is also focusing on their health and educational needs. A number of support services have been identified towards this.

(A) HEALTH

JRF has organized a series of "Health Camps" in Thanagazi, Pratapgarh, Ajabpura and Badijodi villages, which helped artisan families in the areas of preventive health care and women related diseases.

To enable artisans to gain access to quality healthcare facilities, JRF facilitates them with health and life insurance cover under the Rajiv Gandhi Shilpi Swasthya Bima Yojana. This scheme covers the artisans' family of four, comprising self and any three out of spouse, dependent parents and children. The coverage includes expenses incurred against medical treatment availed by artisans in any hospital or nursing home, within the country and subject to limits/sub-limits. With JRF's initiatives, around one thousand families have been benefitted through Rajiv Gandhi Shilpi Swasthya Bima Yojna in and around Alwar.

Brighter days in the life of Kesari Devi

There are bright rays of hope after dark decades in the life of Kesari Devi. Her story is one of adversity - blind since birth, and with the further hurdles of hailing from a disadvantaged segment of society - she has grown nine children, six girls and three boys. Her two unmarried daughters - Asha Bai (19 years) and Sita Bai (18 years) learnt weaving of hand-knotted carpets and started weaving on contractors' looms. The working conditions were harsh and the wages were a pittance.

Understanding her condition, JRF people advised her to send her two daughters for the training programs arranged by JRF. After starting to participate in the Foundation's programmes, the two daughters have set up their own loom and earn about \$140 a month. Their income contribution is of great help to Kesari Bai's family. Asha and Sita are very active members in their community and take part in the sharing of knowledge and activity-planning.

This is another illustration of how a non-exploitative approach can usher in positive change and instill self-reliance among youth, especially women.

- More than 5000 beneficiaries were offered free medical services.
- "Aam Janta Card" was distributed to villagers for their treatment.
- Separate rooms for Ophthalmology, Gynecology, Orthopedics, Medicine, ENT, Anaesthesia and Pediatrics were made in a temporary seven room hospital, set during the camp.
- Diseases treated were : Hernia, Eye Disorders, Allergies, Arthritis, Communicable diseases, ENT, Gynae diseases, Oral Care, Kidney and Gall bladder stones, Ureteric stones, Moles and Urinary Infection.

(B) EDUCATION

As part of its involvement with the lives of artisans, JRF takes keen interest in the education of its artisans and their children. The Foundation timely organizes various activities in this regard.

Pravesh Utsav

This event was organised to instill environmental awareness in the children and to imbue a sense of good conduct in them. Around 200 students from all the three districts participated in the rally which carried messages on health, hygiene and overall well-being of the children.

Art Competition

As Republic Day approached, an on-the-spot Painting Competition was organised in NARHET village, where over 300 children took part. They freely chose a theme/subject going by their own inclination and expressed themselves through colours. The artworks were collected and adjudged by JRF facilitators and the prizes were given away on 26th January, 2010.





JRF is constantly engaged with a number of public and private institutions and bodies, national and international. It collaborates across domains such as research, developmental agenda, rural economy, manpower development, infrastructure, fund-raising, and technologies including ICT (Information and Communications Technology). JRF values these partnerships and interactions for the tremendous benefits brought thereby to the artisan communities.

Networks for Value-sharing

Partnerships for a purposeful pursuit of programs.

JRF's Key Partners

JRF works in collaboration with other organizations, which share similar philosophies and intentions. Some of our partner organizations are listed below:

- Confederation of Indian Industry (CII)
- District Poverty Initiative Project (DPIP), Government of Rajasthan
- Department of Industries, Government of Rajasthan
- Development Commissioner for Handicrafts, Ministry of Textiles
- Finance & Development Corporation
- Jaipur Rugs Company Private Limited (JRCPL)
- Ministry of Panchayati Raj, Government of India
- Punjab National Bank (PNB), National Bank for Agriculture and Rural Development (NABARD), National Research Development Corporation (NRDC)
- Rajasthan Mission on Livelihoods
- Santokba Durlabhji Memorial Hospital
- Small Industries Development Bank of India (SIDBI)
- Tribal Development Department, Government of Gujarat

Institutional Partners

With changing times, traditional art and skills require adaptation, and to keep pace, JRF believes in continuous learning through Research & Development. Recently, JRF signed an MoU (Memorandum of

Understanding) with Institute of Rural Management, Anand (IRMA), a premier institute specializing in rural management for developing and building the Organization's knowledge base.

Over the years, IRMA has provided management training to the students committed towards rural development. IRMA has vast experience in collaborating with co-operatives, non-government organizations, government development agencies, international development organizations and funding agencies. This MoU is a symbiotic association between the two, supporting research, capacity building, monitoring and evaluation. The agreement includes other projects that are conducted through development, modeling and sharing of best practices via teaching and learning on indigenous matters.

Volunteers

JRF is benefitted by the manpower contributions from young and dynamic volunteers who bring specialized skills to its projects and activities. Students from premier institutes of India like IITs, SP Jain, BIM Tech, KIIT and BITS, have given their valuable inputs as volunteers. On an ongoing basis, this helps the Foundation :

- To encourage and improve the living conditions of the carpet artisans.
- To enhance their earning capacities through proper guidance and training.
- To facilitate the carpet artisans with the latest technologies.

- To bring the Indian carpet industry at par with the International standards.

Strategic Partners

JRC is a key strategic partner and a major corpus funder for JRF in its initiatives. A leading company in the manufacturing and exports of Hand Knotted carpets since 1999, Jaipur Rugs Company (P) Ltd., has a strong network of branches and offices in 10 states of India. JRC also has an office in the USA. It manufactures elegantly designed and exquisitely finished handmade Rugs, woven with woolen and silk threads/yarn.

A 100% export unit, it has sustained on a yearly growth rate of 35%, applying its core values of the extended family concept, technology sharing, quality control and customer satisfaction. One of its major strengths is fully computerized Map & Design departments at Jaipur and Atlanta, which generate a wide range of Computer-aided designs reflecting latest trends. Adherence to a strict quality regime enabled the company to attain ISO 9000: 2008 and SA 8000 certifications.



100,000
ARTISANS

The brightness of the future greatly depends upon the extent of our preparation for it. Surely some aspects can be clearly envisaged and we can commit to equipping ourselves with new information, new technology, design innovation, and a wider network of partnerships - academic, social and business - across the world. JRF sees itself working with producers in more States thereby heading towards a landmark in the number of artisans it is engaged with.

Milestones to Cross

To have goals is to have a future,
because without goals we will strive
for nothing.

JRF is poised to significantly extend its activities and network in the coming year. Its goal is to reach out to 100,000 artisans and their families, across different states in India by the year 2013.

Initiatives to be taken to reach the stated target

- Organizing artisans in SHGs, Clusters and setting up Common Facility Centers (CFC)
- Setting up 20 CFCs across India, with technical and managerial assistance of JRC
- Setting up village factories owned by SHGs
- Provide support services for the overall development of the artisan families

- To integrate producer companies to further enhance their income
- To create artisan forums.

In order to achieve these targets, JRF has already laid out clearly defined action items and is in the process of raising funds aggressively. It's also on a recruitment drive to meet the human resource requirements at various levels. Through a number of Memorandum of Understanding (MoU), JRF has also commenced strengthening its relationships with reputed academic institutions, international organizations and export houses.

JRF views planning as a continuous process and incorporates time-frames to efficiently guide its implementation processes. It bears a sense of urgency in its mission of livelihood creation and integrated development for the artisan community of carpet artisans.



Balance Sheet

AS AT 31st MARCH 2010

Particulars	Schedule No.	As at 31.03.2009		As at 31.03.2010	
		Details `	Amount `	Details `	Amount `
SOURCES OF FUNDS					
Corpus Fund	1		702,197		702,197
Capital Fund	1		4,902,716		5,635,782
General Fund	1		2,687,083		2,172,266
Unspent Project Balances	2		–		329,648
Total			8,291,996		8,839,893
APPLICATION OF FUNDS					
Fixed Assets	3				
Gross Block		7,378,278		7,247,858	
Less: Depreciation		2,475,563		1,612,076	
Net Block			4,902,715		5,635,782
Current Assets, Loans & Advances					
Cash & Bank Balances	4	836,607		1,293,089	
Loans & Advances	4	10,000		–	
Other Current Assets	4	30,760		13,547	
Receivable Project Balances	2	2,567,604		1,962,324	
		3,444,971		3,268,960	
Less: Current Liabilities					
Creditors for Capital Goods		–		7,769	
Creditors for Expenses		55,691		57,080	
Net Current Assets			3,389,280		3,204,111
Total			8,291,996		8,839,893
Accounting Policies & Notes on Accounts	6				

Income & Expenditure

Particulars	Current Year 2009-10	Previous Year 2008-09
INCOME		
By Donation	2,194,000	5,103,000
By other Income - Interest	6,540	27,750
By Drawn from Project balances to the extent of available sanction		
Total Expenditure	3,561,084	
Less: Deficit to be borne by JRF (Schedule-2)	<u>295,506</u>	
	3,265,578	6,479,723
Total (A)	5,466,118	11,610,473
EXPENDITURE		
To Expenditure on Training Projects for Carpet Weavers		
Trainees Stipend	5,80,330	
Master / Weaver Remuneration (Honorarium)	5,70,882	
Cost of Wastage of Raw Material	75,700	
Awareness Camp Expenses	72,198	
Transportation	13,950	
Traveling	14,000	
Inauguration	1,421	
Looms Donated	2,26,500	
Documentation Charges	30,188	
Rent Expenses	69,250	
Refreshment Expense	50,970	
Stationary	8,840	
Skill Upgradation and Seminar Expences	6,37,073	
Buyer / Seller Meeting	60,340	
Fait & Exhibition	2,47,869	
Catelogue and Pamphlets / Publicity	2,15,863	
Exposure Visits	40,647	
Project Administrative Expenses	5,60,738	
Miscellaneous	<u>84,325</u>	
To other Administration and Operational Expenses (Schedule-5)	3,561,084	7,080,587
	1,253,383	1,314,648
To Depreciation	863,486	881,069
To Financial Expenses	6,414	21,711
Total (B)	5,684,367	9,298,016
Excess of Income/(Expense) over Expenditure/Income	(218,249)	2,312,457