

J A I P U R

EACH ARTISAN. AN ENTREPRENEUR.

Annual Report 2010-11

Jaipur Rugs Foundation

G-250, Mansarovar Industrial Area,

Jaipur-302020, Rajasthan, India

Phone: +91 141 3987400 Fax: +91 919582988862

info@jaipurrugs.org | www.jaipurrugs.org



spreading smiles all around



Quality of Life Sustainability *Grassroots* **Empathy** *Future* **Women**
Commitment **Dedication** Accountability **Value** *engage*
Catalyse **Organize** Motion Social enterprise **Welfare** **Capacity**
Dignity Development **Artisans** Strength **Voice**

Chairman's Message



It gives me immense pleasure to present the Annual Report of the Jaipur Rugs Foundation for the year 2010-2011. Jaipur Rugs Foundation has been taking rapid strides towards emerging as the leading organization in India working in the arena of Capacity Building & Sustainable Livelihood Generation. We at JRF have undertaken livelihood generation projects on a pan-India basis in 10 states of India and learning's from these works has offered us a blueprint for launching specific interventions. Institutional tie ups and collaborative partnerships with nongovernmental organizations and private sector partners have widened the scope of interventions. The foundation has collaboration with Price Water House Coopers for working on a project of providing livelihood training in carpet weaving for 3100 beneficiaries in Uttar Pradesh. The Foundation has broadened the scope of its intervention by bringing a more direct focus on children of Carpet artisans along with identifying the women headed houses to provide suitable measures to overcome the difficulties faced by them. With a focus on creating a knowledge base on skill building and skill up gradation training curriculum and expertise to manage countrywide programs and a team of committed individuals, the Foundation is gradually making strong inroads in to areas like Cluster development, common facility canters and Village Factories.

2010-11 marks the sixth year of JRF. These six years have seen major shifts in the field of rural development, capacity building and education, and in the role of the state and of the civil society voluntary groups like JRF. The pursuit of values like democracy, equity, reason and meaningful education has opened up newer vistas, posed newer challenges and has led to the erection of new milestones but the end remains as distant and elusive as ever. The task appears far more complex today than ever before, but it is heartening to know that JRF is today a part of a much larger group of organizations and individuals who

are pursuing similar goals. JRF has reflected a great deal on these issues during this and the preceding years with the objective of redefining its goals and strategies.

This year was a year of change for the organization: new structures and norms were put in place and they began to function with all the creaking of an old machine changing gears. Old programs were recast and new programs undertaken amidst fierce debates and dissensions. If one were to cite highlights, the formation of consortium with PWC for working on a carpet cluster development project in Sant Ravidas Nagar district of Uttar Pradesh would top the list. Likewise, the initiation of skill building /up gradation training program in Badaun district of UP (under M.o.R.D., Govt. of India) along with groundwork for similar exercise in new areas of Bihar and Jharkhand would indicate the growing opportunities of working with the government support system.

Internally, the development of resource capabilities has given us a live field base in the community and among artisans through increased reach in almost every major Centre's of JRF. The Curriculum Research and Material Development Program revived JRF's long commitment to carrying forward the Innovation and R&D in its programs.

On behalf of the Trustees, I wish to thank all those who have contributed to the excellent performance of JRF during the year. I am confident, that the current strategies of JRF represent its professional approach towards its commitment to Carpet Artisans and their families; and are entirely in keeping with the spirit and the vision to make it a Centre of excellence for Sustainable Livelihood Generation in India. It is also a time to invite like-minded individuals, associations, NGOs, Corporates and Governments to engage with the Foundation to effectively address the challenging arena of community development and capacity building in India with an approach that is collaborative and one that recognizes the positive power of partnerships.

Nand Kishore Chaudhary
Chairman
Jaipur Rugs Foundation

Words of COO



The past year has been one with 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 were able to reach out and extend hand-holding to much underprivileged artisans to be transformed as entrepreneurs. The recognition and appreciation we received from across the globe for our initiatives and approach, serve as testimonies.

The interest in the carpet weaving sector and the industry at large is continuously increasing. We have been successful in creating more employment opportunities for poor artisans in carpet weaving. Our support has led weavers earn higher income with increased cash in hand. Our intentions are to explore and venture into other activities in the carpet making value chain and promote livelihood in those areas as well and provide forward/ backward linkages for weavers.

We have also diversified our approach into non-monetary benefits to weavers mainly into areas of education and better health facilities.

We also plan to expand our operations to unexplored geographical areas such as the state of Orissa, Jharkhand, Kashmir and the remote northeast. Our operations are being endeavored in these regions along with the respective state governments and other agencies.

We have extended our partnerships on international platform including many renowned names like Price Waterhouse Coopers. We are in process of commencing tufted carpet skill building training for unemployed poor women of Mirzapur district, Uttar Pradesh.

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

Warm Regards,
Samarendra Singh
COO, JRF





Table Of Contents

Threads Of Life	8.
We Dared.....And Achieved	10.
Empowerment Of Women As A Transformative Strategy For Poverty Eradication	15.
Humanity – We Write Together At Jrf	16.
Inter-Institutional Linkages	18.
Governance & Management	20.
Flames Of Future	21.
Finances	22.



Threads Of Life

The carpet industry is very fragile and disorganized. Majority of the artisans in this industry do not have access to proper training, markets or any sorts of development. They are being exploited by the non value-adding members in the value chain. There is a desperate need to address these issues with the right set of actions. The existence of Jaipur Rugs Foundation is primarily to organize the rural artisans to form enterprises. JRF also aims to connect the real carpet producers, the rural artisans with their end customers based globally. The art of carpet weaving is ancient. Therefore, the responsibility of keeping this tradition alive becomes even more vital.

When Mr. N K Chaudhary laid the groundwork of this foundation, he had dreamt of this day, wherein he could take each artisan by hand and prove him that he can sustain a stable lifestyle.

John Maxwell once quoted, 'A great leader's courage to fulfill his vision comes from passion, not position.' 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 amongst the rural weavers so that they can establish themselves and contribute in every way to this industry.

Vision Statement

"Sustainable livelihoods & improved quality of life for people engaged in carpet value chain, enable them to become entrepreneurs."

Mission Statement

JRF is a non- profit, secular organization committed to improve the quality of life of people engaged in the carpet value chain.

It catalyzes sustainable livelihoods for people engaged in the entire carpet value chain through facilitation of collective enterprises by enhancing artisanal and business skills.

Outreach

Currently, JRF is working in 102 villages, 7 blocks and 5 districts across eleven states in India, which are largely poor in terms of social and economic indicators. It is majorly achieved through women SHGs; more than 90% of our women artisans belong to SC/ST and other marginalized communities. The coming days would see the outreach further in the states of UP, Gujarat, Jharkhand, Bihar, Nagaland and Rajasthan.

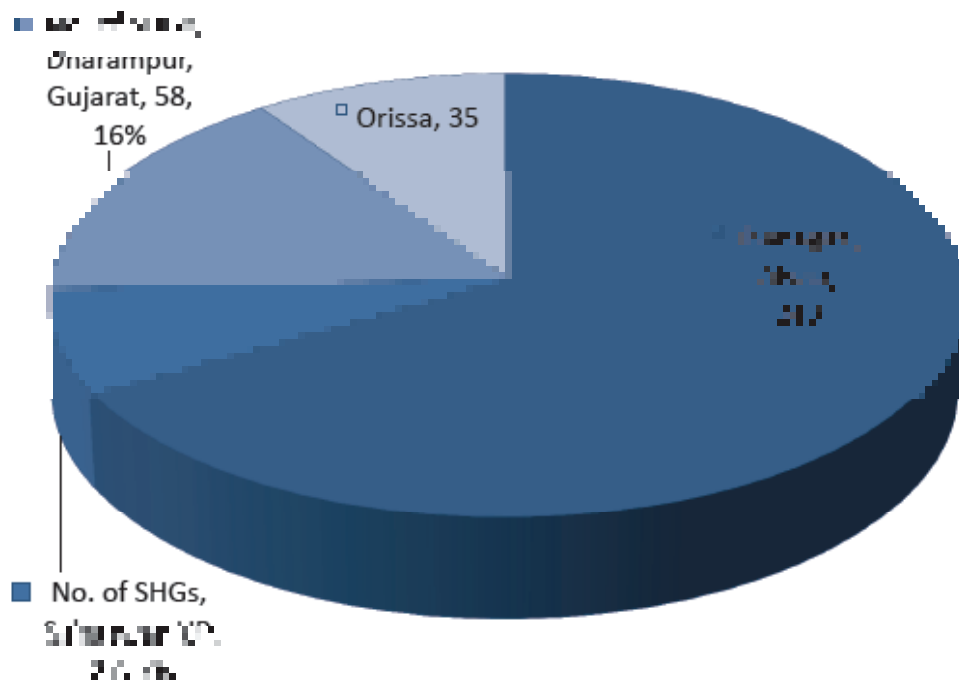
JRF follows the cluster model in which, the SHGs transform into an independent organization, i.e. Common Facility Centre (CFC) run by Producer Company. We have begun exploring areas to initiate action in future.

Currently JRF is intensively working on SHG formation in four states, i.e.

- Thanagazi, Rajasthan
- Dharampur, Gujarat
- Sahaswan, UP
- Orissa



The figure below shows the number of Self Help Groups (SHGs) formed in four different states.



In the course of development, JRF is working in ten states (intensively in four states) as major operational areas of India, i.e.

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



We Dared And Achieved

JRF's unique socio-economic model has been appreciated at various levels. The Ministry of Panchayati Raj & Confederation of Indian Industries (CII) has extended its hearty support for the cause. There has been an overwhelming support from State and central government like Department of Industries (Government of Rajasthan), District Poverty Initiative Project (Government of Rajasthan), Rajasthan Mission on Livelihoods (Government of Rajasthan) and Rajasthan Backward Classes Finance & Development Corporation and corporations like National Research Development Corporation, Small Industries Development Bank of India etc.

The achievements by far have been astonishing. To name a few these are

More than 32000 artisans are engaged.

- Economic upliftment of at least 2200 families previously belonging to below poverty level, schedule caste (SC), schedule tribe (ST) and other backward classes (OBC).
- 5000 weavers supported through linkages and capacity building.
- More than 70 women self-help groups formed.
- Basic primary education provided to over 750 illiterate women.
- Health camps organized for over 2000 poor and needy villagers.
- Blood donation camps.
- Difficult regions like Dharampur tribal belt in Gujarat, Naxalite infested regions of Jharkhand, desert districts of Rajasthan, remote areas of Kashmir were tapped
- Linkages of artisans for insurance, health, banking through ICICI Lombard, artisan health cards, and access to banks has enabled us to mitigate risk of artisans.

PROGRAM DOMAIN

Livelihood Creation

In line with a commitment to contribute to sustainable development and inclusive growth, Jaipur Rugs Foundation facilitates carpet weaving training program for potential rural people. This will empower rural people with additional source of livelihood. To create employment opportunities various projects were undertaken by JRF during 2010-11 as mentioned below:

Key Projects

Thanagazi Carpet Cluster Development Project (April 08- March 2011)

1. Thanagazi Carpet Cluster Development Project is an initiative of Jaipur Rugs Foundation in collaboration with Department of Industries (Government of Rajasthan). The project aims to provide support for underprivileged members of the society to help and empower themselves to improve and maintain a sustainable livelihood through skill and design training, skill up-gradation training, self-help groups formation and marketing linkages.

It is being implemented in partnership with state level Cluster Development Empowerment Committee and the developmental plan amounts to Rs. 317.46 lakhs for Galeecha Cluster Thanagazi, Alwar, from the financial year 2008-09 to 2010-11. For this purpose a set of activities were planned for a specific time span i.e. setting up of artisan assistance center, artisan mobilization and formation of SHG, skill training and skill up-gradation, market linkages, SHGs into Producer Company. Among these the following activities were undertaken in the year 2010-11:



- a. Skill up-gradation training to 230 artisans: One month skill up gradation training was imparted to 230 artisans in Thanagazi block covering 17 villages. The training helped the artisans to rectify some of the common errors. This has helped in increasing their productivity and as a result their income. The training was conducted from 28th Jan, 2011 till 27th Feb 2011.
- b. Exposure visit of 15 artisans to Dharampur, Valsad: A team of 15 artisans (11 women and 4 men) visited the weaving areas in Dharampur on a 4 day visit. The idea behind the visit was to expose the artisans to high quality weaving happening in the visit area. The exposure visit boosted the self confidence of the artisans and 4 of them have taken up weaving in high quality carpets.
- c. Participation in Republic Day Parade in Alwar: JRF participated in the Republic Day parade at Alwar representing the Carpet Cluster in Thanagazi. The Artisans showed their expertise during the show which was based on the theme "Sustainable livelihoods through entrepreneurship".



2. **Swaranjayanti Gramin Swarojgar Yojna (SGSY) Special UP (Sahaswan) & Gujarat:**

To generate employment opportunities in Rural India, Ministry of Rural Development has sanctioned a special project to JRF for developing forward and backward linkages in Carpet manufacturing and providing sustainable livelihoods to 4000 artisans in UP and Gujarat. The project is being implemented in Badaun and Valsad districts of UP and Gujarat respectively. The project is for a two year period which started in February, 2011.



3. **Dream Weaver Project:**

Towards achieving its dream of "Each Artisan an Entrepreneur", Jaipur Rugs Foundation with support from YES Foundation, has initiated the Dream Weaver project. The project is designed to transfer ownership of carpet weaving to the artisans by arranging them in groups and developing Village Factories which shall be managed by the local artisans. The first village factory has been set in Suratgarh village in Alwar district and is operational since December, 2010.





Alternative Education Program – beyond business

“Knowledge will bring you the opportunity to make a difference.”
Claire Fagin

It has been observed that almost 95% of the carpet artisans are illiterate and hence very vulnerable to exploitation. As a result, JRF has identified “Education” as one of the key interventions in its project areas. The idea is to provide basic literacy and numeracy skills to carpet artisans so that they are not cheated. A pilot project was started in 15 villages covering 750 females (375 adults and 375 adolescents) in Thanagazi and Shahpura block of Alwar district. The duration of the project is six months and it was started in December, 2010 with support from Jenny Jones Rugs, Australia.

The program was designed to support 15 most disadvantaged villages out of 65 villages where JRF is already working. The Classes under AEP are run as a form of alternative schooling. The curriculum consists of Creative teaching methods including gender-sensitive and personal rights/legal literacy issues, also incorporating an understanding of health, hygiene, family life education & the environment while building their confidence so that they become more self-reliant and able to contribute to family, village & community life.

Teachers for AEP were hired from the village included based on their education and communication skills. JRF made an agreement with End Poverty in order to conduct training of teachers and preparation of reports.





Seminars

Participation in Global Social Benefit Incubator program at Santa Clara University: Due to its pro poor activities and a social business approach, Jaipur Rugs Foundation received an invitation to participate in the GSBI program at Santa Clara University.

MOUs

1. MOU with University of California
 - a. Foster advancement in education, applied research, cultural understanding, innovation and training etc.
 - b. Exchange of expertise and intellectual capital.
 - c. Global awareness creation
2. MOU with Jenny Jones Rugs
 - a. Generate funds for the Alternative Education Project
 - b. Champion the cause of JRF in Australia.
 - c. Work as bridge
3. MOU with Gujarat Livelihood Promotion Company (GLPC)
 - a. To generate 50,000 job opportunities for poor people of Gujarat across the value chain in next 5 years.
 - b. Develop Gujarat as end to end Carpet production hub.
4. MOU with Kalinga School of Rural Management (KSRM)
 - a. To undertake feasibility study in Orissa for JRF's expansion.
 - b. To undertake action research on identifying potential artisans and their resource needs.
 - c. Develop strategic plans for involving more and more women entrepreneurs in carpet weaving.
 - d. To design and impart trainings for JRF staff and the artisans.

Miscellaneous

1. **Tax Exemption under 35 AC of IT Act:** The Ministry of Finance has approved the project named Sustainable Income Generation through Training of Poor And Tribal People covering 6000 beneficiaries in three years under 35 AC of IT Act. The project is to be completed by FY 2014.
2. **FCRA approval:** JRF is now eligible to receive foreign contributions. The Ministry of Home Affairs in its letter dated 15th Sept, 2010, has issued the FCRA registration certificate to JRF under Cultural, Social and Economic Category.
3. **Case study written on Opportunities and Challenges for ICT Mediated Innovations in Development Oriented Value Chain:** A Case of Jaipur Rugs by Prof. H.K Mishra and Ms Kavita Chaudhary published in Vilakshan, XIMB, Journal of Management, Vol. II, Issue 2, September, Bhubaneswar, pp. 21-48.
4. **Van Mahotsav Celebrations:** Jaipur Rugs foundation celebrated VanMahotsav in Thanagazi block of Alwar District, Rajasthan during the first week of July 2010. The main objectives of this initiative were to:
 - a. Create awareness among the community about the importance of plantation, nuances of deforestation in the present context of reduced rainfall in the area, depleting ground water, problem of soil erosion increasing, agricultural land getting converted into deserts, etc.
 - b. Sensitize people towards environment protection through collective action.
 Native plants viz. Shisam, Bel patra and Gulmohar were selected for distribution and plantation. A total of 500 saplings were planted in 9 villages covering 43 SHGs on the occasion.



5. **Blood Donation Camp:** A blood donation camp was organized by Jaipur Rugs Foundation (JRF) on July 17th, 2010 in the JRF campus in collaboration with Santkoba Durlabhji Memorial hospital. It drew enthusiastic participation from the employees of both JRF and Jaipur Rugs Company, a leading carpet manufacturing and exporting firm. A total of 50 employees registered for the camp and each person donated around 450 ml blood. The camp was complemented with an awareness program for the employees regarding better food and health habits.



6. **Visit to Ajanta Factory in Morbi, Rajkot, Gujarat:** As part of the Organization Development activities, some organizations were benchmarked by JRF and IRMA. This was done to adopt the best practices prevailing in the bench marked organizations. As part of this activity, a team of JRF employees and Professors from IRMA visited Ajanta Factory in Morbi to understand the way the organization was being run.
7. **Development of Strategic Plan:** To foster the growth of JRF as an organization, a relook at the Vision, Mission and objectives was initiated. After careful consideration and it was decided to come up with the new Vision and Mission for JRF. The new Vision and Mission was developed through a participatory approach including all the key stake holders. After the deliberations on Vision and Mission, the organization finalized the 3 year action plan for JRF. The entire process was facilitated by Mr. Ali Asgar; a consultant with JRF.



Empowerment Of Women As A Transformative Strategy For Poverty Eradication

“The power of empathy to change minds is legendary”. Compassion moves the heart; it creates and executes ideas around.

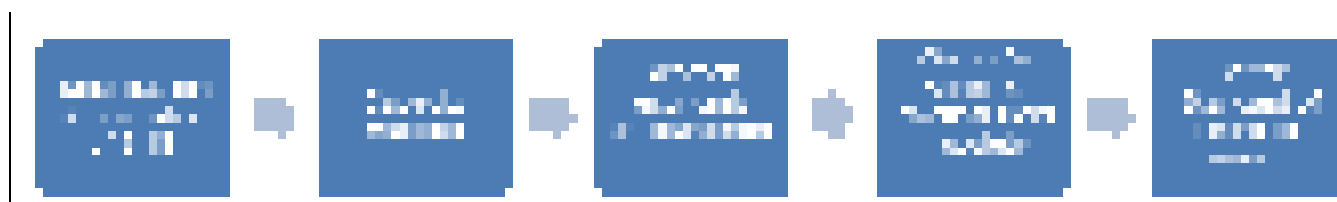
Mr. Chaudhary understands the link between poverty eradication and women’s disempowerment. Exclusion of women from decision-making structures results in women’s needs being ignored or resources being unequally distributed. “Tender loving care” has uniformly been recognized as a valuable element in making a difference”; this has been his motto from the day he started working on his carpet business operations. “We can’t do great things until we start doing small things with great love”; he tells affectionately to the women artisans at a remote village in Bikaner district of Rajasthan.

Mr. Chaudhary in course of expanding his works intentionally identified some of women weavers who showed qualities of leadership, developed mutual trust and started working with them. Single handedly he counseled this small group of poor and marginalized woman and persuaded them that they are entitled to a better life, that acceptance of subjugation is not their karma. He also made them aware of their legal and constitutional rights. Over a period of time, he was able to change their lives through personal interventions and guidance. Today out of 40,000 artisans from 10 states in India, more than 80% are women.

The new programs in the Jaipur Rugs Foundation have been acting as a launch pad for his extensive work for the betterment of women in rural India. It was a slow process, but Mr. Chaudhary chose to do this intentionally. His vision was to use these women to help other women, not only through intervention strategies, but also as role models who would encourage local women to stand up for their rights.

SHG Formation & Women Empowerment:

Women comprise the majority of the population below the poverty line and are very often in situations of extreme poverty, given the harsh realities of intra-household and social discrimination. We at Jaipur Rugs strongly believe, and have taken serious steps in providing economic options along with necessary support measures to enhance the capabilities of specific target groups of women i.e. women with poor economic condition. We specifically address the economic development of women; more than 70% of our weavers are women.



Jaipur Rugs Foundation follows a unique model for the development of women. We first initiate group mobilization and the formation of self-help groups (SHGs) and then build the capacity of the women participants by providing specialized skill-trainings in carpet-weaving and design development. JRF also helps to reduce the economic dependency of women, thus increasing their economic value in society and enhancing their role in the social and political decision-making processes. Simultaneously, JRF raises the awareness among these groups about social issues, including education, nutrition and healthcare, through mobilization and motivational seminars. At JRF we consider women empowerment as the only tool for encouraging integrated development.



Humanity – We Write Together At JRF

There is more hunger for love and appreciation in this world than for bread – Mother Teresa
Poverty is generally perceived as being hungry, naked and homeless. The poverty of being unwanted, unloved and uncared for is the greatest kind of poverty. JRF also commands excellence in this often ignored area. The unique socio-economic model of JRF has attracted many delegates nationally as well as internationally. Some of them are mentioned below -

Dennis Jones of Jenny Jones Rugs

Dennis Jones, owner of Jenny Jones Rugs in Australia visited Jaipur Rugs on 1st Nov, 2010 in order to find prospects of philanthropy in India. His visit converted to the funding and commencement of Alternative Education Program in December 2010.

Alexandar Gorlizki from US

Alexandar Gorlizki, owner of renowned Art Firm in US visited Jaipur Rugs on 11th Nov, 2010. He is a renowned artist and presents his work in many international reputed fine art shows.

Arthur Simon from US

Arthur Simon, Owner of a reputed Firm in US visited Jaipur Rugs on 13th Nov, 2010 for the purpose to get acquainted with JRF unique socio-economic model and visit the villages and the artisans.

Ms. Tanja Kahre from Germany

Ms. Tanja Kahre, Finance & Controlling Director (FS Europe) in Frank Foodservice Systems GMBH, Germany. She visited Jaipur Rugs on 10th Feb, 2011 in order to get acquainted with JRF's unique socio-economic model and visit the villages and the artisans. Her visit was appreciated. She loved the loom center and even tried some knots. She also interacted with villagers.

Charly Kleissner from DASARA

Charly Kleissner visited Jaipur Rugs foundation on 18th Feb, 2011. He was particularly interested in learning about the JRF model and the challenges and opportunities being faced.

Ms. Mari Nakamura from JAPAN

Ms. Mari Nakamura, Researcher (Poverty Alleviation and Social Development Studies Group) in Inter-disciplinary Studies Center Institute of Developing Economies- Japan External Trade Organization (IDE-JETRO) visited Jaipur Rugs on 21st Feb, 2011. Her purpose of visit was to conduct research on elimination of child labor in a Multi-Actor Approach, especially on CSR activities strongly related to elimination of child labor.

Student groups from Emory Board, USA, Akita International University, JAPAN

DR. Vipin Gupta and his Team From USA

Dr. Vipin Gupta, Professor and Co-Director (Global Management Center) of California State University - San Bernardino, College of Business and Public Administration visited Jaipur Rugs along with other professors and 16 students to obtain greater knowledge of Jaipur Rugs Foundation, and prepare a sustainability impact report of JRF for the global investors, global design training institutes, and also global customers.



Lectures by Mr. N K Chaudhary

Vibrant Gujarat Summit -

Mr. NK Chaudhary attended "Vibrant Gujarat Summit, 2011" as Guest of Honour and presented a seminar on "Inclusive Development Through Social Business Enterprises" in Gandhinagar, Gujarat.

Lecture at MNIT -

Mr. NK Chaudhary was invited at Malaviya National Institute of Technology (MNIT) Jaipur on 23rd Feb., 2011 to give presentation on Orientation Session aimed at Inspiring young minds and creating awareness about Entrepreneurship.





Inter-Institutional Linkages

Partner Organisations

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

- IL&FS
- Price Waterhouse Coopers
- Ministry of Rural Development, Government of India
- Ministry of Panchayati Raj, Government of India
- Small Industries Bank of India (SIDBI)
- The World Bank
- Rajasthan Other Backward Classes Finance & Development Corporation
- Development Commissioner (Handicrafts), Ministry of Textiles
- Rajasthan Mission on Livelihoods
- Department of Industries, Government of Rajasthan
- Punjab National Bank
- NABARD (National Bank for Agriculture and Rural Development)
- NRDC (National Research Development Corporation)
- Confederation of Indian Industry (CII)
- District Poverty Initiative Project (DPIP), Government of Rajasthan
- Tribal Development Department, Government of Gujarat
- Jaipur Rugs Company Private Ltd. (JRCPL)

Awards received by Mr. N K Chaudhary

- Ernst & Young Entrepreneur of the year award (2010)
- Sankalp 2010: Social Enterprise Awards & Investment Forum by Sankalp Forum (2010)
- Corporate Social Responsibility Award by FICCI (2010)
- Indian Achievers Award for Business Excellence by Indian Achievers forum (2010)
- Best SME for CSR by Business Today & Yes Bank (2009)

Recognitions

- The World's leading management thinker, late Prof. C. K. Prahalad has done a case study on our social business model, appreciating its virtual integration intrigued by Jaipur Rugs' product consistency in spite of diversity of weavers. He showed keen interest to understand how Jaipur Rugs is connecting people in remote villages of India to the richest customers in the developed world. He included this case study in his best seller, **"The Fortune at the Bottom of the Pyramid"**.
- Case study prepared by Prof. Ajay Singh, IIM Lucknow
- A case study by IRMA on "Use of ICT in sustainable livelihood through carpet weaving" through Jaipur Rugs Model.
- An Article describing the corporate social responsibility of Jaipur Rugs was published on Business Today Magazine August 9, 2010.
- An Article named as "The Magic Carpet" on initiatives for artisans taken by Jaipur Rugs was published in volume 1, issue 5 of July 31, 2009 in Forbes Magazine.
- A PennSem intern (Corey Stout) from Wharton Business School of University of Pennsylvania conducted a research in May 2009.
- Got citation in Businessworld-FICCI-SEDF Corporate Social Responsibility Award-2009.
- Jaipur Rugs Foundation's Thanagazi Galeecha Cluster Project was in news on International News Channel NewsX.



Cases

“Need and struggle are what excites and inspires us” – Shahana Bi

This is the story of Shahana Bi (17 years) who was born in Nadha village, Badaun district, Uttar Pradesh. She contracted polio, when she was only 9 months old. She grew up, watching her siblings play and felt sorry for herself. Her father had a small tailor shop and the income from it was not sufficient to support her family. She observed that her parents had to struggle to meet out the basic needs of her family. At an early age she decided that she would learn carpet weaving and also convinced her sisters for the same. They started by working with a contactor but earned very less. Their condition remained almost the same even after working hard. But Shahana struggled with great perseverance. After a few years when Jaipur Rugs Foundation contacted them, they eagerly joined as it was a well known NGO and the wages paid were far better than any other carpet manufacturing company in the area. Now she has enrolled her younger brothers & sisters in a nearby school. Shahana Bi's parents are proud of her and say that despite of her disability she figured out a way to support the family. Shahana Bi says that, “At the time when I was unable to find any suitable source of livelihood due to my disability; Jaipur Rugs Foundation carpet weaving training program brought “A RAY OF HOPE” for me and my family”.

“Change your thoughts and you can change your world”- Suman

The capacity of a woman is often underestimated. This thing is largely justified by Suman who is a widow of 36 years of age residing in Suratgarh village. She is the single largest earner of the village factory set-up by Jaipur Rugs in Suratgarh village, Alwar district, Rajasthan. She has five children – 2 girls and 3 boys. All her children are enrolled and studying in Govt. schools. Her husband died 5 years back due to stones in gall bladder. Since then her life has greatly changed.

After marriage Suman and her husband used to leave children alone at home and go to Punjab to work on brick kilns. Together from such a hard manual labor they got Rs 30,000 every 5 - 6 months. After the death of her husband she started carpet weaving at Jaipur rugs center in her own village. Her elder girl helps her with this work after returning from school. Together they are able to earn more than Rs 7000 per month. Steady income and guaranteed employment at their home itself has led to good education and food for this women-headed family.

She has become a venerable figure in the village and many women of her village have followed her footsteps and are working with Jaipur Rugs. In her own words, “Earlier when we worked on brick kilns, we used to get lump sum money after working for 5 months together and residing as migrants in Punjab. It was very difficult to leave children alone for such a long time. Now earning from my home I can look after them easily.”



Governance & Management

List of Trustees:

1. Shri Nand Kishore Chaudhary
2. Shri Navrattan Sarraf
3. Shri Sanjay Singh

Advisory board:

1. Dr. B. N. Hiremath
2. Dr. Narayan G. Hegde
3. Mr. Narender Kumar
4. Mrs. Meena Singhal
5. Mr. Rajendra Jain
6. Mr. Tarachand Saini
7. Mr. Nand Kishore Chaudhary

Executive Board

1. Mr. Nand Kishore Chaudhary
2. Mr. Rajendra Kumar Jain
3. Mr. Tarachand Saini
4. Mr. Sanjay Singh
5. Mrs. Meena Singhal

Management Team

JRF has put together a highly professional management team of individuals with clearly marked key responsibility areas from reputed institutes in India like IIM, IIFM, IRMA and in foreign countries like University of California, Indiana University, and many more. They are qualified and experienced in their specific jobs and carry huge knowledge banks in their individual capacities. The team is a right mix of experience and youth. As a team JRF boasts of over 150 years of collective experience in the development and social sector.

The advisory and consultation team of the foundation consists of eminent persons with extensive amounts of experience and knowledge in varied sectors.



Flames of Future

Highlights of 3 year strategic plan - (2011-14)

JRF formulated its' strategic plan for the next 3 years. In order to outline the future strategy for JRF, an environmental analysis along with needs assessment was conducted to formulate an issue based approach to develop the future strategy. Participative approach was adopted to develop the strategic plan for the future. A diversified and experienced team comprising of people from JRCPL and JRF held a series of consultations with JRF field staff and weavers over a 3 month period to formulate the Strategic Plan along with the Organization Structure and Communication Strategy for JRF.

Goals

- Enhance the skills of existing and potential artisans to enable them to meet the market demand.
- Prevent exploitation, institutionalise fair trade practices in carpet industry and develop conducive environment for people to get attracted towards carpet making as an occupation.
- Improve quality of life of people engaged in the carpet value chain through better access to basic services – health, nutrition, sanitation and education

Objectives

In 3 years' time

- Identify, develop and train 15000 new artisans to make international quality carpets.
- Up- grade skills of 25,000 existing artisans and enable them to make 250 different designs
- Set up 200 village factories and form 500 Community Entrepreneurship Groups - CEGs
- Set up 2 Common Facility Centers – CFCs
- Facilitate access to basic services – health, nutrition, sanitation and education for 30,000 families
- Issue new artisan cards for 20,000 artisans
- Have an annual turnover of Rs 20 crores by end of financial year 2014

Developing Capacities – Common Facility centre

When we dream, we create a world of our own, we believe in eliminating the root of inequalities from the society.

This dream of Mr. Nand Kishore Chaudhary has given courage and support to thousands of Indian rural weavers and empowered them to create their own world where their dreams are lived. Moving into the future, he dreams of a dwelling that can undertake a huge responsibility of training and supporting these rural weavers. In his words, by building more common facility centers, we can develop these micro-producers into entrepreneurs. A common facility center is a nucleus or a production hub where these weavers and artisans can be trained on carpet weaving skills, provided proper shelter, food, clothing, briefed on other welfare programs relating to health, sanitation, HIV, finances etc.

The common facility center will act as a hub for storing raw materials desired by the weavers and finished goods created by them. The administration and training can then be undertaken by a group of experienced local artisans. This will not only develop their skills but also assist them to improve their standard of living through sustained earnings.

Finances

INCOME & EXPENDITURE A/C FOR THE YEAR ENDED 31ST MARCH 2011

Particulars	Current Year 2010-11	Previous Year 2009-10
INCOME		
By Donation	2,980,042	2,194,000
By Other Income- interest	27,533	6,540
By Drawn from Project balances to the extent of available sanction		
Total Expenditure	1,319,551	
Less : Deficit to be borne by JRF	-	
(Schedule - 2)	1,319,551	3,265,578
Total (A)		
EXPENDITURE		
To Expenditure on Training Projects for Carpet Weavers		
Salary (teacher & project coordinator)	285488	
Master / Weaver Remuneration (Honarium)	361043	
Teacher Training cost	160625	
Travelling	17987	
Rent Expenses	41600	
Learning material & equipments	109743	
Skill Upgradation and Seminar expenses	105313	
Fair & Exhibition	10559	
Catalogue and Pamphlets / Publicity	35847	
Exposure Visits	55055	
Project Administrative Expenses	67792	
Miscellaneous	68499	
	1,319,551	3,561,084
* To Other Administration and Operational expenses	3,212,441	1,259,797
(Schedule 5)*		
To Depreciation	734,770	863,486
Total (B)	5,266,762	5,684,367
Excess of Income/ (Expense) over Expenditure/ Income	(939,636)	(218,249)



BALANCE SHEET AS AT 31ST MARCH 2011

Particulars	Schedule No	As At 31.03.2011		As At 31.03.2011	
		Details	Amount	Details	Amount
Source Of Funds					
Corpus Fund	1				
Capital Fund	1		702,197		702,197
General Fund	1		4,177,446		4,902,715
Unspent Project Balances	2		2,472,717		2,687,083
			11,857,679		
Total			19,210,038		8,291,995
Application Of Funds					
Fixed Assets	3				
Gross Block		7,387,778		7,378,278	
Less:depriciation		3,210,333		2,475,563	
Net Block			4,177,445		4,902,715
Current Assets, Loans & Advances :					
Cash & Bank Balances	4	12,357,267		836,607	
Loans & Advances	4			10,000	
Other Current Assets	4	30,216		30,760	
Receivables Project Balances	2	2,956,865		2,567,604	
		15,344,348		3,444,971	
Less: Current Liabilities					
Creditors For Capital Goods					
Creditors For Expenses		311,755		55,691	
Net Current Assets			15,032,593		3,389,280
Total			19,210,038		8,291,995

J A I P U R

EACH ARTISAN. AN ENTREPRENEUR.

Jaipur Rugs Foundation

G-250, Mansarovar Industrial Area,
Jaipur-302020, Rajasthan, India

Phone: +91 141 3987400 Fax: +91 919582988862
info@jaipurrugs.org | www.jaipurrugs.org