



EACH ARTISAN AN ENTREPRENEUR

My vision is to link the grassroot artisans with the global buyers and create shared value for both sides. JRF is the outcome of my long cherished goal of furthering socio-economic development of rural poor through collective action by multiple stakeholders. It is our consistent endeavor to translate the core values of love, empathy, commitment and conscience into our systems, processes and people so that we always remain close to the weavers and the customers.

Nand Kishore Chaudhary
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TRANSFORMING LIVES CREATING SMILES

ANNUAL REPORT 2011-12

JAIPUR
RUGS FOUNDATION

The image is a dense collage of numerous small, square photographs of people from various backgrounds, ages, and genders. All the individuals are smiling or looking directly at the camera with positive expressions. The entire collage is tinted with a uniform blue color. Overlaid on this collage is the text "thousands smile" in a large, white, sans-serif font. The word "thousands" is on the top line, and "smile" is on the bottom line, with the letters of "smile" being significantly larger than those of "thousands".

thousands
smile



Startups Content

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Founder Speaks

With each year passing by, my decision over setting up Jaipur Rugs Foundation (JRF) receives a new justification. While starting my own journey in the carpet industry, my focus had always been on the human dimensions of development. Money is important for an individual just like capital is important for a business, but then these are just instruments for larger fulfillments rather than being ends in their own. Thus, after ensuring that the life-blood of the business – the revenues started flowing in, my entire focus was over establishing an entity that could work for the cause of grassroot populace in a dedicated way.

Having been personally evolved from the grassroots, I am always able to feel the simplicity of life in such settings. I thus ensure that JRF team members are also able to develop such feelings as an integral part of their day-to-day working. JRF thus sees itself as a catalyst that can enhance the choices of the people not only in terms of enhancing their earnings but also in terms of utilization of such enhanced earnings for the larger fulfillments of life – physical, emotional and spiritual.

I was always convinced of the continuous need for building relationships among the people who work together for a common cause. In the process, I realized that the first step towards building such relationships should start with self-discovery. Unless we are connected to ourselves, it will not be possible to build real relationships with the others. Putting this into action, JRF utilized the year for knowing itself better alongside building relationships with others, through working partnerships in the arenas of skill development, livelihoods, health and education.

JRF team members are mostly based in rural areas and strive towards touching the lives of the village community through the innovative interventions and emotional connect. Easier said than done, it takes time and a lot of patience to build rapport with the community and develop them not just as skilled artisans but also as agents of change for spearheading their community development agenda. Like all other years, this year too we reached out to remote rural areas of India and established new bonds with the underserved communities, enabling them to start weaving not just the carpets but also their own lives.

I acknowledge the JRF team for their hard work and commitment displayed during the year. I also thank to our partners and well-wishers for their kind support and recognition. It matters a lot for us to continue thinking and doing great!

Nand Kishore Chaudhary



CEO Speaks

The year has been full of activities and learning on multiple fronts – be it consolidating the existing interventions and improving their quality, starting new training for skill development, entering into partnership with government, designing education curriculum for the artisan communities, or organizing village level health camps. With the advent of new team members who rendered their services and utilized their talent for experimenting with the existing systems, the organization was able to put into test its creativity quotient. Such brief stints with fresh talent were full of fun too, not only for the core team of JRF but also for the artisans and village community.

Such efforts on the part of JRF were well received by the village community and these occasions provided them with an outlet to articulate their other unmet needs in like pure water, hygiene and sanitation, renewable energy solutions etc. Due to limited resources at its disposal, JRF cannot fulfill all such needs of the village communities on its own. But yes, we can certainly enter into working partnerships with governments, corporates, civil society organizations, academia, media and other development partners for spearheading such causes. More thought processing will be done on this in the coming times and we hope to expand our intervention footprint further through such social innovations.

When we are asked about what we do at the community level, our response is that we ‘create smiles’, ‘touch lives’ and ‘build relationships’ through our innovative interventions and emotional connect. Based on our experience of working with the village communities for last several years, we have learnt it very well that to further socio-economic well-being of the artisans and the village community, it is important to engage with not only the community members but also with the different stakeholders who are working for their cause. JRF team members are thus always open to exploring the different kinds of partnerships with like-minded (and spirited) organizations.

At the grassroots, the major focus of JRF is on understanding the socio-economic fabric of the lives of the village community. During their surveys and community mobilization efforts, the field teams also try to understand the individual and collective dynamics of the village life that carry a bearing on their decisions.

We thank our partners and supporters for their valued contributions in our work and commit ourselves to excel further as a conscious and empathetic organization.

Sameer Chaturvedi

Introduction

Jaipur Rugs Foundation (JRF) was founded in the year 2004 by Mr. Nand Kishore Chaudhary under the Rajasthan Public Trust Act. Jaipur Rugs group is known the world over for not just the exquisite rugs and other home furnishing products but also its unique and inclusive business-development model that links grassroots artisans with global markets. Apart from getting featured in 'The Fortune at the Bottom of the Pyramid', Jaipur Rugs has received a number of awards and its model is constantly talked, researched, referred and written about by a diverse set of stakeholders from among the government, industry, media and academia.

Work Mandate

The overall work mandate of JRF is to reach out to remote rural areas and establish bonds with the underserved communities, enabling them to start weaving not just rugs but also their own lives. Such weaving of lives is done through two intertwined verticals: 'enterprise development' and 'social development'. Whereas the enterprise development vertical focuses on the economic well-being of the artisans and their communities through skill development and livelihood support, the social development vertical focuses on their social well-being through interventions, awareness generation and linkages. These two complement each other and facilitate the artisans to advance in their development trajectories. JRF has successfully evolved this model over last several years and in the coming years, it plans to reach out to 1,00,000 artisans.



Vision

The vision of JRF is to create a society where equality, justice and peace prevail through socio-economic development opportunities for all.

Mission

The mission of JRF is to serve as a social innovator promoting the cause of artisans by providing them with decent work opportunities and lead them towards their socio-economic well-being.

Objectives

1. Enhancing economic returns for artisans through global market linkages
2. Connecting artisans with the end customers, thus building relationships and infusing human touch to the value chain
3. Linking with initiatives undertaken by government, business and civil society to promote socio-economic well-being of artisans
4. Serving as a forum for artisans to enable them champion their cause and fulfill their aspirations
5. Innovating to develop ergonomically designed equipment to ease the working of artisans

JAIPUR Socio-Economic Development Model

JAIPUR
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Enterprise Development Support

Unskilled rural poor are made rug artisans through community mobilization and skill training



- Training and livelihood at their doorstep
- Fair Wages, No exploitation

Social Development Support

Artisans and their communities are facilitated for better health, life skill education, sanitation and other social imperatives

Prospective Partners

- | | | |
|-------------------------|-----------------|-------------------------------------|
| ■ Governments | ■ Foundations | ■ Bilateral and Multilateral Donors |
| ■ Academic Institutions | ■ UN Entities | ■ Social Enterprises |
| ■ Corporates | ■ Civil Society | ■ Impact Investors |

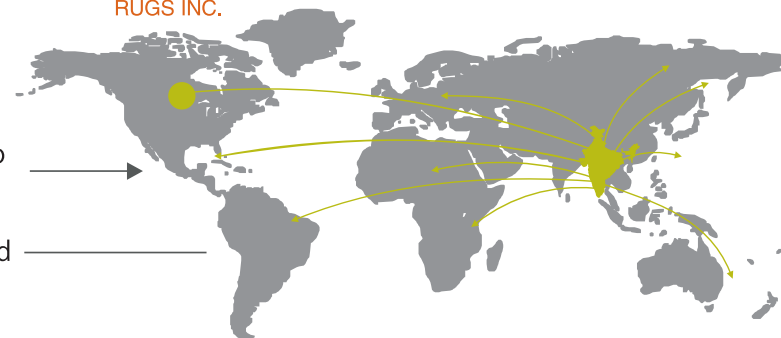


JAIPUR
RUGS COMPANY



Quality Products being exported to countries worldwide

JAIPUR
RUGS INC.



Connecting Artisans to global markets

A sustainable livelihood

Highlights 2011-12

Like all other years, this year too we reached out to remote rural areas of India and established new bonds with the underserved communities, enabling them to start weaving not just the carpets but also their own lives. Such weaving of lives is done through two intertwined verticals: 'enterprise development' and 'social development'. Whereas the enterprise development vertical focuses primarily on the economic well-being of the artisans and their communities, the social development vertical focuses on their social well-being. Thus these two verticals complement each other and remain intertwined throughout the interventions.

During the year, over 200 villages and over 4000 community members from Gujarat, Rajasthan, Uttar Pradesh, Bihar and Jharkhand were reached out for spearheading the work of JRF under these two verticals. The success of these mobilization efforts can be seen in terms of the number of people who would get benefitted by the different interventions of JRF like skill development training, health camps and education programs.

Enterprise Development

Under the 'enterprise development' vertical, JRF reaches out to the rural communities and spread awareness about carpet weaving as a vocation and their potential gateway for sustainable livelihoods. The overall ambit of this vertical is to locate and train the target populace, transform them into skilled artisans and explore how their collective strengths may be developed further so as to enable them become life entrepreneurs.

Such awareness generation also takes the form of exposure visits of the unskilled populace to those sites where skilled artisans are engaged in carpet weaving with the support of JRF. The main objectives of such exposure visits are: to enable the unskilled persons to take a firsthand look at how skilled carpet artisans work in the looms; to facilitate interactions between the skill development trainees and the previously trained artisans; and to acquaint the unskilled persons with the different steps involved in carpet manufacturing, especially weaving processes. During the year, 4 such exposure visits were organized in the states of Uttar Pradesh and Gujarat and over 100 community members participated in these.

The key activity undertaken during the year was the initiation of field implementation of SGSY Special Project in two states of India – Badaun district in Uttar Pradesh and Narmada and Tapi districts in Gujarat. The funding support for this project



is being provided by the Ministry of Rural Development, Government of India and NABCONS has been serving as the monitoring and technical support agency for the same. As Project Implementing Agency (PIA), JRF has taken up the responsibility of training 4000 rural youth belonging to the BPL category and transforming them into skilled artisans in carpet weaving. JRF has entered into partnerships with different government entities in the past as well but the SGSY Special Project is the largest of all such endeavors this far. Though the project got sanctioned in early 2011, the initial months were utilized for planning the field implementation and undertaking preliminary survey. In all, 125 villages and 2500 community members were reached out through community mobilization efforts towards the project implementation.

Apart from the SGSY Special Project field implementation, JRF team continued with their community mobilization efforts in the rural locations of Bihar and Jharkhand. In Bihar, such work was carried out in the villages of Madhubani and Darbanga. In Jharkhand, the district under focus had been Deoghar. The field operations were started in the previous years and so far the focus of these interventions was primarily on enterprise development, especially skill development and upgradation in carpet weaving.

During the months of May and June 2011, field level workshops were organized in Thanagazi (Alwar district) and Shahpura (Jaipur district) branches of Jaipur Rugs for laying down the strategy towards formation of Community Entrepreneurship Groups (CEGs). The rationale behind these workshops was to enable the weaver community to discover their collective working spirit.

Social Development

Under the 'social development' vertical, JRF endeavors to touch the lives of the artisans as well as their communities in a multifaceted way. Of course, due to limited resources at the disposal of JRF, the ambit of the vertical of social development is not too broad but it is definitely well prioritized and the needs of target communities are kept in horizon.

The focus was primarily on three sets of activities: implementation of 'Alternative Education Program' for illiterate artisans and village community members; organizing Health Camps in select villages so as to enable the village communities to avail free health check-ups, treatments and medicines; and facilitation towards preparation of Artisan Cards for the select artisans.



The 'Alternative Education Program' (AEP) is meant to provide functional literacy to illiterate artisans and the village community members. These beneficiaries have not been able to continue their school education during their childhood years. During the year, over 500 village community members were able to complete their classes and gain from the AEP.



The Health Camps are organized in villages so as to enable the poorest of the poor members of the village community avail expert check-up and treatment along with medicines free of cost. One month prior to each health camp, JRF deploys dedicated staff to visit each and every house in the village where the camp is going to be organized in order to extract the details of the patients and to create awareness in the local language. During the year, 5 health camps were organized and over 2750 community members were able to receive health benefits through these. A blood donation camp was also organized in the head office of JRF to encourage staff members of JRCPL and JRF to donate blood.

The Artisan Cards are issues to the artisans by Development Commissioner for Handicrafts and the local nodal entities for undertaking formalities for the same are district industries centers. But due to lack of awareness and low levels of accessibility, the artisans are unable to get their cards made. JRF bridges such gap by spreading awareness and collecting the requisite documents for getting the formalities done. During the year, a total of 288 artisan cards were issues to artisans located in the villages of Sikar, Alwar and Jaipur districts.



JRF organized an Art and Design Competition at Maha Singh Ka Baas Village in Alwar district of Rajasthan on 26th February 2012. The original idea behind such an event aimed at promoting, preserving and fusing traditional art and dance forms with the contemporary ones through engagement of village community members (especially children) came from visitors from California State University, San Bernardino (CSUSB).

Other Highlights

This year, JRF also succeeded in securing registration under Section 35 AC of Income Tax Act of India. This will enable JRF to secure funding support from a wide array of entities that are interested in supporting innovative ventures being taken up by JRF. Such entities will receive a hundred percent tax benefit for extending such support. The registration will be valid for three years, up to March 2014 and in such duration, JRF will reach out to 6000 beneficiaries across its project areas, build up their capacity through community mobilization, exposure visits, skill development training, skill up gradation training alongside providing them with health and education support.

During the Trustees Meeting held in June 2011, a resolution was passed for replacing one of the Trustees – Mr Sanjay Singh with Mr Kantubhai Pawar with effect from 1st July 2011. This was done for maintaining a balance between administrative and field implementation responsibilities of the Trustees.

During the year, JRF Founder and team members reached out to a number of places and addressed a wide variety of audiences from the industry, academia and civil society for sharing the uniqueness of its development model. Key places include Harvard University, IIM Rohtak, IIM Ranchi and IIT Kharagpur. JRF also participated in a number of gatherings organized by industry bodies, government and academia and learn from the experiences of other achievers.

JRF served as a host to a number of people from different walks of life who visited the organization to understand its development model and modus operandi better. Such visits were also relating to meeting the Founder of JRF in person and understand how the firm belief and ethos of one person got immersed into the core values and work philosophy of the organization. The key visitors include those from University of Missouri, California State University, Harvard Business School and Paris Sorbonne University.

The organization caught attention from the media entities, academic entities as well as the industry bodies and the good work being carried out by Jaipur Rugs group was researched, documented and published for larger sharing. The major entities in such endeavor include the Norwegian University of Science and Technology (NTNU), Harvard Kennedy School, Confederation of Indian Industry (CII) and The Economic Times.

Like the previous years, Mr N K Chaudhary – Founder of Jaipur Rugs group got felicitated for doing great service to the artisan communities through the unique socio-economic development model of Jaipur Rugs. Such recognition brought a fresh dose of encouragement and energy for the entire JRF team to continue doing great work. These awards include Social Enterprise Award by Villgro Innovations Foundation and India Pride Award by Dainik Bhaskar group.



On 11th June 2011, Founder's Day was celebrated in the head office of Jaipur Rugs. The day provided the team members of all entities of Jaipur Rugs to reiterate their commitment in weaving rugs along with thousands of lives. The occasion was filled with whole day celebrations full of fun and witnessed collective spirit.



In March 2012, JRF team members had organized an in-house photo shoot wherein the varied causes for which JRF works, were captured through images and emotions. It emerged during the photo shoot that a similar photo shoot could be organized in villages as well where the artisans and community members will be provided with a forum to express their joy.



Enterprise Development Snapshots

The 'enterprise development' vertical focuses primarily on the economic well-being of the artisans and their communities, primarily through organizing skill development and upgradation trainings for village communities (especially women) in various processes related to carpet manufacturing.

When we disaggregate the village communities into gender, caste and other such groupings, it emerges that their livelihood scenarios vary a lot for different members of the community. As the village community is largely dependent on agriculture for their livelihoods, their first preference is always to get one or the other type of work in agricultural fields. But not all people have their own land holdings and therefore, they are required to work as agricultural laborers in the fields of others. Interestingly, they are not the only ones to work in such fields and therefore the availability of work and the corresponding wage rates are dependent on the cropping season as well as the availability of labor.

Apart from agriculture, employment guarantee schemes being implemented by the government are also looked up to for getting partial support for livelihoods. Sometimes, temporary infrastructure works like construction of buildings or roads, laying down railway lines or pipelines or digging canals also surfaces but these generally require heavy labor and are thus not so much suitable for women folks. Adding to this, there are extreme weather conditions like rains, or winters or summers that serve as deterrents for perennial uptake of such work by all members of the village community. It is natural that as such infrastructure works are time bound and high level contracts are signed among different parties, these offer relatively higher wage rate as compared to the alternative work options.

In such backdrop, JRF reaches out to the rural communities and spread awareness about carpet weaving as a vocation and their potential gateway for sustainable livelihoods. The thrust is on locating and training the target populace to transform them into skilled artisans and alongside, exploring how their collective strengths may be developed further so as to enable them become life entrepreneurs.



Such awareness generation also takes the form of exposure visits of the unskilled populace to those sites where skilled artisans are engaged in carpet weaving with the support of JRF. The main objectives of such exposure visits are: to enable the unskilled persons to take a firsthand look at how skilled carpet artisans work in the looms; to facilitate interactions between the potential skill development trainees and the previously trained artisans; and to acquaint the unskilled persons with the different steps involved in carpet manufacturing, especially weaving processes. This enables the people who are interested in enrolling for skill development training to take informed and well thought decision over taking up carpet weaving as a vocation and start considering it as a sustainable source of livelihood. During the year, 4 such exposure visits were organized in the states of Uttar Pradesh and Gujarat and over 100 community members participated in these.

The first step in this direction is location mapping. It involves secondary research followed with primary research and culminates into field survey and community mobilization. It filters out such localities and populace that are not feasible to be covered by JRF in its interventions due to one or the other limitation. Those localities that are chosen are reached out to by the field level functionaries of the organization.

After the community members get convinced about the work, they are divided into different batches and their skill development trainings are organized in their own villages. JRF installs weaving looms in the villages and make available the trainers to teach the art of weaving to the unskilled community members and transform them into skilled artisans.

On successful completion of the training, the skilled artisans are given job work in their own localities, either at the same loom that was utilized for training or on a nearby loom located at a walking distance from their households. Thus, both the trainings as well as livelihoods are provided to the village community in their local settings and they are not required to out migrate from their rural habitations in search for sustainable livelihoods. More so, men are still able to move freely in search for work but the women are not able to do so and therefore, carpet weaving turns out to be a readily acceptable vocation for them.

However such acceptability does not guarantee their regularity or best performance in the work. They constantly require motivational support to keep refining their skills, improve their timings, minimize errors and maintain quality. Another point of significance is that carpet weaving is not an individual affair and requires optimal performance on the part of the group that is working on a single loom. A standardized loom can accommodate 4 artisans and if their tuning is good, their collective output is also good. JRF field teams are adept at inculcating such group dynamism into the individual artisans and in doing so; they lay down the foundation for enterprise development at the grassroot levels.

It is interesting to note here that there are hardly any instances of community owned enterprises in carpet industry and JRF is perhaps the first organization in the country to initiate this enquiry on how grassroot entrepreneurship spirit could be injected into the artisan community engaged in carpet weaving. The overall endeavor is to take the motto of the organization 'each artisan, an entrepreneur' to the next level whereby artisan communities can take up the management of the process of conversion of raw material into semi-finished products in their own hands.

1. SGSY Special Project

Swarnajayanti Gram Swarojgar Yojna (SGSY)

The year witnessed the beginning of field implementation of SGSY Special Project in two states of India – Uttar Pradesh and Gujarat. The funding support for this project is being provided by the Ministry of Rural Development, Government of India and NABCONS has been serving as the monitoring and technical support agency for the same.

As Project Implementing Agency (PIA), JRF has taken up the responsibility of training 4000 rural youth belonging to the BPL category and transforming them into skilled artisans in carpet weaving. JRF has entered into partnerships with different government entities in the past as well but the SGSY Special Project is the largest of all such endeavors this far. Though the project got sanctioned in early 2011, the initial months were utilized for planning the field implementation and undertaking preliminary survey.

For the ease of implementation, it was decided to start the preliminary rounds of field survey and mobilization in Uttar Pradesh. The objective was to undertake location mapping of potential sites and extract the number of people that can be covered under the project. Such details are not readily available in the public domain therefore along with some indicative secondary research; much reliance was required to be made over primary research. For such purpose, a diagnostic survey tool was developed and a team of field investigators was developed and trained to employ such tool.



During April to June 2011, JRF teams reached out to the identified villages of Sahaswan and Islamnagar located in Badaun district of Uttar Pradesh and started gathering the information about the rural BPL households. The enquiry covered categorizing the locations of such households in terms of intervention feasibility and understanding the current levels of skills and occupations of the youth populace of these households. JRF

had a rough idea about the socio-economic profile of some of these areas but detailed profile was gathered only during such surveys. The findings of these surveys were getting analyzed and consolidated simultaneously by the head office teams. The parallel set of activity that was going on during this time was identification of suitable skilled artisans from the same localities who could be associated with JRF as trainers. By now it was clear as to which panchayats and villages will be taken up under the project with the likely number of (potential) trainers as well as trainees in each of those locations.

After the requisite information was gathered and surveys were over, a detailed outreach and mobilization plan was developed and rolled out during the months of June to July 2011. Reliance was made over the standardized communication toolkit for spreading awareness about the proposed intervention. These community mobilization efforts

involved long discussions with the household heads and the senior members from the larger community. By this time it was clear that most of the beneficiaries of the project are going to be female members of the community. And as there are relatively higher restrictions on free movement and socializing of girls, community mobilization efforts was time taking.



It was also apparent that such systematic and supply chain based skill development trainings were not organized in these locations in the past and therefore the families were not sure over sending their youth members. After sustained discussions and clarification of the overall goal of the scheme and the modus operandi of JRF, the family heads gave their consent. What they liked the most was that the trainings were going to be organized in their own villages and post training livelihood opportunities were also to be provided in their own villages.

In specific terms, it meant that their unemployed (or partly employed) family members will be able to enhance their family incomes while being in their own localities and the family is not required to put any investment into that.

After receiving confirmation about the number of beneficiaries to be covered in the first phase of training, the locations for training centers were finalized well within the selected villages and various other formalities were accomplished for the purpose. Alongside, the training of trainers was organized by the master trainers and experts of JRF. JRF has a pool of master trainers who have acquired expertise in making of hand knotted carpets over a period of 15-20 years. These master trainers were brought in for imparting skill training to the locally identified trainers for the project.

Thus, after all preparations, the first phase of training commenced in the month of August 2011. Unlike other centralized and in-house trainings, the training of carpet weaving being given by JRF is decentralized and outdoor. In general terms, each training center houses one trainer, two looms and eight trainees. Apart from the trainer who would be present throughout, there will be design experts and quality supervisors who will keep on visiting the center on daily basis. The training lasted for three months and got concluded in the month of October 2011. Each day of training was of eight hours with one hour lunch break during which the trainees were provided with food in accordance with the resource support being provided under the project.

During the training period, the trainees were given a lot of motivation and encouragement to learn and hone their skills within the stipulated timeframe so as to graduate as skilled artisans. Such handholding was not just restricted to the training centers but got extended to their households and at times took the form of counseling of the parents of the beneficiaries to continue sending them to the training center. It is relevant to note here that unlike the urban educated class who are always accustomed to going to schools and colleges and take up office job from morning till evening, the rural illiterate youth is used to live an altogether different kind of life that is full of unpredictability. Training requires a lot of discipline on the part of both the trainer as well the trainees and a lot of input is required to maintain that.

After successful completion of the training, the beneficiaries were provided with certificates of successful completion of training and thereafter, they placed (self-employed) in the nearby carpet weaving looms for regular work. Due handholding support was provided to the beneficiaries during this new phase of their life so as to constantly motivate them to keep improving their skills and earn yet better wage rates.

The same process was repeated in the remaining months of the year in Uttar Pradesh and Gujarat and the learning was utilized for improving the quality of project implementation. In all, 85 villages were reached out in Uttar Pradesh and 30 villages were reached out in Gujarat. Of these, 81 training centers became operational in 41 villages of Uttar Pradesh and 32 training centers became operational in 16 villages of Gujarat. During the year a total of 520 beneficiaries were trained and. Of these, 502 beneficiaries were provided with certification and 440 beneficiaries were provided with self-employment support in Uttar Pradesh.

2. Community Mobilization

Apart from the SGSY Special Project field implementation, JRF team continued with their community mobilization efforts in the rural locations of Bihar and Jharkhand. In Bihar, such work was carried out in the villages of Madhubani and Darbanga. In Jharkhand, the district under focus had been Deoghar. The field operations were started in the previous years and so far the focus of the interventions is primarily on enterprise development, especially skill development and upgradation in carpet weaving.

3. Community Entrepreneurship Groups

During the months of May and June 2011, field level workshops were organized in Thanagazi (Alwar district) and Shahpura (Jaipur district) branches of Jaipur Rugs for laying down the strategy towards formation of Community Entrepreneurship Groups (CEGs). The rationale behind these workshops was to enable the weaver community to discover their collective working spirit.



Quraisha Begum a single mother in a Muslim rural community

Quraisha Begum is a resident of a Muslim community, in Jataki Village, Badaun District in Uttar Pradesh state, one of the poorest districts in India. She is a mother of six girls & three boys and a woman of strong will with a determination of giving her children a good life.

Five years ago, her husband died after losing his leg in an accident. There was no money for proper medical care, so Quraisha became a widow.

While most of women in rural India would lose hope in such circumstances, Quraisha never did. She single-handedly raised her children by working as an agricultural laborer. Villagers encouraged her to trust Jaipur Rugs Foundation initiatives which started in the community in 2011.

Convinced with our possibility to connect her family to a sustainable income generating activity, Quraisha agreed to let two of her elder daughters, Meraz & Ujma, learn carpet weaving & less than one year later the looms were installed in their home. Now, Meraz and Ujma support their family with a predictable earning through carpet weaving.



Social Development Snapshots

Under the 'social development' vertical, JRF endeavors to touch the lives of the artisans as well as their communities in a multifaceted way. Whereas the enterprise development vertical focuses primarily on the economic well-being of the artisans and their communities, the social development vertical focuses on their social well-being. Thus these two complement each other. Of course, due to limited resources at the disposal of JRF, the ambit of the vertical of social development is not too broad but it is definitely well prioritized the needs of target communities are kept in horizon.

This year, the focus was primarily on three sets of activities: implementation of 'Alternative Education Program'; organizing Health Camps; and facilitation towards Artisan Cards. The funding and logistic support for all these was provided to JRF by the JRCPL out of its profits. All the three sets of activities have been detailed out below:

1. Alternative Education Program

The 'Alternative Education Program' (AEP) is meant to provide functional literacy to illiterate artisans and the village community members. These beneficiaries have not been able to continue their school education during their childhood years. While working with the artisans, JRF was able to realize it well that apart from sustainable livelihoods, there is a clear need for functional literacy in the villages. Thus, in late 2010 AEP was conceptualized and started in Jaipur and Alwar districts of Rajasthan in partnership with Jenny Jones Rugs and Peter Larsen – buyers and supporters of Jaipur Rugs who have kindly reciprocated to get connected with the artisans beyond rugs.

The ambit of such 'alternative education' is basic literacy and numeracy skills, and developing an understanding of health, hygiene, family life education and the environment while building their confidence so that they become more self-reliant and able to contribute effectively towards their family and community.

The intervention had kept the ground realities of the village community horizon and therefore its curriculum was designed in such a way as to enable the target beneficiaries to attend the classes without disturbing their existing engagements. Apart from the artisans who have to work whole day, most of the target beneficiaries had to do household work and some of them work on fields. Therefore, the classes were conducted for 2 hours every day with a weekly holiday for a total duration of 6 months. The centers in which these classes were conducted were located within the village, at walking distance from the households of the beneficiaries. The teacher was also selected from among the educated women of the locality so that the teachers and the students are able to build rapport with ease.



The first phase of AEP got started in the previous financial year and it had 5 AEP centers operational in 5 villages with a total of 259 beneficiaries. After identification of the beneficiaries, finalization of the centers and selection of the teachers, training of teachers (ToTs) were organized by the AEP coordinators from JRF and other education experts from End Poverty, who were involved with the curriculum development. In these ToTs, the teachers were explained about the overall philosophy behind the intervention, the curriculum and the appropriate teaching methodology.

After getting acquainted with the curriculum, the teachers went back to their respective AEP centers and continued with the classes while maintaining records of the attendance and learning outcomes. In the end, exams were conducted so as to enable the beneficiaries to revise and share their learning. In the month of April 2011, a mid-term evaluation cum experience sharing was carried out by the JRF team accompanied by external consultants and their collective inputs were fed back into the program for its strengthening. It emerged during this evaluation that there is a need to organizing one more ToT in the middle of the program so as to enable the teachers to share their classroom experiences and get their problems resolved. It was thus decided to have at least two ToTs in the next phases. The first phase of AEP got concluded as per schedule in June 2011.

Building on the learning of the first phase, the groundwork for the second phase of AEP was started from May 2011 in the form of survey and community mobilization. The field team members who were in charge of monitoring and handholding the classes of the first phase (during the evening hours) were given the responsibility of undertaking such survey and community mobilization work during the day hours. As this was the second of its kind experience, the field teams were finding the overall work to be predictable than the first time. They were more accustomed to receiving questions and remarks of the community members about getting involved with such innovative education program. Alongside, the search was on for locating potential teachers from the villages being surveyed. Like in all other interventions, JRF endeavored to engage the local talent as teachers in AEP as well.

Thus, after completing the survey and community mobilization, 9 centers located in 9 villages were finalized for the second phase with a total enrolment of 355 community members. However, in this batch, unlike the first phase, a large majority of the beneficiaries were weavers and were above 18 years of age. Like in the first phase, the duration of the program was to be of 6 months.

After all the necessary preparations and the ToT, the second phase of AEP was flagged off on 6th July 2011 and the students were distributed with their education kits and the classes started despite the rains that kept



disturbing the frequency of the classes in between. While the classes were taking place, the field staff of JRF and other technical experts associated with carpet weaving processes kept on monitoring the centers and provided their inputs in enhancing the learning outcomes. Such visits ensured better learning exchange among the teachers and the students.

The second ToT was organized in the month of November 2011 and like in the case of the first ToT, the AEP coordinator from JRF and education experts from End Poverty played instrumental role in this. As teachers were already briefed about organizing of the second ToT at the start of the program, they also came prepared for this and took use of the opportunity to share their experiences and clarify their doubts. Sessions were also taken by the carpet weaving experts who are mostly involved with skill development training and quality supervision in carpet weaving processes. They were also able to comment on the behavioral aspects of the weavers and shared about their own unique ways of dealing with them while encouraging the weavers to enhance their performance. Following from this, the second phase of AEP got concluded in December 2011. The field survey and community mobilization for the third phase of AEP that was initiated in November 2011 got concluded in January 2012. This time, emphasis was over reducing the batch size and increasing the outreach. Thus, 14 villages were finally selected with a total enrolment of 478 community members. The third phase officially got started in the month of February 2012 and a ToT was organized beforehand.



Geeta A young mother sending her children to private schools

Location: Village: Mahasinh Ka Bass; Town: Thanagazi; District – Alwar; State: Rajasthan, India

Geeta is a 20 year old married woman and after her marriage she moved from her natal village to Mahasinh Ka Bass village in the 9 member extended family of her parents in law. Geeta has 3 children and is one of the 40,000 artisans of JAIPUR since the end of 2009.

Private education is not a dream

Geeta had the responsibility to take care of her three sisters so she was not able to continue her studies. During AEP, she interacted with the local teachers who helped her manage the time between study, weaving and housework. At the end of the program, Geeta says: “I feel more confident about what and why I am doing”. Geeta will make sure that all her children will get an education: in spite of her family’s tight money condition she sends her children to private schools.

We believe Geeta has set an example for other women in the village who aim to support their families and to secure the future of next generations.

2.

Health Camps



JRF organizes health camps to enable the poorest of the poor members of the village community avail expert check-up and treatment along with medicines. The objective of such camps is to assist the poor people who could not get proper medical services in the area or could not afford to undergo primary diagnosis and treatment advice due to poverty. One month prior to each health camp, JRF deploys dedicated field staff to visit the households located in such place where the camp is going to be organized in order to extract the details of the patients and create awareness.

These camps are useful in treating the general ailments whereas the severe health issues are diagnosed and are referred to hospitals for proper care. These camps help in not only treating the patients but also in identifying potential health disorders which if otherwise unattended may eventually raise their healthcare burden. These generally include ENT, Eye checkup, Orthopedic services, Dental services, Gynecological services, Pediatric cases, Pathology facilities and Medicine support. As per the need, transportation facility is also provided to those who have limited mobility.

During the year, a blood donation camp was organized in the head office of JRF to encourage staff members of



JRCPL and JRF to donate blood. This was followed by 5 health camps that were organized in different locations across Rajasthan. In these, over 2750 community members were able to receive health benefits. A brief description of these is given below:

On 16th July 2011, a Blood Donation Camp was organized in the head office of JRF to enable the staff members of Jaipur Rugs group to donate blood.

On 21st August 2011, a Health Camp was organized in Aaspura Village located in near Chomu in Sikar district of Rajasthan. This was done in collaboration with Santokba Durlabhji Medical Hospital and Poonam Raniwala Foundation. JRCPL provided JRF with requisite logistics and administrative support for the purpose. In all, 731 people from the nearby area of Aaspura village benefited by this camp.

On 4th September 2011, an Eye Checkup Camp was organized at Jyoti Mahila Mahavidyalaya located in Thanagazi block of Alwar district in Rajasthan. This was done with the support from Dr Anil Matai and Dr Siddharth Kothari in collaboration with Santokba Durlabhji Medical Hospital, Jaipur and Forest Department, Sariska Range, Alwar, Rajasthan. Through this, around 300 people (including 77 artisans) were able to get benefitted and they were provided with free advice, checkup, spectacles and medicines.



On 14th November 2011, a Health Camp was organized in Maid village near Jaipur city in collaboration with Santokba Durlabhji Medical Hospital. With over 15 Doctors present, over 700 people (including around 200 artisans from the nearby areas) received healthcare benefit through checkup, minor surgeries, health advice and medicines.

On 21st November 2011, a Health Camp was organized in Jaipur in collaboration with Santokba Durlabhji Medical Hospital and 700 people were able to receive benefit from it.

On 29th January 2012, another Health Camp was organized at Baba Ramdasji Maharaj ka Mandir in Aaspura village, near Chomu in Sikar district of Rajasthan. Through this, 542 beneficiaries were able to receive health benefits. This camp aimed to provide follow up services to the patients those who were checked up during August 2011. The services offered were Eye checkup and treatment, Dental services, General medical services, Gynecological services, Pediatric Cases, Physiotherapy Services, Laboratory Services i.e. Hemoglobin, Blood Sugar and ECG Test.

3.

Artisan Cards

The artisan cards are issued to the artisans by Development Commissioner for Handicrafts and the local nodal entities for undertaking formalities for the same are district industries centers. But due to lack of awareness and low levels of accessibility, the artisans are unable to get their cards made. JRF bridges such gap by spreading awareness and collecting the requisite documents for getting the formalities done. During the year, a total of 288 artisan cards were issued to artisans located in the villages of Sikar, Alwar and Jaipur districts.



4.

Art and Design Competition

The visual arts are a powerful means of making people express their thoughts and aspirations. It helps them to bring their ideas and views about the kind of job they are doing on paper. With this belief, JRF organized an Art and Design Competition at Maha Singh Ka Baas Village in Alwar district of Rajasthan on 26th February 2012. The original idea behind such event came from California State University, San Bernardino (CSUSB) student group, led by Prof. Vipin Gupta and Prof. Frank M Lin. The purpose was to promote, preserve and fuse traditional art and dance forms with the contemporary ones through engagement of village community members (especially children). It was thought that such program will encourage artisans and their family members to open up and feel confident in doing whatever they wish to do in their lives through such self-expression.

Thus, families of more than 100 Carpet Artisans were encouraged and motivated to participate in letting them express themselves through art and discover a powerful tool for conveying their message to the wider community.

A special folk song and dance competition was also organized alongside for the entertainment and motivation of the artisans. Participation in social gatherings in rural settings is generally not a spontaneous process; it has to be induced through constant motivation. The prize distribution was held in form of cloths for every participant in kid's category. Set of Utensils was distributed to top 10 elders in both categories in addition of normal cash prizes.



Awards and Recognitions



India Pride Awards 2011

In October 2011, Mr N K Chaudhary – Founder of JRF was awarded with the Social Change Agents prize at the inaugural ceremony of the India Pride Awards 2011 for giving employment to more than 40,000 carpet artisans in 10 states in India and being a Change Agent in the field of Social Development and Equity. The annual event is organized by Dainik Bhaskar group which owns Dainik Bhaskar the newspaper in Hindi language with the largest circulation in India, to reward leaders in the public sector organizations. This year, India Pride Awards included a new section: Social Change Agents and Impact Creators.



Villgro Social Enterprise Award 2011

In December 2011, JAIPUR was awarded with Villgro Social Enterprise Award 2011, during the social entrepreneurship conference Unconvention, for creating a global supply chain that integrates more than 40,000 carpet artisans from 600 remote villages in India. JRF, as an integral part of the JAIPUR group, finds its share in the award as it is throughout involved in the grassroot communication, training and motivation efforts of the JAIPUR group. The annual event is organized by Villgro Innovations Foundation, "the pioneers in championing rural innovation", to recognize and felicitate outstanding individuals, enterprises and institutions in the Innovation and Social Entrepreneurship eco-system, for their contribution in effecting a sustainable change in society.



Representations and Outreach

JRF Founder and team members reached out to a number of forums to address a wide variety of audiences from the industry, academia and civil society for sharing the uniqueness of its socio-economic development model. Apart from making presentations, JRF also participated in a number of gatherings organized by industry bodies, government and academia and learn from the experiences of other achievers. A tabulated list of such representations is presented below:



S. No.	Month/Year	Focus Theme	Organizing Entity	Location
1	Aug-11	CSR-CSO Bridge	CII	New Delhi
2	Aug-11	National Rural Livelihoods Mission in Rajasthan	Rajasthan Mission on Livelihoods	Jaipur
3	Sep-11	Global Skills Summit	FICCI	New Delhi
4	Sep-11	2nd National Conference on Skill Development 2011	CII and Ministry of Labour and Employment, GOI	New Delhi
5	Oct-11	Swedish Institute Management Program, India 2012	Swedish Institute	Mumbai
6	Nov-11	Jaipur Rugs Business-Development Model	Babson Entrepreneurship Forum	Massachusetts
7	Nov-11	Integrating Responsible Business Behaviour in the Textile and Apparel Industry	IICA and GIZ	New Delhi
8	Dec-11	National Rural Development Summit	CII	New Delhi
9	Jan-12	Pravasi Bhartiya Diwas 2012	Ministry of Overseas Indian Affairs	Jaipur
10	Jan-12	Development Dialogue 2012	Deshpande Foundation	Hubli
11	Jan-12	Jaipur Rugs Business-Development Model	IIT Kharagpur	Kharagpur
12	Feb-12	Seminar on Affirmative Action	CII	Jamshedpur
13	Feb-12	Jaipur Rugs' Interventions in Rural India	Kaivalya Education Foundation	Ahmedabad
14	Feb-12	Catalyzing Change	TEDx and IIM Ranchi	Ranchi
15	Mar-12	Research Symposium on Corporate Social Responsibility in India	Harvard Business School	Mumbai
16	Mar-12	Livelihood : Youth Empowerment, Skill Development and Innovation"	CII	Ahmedabad

Inbound Visits

JRF served as a host to a number of people from different walks of life who visited the organization to understand its socio-economic development model and modus operandi better. Such visits were also relating to meeting the Founder of JRF in person and understand how the firm belief and ethos of one person got immersed into the core values and work philosophy of the organization. The key visitors include those from University of Missouri, California State University, Harvard Business School and Paris Sorbonne University. An indicative list of such visits is presented below:

S. No.	Month/Year	Visiting Person/Institution	Purpose
1	Apr-11	International Business Department, EAFIT University, Colombia	Understanding Jaipur Rugs Model and Communication Tools
2	Jul-11	Travel Another India	Exploring Rural Responsible Tourism Possibilities
3	Jul-11	Deshpande Foundation	Experience Sharing over Jaipur Rugs Model and Interventions
4	Aug-11	Frank Zweerts and Ms. Sindhu, Marni Foundation	Exploring Vocational Skill Partnership Possibilities
5	Sep-11	Enterpreneurship Development Institute	International Delegation Exposure Visit - Knowledge Exchange
6	Dec-11	University of Missouri System	Learning Exchange and Knowledge Sharing
7	Dec-11	California State University, San Bernardino (CSUSB)	Learning Exchange and Knowledge Sharing
8	Dec-11	Indian Institute of Forest Management	Understanding Jaipur Rugs Model and Grassroot Linkages
9	Jan-12	Massachusetts Institute of Technology (MIT) International Development Club	Promoting Volunteerism among students, Conversation with NGOs and Social Leaders
10	Jan-12	Sevayatra	Volunteerism Possibilities with Jaipur Rugs
11	Jan-12	Kaivalya Education Foundation	Exploring Placement Support for Gandhi Fellows
12	Feb-12	Rashmi Bansal	Interview of Mr N K Chaudhary
13	Mar-12	National Institute of Agricultural Marketing	Exposure Visit to Jaipur Rugs for Learning
14	Mar-12	Enterpreneurship Development Institute	International Delegation Exposure Visit - Knowledge Exchange
15	Mar-12	The Graduate school of Communication of LA SORBONNE UNIVERSITY, Paris, France	Exposure Visit to Jaipur Rugs for Learning
16	Mar-12	Leaders' Quest	Preparations for Leaders' Quest



Balance Sheet

As at 31st March 2012

PARTICULARS	SCHEDULE NO.	AS AT 31.03.2012		AS AT 31.03.2011	
		DETAILS Rs.	DETAILS Rs.	DETAILS Rs.	DETAILS Rs.
I. SOURCES OF FUNDS					
Corpus Fund	1		702,197		702,197
Capital Fund	1		4,706,247		4,177,445
General Fund	1		216,044		2,472,717
Unspent Project Balances	2		2,184,010		11,857,679
TOTAL			7,376,410		19,210,038
II. APPLICATION OF FUNDS					
Fixed Assets	3				
(a) Gross Block		8,726,560		7,387,778	
Less: Depreciation		4,020,313		3,210,333	
Net Block			4,706,247		4,177,445
Current Assets, Loans & Advances :					
(a) Cash & Bank Balances	4	3,318,444		12,357,267	
(b) Loans and Advances	4				
(c) Other Current Assets	4	198		30,216	
(d) Receivable Project Balances	2	343,888		2,956,865	
		3,662,530		15,344,348	
Less: Current Liabilities					
Creditors for Capital Goods					
Creditors for Expenses		992,367		311,755	
Net Current Assets			2,670,163		15,032,593
TOTAL			7,376,410		19,210,038
ACCOUNTING POLICIES & NOTES ON ACCOUNTS	6				

Income and Expenditure

For the year ended 31st March 2012

PARTICULARS	CURRENT YEAR 2011-12	PREVIOUS YEAR 2010-11
INCOME		
By Donation	5,498,000	2,980,042
By Other Income- Interest	4,614	27,533
Recovery against expenses incurred	1,043,252	
By Drawn from Project balances to the extent of available sanction	11,977,497	1,319,551
TOTAL (A)	18,523,363	4,327,126
EXPENDITURE ON OBJECT OF THE TRUST		
a. Skill Development (SGSY Project) 14,457,255		
b. Education (Alternative Education Project) 1,491,170		
c. Thanagazi Carpet Cluster 386,400	16,334,825	1,319,551
To Health & Sanitation Programme	112,884	
To Expenditure Incurred on Thanagazi carpet cluster project written off	2,494,524	
“ To Other Administration and Operational expenses (Schedule 5)”	919,144	3,212,441
To Depreciation	821,945	734,770
TOTAL (B)	20,683,322	5,266,762
EXCESS OF INCOME/ (EXPENSE) OVER EXPENDITURE/ INCOME	(2,159,959)	(939,636)