

# Engage Develop Sustain

ANNUAL REPORT 2018-2019



**JAIPUR**  
RUGS FOUNDATION

This innovative initiation and effort of Jaipur Rugs Foundation and Prison Department is really an appreciable effort. Prison inmates are trained in rug weaving and production. Their efforts are getting appreciated globally. This leads a perfect way of reformations in prison.

The earnings which prison inmates are making is contribution to their families as well as 25% of earned income is contributed to victim's family as well.

**Rakesh Mohan (Jail Superintendent)**





# “Let us make this world noble”.

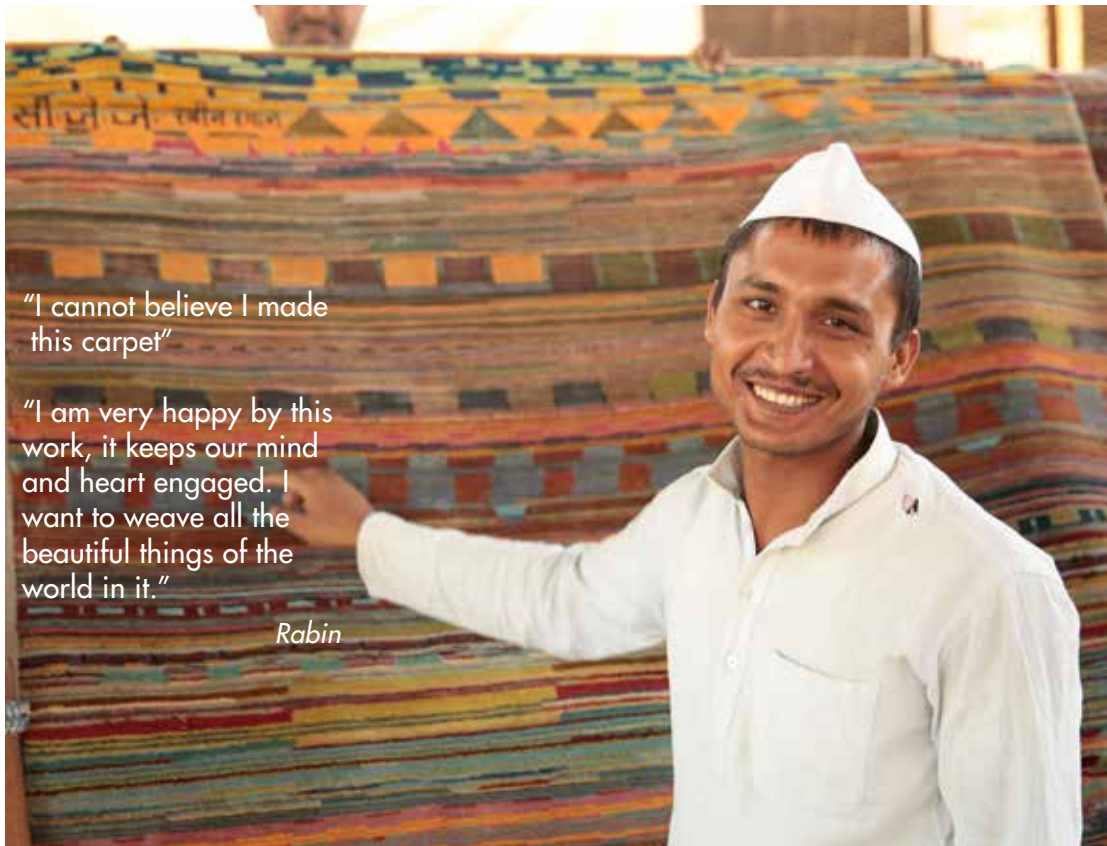
Every step and every effort should move towards making world a noble place to live in. JRF being the inclusive development practitioner, commits to develop imagination behind the bars. Capacity to imagine brings motivation, which then converts in prestige and prosperity of each individual if nurtured appropriately.

There were many instances in India, when inmates are given work to keep them busy and develop satisfaction via productivity. However, the work seems to be failing because of exclusion from backward and forward linkage that lead underutilizing potential of inmates. JRF taps into this latent potential by adhering to its socio economic development model. Foundation not only provides the skill training and workshops to the inmates, along with market linkage but also instills mindfulness and provide holistic health support. Thereby providing them means of sustained livelihood.

JRF's purpose of existence is consciously integrated with the sustainable development goals. Whereby the significance of creating sustainable market based solutions for the disempowered has been comprehended. JRF focusses on the ideas and solution that create social value.







## Rang Birangi Duniya

### About The Rug

The rug 'rang birangi duniya' or 'the colorful world' is a take on the importance of colors in life. The rug is a colorful amalgamation of the weaver's thoughts and feelings that he had while weaving the rug. The pattern started with plain simple lines, followed by zigzag pattern that depicts the harsh realities of life. The rug then concludes with triangular patterns that clearly define the ups and downs that are critical to one's life.

### About The Weaver

Rabin Khan is 37 years old and has been sentenced life in prison. The hardships have not destroyed him rather; they have made him wiser and humble. "I am doing my part, I am happy that at least I am able to support my family by weaving rugs in the jail", he says with an innocent smile that very evidently defines his guilt and his willingness to atone for the same.



## MESSAGE FROM THE FOUNDER

The year 2018 was filled with realizations and consciousness for the Jaipur Rugs Foundation. We made big move towards making world happy, conscious and empathetic place, where everyone recognize the positivity in each aspect of life, with big strides in our efforts to embark upon a journey from poverty to potential. Founded in 2004 JRF is committed to unlock the untapped potential at the grassroots by enabling social innovations to nurture and ignite the dormant talent for inclusive socio economic empowerment in the remote corners of India.

The past year has been one of the achievements for us. The foundation has found a new momentum through various new initiatives, scaling up the existing operations to newer areas both functionally and geographically. Our intentions are to explore and venture into other activities in the carpet making value chain and promote livelihood to lost areas as well as to provide forward/backward linkage for the artisan community. We were also benefitted by the visits of a number of experts from different walks of life and representing the government, corporate, media, academic institutions and impact investors. The discussion with such diverse set of stakeholders took foundation to the new heights.

We initiated few of the projects which gives new hope and direction to the world. Jaipur Rugs foundation conducted skill training for 80 inmates in the Central Jail of Bikaner and Jaipur. Our aim of connecting consumers to weavers is shaping new direction where consumer are telling their stories to weavers, and weavers are co creating their story by their skills on carpet. Our progress in steering various programs of social change would not have been possible without the generous support of our partners. Thank you for collaborating with us to create an ecosystem where every artisan is empowered to become grassroots entrepreneur.

  
NK Chaudhary



# JRF Annual Report 2018-2019

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### **Vision**

To create a society where equality, justice, and peace prevail through socio-economic development providing opportunity for all.

### **Mission**

To serve as a social innovator promoting the cause of artisans by providing them with job opportunities resulting in an uplifted rural society.







# Our Reach











## Our Impact

**2,50,500** lives impacted

**610 Villages** 5 States

**50,000** Job Created

**41,307** HealthCare

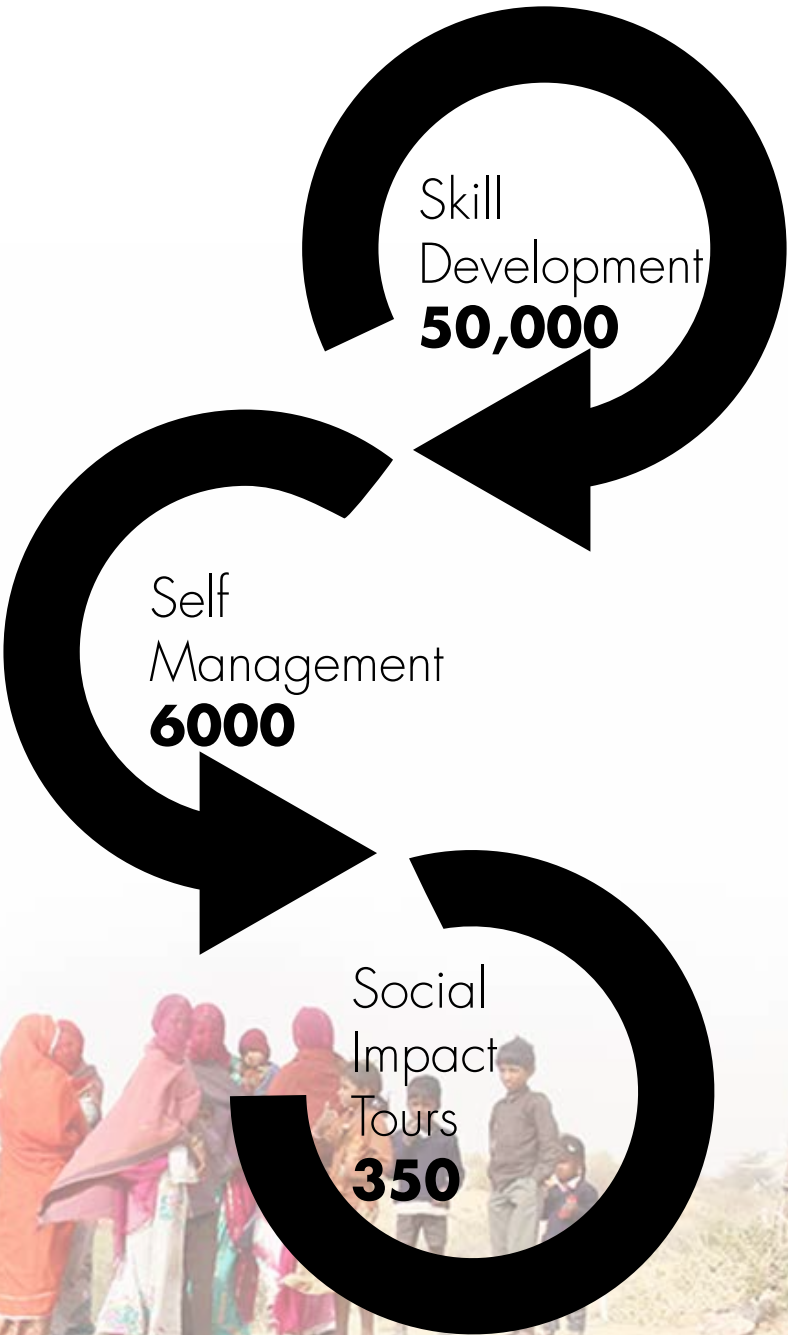
**4,417** Educated

**51** Program Conducted

# Engage

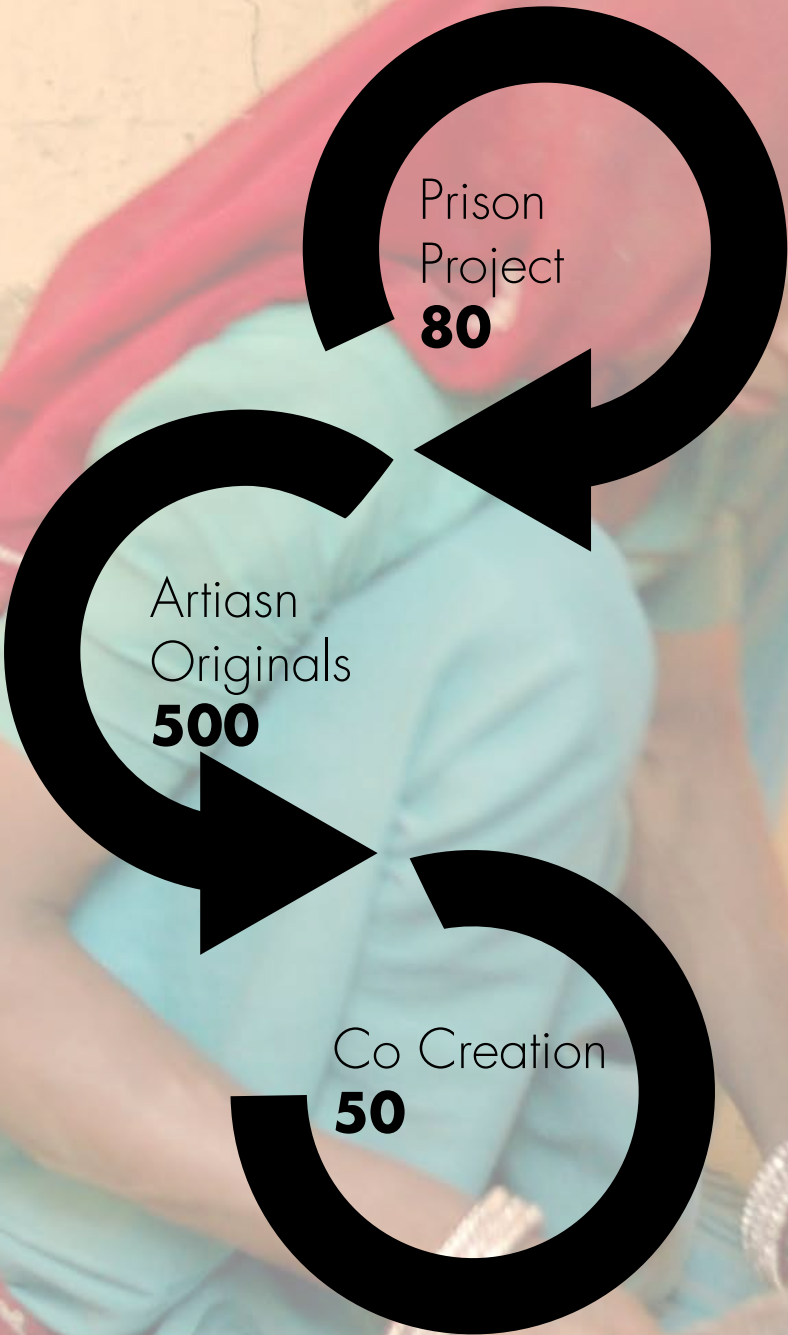


# Develop





# Sustain

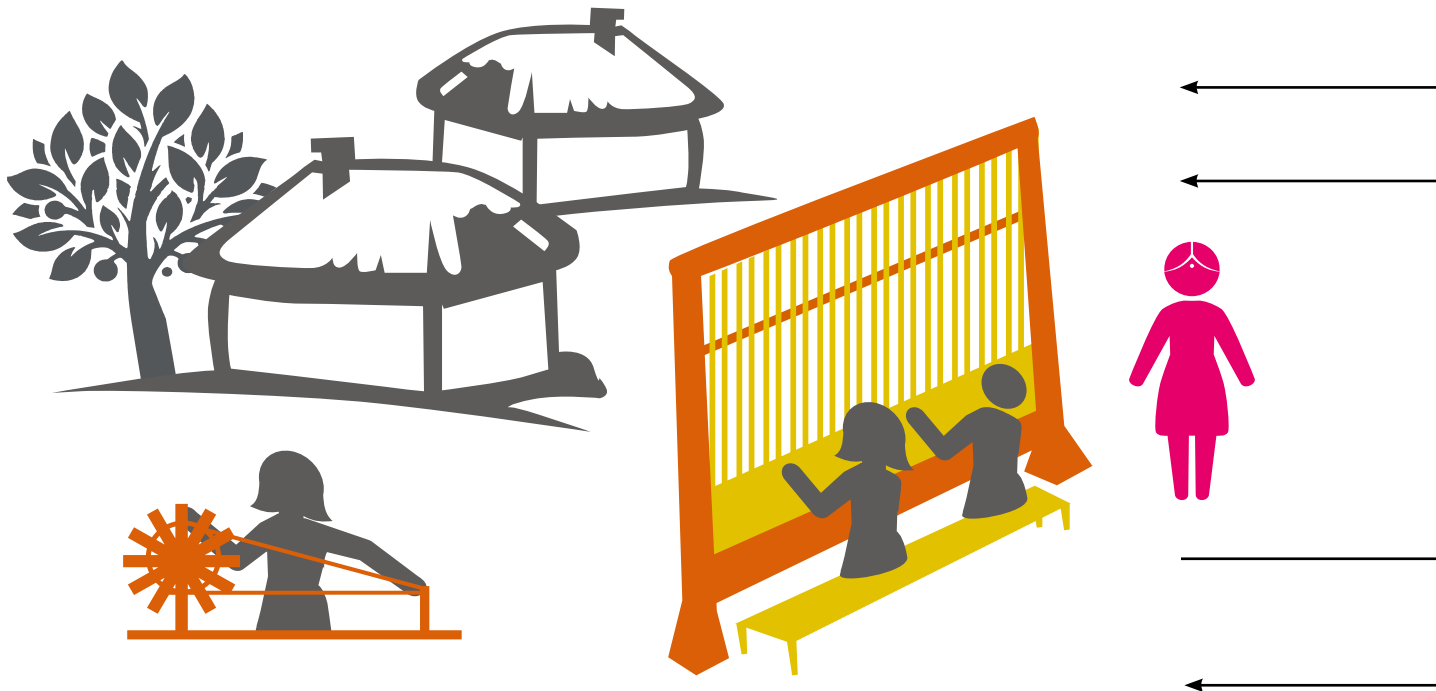




# SOCIO-ECONOMIC DEVELOPMENT MODEL

## 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

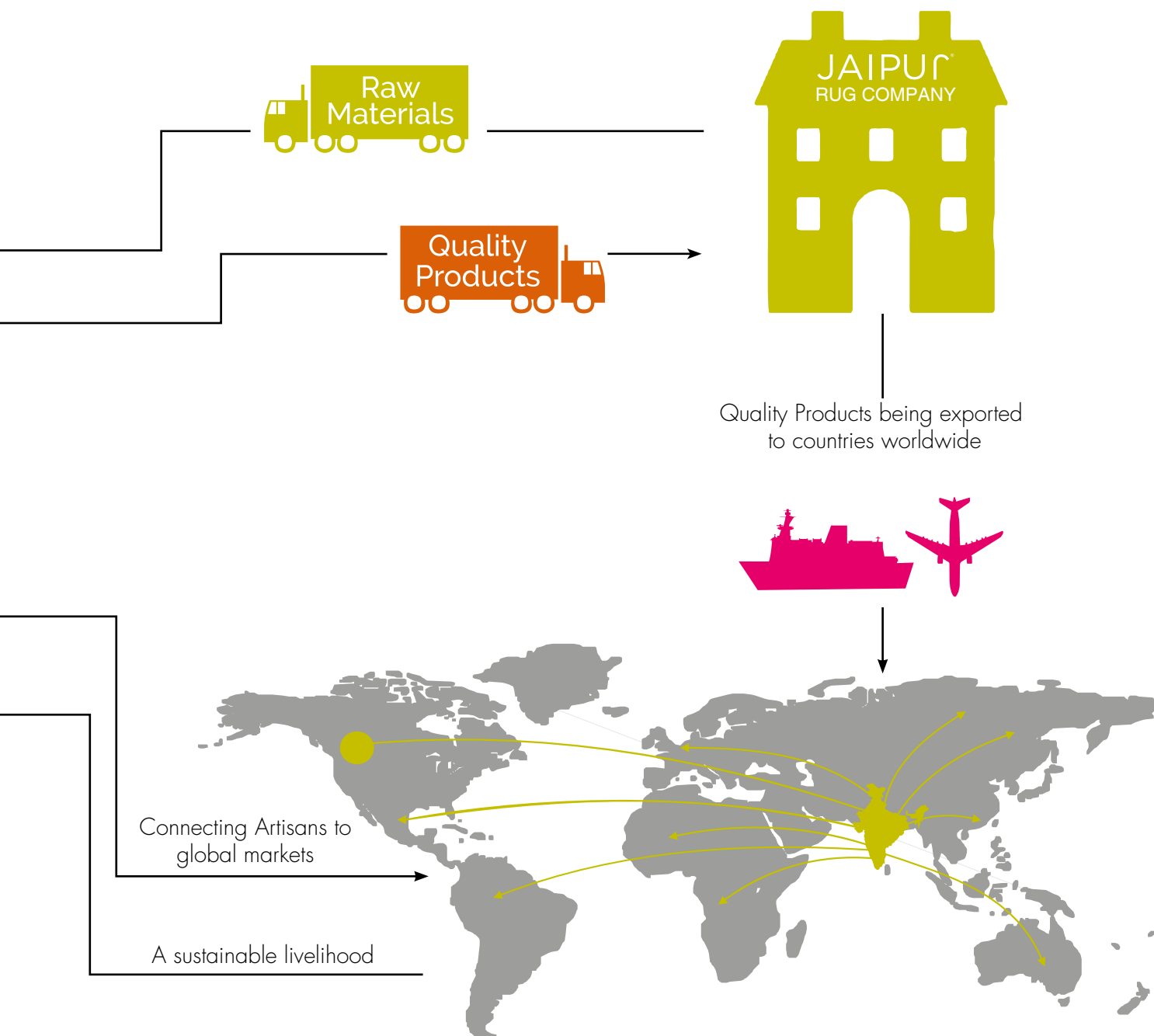
## Social Development Support

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

## Prospective Partners

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





In the year 2015, leaders from 193 countries of the world came together to face the future. JRF is one of the foundations working to fulfill the SDGs by the year 2030. Present in nearly 5 states, 610 villages, we focus on making goals a reality. There is ample evidence that in past 15 years of JRF functioning villages cut extreme poverty in half.

JRF abides following sustainable goals



## Empowering Women with Financial Independence

Jaipur Rugs Foundation has expressed its commitments to 'Every Woman Every Child' in 2017 to benefit target groups towards income through livelihood generation, functional literacy, and health with special focus on women and child.

### Commitments made in 2017 for 4 consecutive years:

- **Skill training of 4000 women** – to curb poverty and empower women with financial independence.
- **The inclusion of 2400 women to carpet value chain** – to include trained women into the value chain system sustaining their livelihood.
- **To impart functional literacy to 2000 women** – to make women self-dependent for day-to-day living.
- **Access to health services to 12500 women and children in rural areas** – to provide health services including diagnosis, medication, and operations facilities along with maternal and child supplements to avoid malnourishment and stunting

**Jaipur Rugs Foundation achieved 91% of its given target in  
3rd year of commitment**



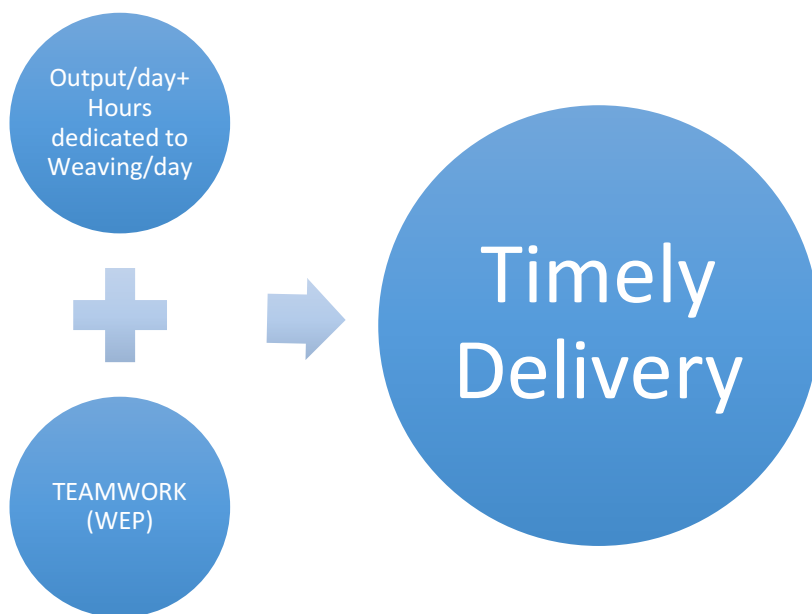
# Engage

# Weaver Engagement Program



Weaver Engagement program(WEP), an initiative by the Jaipur Rugs Foundation (JRF) began with a specific purpose of realizing the need of engagement with the artisan communities to connect them to larger ecosystem and give them an opportunity to understand the intricacies of the work they are involved, so that they work more consciously ensuring efficiency at every step. It helps in making them aware of the quality benchmarks, customer needs and above all growth opportunities

The program creates an emotional connect among the artisans and builds a sense of ownership, thereby creating entrepreneurs who work with owner's mindset, motivated, creative and whose ideas are converted to products which receive applause globally. It is an association where the foundation aims to build harmonious and inclusive work environment thereby promoting understanding and respect to pick up skills and knowledge to cope with emergencies of life.



Infograph: 1

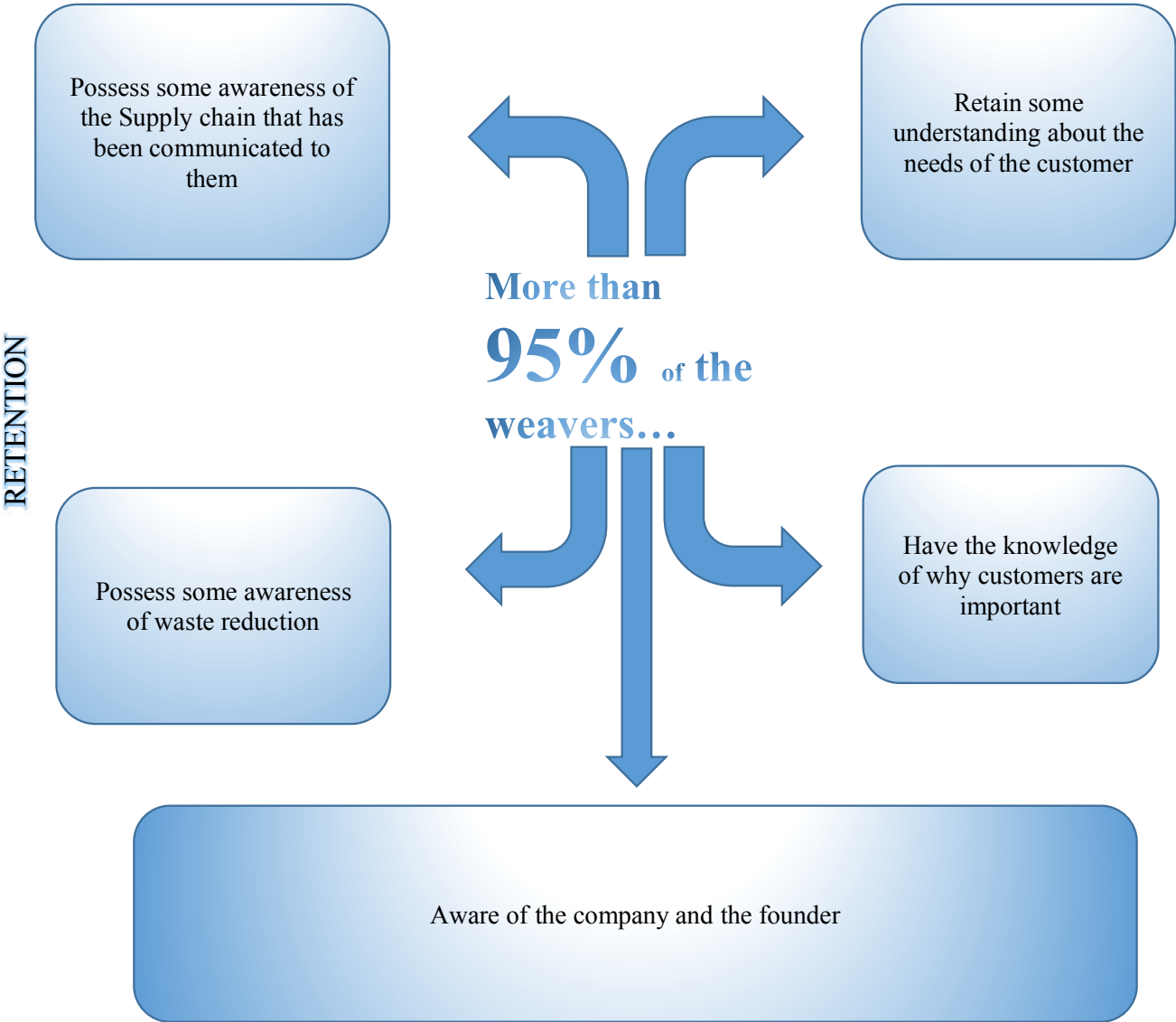


**75.80%** weavers across 19 villages of Rajasthan and Uttar Pradesh who have been surveyed say that after WEP they work in unity due to which **Timely delivery** is ensured.

**76.08%** weavers only from Uttar Pradesh have witnessed efficient work by implementing the Team working skills.



*As per the findings of the study, it is surprising to find the following results post WEP:*



***“An exemplary weaver who sets a standard of dedication and leadership”***

Sonia Devi, 25, awaits her forthcoming overseas trip. A superfast and one of the most flexible weaver of JR family, this lady hails from village Aaspura has a number of awards to her credit through her contribution to Artisan Original Collection (Manchaha). She has spoke at length of how her association with the company has brought a transformation in her life. Weaving has impacted her life to that extent that today she has earned self-identity concomitant to earning a livelihood. Engagement Programme held by JRF has been a fuelling factor to boost her capability to try something creative. She will be the first in her family to be visiting a foreign nation and to be felicitated for her work. The Bunkar Sakhi of the village, Prem Devi, praises for her dedication to work, that she manages to take the most difficult order that is otherwise refused by others. In addition to that, she has great skills of mobilising the fellow-weavers to finish off an urgent order before the target date.



*Image: Sonia Devi of Aaspura*

# Health & Well-being Programs

Jaipur Rugs Foundation organizes various demand driven health camps with the fundamental objective to provide basic health education to the communities and motivate healthy life style. At the same time the artisan communities are provided free health checkup including free medicine and referral services for serious illness. In collaboration with various multi-specialty hospitals JRF facilitates follow up treatments after diagnosis with concerned hospitals, get full course of treatment at subsidized rates. This will enable the grassroots communities to have access to better health care services for healthy living and well-being of their families.





# Creating Impact through a Pair of Glasses

During February and March, JRF visited 70 villages of India and touched the lives of more than 4736 people, envisioning them with a clear vision

JRF was joined by Vision Spring, a New York base social enterprise in this initiative and the two were happily able to provide affordable spectacles to more than 2000 people from the rural villages, affecting the lives of thousands of families. The vision is to reach out 20,000 people by next year.

Dharmendra and Ashok Yadav, 48 years and 36 years respectively artisans associated with Jaipur Rugs. The Eye screening indicated -2.25 eyesight for Dharmendra and -2 for Ashok Yadav which directly affected their productivity, causing social implications in their whole family, yet never received any eye care. The pair of specs and the sensitization about eye care they received through the camp will certainly have a profound impact in their socio-economic life.



## Education

### Alternate Education Program (AEP)



Our Alternative Education Program provides a basic education to marginalized populations across our artisans' villages. The topics range from classifying numerical denominations to calculations, from writing to submitting a bank's application form. We do not limit the program benefits to just artisans, but rather make it available for everyone in the villages through community mobilization.

**In 2018, JRF has enrolled 130 women in its Alternative Education Program.**



*“She felt the importance of numeracy when she was stuck in the lift”.*

*It was a very proud day for her. She was invited in Delhi to receive her award for her contribution through carpet weaving in Artisan Originals, “Manchaha”. She says when she and her other friends were asked to come to “Panchwa Talla”, she then felt the importance of AEP. She speaks that she had never known what “Panch” looks like. It was AEP which taught her numbers, which helped her out in that situation of pressing which button in the lift. She is thankful to Jaipur Rugs and she then understood why AEP matters to her. Since then, she feels more confident and happy. She is eager to learn more and more to beat such unconditional situations. As she laughs and says” Now, I understand why it is important to be educated”.*

*-Godi Devi, Aaspura*





# Develop



# Livelihood Project with Bihar Rural Livelihood Promotion Society



Jaipur Rugs Foundation in collaboration with BRLPS launched promotion of hand knotted carpet weaving as a sustainable non- farm livelihood opportunity for marginalized women of Gaya. Today, 1,099 women have enrolled in our training program and now are being integrated into the global market linkage through JRF.

# HCL Project – UP

(WELL- Women Empowerment through Livelihoods and Leadership)

JRF along with HCL Foundation has initiated a skill development program for 480 woman under which they will be imparted professional skills such as carpet weaving so that they can be self-sustain and improve their standard of living.





# Connecting the local to the Global - Jaipur Rugs Foundation Launched 'Airbnb Experience'

JRF has become the first Non-Profit Organization in India to be listed on 'Airbnb Experiences' which are platforms of opportunities for the local people to share their hobbies, skills and expertise by immersing the guests in the host's unique world. In five months, JRF has hosted 30+ guests from all over the world, providing them with an enchanting experience of visiting the rural villages of Rajasthan, spending quality time with the rural women artisans and experience the joy of hand knotting.



# JRF's New Intervention: Self-Management (TEAL Concept)

## Leadership Development for artisans, upholding Self-Management

Centering the Sustainable Development Goal of empowering the Weaver community, along with the founder's vision of dignity and compassion for these artisans, JRF introduced a project on "Leadership Development and self-management at the Grassroot level" through a concept called 'Teal', in the production process. This is being done by increasing compassion, feelings of gratitude and empathy in everyone involved through regular meetings and trainings. This initiative has been found effective in decision-making abilities of the artisans not only in the weaving process, but also in other personal spheres of their lives.

Aspura Case Study: continuous 6 rugs Zero Defect, Zero Wastage and On time delivery.





I and my husband made 6 rugs which were zero defect, zero wastage and delivered before time. I am so proud on making such rugs and we together are earning good money by paying attention and taking right decisions regarding our carpet. Yes it was difficult in start, but now I feel so happy and proud when I give my carpet defect free and zero wastage. I and my husband also talk to our carpet, if it is feeling good or not.

I am earning much more than what I earn before without paying attention on carpet. I get prize on every carpet now.





# **Sustain**

# Finding Redemption – One knot at a time

One of the biggest tragedies to befall a family is the incarceration of the breadwinner. The innocent victims of the justice system are the families whose lives are upended irreversible. Most of the prisoners come from economically weak backgrounds and are rarely literate. Their lives are marred by poverty and crime and the only way to bring about change is to empower them economically.

The Jaipur Rugs foundation has started an initiative to teach carpet weaving to inmates who are serving long sentences. The aim is to create sustainable livelihood for them so that they can support their families through it. The foundation is also helping in opening bank accounts for these prisoners so that they can receive the payment for their work directly in their accounts for the work they do.

Currently, there are 80 prisoners working with JRF in Jaipur and Bikaner central jail.



# Social Innovation

JRF's social innovation to unleash the design creativity among artisan community leads the representation of artisans to the national and international platforms. This innovation not only brings the visual design and craftsmanship excellence but also bind the global audience by the emotion behind this design. This innovation is named as "Artisan Originals" which means the voice of artisan soul imprinted on a piece of art.

After Bimla, it's Dhafali who is leaving people in amaze with her design sense. Dhafali is the winner of two international awards.



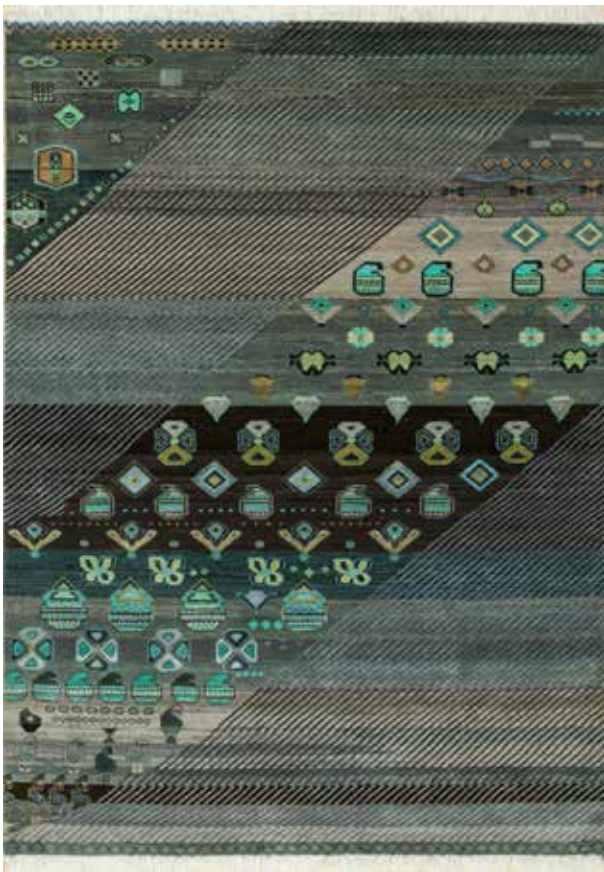


# Her Rug Ujjwal

The rug is part of a sustainable development initiative called Artisan Originals where weavers get to design their own rug for the first time in Rajasthan.

Using charcoal as a backdrop for her favorite colors, greens and blues, Dhafali Devi manages to tell a story of childlike free-spiritedness with her rug, Ujjwal.

She creates striking diagonal stripes inspired by the leheriya pattern, a wavy motif found on saris and clothing throughout Rajasthan, and a design that constantly reminds Dhafali of her proud Rajasthan roots. She believes from her children's naps on her lap complete with biscuits and toys, her leheriya sari can hold her world in it. Next, in a show of how her everyday life has seeped into her work, she placed turnips inspired by the ones her eyes gazed upon in her kitchen one day, dadaji's (grandfather) loosely hanging glasses, and Rubik's cubes onto the rug. Then surrounded them with butterflies, gifted clay pots, Shakarpara snacks, and raw mangoes – combining her love of nature, food, and family. The rug is handmade with 222,184 individual knots using surplus yarn from the export rug industry.



## Co- Creation

Through Artisan originals we get to understand the elements and life story of artisans, now our artisans are making carpets based on the story of customers. JRF is creating a whole circle of communication and emotions from rural grassroots to global luxury.









# FINANCIALS

## BALANCE SHEET AS AT 31st March 2019

| Particular                            | SCH. NO. | AS AT 31.03.2019 |                    |                    | AS AT 31.03.2018 |                    |                 |
|---------------------------------------|----------|------------------|--------------------|--------------------|------------------|--------------------|-----------------|
|                                       |          | DETAILS Rs       | AMOUNT Rs.         | AMOUNT \$          | DETAILS Rs       | AMOUNT Rs          | AMOUNT \$       |
| <b>I. SOURCES OF FUNDS</b>            |          |                  |                    |                    |                  |                    |                 |
| Corpus Fund                           | 1        |                  | 7,02,197           | 10,176.77          |                  | 7,02,197           | 10,177          |
| Capital Fund                          | 1        |                  | 23,53,447          | 34,107.93          |                  | 27,69,234          | 40,134          |
| General Fund                          | 1        | -                | (24,39,321)        | (35,352.48)        |                  | (17,96,437)        | (26,035)        |
| Unspent Project Balances              | 2        | -                | 3,31,031           | 4,797.55           |                  | 5,06,694           | 7,343           |
| Unsecured Loans                       | 3        | -                | 1,68,77,000        | 2,44,594.20        |                  | 1,06,77,000        | 1,54,739        |
| <b>TOTAL</b>                          |          |                  | <b>1,78,24,354</b> | <b>2,58,323.97</b> |                  | <b>1,28,58,688</b> | <b>1,86,358</b> |
|                                       |          |                  |                    |                    |                  |                    |                 |
| <b>II. APPLICATION OF FUNDS</b>       |          |                  |                    |                    |                  |                    |                 |
| Fixed Assets                          | 4        |                  |                    |                    |                  |                    |                 |
| (A) Gross Block                       |          | 1,12,25,439      |                    |                    | 1,12,25,439      |                    |                 |
| Less: Depreciation                    |          | 88,71,992        |                    |                    | 84,56,205        |                    |                 |
| Net Block                             |          |                  | 23,53,447          | 34,107.93          |                  | 27,69,234          | 40,134          |
|                                       |          |                  |                    |                    |                  |                    |                 |
| Current Assets, Loans & Advances :    |          |                  |                    |                    |                  |                    |                 |
| (A) Cash & Bank Balances              | 5        | 12,50,070        |                    |                    | 14,18,116        |                    |                 |
| (B) Other Current Assets              | 5        | 14,16,825        |                    |                    | 16,30,151        |                    |                 |
| (C) Receivable Project Balances       | 2        | 1,75,27,066      |                    |                    | 1,39,80,101      |                    |                 |
|                                       |          | 2,01,93,960      |                    |                    | 1,70,28,368      |                    |                 |
|                                       |          |                  |                    |                    |                  |                    |                 |
| Less: Current Liabilities             |          |                  |                    |                    |                  |                    |                 |
| (B) Payable against Expenses          |          | 47,23,054        |                    |                    | 69,38,914        |                    |                 |
| Net Current Assets                    |          |                  | 1,54,70,906        | 2,24,216.04        |                  | 1,00,89,454        | 1,46,224        |
| <b>TOTAL</b>                          |          |                  | <b>1,78,24,354</b> | <b>2,58,324</b>    |                  | <b>1,28,58,688</b> | <b>1,86,358</b> |
| COUNTING POLICIES & NOTES ON ACCOUNTS | 7        |                  | (0)                |                    |                  |                    |                 |

## INCOME AND EXPENDITURE A/C FOR THE YEAR ENDED 31 MARCH 2019

| Particular                                                                           | Current Year<br>2018-19(\$) | Current Year<br>2018-19(Rs) | Previous Year<br>2017-18 (\$) | Previous Year<br>2017-18 (Rs) |
|--------------------------------------------------------------------------------------|-----------------------------|-----------------------------|-------------------------------|-------------------------------|
| <b>(A) INCOME</b>                                                                    |                             |                             |                               |                               |
| By Donation Receipts                                                                 |                             |                             |                               |                               |
| - Domestic                                                                           | 11,159.42                   | 7,70,000                    | 8,986                         | 6,20,000                      |
| - FCRA                                                                               |                             | -                           | 774                           | 53,384                        |
| By Other Income- Interest and other income                                           | 2,008.68                    | 1,38,599                    | 298                           | 20,553                        |
| By Drawn from Jeevika Gaya Bihar Project balance to the extent of available sanction | 76,694.39                   | 52,91,913                   | 1,38,899                      | 95,84,044                     |
| By Drawn from Other Project balances to the extent of available sanction             | 6,688.50                    | 4,61,507                    | 2,99,973                      | 2,06,98,161                   |
| By Receipts for CSR Activities                                                       | 43,156.65                   | 29,77,809                   | 39,130                        | 27,00,000                     |
| <b>TOTAL</b>                                                                         | <b>139708</b>               | <b>9639827</b>              | <b>488060</b>                 | <b>33676141</b>               |
| <b>(B) EXPENDITURE ON OBJECT OF THE TRUST</b>                                        |                             |                             |                               |                               |
| To Promoting Hand Knotted Carpet Weaving in Gaya, Bihar (jeevika)                    | 76,694.39                   | 52,91,913                   | 1,56,088                      | 1,07,70,044                   |
| To Recognized Pre learning Project (RPL)                                             | 56.94                       | 3,929                       | 2,24,003                      | 1,54,56,174                   |
| To Alternative Education Program (FCRA)                                              | 2,343.01                    | 1,61,668                    | 774                           | 53,384                        |
| To Skill Development Training                                                        |                             |                             |                               |                               |
| (a) Hand Knotted Carpet Skill Training (CEPC)                                        | 34.65                       | 2,391                       | 3,442                         | 2,37,478                      |
| (b) Honorarium                                                                       | 14,906.51                   | 10,28,549                   | 1,937                         | 1,33,626                      |
| To Grass Root Business Fund                                                          |                             | -                           | 39,960                        | 27,57,243                     |
| To Research and Development Project                                                  |                             |                             |                               |                               |
| (a) DC Handicraft (Gujarat)                                                          | 137.57                      | 9,492                       | 19,833                        | 13,68,467                     |
| (a) DC Handicraft (Rajasthan)                                                        |                             |                             |                               |                               |
| To CSR Activities                                                                    |                             |                             |                               |                               |
| (a) Education (Alternative Education Project)                                        | 18,221.47                   | 12,57,282                   | 9,247                         | 6,38,060                      |
| (b) Health Activities                                                                | 13,593.59                   | 9,37,958                    | 8,372                         | 5,77,663                      |
| (a) Education (Alternative Education Project)                                        | 17,924                      | 1254688                     | 9,115                         | 638059.7                      |
| (b) Health Activities                                                                | 13,146                      | 920252                      | 8,252                         | 577663                        |
| (c) Linkage with Govt. Schemes                                                       | 7,564.67                    | 5,21,962                    | 4,864                         | 3,35,622                      |
| (d) Weaver Engagement Program (Bikaner)                                              | 3,776.91                    | 2,60,607                    | 1,430                         | 98,655                        |
| To Balance not recoverable from projects                                             | 1,816.46                    | 1,25,336                    | -                             | -                             |
| To Depreciation                                                                      | 6,025.89                    | 4,15,786                    | 7,069                         | 4,87,755                      |
| To Other Administration and Operational expenses                                     | 5671.68                     | 3,91,278                    | 12,011                        | 8,28,779                      |
| <b>Total (B)</b>                                                                     | <b>1,55,050.68</b>          | <b>1,06,98,497</b>          | <b>5,06,090</b>               | <b>3,49,20,185</b>            |
| Excess of Income over Expense                                                        | (15,343.04)                 | (10,58,670)                 | (18,030)                      | (12,44,044)                   |



# Awards



## Our Partners





JAIPUR RUGS







[www.jaipurrugs.org](http://www.jaipurrugs.org)

<https://www.facebook.com/JaipurRugsFoundation>



<https://twitter.com/JRFIndia>



<https://www.instagram.com/jaipurrugsfoundation/>



<https://www.youtube.com/user/jaipurrugfoundation>



<https://in.linkedin.com/company/jaipur-rugs-group>





**Support the cause by making a donation today!**

Visit us: [www.jaipurrugs.org](http://www.jaipurrugs.org)

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