

Engage. Develop. Sustain.

Annual Report 2019-2020



“Ever since we have started working with Jaipur Rugs Foundation. It has given us a lot of courage, has helped us gain dignity and self-confidence. It has given us a voice; it has helped us overcome our fears. I could never even think that I could speak so freely in front of so many people, without my veil. This is good and I like it. ”

Anju Devi, Artisan

Aspura, Rajasthan

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From the Founder's Desk

To Everyone,

I'm hoping you find this message in good health and safety. For years, businesses and economies around the globe have been running through increasing consumption and producing wastage. This pattern has to be stopped now. This is the time to break our autopilot mode of life because if we continue like this then the end to the world would be definite.

The old and ancient wisdom of the world has always advocated that when you get everything, you come back to the basics, to the basic human needs. The year 2019-2020 for Jaipur Rugs Foundation has been centralized around expanding the very purpose of our existence – to upgrade the health, education, and overall social status of our weavers. The health camps, skill development programs, and Alternate Education Program (AEP) ensured that there was a deep-rooted impact across 600 villages in India.

This year our catalyzing journey of transformative change witnessed the association of eminent and enthusiastic social partners like HCL foundation, Indian oil Corporation ltd, AROH Foundation, and Grameen Capital India Ltd. Women empowerment through livelihood and leadership programs remained the focal point of our initiatives. Special mention to our social partner Vision Spring and their team of doctors who ensured vision correction and free eye check-up for not only our weavers but all villagers spread across 250 villages in India.

NK Chaudhary

A handwritten signature in black ink, appearing to read 'Naumdk', with a horizontal line underneath.

Vision

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



Philosophy

Our purpose of existence is carefully connected to the Sustainable Development Goals of creating a better and more sustainable future for all our artisans across 669 villages in 5 states.





About Jaipur Rugs Foundation



The Jaipur Rugs Foundation is a non-profit organization established in 2004 with the vision of empowering and enhancing the skill-set of artisans under the able hands of Mr. Nand Kishore Chaudhury. The organization works tirelessly and with the dedication to revive carpet weaving, provide sustainable livelihood to the artisans at their doorsteps, providing/ nurturing them with better healthcare and education opportunities for a holistic transformation.

Imbued in traditional finesse handicraft, the Jaipur Rugs Foundation endeavors to bring handmade art crafted at the grassroots to a global platform to be celebrated and obtain its well-deserved stature.

We believe in the power of collective action and work closely with communities creating an outward spiral globally.

A Culture Of Compassion

Foundation's philosophy of compassion is initiated by building deep work around empathy, kindness, love, and simplicity. Serving those who knot happiness for us – our artisans and their families have been the epicenter of our Jaipur Rugs family and we believe that it is not we, but they who script our progress. To act with empathy made us break boundaries, helped us transform lives, and create an environment of empathetic progression.

We intend to spread the power of empathy. We intend to engage with those who believe in sound intervention for spreading the importance of empathetic living.

Our Impact

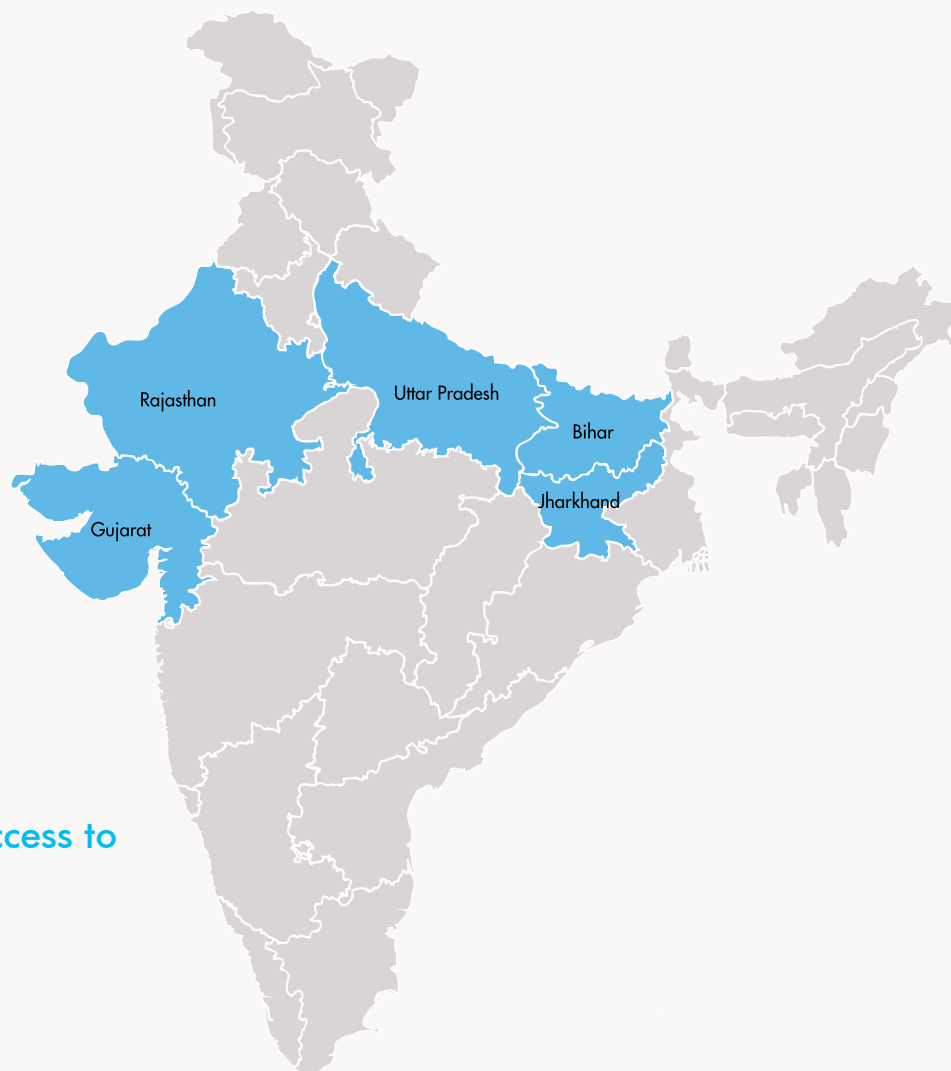
2,73,731
Lives Impacted

669 Villages and
5 States

50703
Jobs Created

67,046
Lives Impacted from access to
Health Care

5301
Educated





Engage

- Health and Well - Being Program
- Education
- Government Linkages and Financial Inclusion
- Weaver Engagement Program



Develop

- Skill Development
- Skill Upgradation
- Grassroots Leadership Development

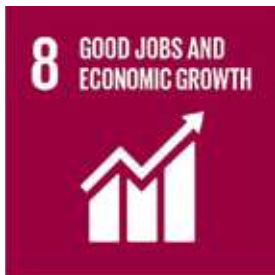


Sustain

- Hunarshala
- Jail Project
- Narayan Seva Sansthan Project
- Artisan Originals (Manchaha)
- Market Linkages

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 our functioning in villages show that we have helped impact global goals positively.

We abide following sustainable goals





“Weaving happiness, one knot at a time”

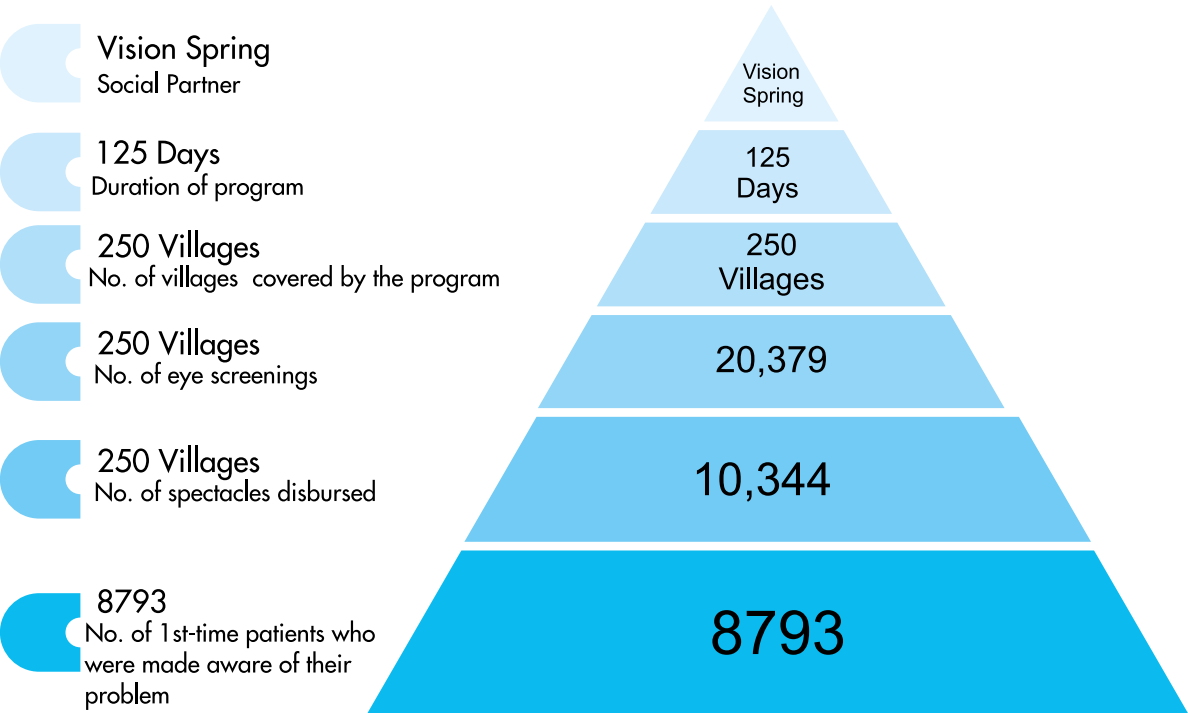


Jaipur Rugs Foundation drives various healthcare and well-being programs for our Artisans community with the key objective to provide them with basic quality healthcare facilities for a better and healthy living which brings prosperity to them and their families.

Ensuring Perfect Vision For Those Who Weave Intricacy In Our Rugs



There is a requirement/need for Primary Eye-care Centers (PECs) like Primary Healthcare Centers (PHCs), especially in rural India. Due to the absence of PECs and slow reduction in vision, people get delayed treatment. This is resulting in cataract & lifelong blindness. Concerted efforts taken by our social development team in partnership with Vision Spring this year focused around conducting eye check-up camps across 250 villages where eye screening and glass dissemination camps were led across all our locations in India.



Ensuring Overall Health Through Health Camps For Weavers And Their Beloved



Every year the foundation raises awareness in the weaver community about the importance of good health, healthy lifestyles as well as people's right to quality health care services.

The foundation organizes various demand-driven health camps with the fundamental objective to provide basic health education to the communities and motivate a healthy lifestyle. At the same time, the artisan communities are provided free health checkups including free medicine and referral services for serious illness. The main focus of doing this health camp is to identify and early diagnose people with serious problems and connect them to the nearest hospital for a full course of treatment at no cost. In collaboration with various multi-specialty hospitals, We facilitated follow up treatments after diagnosis with concerned hospitals to get a full course of treatment at subsidized rates. This enabled the grassroots communities to have access to better health care services for the healthy living and well-being of their families.

80
No. of villages covered by the
program

Gynecology, pediatrician, general
physician, ENT specialist, etc

4257
No. of patients checked and treated

Our Literacy Drive - Alternative Education Program (AEP)



Poverty leaves India with a huge literacy problem that remains to be solved. Poverty and literacy are closely linked. When the foundation ensures eradication of poverty by creating a community of independent weavers, it strongly endorses the importance of literacy among children and women.

AEP - We run an Alternative Education Program for our artisans and their community members of the age group 14-35 years. Under AEP, we teach our weavers basic literacy and numeracy skills that help them become self-dependent, informed, and more confident.



Government Linkages and Financial Inclusion



PMSYM (Pradhan Mantri Shram Yogi Maan-Dhan):

The Government of India has introduced a pension scheme for unorganized workers to ensure old age protection for them. So far, we have linked 1052 artisans with the benefits of this scheme.

Artisan Cards:

Artisan Card is aadhaar card linked photo identity card that enables artisans to get the benefits of welfare schemes of Central/State Govt. that they are entitled to. So far, we have provided this identity card to 1202 artisans.

Scholarship:

Providing unabated education to artisan's children and pave way for them to follow a career of their own choice. Our effort is to help them through the scholarship facilitation they deserve.

Labour Cards:

The majority of Artisans' family members are indulged in construction work. Facilitating them with a labor card helps the whole family in one way or the other. The Building and Other Construction Workers Welfare Board in each state have a comprehensive welfare program for their families.

1052

Artisans Cards

1202

Identity Cards

Weaver's Engagement Program (WEP)



WEP is an initiative by the Jaipur Rugs Foundation (JRF) that began with a specific purpose of realizing the need of engagement with the artisan communities to connect them to the larger ecosystem and give them an opportunity to understand the intricacies of the work they are involved in and see their finished carpets 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. This financial year, 277 new weavers were provided this opportunity.

The program creates an emotional connection among the artisans and builds a sense of ownership, thereby creating entrepreneurs who work with the owner's mindset, motivation, creativity, converting the same into products that receive applause globally.

277

new weavers were provided
opportunity this year.

Develop

A woman wearing a vibrant red sari is seated and operating a traditional wooden spinning wheel. She is holding a long, thin strand of white wool that extends from the wheel up towards the ceiling. The background shows a rustic interior with a thatched roof and various household items hanging on the wall.

We at Jaipur Rugs Foundation partner with various organizations to provide non-farming livelihood opportunities for rural women, through hand-knotted rug weaving skill development and grassroots leadership development. We provide them a source of sustainable livelihood at their doorstep to empower them to lead an independent and dignified life.

SKILL DEVELOPMENT AND SKILL UPGRADATION DRIVE

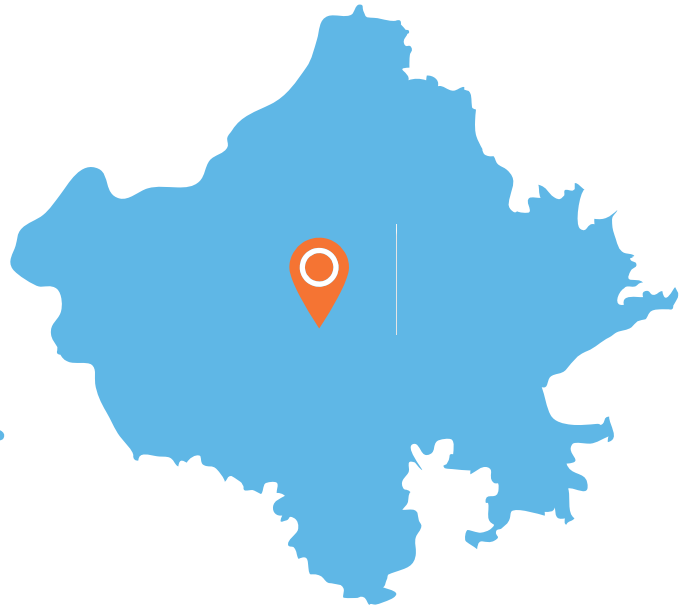


- Women Empowerment through financial independence
- Comprehensive market-linked value-chain development
- Market-linked Livelihood at the doorstep to artisans
- Self-employment through advanced skill development
- Fair and timely wages and well being
- Reduction in Migration in the long run
- Development of leadership skills in weavers specifically women
- Direct Domestic and International Market linkages

Our Projects



Uttar Pradesh



Rajasthan

-  HCL Foundation (Hardoi UP) No. of women trained - 480
-  AROH Foundation and HDFC Bank (Badaun, UP) No. of women trained - 104
-  Grameen Capital India Limited (Badaun, UP) No. of women successfully trained - 83 (ongoing project)
-  Indian Oil Corporation (Manpura, Rajasthan) No. of women trained - 20

Journey of Transformation



A living journal of progress, a breathing testament of determination

The success of a Rural Development Project is measured by the impact of the project on the lives and lifestyle of individuals, and the community as a whole. In 2019-2020, Jaipur Rugs Foundation (JRF) in partnership with HCL Foundation successfully completed the Project 'Women Empowerment through Livelihoods and Leadership Development (WELL) in Hardoi, Uttar Pradesh. The success of this project can be largely mapped to the incredible work undertaken to engage with the rural communities to develop their creative capacities and to sustain them as a part of an entire movement of empowerment. This roadmap to project success envisioned women empowerment with financial independence and JRF takes pride in honoring the inspirational turnaround of 20-year-old Ankita. Born to a family of 2 elder brothers, 1 elder sister, and a set of loving parents - the story of Ankita is worth a share.

In a set up where the girl child is left behind from schooling in order to manage the household chores, Ankita's parents always encouraged her to complete her schooling and graduation. As an employer in World Vision India, Ankita managed to fund her graduation. However, she craved to do more for others, to contribute towards the development of other women in her village and wished to transform the socio-economic conditions in her village, Adampur. The journey was unknown but she said to herself "to be born poor is my destiny, but to die poor shall be counted as my foolishness". JRF and HCL came timely to her as facilitators and Ankita felt she finally found her path. Her parents supported her decision to quit the job in hand and undertake the 3 months training session for weaving. As she cycled her way to her college 20 km away from her home, her heart would fill with the joy to realize that she would adopt a new skill, acquire new know-how, and transform her life in years to come.

Hardly did she know then, that this project would bring her to the forefront where she would get to lead others. Ankita turned out to be a fast learner. Despite starting off 15 days behind the schedule, Ankita quickly learned the steps of weaving. One knot to another, her talent and determination kept multiplying. Each day of progress at the loom made her feel more and more responsible. She felt she has to live up to her parent's progressive outlook as well as tag along with others like her in this journey.

During the entire training, Ankita stood tall for her extraordinary skill set, a deep sense of responsibility, and magnetic people development attitude. The JRF team recognized and nurtured her to develop herself and others around her and help them adopt weaving as a means to independent livelihood. Ankita attended all the project meetings and trained to handle multiple issues involved in the daily management of tasks and people.

Today, Ankita works as a Bunkar Sakhi (quality supervisor and Weaver manager) to 11 girls and 15 women. The team of 26 women weavers looks up to this 20-year-old for design interpretation, weaving guidance, and conflicts that arise at their home. Ankita is trained to collate and transform daily performance data of each weaver. While she earns Rs.6000 per month as a Bunka Sakhi, she has managed to rope in many young women to the weaving center. This young girl, cycling her way to work and college represents the power of an educated rural woman whose onset as an influencer in rural India marks the beginning of 'lifting the veil'. She has helped many veils lift up in the name of skillful existence.

Shail, Mala, Guddi, Lakshmi, Kalpana, Preetika, and Sarla, are few more names who have influenced 480 lives across Hardoi through this project. JRF and HCL salute the strength of these women who live as exemplary to JRF's ideology of compassionate progression.



Sustain

A photograph of two women in traditional Indian attire. The woman in the background is wearing a red sari with a black and gold patterned blouse, smiling broadly. The woman in the foreground is wearing a pink sari with a colorful floral pattern and a rainbow-colored headscarf, also smiling. They are holding hands, and the woman in the foreground has her hands clasped together. Both women are wearing multiple bangles and necklaces. The background is slightly blurred, showing a white wall and a thatched roof.

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 Jail Project, Narayan Seva Sanstha, Hunarshala and Artisan Original (AO).

The Unique Social Skill Program For Youth Hunarshala



JRF identifies creative seeds in rural corners of India. Hunarshala is located in the Aspura village, Rajasthan. It is designed to identify and nurture the young children of our weavers, to provide them an opportunity and the freedom to explore their creative side. The program agenda covers arts and crafts, electronics and robotics, computers, and forms of expression like music and dance. JRF currently engages 40 children in the village of Aspura, Rajasthan under this program

Leadership, Co-creation, and
Self-management

Holistic development of
children

Creating a 5th Space for children
to discover their passion and de-
velop their capabilities in their field
of interest

Gain 21st-century skills

Practicing Empathy By Enabling Those Who Practice Remorse - The Jail Project



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

There are 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 the backward and forward linkage that leads to underutilizing the potential of inmates. We tap into this latent potential by adhering to its socio-economic development model.

Narayan Seva Sanstha

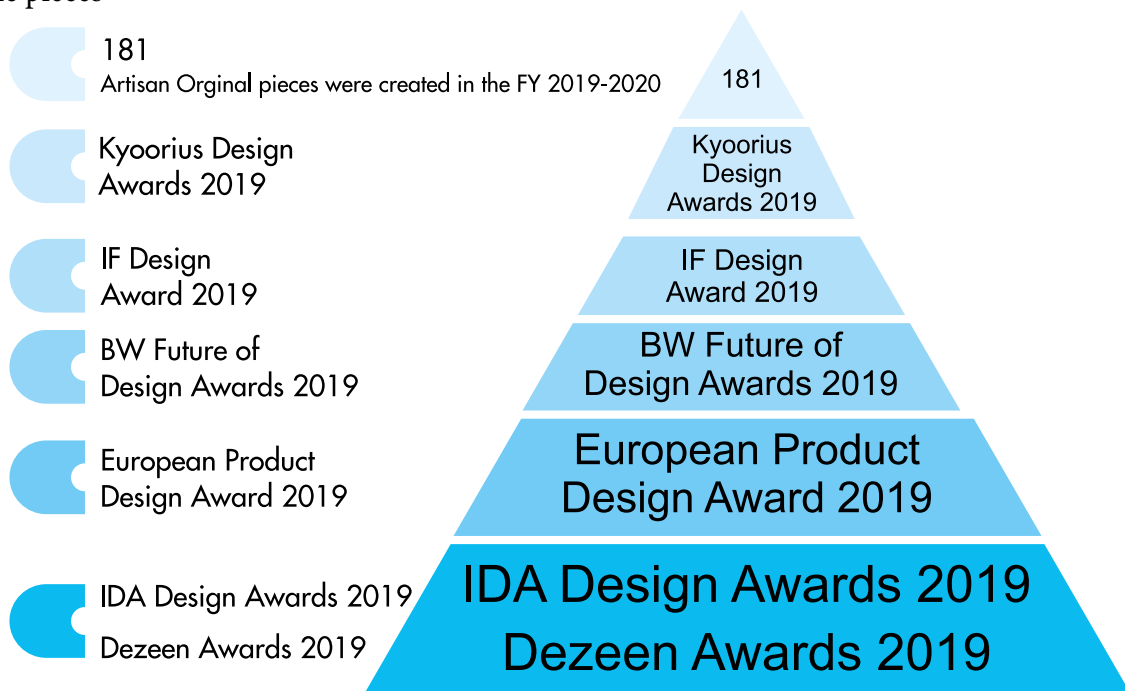


With the aim to provide sustainable livelihoods to differently-abled communities, we have set up 2 looms at the Narayan Seva Sansthan, Udaipur. We develop their capabilities and empower them to become self - dependent by providing them with decent employment opportunities.

Artisan Originals



Our 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 binds 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. Artisan Originals utilizes residual yarn from our more prevalent consumer-facing lines to craft these eccentric pieces.



Every Women Every Child



EVERY WOMAN
EVERY CHILD

FOR HEALTHY AND EMPOWERED WOMEN,
CHILDREN AND ADOLESCENTS

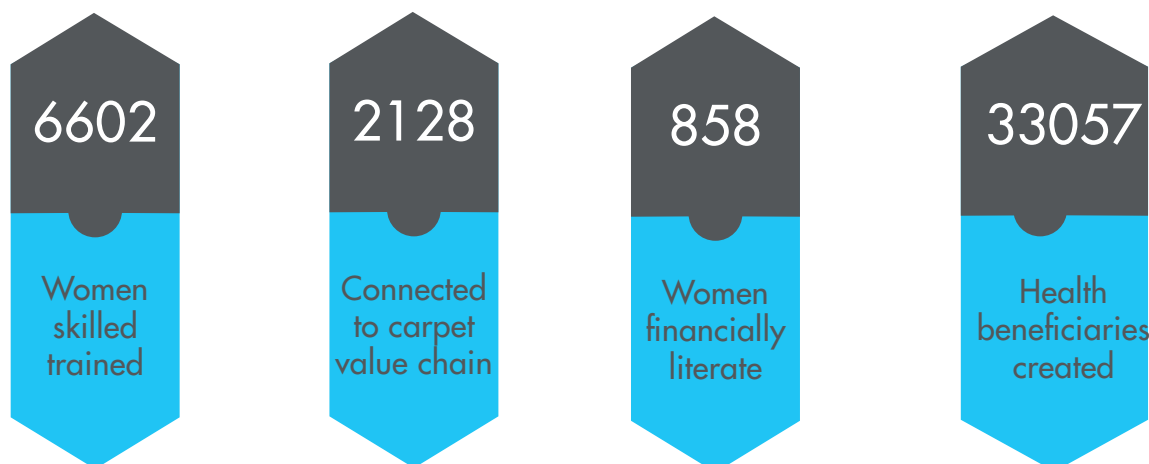


Jaipur Rugs Foundation has expressed its commitments to 'Every Woman Every Child' in 2017 to benefit the target groups towards income through livelihood generation, functional literacy, and health with special focus on women and children.

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

2019-2020



FINANCIALS

PROVISIONAL INCOME AND EXPENDITURE A/C FOR THE YEAR ENDED 31 MARCH 2020

Particulars	SCH. No.	" Current Year 2019-20 "	" Previous Year 2018-19 "
(A) INCOME			
By Donation Receipts			
- Domestic		9,00,000	7,70,000
- FCRA		10,202	-
By Other Income- Interest and other income		71,027	1,38,599
By Drawn from Jeevika Gaya Bihar Project balance to the extent of available sanction	2	70	52,91,913
By Drawn from Other Project balances to the extent of available sanction	2	1,80,49,640	4,61,507
By Receipts for CSR Activities	2	27,40,305	29,77,809
Total (A)		2,17,71,244	96,39,827

(B) EXPENDITURE ON OBJECT OF THE TRUST			
To Promoting Hand Knotted Carpet Weaving in Gaya, Bihar (jeevika)	2	70	52,91,913
To Recognized Pre learning Project (RPL)		-	3,928
To Stipend to Trainees (FCRA)		2,36,708	1,61,668
To Skill Development Training		11,94,985	10,28,549
To Research and Development Project			
(a) DC Handicraft (Gujarat)	2	-	9,492
(a) DC Handicraft (Rajasthan)	2	-	2,90,347
To CSR Activities			
(a) Education (Alternative Education Project)	2	5,12,273	12,57,282
(b) Health Activities	2	8,52,859	9,37,958
(c) Linkage with Govt. Schemes	2	2,29,188	5,21,962
(d) Weaver Engagement Program (Bikaner)	2	11,45,985	2,60,607
To Aroh Project	2	33,74,829	-
To HCL Project	2	1,08,39,914	-
To Impact Project	2	25,71,071	-
To IOCL Project	2	9,15,631	-
To RRF Project	2	3,48,195	-
To Balance not recoverable from projects	2	10,53,226	1,25,336
To Depreciation	4	3,66,673	4,15,786
To Other Administration and Operational expenses	6	2,75,343	3,93,673
Total (B)		2,39,16,950	1,06,98,500
Excess of Income over Expense		(21,45,705)	(10,58,673)

Partners and Collaborations

JRF values 'partnership' and 'collaboration' recognizes that social partners have become amongst the most critical themes of social policy, particularly in respect of the delivery of health and social care. Partnership at JRF is also defined as a shared commitment, where all partners have a right and commitment to participate primarily in uplifting the state of rural artisans in India. Antecedents of partnership at JRF are as follows: individual, local and national initiatives, commitment to the shared vision about the joint venture, willingness to sign up to create a relationship that will support the vision, and also value cooperation and respect what other partners bring to the relationship.



Way Forward

The onset of Covid in 2020 brought the worst ever misery to rural migrants all over India. Even if the incidence of infection in the initial months was not high in rural areas, its effect on rural-urban migration debilitated livelihoods immediately. With hordes of migrants returning to rural areas, a double-whammy of the spread of Covid-19 was sure to worsen the socio-economic situation in Indian villages.

This is when Jaipur Rugs 'doorstep livelihood' model conceptualized 40 years ago needs to be recognized as an archetype of social transformation - the livelihood projects conceptualized for development of the weaver and artisan communities recognized that the rural poor rely on multiple income sources and that risk management is central to their livelihood strategies. JRF reaches out to the grassroots populace and initiates a dialogue about opportunities of becoming skilled artisans in the carpet value chain and get sustainable livelihoods as well as social development facilitation. Jaipur Rugs Foundation focuses attention on the ideas and solutions that create social value. The multiple projects and programs under the tri-fold umbrella of Engage, Develop, Sustain have not only safeguarded the men from rural-to-urban migration but also developed an additional source of income in every household by encouraging the girls and women to adopt carpet weaving as a livelihood.



“When the human senses work together, it creates energy that is unstoppable”
- Bugli, Aspura



