

Annual Report 2023-24

 JAIPUR RUGS
FOUNDATION



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Mr. Nand Kishore Chaudhary

Founder Of Jaipur Rugs



Message From The Founder

2024 has been a year of profound transformation and growth for the Jaipur Rugs Foundation. As I reflect on our journey, I am filled with gratitude for the unwavering dedication of our artisans, who continue to be the heartbeat of our organization. Our mission to connect the remotest villages of India to the end consumer and bind them through craftsmanship has only strengthened.

This year has been filled with a lot of emotions, resilience, and perseverance as we collaborated with many prominent players in the industry and extended a hand of craft. We are deeply grateful for our partnerships, like the NIMS Foundation for the Health Card, Lenskart, and Vision Spring, who have all contributed significantly to our initiatives. Their support has been invaluable in our efforts to improve the health and well-being of the villages we serve.

To highlight the significance of menstrual hygiene, we partnered with Srujna and provided free reusable sanitary pads to women in rural India. The stitching of these sanitary pads also created sustainable employment opportunities. What marked a transformative change of the year was the Installation of a Water Filtration plant in collaboration with Toyem Technology and NIIF IFL to provide clean and safe drinking water at a lower cost in the Manpura village of Rajasthan.

When it comes to skill development, we partnered with the CRISIL Foundation to provide practical weaving skill training to all the artisans who want to earn and do something in their lives. Another major highlight of the event occurred when we partnered with the Royal Rajasthan Foundation and Muthoot Foundation, where the artisans co-created a Social Innovation and Design Lab with the designers, fostering the creative potential of the artisans and developing them as designers.

Finally, change is in the simple steps we take today that become transformative tomorrow. Doing something that heals society is a remarkable contribution to the nation. Hence, I always emphasize doing something from the heart and passion; it then becomes divine and not just a craft that eventually heals the consumers.

NK Chaudhary
Founder Jaipur Rugs

A Culture of **Compassion**

At Jaipur Rugs Foundation, compassion forms the heart of everything we do. Our journey is not just about empowering artisans; it is about nurturing a deeper connection with the individuals & communities we serve. By fostering a culture of empathy, care, and respect, we create an environment where our artisans feel valued and supported, both in their professional and personal lives.

Compassion drives us to recognize the unique challenges faced by rural artisans, many of whom come from marginalized communities. Whether it is through providing access to healthcare, education, or financial inclusion, we focus on holistic development, ensuring that each artisan & their family experiences growth, dignity, & improved well-being. Our initiatives, like the creation of women-led sanitary pad stitching centers, eye care camps, and skill development programs, are grounded in this philosophy of human-centered development.

This culture of compassion extends beyond the artisans to the products they create. Each handcrafted rug is a reflection of the artisan's story, woven with dedication, love, & the assurance that their efforts contribute to a larger purpose.

By embedding compassion into our operational ethos, we not only uplift lives but also contribute to a more inclusive & sustainable future for everyone connected to Jaipur Rugs.

Vision for the Future

As we look to the future, Jaipur Rugs Foundation is committed to deepening its impact in artisan communities while aligning our initiatives with the United Nations Sustainable Development Goals (SDGs). By empowering artisans, fostering sustainable livelihoods, and promoting social equity, we aim to contribute meaningfully to the global agenda for 2030.

**“If there are
no problems
there is no
business.”**



JRF's Vision for the Future Aligning with **the United Nations Sustainable Development Goals** (UN SDGs)

JRF works towards eradicating poverty among artisans through sustainable livelihoods. We have scaled livelihood programs like carpet weaving and other supply chain activities of rug making, focusing on women. We have also incorporated financial inclusion programs like savings schemes and low-interest loans.

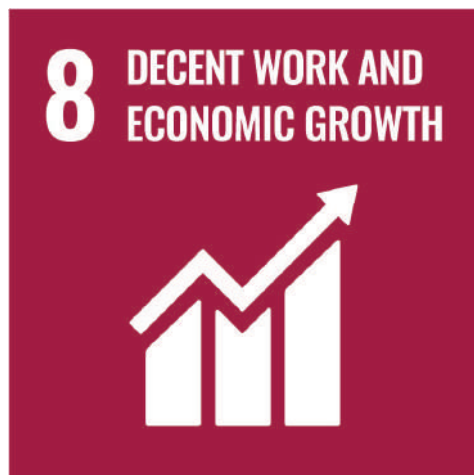


JRF has worked to improve the health and overall well-being of artisan communities through primary health care, eye care, menstrual hygiene care & safe drinking water and sanitation. We have also introduced mental health support systems to promote better work-life balance in villages.

We have empowered women artisans through training and leadership opportunities and have supported women-led enterprise initiatives. 90% of the workforce working in JRF are women; among those 90%, 20% are in leadership roles like entrepreneurs and designers, etc.



JRF ensures access to clean water to the entire village community, including artisans, by installing purified water ATMs to improve health and prevent waterborne diseases. We also work on water conservation programs for sustainable water usage.



JRF promotes decent work conditions and economic growth for artisans. We support artisan cooperatives for better pricing and market access and provide improved infrastructure, safety, and access to welfare schemes like Artisan Cards.

JRF fosters inclusive growth, dignity, and freedom, especially in marginalized artisan communities, by scaling income programs for socially disadvantaged artisans and expanding activities in underserved regions. We support inclusive development by promoting equal opportunities for all artisans.





JRF encourages sustainable production practices and eco-friendly materials. We have incorporated eco-friendly practices like using organic materials, reducing waste & promoting recycling. We have also expanded the production of reusable & environmentally friendly products like sanitary pads. Our artisans work in broad day light & have an almost negligible carbon footprint.

JRF strengthens partnerships to amplify initiatives. We have partnered with global organizations, government bodies & private sector players to enhance resources and market access. We connect artisans with global markets for fair pricing & increased reach. JRF believes that to solve the multiple problems at the grassroots, we need partnerships to fulfill all the aspects of growth.



Conclusion:

A Sustainable and Inclusive Future

As we move towards 2030, Jaipur Rugs Foundation will continue to build on its strong foundation, scaling up impact in alignment with the SDGs. Our focus remains on transforming the lives of our artisans by creating inclusive, equitable, and sustainable growth opportunities. Together with our partners, we aim to create a future where artisans thrive, and their traditional skills are recognized and respected on the global stage.



Who

We

Are

Mission

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

Vision

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

Our Values



Empathy



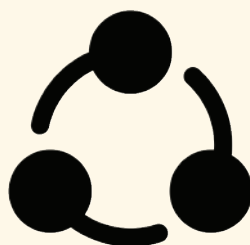
Humility



Integrity



Shared Wisdom



Simplicity

JRF'S Reach & Impact 2023-24



3,90,185
Lives Benefited

1146
Livelihood
Opportunities
Created

54
New
Villages

885
New Artisans
Added

1,14,539
Lives Touched by
Door-To-Door Healthcare

2,448
Assisted With
Government Sponsored
Social Entitlements

Highlights Of 2023-24

KEY ACHIEVEMENTS (2023-24)



In the past year, Jaipur Rugs Foundation made significant strides in enhancing artisan welfare and compliance. The Foundation ensured NEST compliance for 1,828 looms and actively engaged 5,475 artisans across 58 villages, with 5,182 artisans having complete documentation. All locations in Rajasthan like Dhanota, Thanagazi, Shahpura, Khawarani and Kekri expanded their loom coverage significantly. The Foundation also strengthened its child labour compliance efforts, promoting ethical practices. Enhanced monitoring through field officers ensured transparency and accountability in all operations, furthering the Foundation's commitment to empowering rural communities and fostering sustainable livelihoods.

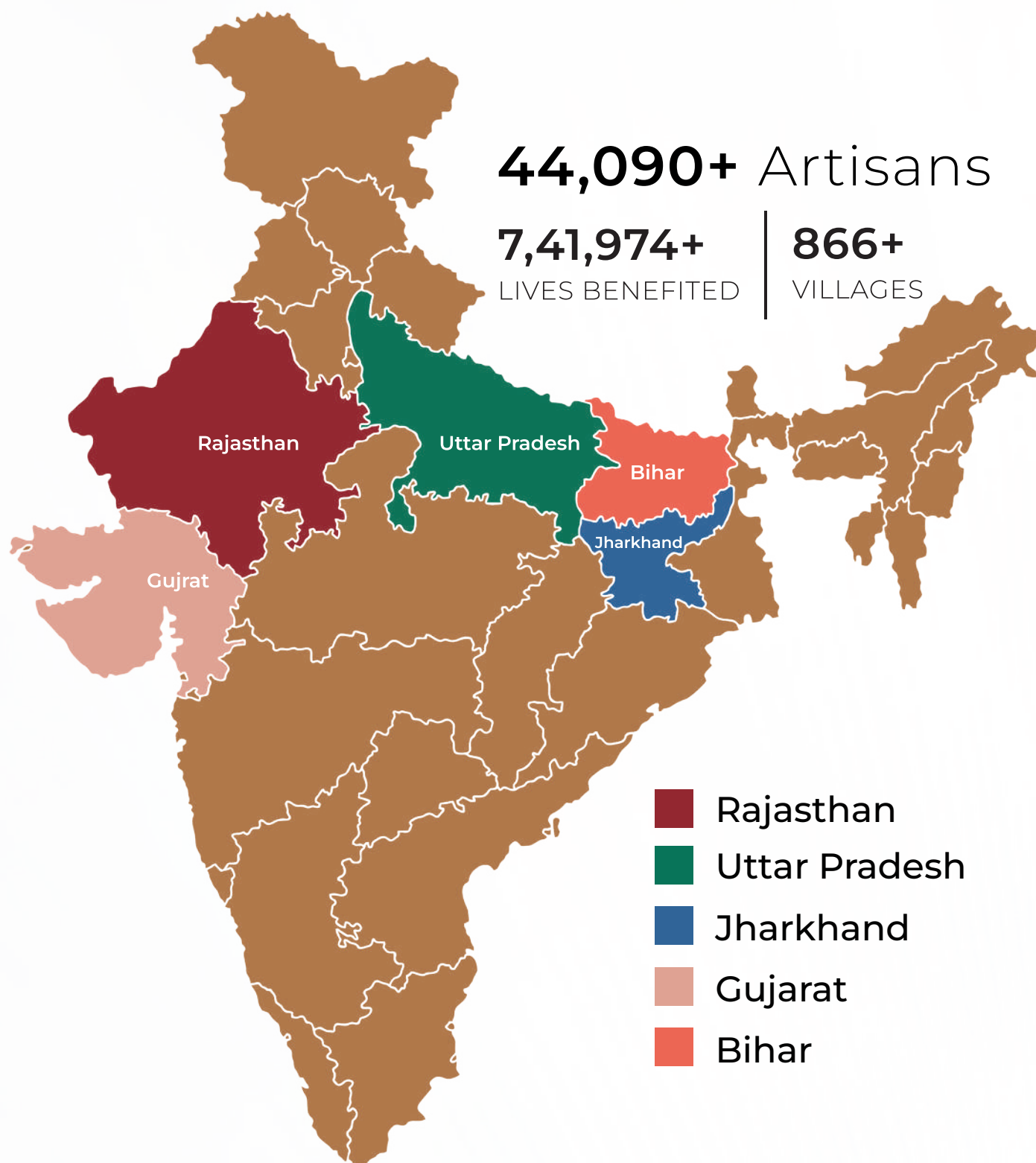


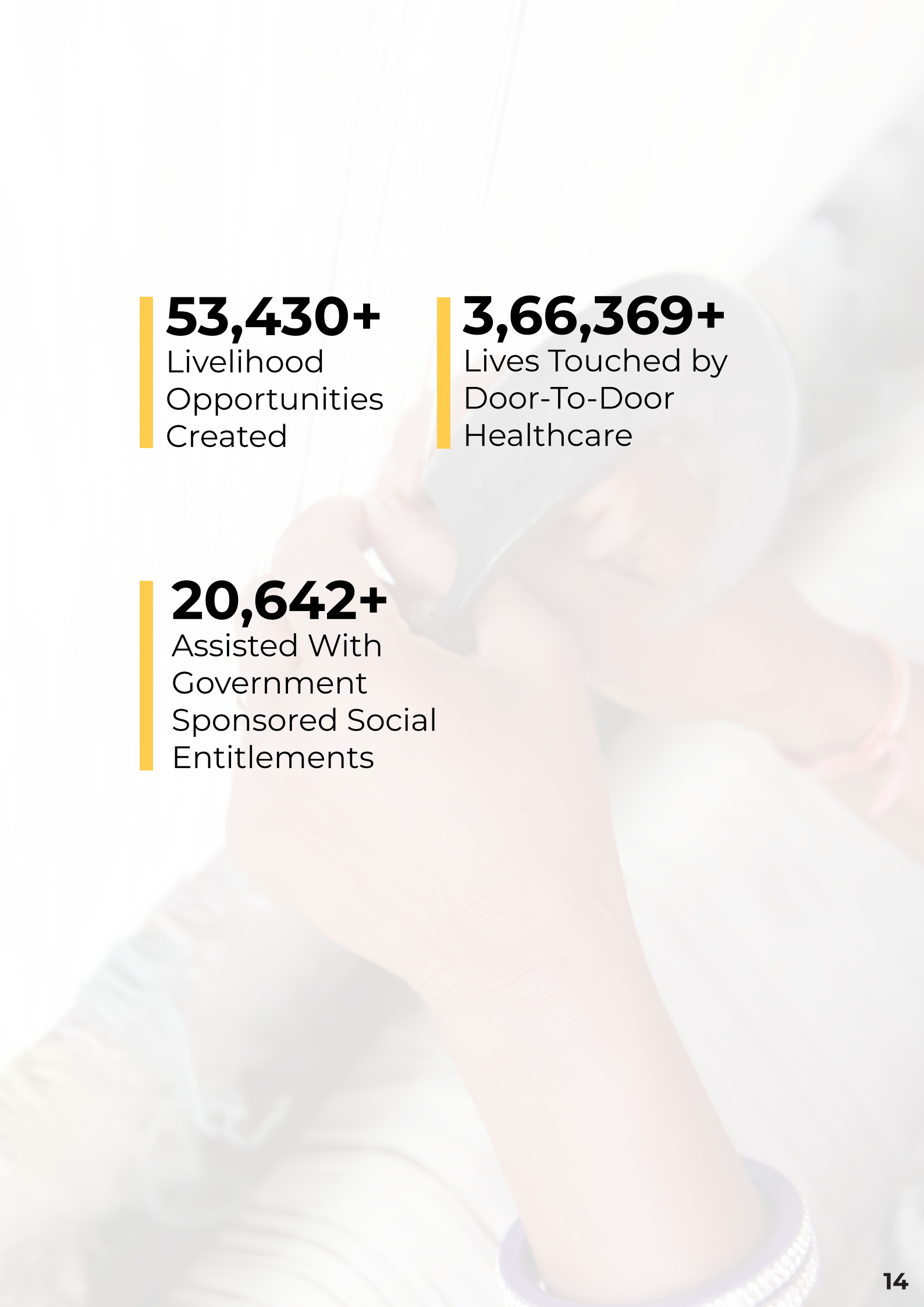
Awards & Recognition

In 2023-24, Jaipur Rugs Foundation (JRF) received significant accolades for its dedication to artisan empowerment and sustainable development. A highlight was Malti Ji from Hardoi receiving HCL's E-HAAT Award for Excellence in Weaving, recognizing her exceptional craftsmanship, dedication, and inspiring journey. Joining JRF to support her family, Malti Ji progressed from novice to master weaver, known for blending heritage designs with contemporary aesthetics. Her award celebrates the impact of JRF's empowerment programs and serves as an inspiration for women artisans to achieve economic independence and sustain the rich tradition of handwoven craftsmanship.



Our Reach & Impact So Far



A background image showing a pair of hands holding a globe. The hands are positioned as if supporting the globe from below. The person holding the globe is wearing a white long-sleeved shirt and a blue beaded bracelet on their right wrist. The globe is light blue and white, representing Earth. The overall image is in a soft, slightly blurred style with a light color palette.

53,430+

Livelihood
Opportunities
Created

3,66,369+

Lives Touched by
Door-To-Door
Healthcare

20,642+

Assisted With
Government
Sponsored Social
Entitlements

SDGs

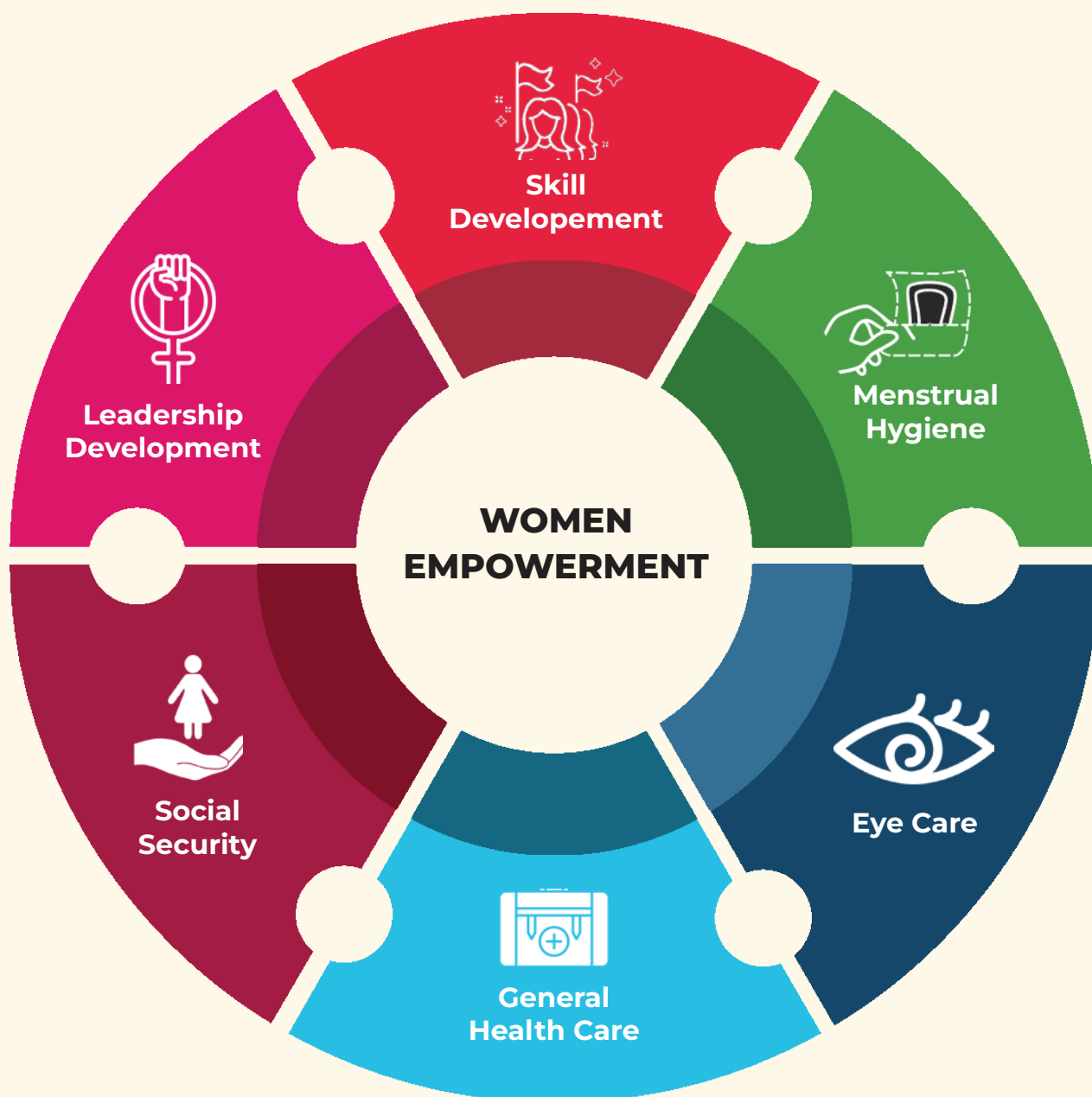
We Focus On

Established by the United Nations in 2015 as part of the 2030 Agenda for Sustainable Development, the Sustainable Development Goal (SDG) aims to address the world's most pressing economic, social, and environmental challenges to achieve a more sustainable future for all. The SDGs build upon the success of the Millennium Development Goals (MDGs) and encompass a broader range of issues.

Jaipur Rugs Foundation stands as one of the foundations dedicated to achieving these Sustainable Development Goals (SDGs) by 2030. Operating across 5 states and reaching out to 812 villages, our primary objective is to transform these goals into tangible realities.



Programs & Impact



Skill Development & Upskilling

Centre-Place of all JRF activities

Jaipur Rugs Foundation (JRF) has been at the forefront of empowering rural communities through its robust skill development initiatives. By partnering with various organizations, JRF provides training in rug weaving, transforming unskilled laborers into skilled artisans. This not only improves their livelihood but also fosters self-sufficiency and a better standard of living.

JRF's skill development programs are designed with a holistic approach, starting from the identification of potential beneficiaries, selection of training locations, and hands-on training, followed by further engagement to ensure sustainable development. The foundation equips artisans with technical expertise in rug weaving while also offering education on the broader carpet supply chain. This exposure helps artisans understand their role in the global market and enhances their entrepreneurial potential.

The foundation's grassroots initiatives, such as setting up looms in artisans' homes, make training accessible, particularly for women, enabling them to work in dignified & flexible conditions. This model supports economic growth and community development while preserving traditional craftsmanship.



Women Empowerment

The Nucleus of JRF initiatives



Jaipur Rugs Foundation (JRF) has taken significant strides in empowering women in rural communities through various initiatives that promote skill development, financial independence, and leadership. JRF transitions women from dependent homemaker to becoming key breadwinners, enabling them to work from home in safe, dignified environments. This shift offers flexibility and allows women to balance their familial responsibilities while contributing to their household incomes.

By fostering creativity and empowering women to explore their artistic potential, JRF has transformed many from anonymous contributors to celebrated artisans and designers, some even achieving national and international recognition.

The Grassroot Leadership Program further educates women on the entire carpet-making process, encouraging ownership and leadership within their communities.

Through innovative initiatives like the “Bunkar Sakhi” and “Super Didi” programs, women are equipped with the skills and confidence to become decision-makers in their families and communities. JRF’s efforts not only uplift individual women but also contribute to the socio-economic development of entire rural regions.

Leadership centre-
place of all JRF activities



A woman is shown from the side, sitting on the ground and operating a traditional wooden spinning wheel. She is wearing a colorful sari with orange, yellow, and blue patterns. Her hands are adorned with several bangles. She is pulling a strand of white wool from a ball of wool. The spinning wheel is made of dark wood and has a large wheel on the left and a spindle on the right. The background is a blurred outdoor setting with a thatched roof and a brick wall.

Bunkar Sakhi

Bunkar Sakhi” is a women centric initiative by Jaipur Rugs Foundation (JRF) that empowers female artisans to become leaders in their communities. The program provides training in leadership, financial literacy & health awareness, transforming these women into role models known as “Weaver’s Friend.”

Bunkar Sakhis act as key liaisons between artisans & JRF helping to implement skill development, market access & social welfare programs. By fostering local leadership, the initiative strengthens livelihoods & promotes gender equality, creating a positive social impact in rural artisan communities.

Dristi Didi

“Dristi Didi” is an initiative by Jaipur Rugs Foundation (JRF) aimed at improving the eye health of rural artisans, particularly women. Under this program, selected women, known as “Dristi Didis,” are trained to raise awareness about eye care and identify vision problems within their artisan communities. They play a crucial role in connecting artisans with eye camps organized by JRF in collaboration with Lenskart Foundation, where artisans receive free eye check-ups, glasses, and cataract surgeries. By empowering women to become health advocates, the initiative promotes better vision and overall well-being in rural areas.





Katwari Sakhi

“Katwari Sakhi” is an initiative by Jaipur Rugs Foundation focused on empowering women involved in the wool spooling process, known as “**Katwari.**” These women are trained in leadership, financial management, and health awareness, becoming community leaders who support fellow spinners. Katwari Sakhis act as a bridge between JRF and the artisan communities, helping to implement skill development programs, enhance livelihoods, and provide access to social benefits. By fostering leadership and economic independence among spinners, the initiative promotes sustainable development and improves the well-being of rural women in the wool-spooling sector.

Super Didi



“Super Didi” is an initiative by Jaipur Rugs Foundation (JRF) designed to empower women artisans by equipping them with leadership, financial literacy, and health awareness skills. These “Super Didis” are trained to act as leaders and change agents within their communities, guiding and supporting fellow artisans. They help facilitate JRF’s development programs, including skill training, social welfare initiatives, and income-generating opportunities. By promoting local leadership, Super Didis strengthen community networks, improve livelihoods, and foster gender equality, contributing to sustainable development and the overall well-being of rural artisan families.

Exposure Visit

In 2023-24, Jaipur Rugs Foundation (JRF) organized 25 exposure visits benefiting 680 artisans, aligned with the founder's vision to enhance their understanding of carpet-making and promote entrepreneurial growth. These visits allowed artisans to experience every stage of production, strengthening their connection to the carpets they've worked on.

Artisans had the opportunity to interact with experts managing pre-loom and post-loom processes, addressing concerns and finding solutions. These exposure visits were key to enriching the artisans' knowledge and fostering a deeper connection to their craft.





The **Manchaha** Project



Rajjo Devi

Weaving a Legacy of Resilience and Empowerment in Bhagori



Rajjo Devi, a revered figure in Bhagori village, epitomizes resilience and empowerment through her mastery of carpet weaving. Her journey began at 15, inspired by observing local weavers. Despite initial resistance from her father, Rajjo's persistence led her to join the craft, where she started earning 75 rupees a day—modest yet significant for the time.

Life's challenges included a nomadic marriage, but Rajjo's determination anchored her in Bhagori, where she resumed weaving and supported her family. Her husband's long absences empowered her to become the family's primary decision-maker, handling finances and managing their home's expansion.

Rajjo's dedication to her craft earned her a place with Jaipur Rugs, where she continues to shine. She has passed her skills to her children, ensuring their education while preserving the family's weaving tradition. Rajjo's disciplined approach and compassionate leadership have also contributed to her reputation for creating high-quality, zero-defect carpets.

Her story is a testament to the transformative power of resilience and self-determination. Today, Rajjo Devi stands as a pillar of strength and inspiration in her community, demonstrating that with dedication and love, one can weave a legacy that impacts generations.

Freedom Manchaha Project



Mohammad **Vahid Khan**



“Whenever a person works with devotion and integrity, success is inevitable.” - Mohammad Vahid Khan, inmate-turned-artisan.

Mohammad Vahid Khan, a 50-year-old weaver, has experienced many ups and downs in life—more downs than ups. Yet his resilience shines so brightly that it inspires everyone around him. Vahid ji spent nine years in Jaipur Central Jail, followed by five years in an open jail, for an accident he deeply regrets. Now, thanks to his sincerity and genuine nature, he is free.

Each knot Vahid weaves is infused with his emotions, regrets, and love, drawing viewers toward his carpets. Among his intricate motifs, he never fails to include flowers. His late wife, Shabnam, loved flowers and would fill their home with various blooms, always delighted when buds blossomed in their yard. Inspired by her, Vahid ji once wove a large floral design in a rug and named it “Shabnam” in her honour. With a bittersweet smile, he shares that whenever he misses his wife, he weaves flowers. The rugs he creates are filled with floral motifs, each a testament to his enduring love for her.

“Keep your eyes on the road, and you will reach your destiny without even realizing it.” - Mohammad Vahid Khan

Programs & Partnerships

A. Skill Training

(I) ABCD Hardoi – HCL Foundation

In the fiscal year 2023-24, Jaipur Rugs Foundation, in partnership with the HCL Foundation, implemented the Artisans Based CraftPreneurship Development (ABCD) project in Hardoi, Uttar Pradesh. The project aimed to empower women through hand-knotted rug-weaving skills and grassroots leadership development. Targeting 200 women, the training program was divided into six months: three months of basic training followed by three months of hand-holding support.

The project achieved significant milestones, including the successful training of 176 women, installation of 51 looms across 14 centres, and organizing 6 exposure visits to enhance the participants' skills and understanding of the craft. The training increased the average monthly income of trainees from ₹204 to ₹1,689, with 27% earning above ₹6,000 during the hand-holding phase.

In addition to skill development, the project also focused on social development activities, such as eye camps benefiting 1,825 individuals and the distribution of 214 artisan cards. The project demonstrated a sustainable model for livelihood generation and community empowerment, with a retention rate of 82% among trainees.



(II) WELL, Dausa – CRISIL Foundation



During the fiscal year 2023-24, Jaipur Rugs Foundation extended its skill training program in rug weaving to 71 women from the Dausa District, specifically in the villages of Didwana and Ramgarh Pachwara. This initiative was an extension of a successful pilot program supported by the CRISIL Foundation, aiming to empower women through skill development and sustainable income generation.

The comprehensive six-month training, which began in November 2022, was divided into two phases. The first three months were dedicated to technical training, where participants learned the intricate art of rug weaving under the guidance of skilled artisans. This phase ensured that the women acquired a deep understanding of weaving techniques, quality standards, and the creative aspects of rug making.

The following three months focused on hand-holding support, where the women were guided in applying their new skills in practical settings. This phase was crucial in helping them build confidence and establish a steady income stream from their craft. The program concluded successfully on April 30, 2023, with the women now poised to contribute meaningfully to the rug weaving industry.

This initiative not only bolstered the economic independence of these women but also reinforced the Foundation's commitment to preserving traditional crafts while fostering sustainable livelihoods in rural Rajasthan.

(III) Wool Spooling Training

In line with its commitment to enhancing livelihood opportunities and skill development among rural communities, Jaipur Rugs Foundation (JRF) successfully organized a comprehensive wool spooling training program in Dhanota village during the 2023-24 period. The program attracted 100 enthusiastic trainees, providing them with specialized skills essential for the textile and handicraft industry.

Out of the participants, 90 individuals successfully completed the training, equipping them with the proficiency to undertake wool spooling tasks effectively from the comfort of their homes. This doorstep employment opportunity has enabled these artisans, predominantly women, to contribute significantly and consistently to their family incomes while balancing domestic responsibilities. The initiative has not only bolstered economic stability for these families but has also fostered a sense of empowerment and self-reliance within the community.

The training program underscores JRF's dedication to sustainable community development by creating skill-based employment avenues that leverage local talents and resources. By facilitating access to practical training and subsequent income-generating activities, JRF continues to make meaningful strides towards improving the quality of life and economic prosperity of artisan communities in rural India.



(IV) Sanitary Pad Stitching - SRUJNA

In the fiscal year 2023-24, Jaipur Rugs Foundation (JRF), with the support of SRUJNA, established two sanitary pad stitching centers in Suderpura and Manpura Macheri. This initiative was part of JRF's commitment to promoting sustainable livelihoods while addressing the needs of its artisan community.

The centers became operational in December 2023 (Sunderpura) and February 2024 (Manpura), training a total of 26 stitchers. These centers have successfully produced 14,096 reusable and environmentally friendly sanitary pads and 5,060 bags. The production efforts have generated significant revenue, with the Suderpura centre earning ₹2,12,075 and the Manpura centre earning ₹38,990. The maximum average income recorded by the stitchers was ₹8,560 at Suderpura and ₹3,505 at Manpura.

This project not only empowered the women artisans by providing them with new skills but also offered them an additional source of income, thereby improving their economic well-being. The initiative reflects JRF's broader mission of enhancing the quality of life for its artisan community through sustainable and innovative solutions.



B. Health Care initiatives

(I) General Health care Camps

In the fiscal year 2023-24, Jaipur Rugs Foundation (JRF) continued its unwavering commitment to the health and well-being of its artisan community by organizing health camps throughout the year. These camps, held in the vicinity of the artisans' communities, reflect the founder's vision of ensuring the physical well-being of the entire Jaipur Rugs family.

The primary objective of these health camps was to provide free medical consultations and medicines for general ailments, as well as to connect artisans with reputed hospitals for subsidized or free comprehensive treatments. JRF also facilitated access to necessary medical treatments, ensuring that no artisan was left without the care they needed.

During this period, a total of 6,935 people visited the health camps, benefiting from the free services offered. Additionally, 652 individuals received follow-up treatments, demonstrating the Foundation's commitment to providing ongoing care. The health camps were organized across 51 villages, ensuring that a broad section of the artisan community had access to these essential services.

This initiative underscores JRF's dedication to not only preserving the traditional craft of rug weaving but also to enhancing the quality of life for its artisans by addressing their healthcare needs, thereby fostering a healthier and more productive community.



(II) Vision Care – Vision Spring

In the fiscal year 2023-24, Jaipur Rugs Foundation (JRF) reaffirmed its dedication to the health and well-being of its artisans by organizing a series of eye camps across Rajasthan. These camps were conducted in partnership with Vision Spring, a leading organizations in vision care. The primary objective was to raise awareness about vision issues among the artisan communities, provide free or subsidized eyeglasses, and offer free cataract surgeries through various service delivery partnerships.

The initiative was largely focused on the spinning communities in Bikaner, Jodhpur, and Nagaur, as well as the hand-knotted artisan communities in Jaipur, Alwar, Dausa, Sikar, Ajmer, and Tonk districts. During the year, 20,031 individuals visited these vision-care camps, with 7,841 receiving power glasses, significantly improving their quality of life and work efficiency.

These vision-care camps reflect the founder's vision of ensuring the physical well-being of the entire Jaipur Rugs family, extending care beyond just artisans to include their families and communities. By bringing these essential services directly to the artisans' doorsteps, JRF continues to empower its communities, ensuring they have access to the healthcare they need to thrive both personally and professionally.



(III) Vision Care – LensKart

Jaipur Rugs Foundation is dedicated to the health and well-being of its artisans, exemplified through its vision care camps organized in collaboration with esteemed partners such as Lenskart Foundation. These camps are designed to enhance awareness about refractive errors, deliver free or subsidized eyeglasses directly to villagers, and provide free cataract surgeries as needed. This initiative embodies the founder's vision of ensuring the physical well-being of the entire Jaipur Rugs Family.

In the fiscal year 2023-24, the Foundation achieved notable success in its vision care efforts:

- Pre-camp Eye Screening by Dristi Didis: 80,766 individuals were screened.
- Total OPDs During Eye Camps: 4,483.
- Power Glasses Distributed: 3,311 pairs were provided at no cost.
- Number of Camps Held: 34.

These efforts have significantly improved the quality of life for artisans by addressing their vision needs comprehensively. The Foundation remains committed to expanding these initiatives and continuing its support for the well-being of its artisan communities in the future.



(IV) Health Card – Dr. Pankaj Singh Foundation

In the fiscal year 2023-24, Jaipur Rugs Foundation (JRF) took a significant step toward ensuring the health and well-being of its artisan community through a partnership with NIMS Hospital, Jaipur. This collaboration, initiated by JRF's founder, Sri N.K. Chaudhary, and Dr. Pankaj Singh, Director of NIMS Hospital, was aimed at providing free health cards to JRF artisans. These health cards enable artisans to receive complimentary medical treatment at NIMS Hospital, covering consultancy, medicines, and necessary investigations during hospital visits.

The initiative was a major milestone in JRF's ongoing efforts to support the holistic development of its artisan community. Through this partnership, JRF has demonstrated a strong commitment to the health of its artisans, ensuring they have access to essential healthcare services without financial burden.

The distribution of health cards was carried out systematically throughout the year, with a total of 2,319 cards distributed by March 2024. The distribution numbers grew significantly over the months, with notable peaks in October and November 2023, where 403 and 508 cards were issued, respectively. This initiative reflects JRF's broader vision of improving the quality of life for its artisans and their families, ensuring that health care is accessible to all within the community.



(V) Menstrual Hygiene Care – Srujna

In the fiscal year 2023-24, Jaipur Rugs Foundation (JRF) took significant strides to improve menstrual hygiene among its artisan community. Through multiple partnerships, JRF aimed to reach 100% of its artisans and their families, focusing on education and the distribution of environmentally friendly, reusable sanitary pad kits. Each kit contained three pads, ensuring that women in the community had access to sustainable menstrual products.

The distribution spanned various branches, with a total of 4,488 pads distributed across 102 villages of Rajasthan and Uttar Pradesh.

This initiative underscores JRF's commitment to the well-being of its artisans, aiming not only to provide essential health products but also to raise awareness and education about menstrual hygiene, thus fostering a healthier and more informed community.



(VI) Cataract Surgery Camps

In an ongoing effort to combat blindness among elderly members of artisan communities, Jaipur Rugs Foundation (JRF) organized a series of eye camps in collaboration with Sahay Hospital, Jaipur, and Shankara Eye Hospital, Jaipur. Building upon the groundwork laid during previous refraction care camps with Vision Spring and Lenskart Foundation, JRF reconnected with pre-identified cataract patients, successfully mobilizing them for no-cost cataract surgeries. During 2023-24, a total of 10 camps were conducted within the artisan communities, resulting in 645 patients receiving life-changing cataract surgeries.



C. Social Security Linkages

(I) General Health care Camps

During 2023-24 the following schemes were linked and facilitated to JRF artisans –

Govt Linkages	2448
Vishwakarma kamgar kalyan yojna	42
Artisan card applied/ facilitated	724
Pm shramyogi mandhan pension scheme	56
E-shram card	514
E-pan	1112

New Initiative- Community Filter Water Project

Recognizing the critical importance of access to clean and purified drinking water for the overall well-being of artisan communities, Jaipur Rugs Foundation (JRF) has initiated a significant intervention to address this need. In 2023-24, JRF began by installing purified water ATM facilities in two artisan-dense villages, Manpura Macheri and Dhanota. This initiative aims to ensure that the entire village, including the artisan community, has consistent access to safe drinking water, thereby supporting their physical health and productivity.

The project was made possible through close collaboration with the local village panchayats, who provided public land, as well as water and electricity connections for the installation of these facilities. These water ATMs offer a sustainable solution, providing affordable purified water to the entire community. This intervention not only improves health outcomes but also strengthens the relationship between JRF and the artisan communities it serves, demonstrating JRF's commitment to holistic development.



Media Coverage

शिविर में 80 लोगों की निःशुल्क आंखों की जांच कर चश्मे विरतरित किए



■ जयपुर गुलाबी टाइम्स

जयपुर। हण्डीपुरा गांव में राजकीय प्राथमिक विद्यालय के प्रांगण में जयपुर रम्स फाउंडेशन और विजेंसिंग के तत्वधान में नेत्र शिविर का आयोजन किया गया। इस शिविर में 80 लोगों की निःशुल्क आंखों की जांच की गई और 46 नजर के चश्मे विरतरित किए गए। 12 लोगों के आंखों में मोतियाबिंद की पहचान की गई तथा उन्हें अस्पताल रेफर कर मोतियाबिंद के ऑपरेशन की सलाह दी गई। शिविर सुबह 10 बजे से शाम 4 बजे तक चला। इस शिविर का उद्देश्य शिल्पकारों, दर्जियों तथा उन सभी लोगों के लिए विशेष फायदा पहुंचना है जो बारीक कलात्मक कार्य करते हैं और उसके लिए उनकी नजर का पैना होना उनके काम की गुणवत्ता को सुनिश्चित करता है। ज्ञातव्य है कि जयपुर रम्स फाउंडेशन राजस्थान में लगभग 10000 कालीन कारीगरों को उनके घर

पर हैंड नोटेट कालीन बुनाई के माध्यम से सतत आजीविका उपलब्ध करवा रहा है। साथ ही कारीगरों के स्वास्थ्य की देख-भाल के लिए हेल्थ कैम्प, आई कैम्प, मेन्स्ट्रल हाइजीन सनीटोरी नैपकिनस का निःशुल्क वितरण का कार्यक्रम नियमित अंतराल पर चलाता रहता है। इस वर्ष फाउंडेशन ने 20,000 आई चेक-अप का लक्ष्य रखा गया है। इसी अभियान के तहत इस आई कैम्प का आयोजन किया गया और पिछले 3 माह से निरंतर जारी है। नेत्र शिविर में विजेंसिंग की ओर से डॉक्टर सूरज त्रिपाठी, डॉक्टर सजेंद्र कुमार और डॉक्टर राजू सिंह, अंकित बलियान ने अपनी सेवाएं दी। जयपुर रम्स फाउंडेशन के स्थानीय शाखा प्रमुख कैलाश जी की अगुवाई में समन्वयक अर्जुन सिंह राठौर, योगेश कुमार मुकेरिया, आदि ने शिविर के सफल आयोजन में सहयोग किया।

हिंगोनियां में आयोजित नेत्र जांच शिविर में ग्रामीण हुए लाभान्वित



दीपांकुर चौहान प्रभात अभिनंदन केकड़ी। जयपुर रम्स फाउंडेशन एवं विजन स्प्रेड के तत्वावधान में आई टी सेंटर हिंगोनियां में सोमवार को निःशुल्क नेत्र जांच शिविर आयोजित हुआ जिसमें 103 ग्रामीणों की आंखों की जांच की गई। जितेंद्र सिंह ने बताया कि शिविर का शुभारंभ सरपंच घीसालाल कीर एवं सामाजिक कार्यकर्ता रणजीत सिंह केशावत के सानिध्य में हुआ जिसमें ग्रामीणों की नेत्र जांच की गई। शिविर में कुल 103 लोगों की नेत्र जांच की गई जिनमें से 70 लोगों को चश्मे वितरित किए गये तथा 11 लोगों को मोतियाबिंद की

शिकायत होने पर ऑपरेशन के लिए चिह्नित किया गया जिनका जयपुर ले जाकर ऑपरेशन किया जायेगा। इसी तरह 22 लोगों की नेत्र जांच नॉर्मल पाई जाने पर उन्हें आवश्यक परामर्श दिया गया। शिविर में जयपुर रम्स फाउंडेशन से अर्जुन सिंह राठौर, विजन स्प्रेड से कुलदीप एवं उनकी टीम ने शिविर में सेवाएं दी। शिविर में सामाजिक कार्यकर्ता रणजीत सिंह केशावत एवं सरपंच घीसालाल कीर का विशेष सहयोग रहा। ग्राम पंचायत मुख्यालय पर शिविर आयोजन के लिए सरपंच घीसालाल कीर ने टीम का धन्यवाद ज्ञापित किया।

नेत्र शिविर ग्रामीणों ने बढ़-चढ़कर आंखों की जांच करवाई 125 लोगों को नि शुक्ला



द डेस्पिंग

नेमीचंद सोनी डांवर लुणा। सामाजिक कार्यकर्ता भंवरलाल सोनी ने बताया जोधपुर के घटियाली लुणा ग्राम पंचायत आज लुणा गांव में जयपुर रम्स फाउंडेशन और विजेंसिंग के तत्वधान में नेत्र शिविर का आयोजन किया गया। इस शिविर में लुणा ऊदट मिठडिया मियां कोर चांगु के गांव के लोगों ने भाग लिया 125 लोगों की निःशुल्क आंखों की जांच की गई। साथ में ही उन्हें चश्मा दिया गया नेत्र शिविर में विजेंसिंग के डॉक्टर अंकित डॉक्टर मधुर और डॉक्टर राजू रहे। साथ में जयपुर रम्स फाउंडेशन से प्रोजेक्ट हेड अर्जुन सिंह राठौर मोडाराम जी ईश राम जी भंवरलाल सोनी राजेंद्र मोटाराम कस्बा गंगाराम मेघवाल मनोहर सिंह रीछपाल विशनोई ग्रामीण मौजूद रहे।

अचरोल में निःशुल्क स्वास्थ्य कार्ड का किया वितरण

अचरोल/चंदवाजी @ पत्रिका. अंबेडकर पार्क अचरोल में निम्स हॉस्पिटल व जयपुर रम्स फाउंडेशन द्वारा मंगलवार को निःशुल्क चिकित्सा शिविर का आयोजन किया। जयपुर रम्स के सीनियर मैनेजर चौथमल दीवान ने शिविर का शुभारंभ किया। शिविर में 170 लोगों की निःशुल्क जांच कर दवा वितरण की और 18 मरीजों को निम्स हॉस्पिटल रेफर किया। जयपुर रम्स फाउंडेशन प्रबंधक सामाजिक विकास विनोद कुमार ने बताया कि निम्स हॉस्पिटल निदेशक डॉ. पंकज सिंह ने 70



अचरोल में महिलाओं को स्वास्थ्य कार्ड वितरण करते हुए।

महिला हस्तशिल्पियों को निःशुल्क स्वास्थ्य कार्ड का वितरण किया। इस दौरान अयूब शेख, ओमप्रकाश साधुराम, बुनकर सखी मीरा सहित कई लोग मौजूद रहे।

250 लोगों को वितरित किए स्वास्थ्य कार्ड

मैड। कस्बे के राजीव गांधी केंद्र पर बुधवार को रस फाउंडेशन के तत्वावधान में स्वास्थ्य शिविर स्वास्थ्य कार्ड वितरण का आयोजन मुख्य अतिथि डॉ. पंकज सिंह, मनोज रातावाल की मौजूदगी में आयोजित हुआ। चिकित्सा शिविर में 250 लोगों को डॉ. पंकज सिंह ने स्वास्थ्य कार्ड वितरित करते हुए कहा कि लोगों को कल्याणकारी योजनाओं का अधिक से अधिक लाभ उठाना चाहिए। डॉ. पंकज सिंह ने कहा कि हर व्यक्ति को अपने स्वास्थ्य का पूरा ख्याल रखना चाहिए। लोगों को कल्याणकारी योजनाओं की जानकारी घर-घर तक पहुंचा कर योजनाओं का लाभ दिलाने के लिए भरपूर प्रयास करने चाहिए। रस फाउंडेशन के चिकित्सा शिक्षा के कार्यों की जानकारी दी। सामाजिक विकास मैनेजर विनोद कुमार ने बताया कि आयोजित शिविर में 80 कालीन बुनकर परिवारों के 250 लोगों को स्वास्थ्य कार्ड वितरित किए। शिविर में 198 लोगों का स्वास्थ्य परीक्षण कर निशुल्क दवाओं का वितरण किया। ग्रामीणों ने डॉ. पंकज सिंह का माल्यार्पण साफा पहनाकर सम्मान किया। मातादीन, दिलीप शर्मा, अयूब शेख सहित अनेक लोग मौजूद रहे। इंडियन फार्मासिस्ट एसोसिएशन प्रदेश अध्यक्ष सर्वेश्वर शर्मा ने बताया कि हम सब का नैतिक दायित्व है कि समाज के हर व्यक्ति को बेहतर स्वास्थ्य बेहतर मेडिसिन उपलब्ध हो सके।

सारुंडा: शिविर में 143 लोगों की आंखों की जांच की



पांचू। ग्राम पंचायत सारुंडा में मंगलवार को जयपुर रस फाउंडेशन और विजन स्प्रिंग के संयुक्त तत्वावधान में निशुल्क नेत्र चिकित्सा जांच शिविर का आयोजन किया गया। फाउंडेशन के सुनील सैनी ने बताया कि शिविर में 87 लोगों को चश्मे भी वितरित किए। शिविर में डा. कुलदीप, डा. सतेंद्र, डा. निखिल व फाउंडेशन से सुनील सैनी, अर्जुन सिंह ने सेवाएं दी।

बांसखो गांव में जयपुर रस फाउंडेशन और विजस्प्रिंग के तत्वावधान में नेत्र शिविर का आयोजन किया गया।

निहल दैनिक समाचार

शुक्रवार 18 अगस्त 2023

शिविर में 150 लोगों की निःशुल्क आंखों की जांच

प्रोजेक्ट हेड अर्जुन सिंह राठौर, योगेश कुमार, महेंद्र कुमार ने ग्रामीणों को सेवा दी।



की गई। साथ में ही उन्हें चश्मा दिया गया। नेत्र शिविर में विजस्प्रिंग के डॉक्टर सूरज त्रिपाठी डॉक्टर सजेन्द्र कुमार और डॉक्टर राजू सिंह, अंकित बलियान रहे। साथ में जयपुर रस फाउंडेशन से शाखा प्रमुख कैलाश जी



11:5

जयपुर रस फाउंडेशन ने महिलाओं को स्पेशल टेक्नोलॉजी से बने सेनेटरी पैड वितरित किए

पांचू। जयपुर रस फाउंडेशन द्वारा पांचू के अंबेडकर भवन व मेहरडा की ढाणी, पांचू में शिविर का आयोजन किया गया। जिसमें महिलाओं को स्पेशल टेक्नोलॉजी से बने सेनेटरी पैड वितरित किए गए। शिविर में एमएचएम सेशन के द्वारा

महिलाओं को मासिक धर्म के दौरान होने वाली समस्याओं के रोकथाम व स्पेशल टेक्नोलॉजी से बने सेनेटरी पैड को इस्तेमाल के बारे में जानकारी दी गई। इस दौरान फाउंडेशन से सुनील सैनी, रितिका चौधरी, मानाराम खुडियाल मौजूद रहे।

Financial Overview

JAIPUR RUGS FOUNDATION
G-250, RIICO Mansarovar Industrial Area, Jaipur

BALANCE SHEET AS AT 31st MARCH 2024

Amount (Rs.)

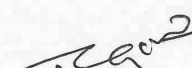
PARTICULARS	SCH. NO.	AS AT 31.03.2024		AS AT 31.03.2023	
		DETAILS Rs.	AMOUNT Rs.	DETAILS Rs.	AMOUNT Rs.
<u>I. SOURCES OF FUNDS</u>					
Corpus Fund	1		702,197		702,197
Capital Fund	1		4,534,430		5,339,905
General Fund	1		(7,422,959)		(7,310,431)
Unspent Project Balances	2		992,566		2,447,153
Unsecured Loans	3		15,983,970		20,207,000
TOTAL			14,790,204		21,385,824
<u>II. APPLICATION OF FUNDS</u>					
<u>Fixed Assets</u>	4				
(A) Gross Block		16,628,410		16,675,310	
Less: Depreciation		12,093,979		11,335,405	
Net Block			4,534,430		5,339,905
<u>Current Assets, Loans & Advances :</u>					
(A) Cash & Bank Balances	5	2,534,411		6,211,126	
(B) Other Current Assets	5	818,106		2,099,889	
(C) Receivable Project Balances	2	11,524,313		16,057,355	
		14,876,829		24,368,370	
<u>Less: Current Liabilities</u>					
(B) Payable against Expenses					
- For Projects		4,481,450		8,193,102	
- For HO		139,606		129,349	
Net Current Assets			10,255,773		16,045,919
TOTAL			14,790,204		21,385,824
ACCOUNTING POLICIES & NOTES ON ACCOUNTS	7				

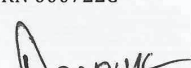
For Jaipur Rugs Foundation

In terms of our audit report of even date

For Kalani & Company
Chartered Accountants
FRN 000722C


[Nand Kishore Chaudhary]
Trustee


[Rajendra Jain]
Secretary


[Deepak Khanelwal]
Partner
M.No. 409520

PLACE : JAIPUR
DATE : 26.09.2024



JAIPUR RUGS FOUNDATION
G-250, RIICO Mansarovar Industrial Area, Jaipur

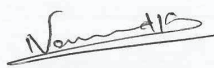
INCOME AND EXPENDITURE A/C FOR THE YEAR ENDED 31ST MARCH 2024

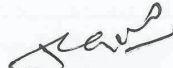
PARTICULARS	SCH. NO.	Amount (Rs.)	
		Current Year 2023-24	Previous Year 2022-23
(A) INCOME			
By Donation Receipts			
- Domestic		1,463,478	4,072,001
By Other Income- Interest and Other Income		307,322	104,032
By Drawn from Project Balances to the extent of available sanction	2	10,188,334	27,813,962
By Drawn from FCRA Project Balances to the extent of available sanction	2	-	-
By Receipts for CSR Activities	2	3,703,815	3,424,607
Total (A)		15,662,949	35,414,602
(B) EXPENDITURE ON OBJECT OF THE TRUST			
To Skill Development Training		484,400	496,534
To CSR Activities			
(a) Education (Alternative Education Project)	2	10,979	1,344
(b) Health Activities	2	1,383,307	1,340,108
(c) Linkage with Govt. Schemes	2	325,161	40,453
(d) Skill Training	2	1,984,368	2,020,862
(e) Food Travelling Expenses	2	-	21,840
To Health Camp Expenses (For Pankaj Foundation)		750,000	-
To RRF Project-2	2	414,727	3,086,191
To Crisil Foundation	2	430,872	641,128
To Crisil 2	2	2,137,136	-
To Pahel Foundation	2	1,281,506	3,692,586
To Red Fort Project	2	512,000	-
To HCL Project Phase 3	2	-	20,394,057
To HCL Project Phase 4	2	5,412,093	-
To Depreciation	4	799,303	941,445
To Water Project Expenses		310,000	-
To JRF Share in Other Projects Expenses		42,081	-
To Other Administration and Operational expenses	6	303,018	767,650
Total (B)		16,580,952	33,444,199
Excess of Income over Expense		(918,003)	1,970,404

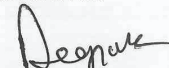
For Jaipur Rugs Foundation

In terms of our audit report of even date

For Kalani & Company
Chartered Accountants
FRN 000722C


[Nand Kishore Chaudhary]
Trustee


[Rajendra Jain]
Secretary


[Deepak Khandwal]
Partner
M.No. 409520

PLACE : JAIPUR
DATE : 26.09.2024



Challenges & Opportunities

Challenges Faced

This year, Jaipur Rugs Foundation encountered several significant hurdles, including fluctuating market demands due to global economic shifts, the post-harvest migration of artisans, and challenges in mobilizing women artisans due to cultural and social barriers. Furthermore, ensuring consistent income opportunities during seasonal lulls, and expanding access to social security schemes like PMSYM for rural artisans, were areas that required constant attention and adaptive strategies.

Future Plans

Strategic Goals for 2024-25

We aim to align our targets with the Sustainable Development Goals (SDGs) of the United Nations. Our primary objective for 2024-25 is to create sustainable livelihood opportunities for an additional 2,000 rural artisans, with a strong focus on women's empowerment and community-based development. We plan to expand our skill development projects and integrate more artisans into social security programs like PMSYM. Enhancing health and education initiatives, along with continuing to invest in artisans' journeys from unskilled workforce to skilled artisans, and ultimately to artists, designers, and entrepreneurs, is at the core of Jaipur Rugs Foundation.

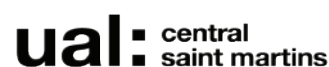
Voices from the Field

“Being a part of Jaipur Rugs Foundation has not only changed my economic condition but also given me a sense of dignity and purpose. The skills I’ve learned have opened doors I never thought possible.” – **Poonam, Artisan**

“Training at the Dausa center has empowered me to contribute to my family’s income. I now feel more confident about my future and that of my children.” – **Ravi, Trainee**

PARTNERS & COLLABORATORS

At Jaipur Rugs Foundation, we hold partnerships and collaborations in high regard, understanding their significance. We understand that social partners have become vital in shaping social policies, especially when it comes to providing essential health and social care services. For us, partnership means a collective dedication, where all stakeholders have the right and obligation to actively participate in uplifting the lives of rural artisans in India. We recognize the value of working together to create positive change and improve the state of rural communities.





Collective Good
Foundation



JAIPUR RUGS



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ART ON THE FLOOR



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Engage. Sustain. Develop.

In the most remote corners of India, lie a world of the most unique artisans that can share to us the beauty of that world.