



ANNUAL REPORT

ALL INDIA ARTISANS & CRAFTWORKERS WELFARE ASSOCIATION

Year 2013-2014



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AIACA PROJECTS

This section gives an overview of the projects active in the FY 2013-2014.

SusTex – Sustainable Textiles for Sustainable Development under European Commission’s SWITCH-Asia Programme.

The project aimed to promote the production and consumption of eco-friendly textiles by improving the working and living condition of the artisans, through various grass-root interventions including research, trainings, dissemination, outreach and identification of key challenges faced in the sector.

The project targeted over 500 textiles related SMEs in Rajasthan where block printing is predominant and 18 textile clusters across 7 states in India (Assam, Bihar, UP, Rajasthan, Gujarat, Kerela, Andhra Pradesh).

More than 25,000 artisans/weavers of targeted textile M/SMEs & their families were the final beneficiaries. The project started on 1st January 2008 to 31st December 2012 (initially), but was granted extension till January 2014 because of the delay in the CETP installation at the Jaipur Integrated Textile Park Private Limited (JITPPL), Bagru (Raj.).



The project was highly appreciated for its unique approach and policy interventions in the Network Facility Conferences in Thailand, Kathmandu and China. From the Team, Mr. Vikram Joshi (CEO – Rangtantra/ Rangsutra), Ravi Kharka (Sr. Programme Manager, AIACA) and Maveen Pereira (Traidcraft Exchange, UK) and Nirmal have witnessed the successful presentation in these places. With the successful implementation of this project, another project named 'Going Green' under fifth call for proposal was awarded to AIACA and Traidcraft Exchange to take the previous project to next level.



IMPACT IN NUMBERS

ECONOMIC IMPACT



- Training courses completed for 1000 artisans (including block printers)
- 75% placement is ensured for the trained artisans
- Minimum wages is ensured to the artisans & workers in the JITPPL
- 20% increase in sales both in domestic and international market for sustainable textiles
- Supporting 03 M/SMEs with SETP technology & setting-up ensured running of their businesses and complying with regulatory framework at low cost

ENVIRONMENTAL IMPACT



- With the Common Effluent Treatment plant, 80% recycling of effluent (waste water) is ensured with Zero Liquid Discharge, in the Textile Park
- Recycling of the water and rainwater harvesting at the park will lead to huge impact in terms of just use of ground water resources
- At least 25% of 500 SMEs understand environmentally sustainable production technology and practices
- 100% eco-friendly products are manufactured in the Model Textile Park
- The project has established 02 low cost zero liquid discharging SETPs with 80% water recycling capacity

SOCIAL IMPACT



- 500 SMEs are aware of health and safety issues, and are aware of appropriate tools/ equipments/safe working conditions for artisans and workers
- OHS Manual & Tool kits distributed to artisans and SMEs in 14 textile craft clusters.
- With the OHS toolkits distribution and awareness, susceptibility to disease burden is reduced in around 2000 artisans in 14 textile craft clusters
- With social water recycling technological implementation (SETPs) around 200 household will have access to clean drinking water
- Regular minimum wages ensured 'socio-economic' well-being of the workers and artisans in JITPPL

ENGAGEMENT OF TARGET GROUP



- The project provides researched solutions for eco-friendly processes to 500 block printing SMEs in Rajasthan
- 16 Textile Craft Clusters in 7 States of India and about 3200 Artisans and M/SMEs are directly involved in project dissemination, awareness and researches around project mandates
- 20 SME's from Associate JITPPL have been directly involved in trainings, design workshops etc
- 30+ Government Approved Textile Parks (SITPs) around 1800 M/SMEs will be benefited by the dissemination activities

POLICY LINKAGES



- 704 SMEs participated in the second level of Policy Advocacy and Dissemination Workshops across 7 clusters in 5 states
- 2 State Level Advocacy workshops and 1 National Level Consultation with multi-stakeholder participation are planned
- The recommendations on Environment, Social Security and OHS are included in the Final Working Group Report of Twelfth Five Year Plan (12th FYP - 2012 – 2017) for Handicraft & Handloom Sector, which is subject to final approval from Planning Commission & Finance Ministry
- Project Partner AIACA has representations in the 12th FYP working group committee, on handloom and handicrafts
- Two Policy Briefs on Environment and SITP Scheme prepared for further refinement of relevant regulatory framework

Going Green – the second phase of SusTex awarded under European Commission's SWITCH-Asia Programme.

The project aims to promote economic competitiveness of the Indian textile industry and the well-being of textile artisans and build sustainable businesses of textile artisans and improve their working conditions through efficient eco-friendly processes, access to resources and increased demand for 'green' products.

This project builds on the learnings of the previous SUSTEX Project (funded under EU SWITCH-Asia) with a focus on scaling up and deepening impact in the area of sustainable production and consumption. In particular, low-cost eco-friendly technologies and changes in production practices will be initiated, adopted and sustained by SMEs/artisans, and financial resources will be mobilized to scale sustainable production initiatives and make those sustainable. A key learning has been that technologies need to be tailored to specific textile processing/dyeing methods as well as quality/volume of effluent. In order to ensure scale-up and replication, further research and consultation has been planned to identify sustainable eco-friendly processes that can meet the needs of specific clusters and additional SMEs/artisans.



This project focuses on lowering negative environmental impact and improving the health of the artisans and communities. In addition to adapting and promoting the technologies developed under SUSTEX, additional practices and technologies will be identified, demonstrated, and promoted thus strengthening sustainable production practices that can be adopted by SMEs and artisans.

Such practices and technologies will include sourcing and using natural and organic fibers (inputs); natural dyeing, small-scale Effluent Treatment Plants (ETPs), efficient fuel and water consumption, use of health and safety gears, and use of environmental friendly power such as solar or wind (production); and green finishing processes, recycling of waste fabric and upcycling of used products (finishing and post-production).

The key interventions include

- Organizing 250 SMEs and 12,500 artisans producing textile products into at least 150 artisan-based collectives
- Developing 6 federations (one per district in 04 clusters in Rajasthan and 02 in UP);
- Providing trainings for SMEs and advocating policy changes to encourage the uptake of eco-friendly practices in textile clusters;
- Creating collectives to empower artisans and SMEs;
- Identifying potential as well as existing schemes for finance and services to build efficient eco-friendly businesses;



- Creating consumer awareness and demand amongst buyers and consumers in India and abroad, building on the momentum already created by the previous project, SUSTEX – Sustainable Textiles for Sustainable Development;
- Developing and Marketing Eco-Friendly line of ‘green’ textile products and promoting sustainable products certified under the ‘Craftmark Green’

Over the next four years, AIACA will be executing multi-fold strategies aimed at the following expected results with the experience we have gained in past one decade of implementing grassroots-based women-centered strategies to sustain craft focused livelihood and subsequently contribute in poverty alleviation. It is grounded in our model of transforming the mindset of entire communities, empowering women as the leading agents of change, and strengthening partnerships with local government.

This project is very interesting in terms of its strong indicators for the impact/outcome assessment and the concept of well-being, as an indicator for poverty reduction.



AIACA RBS Cluster Development Project

The AIACA-RBS cluster development initiative in the 3 clusters of Sittlingi, Ooty and Wayanad was successfully completed during 2012- 13. With last year's focus being on production streamlining, the year 2013-14 aimed at market building for the new range of products developed across the three clusters, enhancing the operational team capacity in order to strengthen their business understanding and to make the organization sustainable from a long term perspective and improve their market outreach. Additionally, interventions to improve the production quality, developing internal management systems and fortifying the value chain at the local level with infrastructure and human resources were executed.

Skill Development

Artisan training is an integral part of the cluster development. The goal is to make artisan self-dependent and better skilled to achieve improved livelihoods. AIACA conducted skill training across Uravu artisans in four micro enterprises (MEs) for some of these bestselling products - Laptop cooling pad, Mosaic Trays, Oval trays, Clocks, Pen Boxes and Photo frames. The objective of the training was to improve the production efficiency and quality based on the feedback gathered during the marketing interventions conducted by AIACA. Further, AIACA also held tailoring workshop at Porgai and Shalom on stitching techniques and quality improvisation.

Raw Material Cost Assessment

The cost assessment of raw materials was a critical part of Uravu's pricing strategy. AIACA, under this project, appointed a team of three skilled artisans and a supervisor to track and monitor the collection of data on a specific framework and methodology (in terms of landing cost, labor cost and the process time involved) at each stage to gather a clearer picture around the key the areas of cost and price variations. This exercise indicated a potential reduction in the raw material cost, thus reduced the production price for some bamboo products and make the product more competitive in the market.



Design Development

The clusters successfully completed the first design workshop during 2012- 13 and also gathered product feedback from various categories of buyers and designers through fairs, catalogue and during a buyer seller meet organized by AIACA early this year. Shalom and Porgai products were categorized as quality products that (with certain design patterns) could fit very well with a niche and high income market. Certain products could be further improved on the production capacity for the mass market. AIACA conducted design workshops with the clusters and under the direction and guidance of a seasoned designer prototypes for a new collection of home and fashion accessories were developed.



Product Packaging Development

Most of the products made at Uravu were earlier marketed/ shipped without proper unit and bulk packaging. Under the project, AIACA introduced appropriate primary packaging, visibility of the products thus strengthening the marketability substantially. Packaging intervention was done for a range of bamboo products: Bamboo pens, laptop cool pads, mosaic trays (different sizes), clock, bamboo jewellery, especially necklace sets, hut lamp, make-ur-hut, eyes lamp, pineapple lampshade, book of spices, and gift pack of thorn candle holder. For Uravu understanding about raw material quality and pricing was strengthened depending on the feedback from the market. Uravu received a positive market response especially because of good packaging and reduction in breakage.



Product Portfolio from the Design Intervention

Increasing web presence

Appealing and user friendly websites with a strong content management system in the backend were developed at each of the three clusters. Additionally, high-resolution photo-shoot was carried out with the high quality finished products and the photographs were uploaded on the sites. AIACA also integrated social media (Twitter, Facebook and Google+) for the clusters, so that the groups can create significant amount of craft awareness, upload product images and link the potential buyers to their products and the artisans, announce upcoming events and gather customer feedback and new production innovation ideas.

Creating Impactful Marketing

A powerful and a compact catalogue is an effective marketing tool for a craft enterprise. It provides an excellent opportunity to deliver important information about the company, products or services. AIACA developed a well-designed catalogue for the clusters to give them a stronger, more established image among buyers. The catalogue, developed as a detailed information kit, includes information on the products, the group details, and the artisans.



Shalom Catalogue



Porgai Catalogue





Capacity Building

As part of handholding support under the project, the team carried out an entrepreneurial capacity building exercise on core business functions, cluster development and management, finance, operations, proposal writing, marketing communications, social media generated business sales planning and forecasting, buyer and order management. Further an exhaustive training manual and some internal planning and control templates were shared with the groups in order to ensure smoother operations.

Promoting Market Access

With marketing platforms like IHGF, Dastkar, D'aram, CCI, RainTree and RBS Festive Exhibitions and other fairs and exhibitions, the groups were encouraged with necessary marketing assistance to expand sales and buyer network. AIACA also closely worked to prepare the groups and their coordinators, as part of the capacity building exercise, on marketing communications and sales planning. AIACA also facilitated export and domestic orders increasing cluster sales. Additionally, AIACA will be developing catalogues and brochures for the new product range and will explore strategic tie-ups with online retailers for greater outreach.

Legal Guidance

Shalom, which had started as a SHG with a small operating team had exhibited immense potential to grow in the long term. AIACA assisted Shalom to establish its members and the Board, define the functions, develop the by-laws, and facilitated the registration process locally under the State Law and provided the necessary training to the members and the staff on the procedures and practices.

Tools Procurement

AIACA facilitated procurement of various types of tools and machinery to establish the production base locally. Equipment that contributes to various production requirements to make the process more efficient and cost effective have been successfully deployed across the three clusters.

The Year Ahead

After successful two years of direct interventions and training of the clusters, the third year (2014-15) will aim at gradual handover of the process and providing strategic directions to the clusters to make them capable of expanding their operational horizon. The third year will focus on promoting opportunities for producer groups to become self-reliant. Key activities for the third year will be craftsmen skill enhancement, capacity building, design workshops that will include process fine-tuning, creating better information systems for tracking and monitoring performance, and market linkages. Through these activities, AIACA aims to provide handholding support to the groups in each of the value chain functions.

Mubarakpur Weavers' Livelihood Intervention Project

In the year 2013-2014 a study was conducted to assess the skill-sets and commercial feasibility of artisans of the Bohra community engaged in Handloom weaving in Mubarakpur (Uttar Pradesh) supported by Sheikh Jaffer and Nematullah Ebrahim Family Foundation Limited.

The purpose of the study was to assess the handloom products made by the Bohra community and suggest technical and production related improvements that could be implemented in this cluster to create a sustainable craft-based livelihood.

A multidisciplinary team undertook a field study in which the craft was analyzed with respect to its socio economic context as well as the entire supply, production and marketing chain. Qualitative data was gathered through an in-depth assessment of the craft and the capacity of a few artisans from this community.

The Bohra weavers are predominantly job-workers. Businessmen (weavers) engage other community weavers under them and traders get orders for the sarees. Mostly, traders and brokers were weavers earlier and are presently not engaged in weaving practices. The survey revealed that a weaver gets Rs. 100-130 a day (comparable to previous NREGA wage rates) for weaving a saree that takes about 2.5 days to complete (a 5.5 meter fabric weaving) on handloom. On a power loom, two sarees can be made in a day and the wages are less than Rs. 100 a day. On the efficiency equation, handloom employs at least 2 weavers whereas one weaver can operate two power looms simultaneously. On average, the number of working days is not more than 250 days per year given the intense heat in the summer, cold in the winter and festival breaks.

Large traders and manufacturers operating from Banaras mainly control the cluster. They sell the Mubarakpur weaves as Banarasi sarees. This has led to the brand dilution of Mubarakpur weave significantly, and hence, specifically for the Bohra community and today these artisans have lost their own identity.

‘Weaving a new story: Developing sustainable livelihoods model for poor weavers in Benares

The project aims to reduce the fragmented nature of the weavers’ operations, lessening their dependency on the master weaver or the middleman, and changing the value chain equation in favor of the weavers. This intervention targets a total of 5000 weaver households in Kotwa and Lohata Block of Banaras District in UP. The duration of the project is 22 months.

The project will empower weavers through forming/strengthening viable weavers’ collectives which operate on good governance, efficient and transparent systems; build weavers’ capacity to organise, network and negotiate; upgrade weaver’s technical skills and improving their access to design inputs; provide business support in areas such as quality control, standardized processes, inventory management, and cash-flow management; provide access to market information about consumer taste and latest trends; expand market; provide social security through proper access to statutory and legal entitlements under relevant government schemes; increase consumer demand by reviving the exclusivity and promoting Benarasi GI; design and establish a **Business**

Facilitation Unit (BFU) to provide all business support and facilitate linkages and develop a social enterprise.

Through this process, the project will bring about the change needed to improve the incomes and lives of the weavers.



ESP & CRAFTMARK

The Craftmark-ESP department grew in terms of the depth as well as width of activities conducted.

Craftmark: The program recorded the highest number of new members in a single year at 18. Members were an interesting mix of grassroots enterprises like Shyla Inc (Chhatisgarh) and Samaj Uthan (Rajasthan) as well as design-led initiatives like Coppre (Maharashtra) and Varnam (Karnataka). The program also reported the highest number of renewals in a single year at 28. Obviously, this also led to the highest fees of RS 11 lakh being collected in a single year. The biannual Craftmark jury was another notable achievement that grew in scope to include other activities such as workshops on Business Planning, Fund-Raising and technical inputs such as a tie-up with Woolmark.



Market Access

The marketing team managed to book the highest amount of direct sales in a single year and succeeded in securing orders of Rs 75L. 17 new buyers were engaged notably corporate Godfrey Philips under their Amodini gifting program, Out of India Retail and Mela Artisans.

- 8 domestic exhibitions including exclusive in-store events at high profile stores such as Daram, Hyderabad and Artisan Cottage, Ahmedabad were also conducted.
- We succeeded in broadening the pool of members who benefitted directly from this program. 40 members received orders through AIACA. The spread of sales across members: 80% of sales was generated from 8 members this year compared to 3 members in 2012-13; sales of over Rs 1 lakh each was generated for 10 members



ESP Capacity Building:

Product development workshops were conducted for members INTACH JK, Porgai (Sittlingi, Tamil Nadu), Shalom (Ooty, Tamil Nadu), Abshar Hussain (Ghaziabad, Uttar Pradesh), and Beer Singh (Badarpur, Delhi). Product photography and brochure development was done for Blossoms of Heaven (Srinagar), INTACH JK, and Incredible Kashmiri Craft. Sample development was carried out for Disha Sansthan (Rajasthan) and Aavaran (Udaipur). 1 dyeing training was conducted for Disha Sansthan and two tailoring trainings were conducted with Porgai and Chitrika respectively.



In the following year Craftmark will focus on increasing the visibility of the mark as well as add to the value proposition for members.

Marketing

This program is going to be hived off into an independent commercial entity tentatively called ProCraft. A year 1 target of Rs 2 crore in direct sales has been set for the same. The entity will push sales of member products through:

- Its own as well as marketplace websites
- Corporate sales
- 10 curated exhibitions at premium craft stores across the country
- Exports

ESP Capacity Building: The focus is on sustained interventions with promising craft-based enterprises across all segments of the value chain. Accordingly, the following has been planned:

- ESP Incubator: End-to-end solutions for 1-2 craft enterprises
- Peer-to-peer Learning Group activities with a view to draw on information already available in the craft ecosystem and forge intra-craft partnerships
- 25-30 workshops with individual groups addressing specific needs (STCs)
- Setting in place standards for an eco-certification for the textile sector (Craftmark Green)
- Designing and launching an e-commerce site for Banarsi sarees (DFID PACS project)
- Access to Finance and Sponsored Proposal Writing Workshop with the winner receiving a grant of Rs 10-15 Lakhs
- Impact Assessment Case Study of 3 ESP interventions



Policy Initiatives

Some key highlights for the PRA Activities during the year are as below-

a) **2nd Level of Cluster Level Dissemination for Toolkit and Assessing the Willingness of the M/SMEs to Adopt Sustainable Practices and Technical Dissemination**

Cluster level Dissemination Activities were undertaken through the identified Cluster Coordinators during the two month period from March 2013 to May 2013 to disseminate the information on OHS, Environment and Socio-economic Sustainability to encourage the local SMEs to adopt sustainable production practices developed through research under the 'Sustainable Textiles for Sustainable Development' Project and disseminate the products and the knowledge to the M/SMEs in the textile clusters.



The project also served to assess the willingness of the M/SMEs to adopt and promote sustainable production and consumption practices in the textile sector specifically on the issues of Environment Sustainability, Occupational Health and Safety and Socio-Economic security. The project was implemented in coordination with the Regional partner NGOs who were designated as the Cluster Coordinators to undertake the dissemination activities in the particular cluster. An outreach to 120 SMEs was targeted in each cluster. In total **1049** SMEs were reached in 9 clusters.

b.) Translation of Dissemination booklets in local languages (Hindi and Gujarati)



c.) Inauguration of Jaipur Integrated Textile Park Private Limited, Bagru Jaipur by the Honorable Minister of Textiles



- d.) National Level Consultation on the SITP Scheme and Environmental Sustainability with the Honorable Union Minister of Textiles being the Chief Guest at the event.

As envisaged under the road map, a National level Consultation was organized in New Delhi on 2nd of August 2013. The Consultation focused on two important issues of the textile sector viz. Environmental Sustainability and the 'Scheme for Integrated Textile Parks' of the Government of India. Two Policy discussion papers were also developed on these two issues based on the feedback received from stakeholders at the prior Cluster and the State level workshops and also through one-on-one discussions. These policy discussion papers formed the baseline material for the Consultation.



- e.) Submission of SITP Policy Briefing and Environmental Sustainability Policy Briefing to the Ministry of Textiles and Ministry of Environment and Forests
f.) Participation of two Team Members in the strategic IMG (Inter-Ministerial Group) meetings with the MoT (Ministry of Textile) constituted/ organized specifically for 'Developing strategies for the competitiveness of Textile industry'



g.) Organizing the Technical Dissemination Event on CETP at BAGRU, Inauguration of CETP with the active participation of the Delegation of European Commission to India

A Technical Dissemination Workshop on Effluent Treatment Technology, was held at Jaipur Integrated Texcraft Park (JITPPL), Bagru, Jaipur, 18th December 2013. This dissemination workshop focussed on the Technological Dissemination on the CETP Technology and to promote and highlight the good practices being practiced in the operations and maintenance of the CETP set up at the Jaipur Integrated Texcraft Park Private Limited (JITPPL) as a replicable model for all the other Parks and interested stakeholders to follow. This dissemination coincided with the inauguration of the CETP set up under the aegis of SWITCH-Asia program of the European Commission.



Mr. Arno Schaefer, Minister Councillor and Head of Cooperation, Delegation of European Union to India, was the Chief Guest at the function. Other dignitaries include Shri. L.C. Jain, Deputy Commissioner, Industries- Government of Rajasthan, Shri P.K. Parchure, Regional Director, CGWB, Shri. B.S.Sharma, Regional Director, RSPCB, Ms. Sarojini Kaul, Program Manager, European Commission, and Ms. Neeti Malhotra, Country Director, Traidcraft Exchange, U.K. The Technical Dissemination on CETP saw participation of about 100 people across various categories of stakeholders.



h.) Initiation of the preparation of new Policy Briefing Paper on the Clean Development Mechanism and Carbon Credits in the Textile Industry as the issue emerged in the various Cluster and State Level Consultations in Rajasthan and Uttar Pradesh.

i.) Supporting 'Cane and Bamboo Workshop' at Lady Shriram College, New Delhi

As part of the annual college fest – TARANG of the Lady Shriram College for Women this year, VAPP had organized a two day workshop on 'CANE and BAMBOO CRAFT' on the 6th and 7th of October, 2013. The objective of the Workshop was to generate an interest and awareness amongst the students about the importance of the handicrafts and also to promote the craft itself. It was envisaged as a platform for the artisans to share their knowledge and showcase their skills and enabling the student community to learn this craftwork.

Governing Body

1. President - Ms. Rathi Vinay Jha

Mrs. Jha retired as the Secretary, Ministry of Tourism, Union Government in 2004. Prior to that she has held many positions related to the crafts sector. She was also one of founders of NIFT and served as its Executive Director from 1987-93. She was also the Managing Director - Tamil Nadu Handicrafts Development Corporation and CMD - COOPTEx from 1985-87.

2. Vice President - Mr. William Bissell

Mr. Bissell, Managing Director of FabIndia has overseen FabIndia's expansion into a leading crafts retail chain with 60 stores across the country. Prior to joining FabIndia he founded and was the Managing Director of Desert Artisans - a cooperative of craftspeople based in Jodhpur - from 1990-99. He also started the Bhadrarjun Artisan Trust, which runs schools in the Jodhpur district of Rajasthan.

3. Secretary - Madhura Dutta

Executive Director, AIACA

Madhura, Executive Director of AIACA, is a development sector specialist with more than twelve years of experience and has extensively worked with international and national organizations, particularly in the area of culture and development. She holds Masters Degrees in Sociology and Sustainable Development.

4. Treasurer - Mr. Adarsh Kumar

Adarsh Kumar is a post-graduate from Harvard University. His previous work experience includes stints at the World Bank, the Ford Foundation and Urmul Marusthali Bunkar Vikas Samiti (UMBVS), a handloom weaver's society located in Phalodi, Rajasthan. Adarsh is the founder of AIACA and served as the Executive Director for the first 6 years.

Members

Ms. Roopa Mehta

Roopa Mehta is the CEO of Sasha Association for Craft Producers ("Sasha") and the Secretary of Sarba Shanti Ayog (SSA) its associate development organization. Sasha/SSA



provides business support inputs and market access for sustainable livelihoods to artisan groups based largely in rural communities and semi urban areas. She is on the Board of Sadhna, the handicrafts and income augmentation programme of Seva Mandir, Udaipur and the Managing Trustee of Ruro Agro Services Association, a registered trust which develops natural agro based products, trains producers and identify suitable markets. She is also on the Board of COMMACT International and World Fair Trade Organisation.(WFTO).

Mr. VK Madhavan

VK Madhavan had commenced volunteering in University during his Bachelor's degree. After a Master's and faced with the prospect of embarking on a PhD, he decided to defer admission, take a year off and go and live in a village. In 1991, VK Madhavan moved to Bikaner District of Western Rajasthan to work with the Urmul Trust. He was hooked and stayed on till 1998. He is also a Trustee of The Ant - an organization that works with Bodo tribal in Assam and The Ants Craft Trust, Bengaluru that runs a craft shop for produce primarily from the North-Eastern states of India.

Mr. Vipin Sharma

Vipin is the founding CEO of ACCESS, set up to promote the organized growth of microfinance and to support sustainable livelihoods options for the poor in India. Vipin started his career in 1980 with the RBI, from where he moved to NABARD in 1983. In 1996, he was seconded to the Government of Rajasthan as Executive Director to set up the first of its kind "Rural Non Farm Development Agency". In 2000 Vipin joined CARE India as Programme Director, heading the Microfinance programmes in the region. In 2006, ACCESS was spun out of CARE, which Vipin set up. He is also the Chief Advisor to ACCESS ASSIST, a new affiliate set up by ACCESS. Vipin has a Masters Degree from Delhi University and has attended several programmes at Cranfield Institute of Management, UK; Boulder University, USA and School of Management, Yale University USA.

Ms. Vibha Pingle

Vibha Pingle is President and Founder of Ubuntu at Work. Ubuntu at Work evolved out of her research on women micro entrepreneurs in South Africa, Egypt, Nigeria, India, Indonesia and Nepal. Her research examined why only a few women micro entrepreneurs are able to develop their businesses, while most remain survivalist businesses. After completing her Ph.D. in sociology at Brown University, Vibha lectured in social studies at Harvard University, was a visiting professor at Brown University, an assistant professor at Rutgers, and a fellow at the Institute of Development Studies. She

has been a consultant to the World Bank, DFID, the Aga Khan Foundation, UNDP, and Fidelity Investments. Her publications include: Rethinking the Developmental State: India's Industry in Comparative Perspective (St. Martin's Press, NY, 1999), Identity Landscapes, Social Capital, and Entrepreneurship: Small Business in South Africa.

Mr. Madhukar Khera -CEO, Bharat Carpet Manufacturers

Mr. Madhukar Khera is the CEO of Bharat Carpet Manufacturers, one of the leading manufacturers of carpets in India.

Mr. Ramireddy Chandra Mowleeswar Reddy (R.C.M Reddy)

Mr. RCM Reddy is the Managing Director of IL&FS Education & Technology Services Ltd. and IL&FS Skill Development Corporation and director in IL&FS Cluster Development Initiative Ltd. These companies are promoted by Infrastructure Leasing & Financial Services Ltd. (IL&FS), the leading infrastructure and financing company of India.

Mr. Reddy, in the capacity of MD & director of these companies, is responsible for all social sector initiatives of IL&FS Group in the areas of education, skill development, e-governance, health and cluster development. He has designed and implemented several path-breaking initiatives in partnership with the government and industry in the areas of SME cluster development and skill development with focus on youth below poverty line.

Ms. Neelam Chhiber

Neelam Chhiber, co-founder of Mother Earth/ Industree, is an Industrial Designer from National Institute of Design, India, an alumnus of Social Impact International, Global Social Benefit Incubator, Santa Clara University, USA and the Harvard Executive Programme. She is recipient of the Social Entrepreneur of the Year award, from the Schwab Foundation, World Economic Forum 2011. Neelam is building a blended capital eco system, which is composed of a private ltd. co. Industree Crafts Pvt Ltd. which creates market access, via brand Mother Earth, in Indian and global markets with investors- Future Lifestyle and Fashion, and Grassroots Business Fund, Washington. Neelam believes that design thinking leads to multiple stakeholder, solution based thinking, ideally suited to triple bottom line enterprise development.

Organization Financials

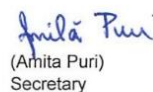
ALL INDIA ARTISANS & CRAFTWORKERS WELFARE ASSOCIATION
(Consolidated)
BALANCE SHEET AS AT MARCH 31, 2014

Particulars	Schedule	As at 31-3-2014	As at 31-3-2013 Rs.
I SOURCES OF FUNDS			
1 General Fund	A	1,193,686.99	2,278,642.74
2 Unutilized Grants	B	5,248,087.92	2,216,931.01
Total		6,441,774.91	4,495,573.75
II APPLICATION OF FUNDS			
1 Fixed Assets	C	139,552.00	159,681.00
2 Investments			
Mutual Funds		539,376.57	505,158.61
Fixed Deposit with bank including Interest Accrued		-	133,394.00
2 Current Assets, Loans & Advances	D	9,050,235.44	8,170,503.02
less: Current Liabilities & provisions	E	<u>3,287,389.10</u>	<u>5,762,846.34</u>
Total Liabilities		6,441,774.91	4,495,573.75

Date: 09/07/2014
Place: New Delhi

For All India Artisans & Craftworkers
Welfare Association


(Rathi Vinay Jha)
President


(Anita Puri)
Secretary

As per our report of even date
For Rajan, Chakravarthy & Associates
Chartered Accountants
FRN. 017670N


(S. Chakravarthy)
Partner
M.No. 082138



ALL INDIA ARTISANS & CRAFTWORKERS WELFARE ASSOCIATION

INCOME AND EXPENDITURE FOR THE YEAR ENDED MARCH 31, 2014

Particulars	Schedule	Year Ended 31-3-2014 Rs.	Year Ended 31-3-2013 Rs.
I REVENUE			
Sales		6,640,981.13	6,120,033.10
Grants Received		15,758,195.17	22,734,305.90
Other Income	F	1,432,705.05	1,557,209.99
Total		23,831,881.35	30,411,548.99
II EXPENDITURE			
Cost of Goods Sold	G	4,447,210.89	4,201,590.17
Programme Expenses	H		
Ford Foundation Programme-Old		1,471,555.11	3,184,525.27
EU-Traidcraft Exchange Programme		7,143,916.95	13,699,252.67
ATA Program		83,661.95	141,643.00
Tata Education Trust Programme		-	801,840.96
RBS Foundation		4,703,638.50	4,907,044.00
SJNEFFL		94,005.44	-
Ford Foundation Programme-New		1,058,903.43	-
Tikau		130,179.00	-
Going Green		743,541.32	-
Other Expenses		5,001,588.64	1,672,405.92
Depreciation	C	20,359.00	24,809.00
TOTAL		24,898,560.23	28,633,110.99
Excess of Income over Expenditure for the year		(1,066,678.88)	1,778,438.00
Less: Prior Period Expenses		3,960.00	-
		(1,070,638.88)	1,778,438.00
Provision for Tax		-	(366,000.00)
Income and Expenditure, beginning of the year		2,523,962.43	1,111,524.43
Income and Expenditure, end of the year		1,453,323.55	2,523,962.43

Date: 29/03/2014

Place: New Delhi

For All India Artisans & Craftworkers
Welfare Association

(Rathi Vinay Jha)
President

(Amita Puri)
Secretary

As per our report of even date
For Rajan, Chakravarthy & Associates
Chartered Accountants

FRN. 017670N

(S. Chakravarthy)
Partner

M.No. 082138





All India Artisans and Craft-workers Welfare Association

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