

All India Artisans & Craftworkers Welfare Association Annual Report 2015-16



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About AIACA

The All India Artisans and Craftworkers Welfare Association (AIACA), established in 2004, is a membership based organization for the handloom and handicrafts sector in India. It aims to develop craft based enterprises and explore new and commercially sustainable models of livelihood generation. AIACA is supported by various government and international organizations.

AIACA engages in the following key activities:

- Policy advocacy;
- Crafts- based entrepreneurship development;
- Innovative design interventions, product development and diversification;
- Capacity building of enterprises and crafts organizations on various aspects of business and production management; and
- Facilitates direct access to markets.

These interventions are implemented through AIACA's Craftmark and Enterprise Support Programme and five projects. The projects currently running are:

- 1. Going Green**
- 2. Tribal Craft Development Initiative**
- 3. 'Weaving a new story: Developing sustainable livelihoods model for poor weavers in Benares**
- 4. Mubarakpur Weavers' Livelihood Project**
- 5. AIACA- Google Project**
- 6. Dalit Artisans' Empowerment Project in Haldipada.**

Going Green- awarded as a part of European Commission's SWITCH-Asia Programme

The project Going Green project was initiated in January 2014 under the SWITCH-Asia program with a mandate to promote the social and economic well-being of the artisans and weavers in the 6 identified clusters in the two states of Uttar Pradesh and Rajasthan. It aims to promote economic competitiveness of the Indian textile industry and well-being of textile artisans. It is building sustainable businesses for textile artisans and improving their working conditions through efficient eco-friendly processes, access to resources and increased demand for 'Green' products (Eco-friendly). This project targets textile SMEs/artisans in the following states and districts:

1. Rajasthan
Districts: 1. Udaipur, 2. Kota, 3. Churu and 4. Jaipur
2. Uttar Pradesh
District: 5. Lucknow and 6. Varanasi

Of the 6 clusters, 4 clusters are the mega GI clusters with the crafts being registered under the Geographic Indications Registry, those include Varanasi Brocade and Sarees, Lucknow Chikankari, Zardozi, Kota Doria and Hand Block Printing of Sanganer and Bagru.

The primary objectives of the Going Green project are:

- Organizing 250 SMEs and 12,500 artisans producing textile products into at least 150 artisan-based collectives.
- Developing 6 federations (one per district in 4 clusters in Rajasthan and 2 clusters in Uttar Pradesh).
- 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 SME.
- Identifying potential as well as existing schemes for finance and services to build efficient eco-friendly businesses.



Project Cluster

S.No.	Cluster /Name of the Partner NGO	Sub-cluster	Craft Practiced	Consolidated Activities Year 2
1.	Jaipur -HSDRC	Sanganer	Block Printing	<ol style="list-style-type: none"> 1. Identification of beneficiaries and maintaining database. 2. Mobilization into formal structures like Collectives, SHJs, JLGs, CIGs, federations, SME's etc. 3. Capacity Building on governance, institutional building and financial literacy 4. Generating awareness government schemes, rights and entitlements. 5. Identification of CRPs 6. Training of CRPs 7. Conducting consultations (cluster level & state level) for identification of gaps in policies and related issues. 8. Providing access to resources to the beneficiaries, like artisan card, weaver card, bank accounts, handloom mark certification 9. Green Technology development and adoption in the clusters 10. Green product development 11. Policy initiatives
		Bassi	Handloom Weaving	
		Bagru	Dabu Block Printing	
2.	Kota - KWWO	Kaithoon	Kota Doria Handloom Weaving	
3.	Udaipur-Vishvas Sansthan	Salumber	Recycled cloth craft & stitching	
4.	Churu - Disha Shekhavati	Sujanghar	Bandhani & Shibori	
		Ratanghar	Bandhani & Shibori	
5.	Lucknow-SEWA Lucknow	Quadam Rasool	Chikankari	
		Basmandi	Chikankari	
		Para	Chikankari	
		Garhi Kinora	Chikankari	
		Sadrona	Chikankari	
		Karaitha	Chikankari	
		Madion	Chikankari	
6	Varanasi-HWA	Kotwa	Brocade and Banarasi Weaving	
		Lohata	Brocade and Banarasi Weaving	
		Ramnagar	Brocade and Banarasi Weaving	

				12. Carrying out OHS studies in the clusters.
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Project Activities in the Year 2015-16

Numerous strategies have been initiated with the identification of project partners in the second year. The tools adopted are mainly the collectivization, leading into enhanced access to entitlements and rights and credit facilities, magnified capability to advocate and bargain on the policy level issues, capacity enhancement of the artisans and weavers through need based capacity development measures. With enhanced market linkages through direct buyer interaction, participation in exhibition and fairs, and showcasing of products through dedicated and established e-portals. In Varanasi, the collective body of Benarasi and Brocade weavers has been registered in the name of Varanasi Weavers and Artisans Society (VWAS) in December 2015. Two ailing Federation bodies in Jaipur, namely Calico and Tana Bana, is being strengthened with ETP establishment and product development & marketing respectively. In Kota, Kota Women Weavers Association (KWWO) is being strengthened through institutional building, design development interventions, product development trainings and market exposures. Similarly, in Udaipur and Churu, SHGs are being formed to be federated

During the second year following key activities/consultations have been undertaken in collaboration with the project partners

- On the occasion of the launch of the USTTAD Scheme of the Ministry of Minority Affairs, Govt. of India, a National Policy Roundtable supported by the Ministry was organized by All India Artisans and Craftworkers Welfare Association (AIACA) in partnership with ACCESS Development Services on the 14th of May 2015 in Varanasi. The main objective of the policy roundtable was to initiate a multi



Panel discussion in session

stakeholder dialogue on creating an enabling eco system for the craft sector so that its producers are valued and respected for their skills and they become active stakeholders and beneficiaries of the larger wealth creation process. The broad objective of the policy roundtable was to explore an inclusive and socially responsible approach for supporting producers through the entire value chain, strengthening both production and marketing and leveraging their traditional skills into internationally competitive craft products and enterprises.

The speakers at the roundtable included industry experts, designers, UNESCO, local artisans, craftworkers and government officials from the Varanasi Weavers Service Center, Directorate of Handloom and Handicrafts and the Ministry of Minority Affairs, Government of India. A total of sixty-one participants including representatives from European Union, industry, government and actual practitioners attended the roundtable and actively took part in post session discussion and question- answer sessions.

- Cluster level Advocacy Consultation cum Workshop on 'Promotion and Conservation of Traditional Crafts in the Post GI Scenario' was organized in Varanasi on 3rd September 2015 as an Advocacy event to promote the awareness of Geographical Indications as a tool not only for promotion of traditional crafts but also for their conservation and continuation.



- Cluster Level Advocacy Consultation cum Workshop on 'Promotion and Conservation of Traditional Crafts in the Post GI Scenario: issues, Opportunities and Challenges' was organized in Lucknow on 28th September, 2015 with the same agenda. The Consultation was unanimous in its acceptance and pledged cooperation by all the stakeholders for the promotion



and conservation of our traditional craft heritage, and support for instilling requisite changes in both the State and the Central policies.

- State Level Advocacy Consultation on 'MGNREGA and Craft Livelihoods' was organized in Lucknow on 16th March 2015 as an Advocacy event to Incorporate Craft (Handloom & Handicraft) under MGNREGS and carry forward the recommendations of



FIGURE 1 THE CHIEF GUEST WITH THE HEADS OF ORGANIZING PARTNERS

the Union Minister of Textiles to the Prime Minister office.

The Consultation was also a tool to generate and build an opinion from the key stakeholders to grant skilled category status to the Handloom and Handicraft Sector under the MNREGA and also in the being drafted 'UP State Handicraft Promotion Policy-2014'. It was one of a kind in that two of the biggest partners came together to organize this Consultation in Lucknow. Shri. Ambika Choudhary, Backward Welfare and Handicapped Welfare Minister, UP Government, was the Chief Guest at the event.

- Participation in the National Conference on 'Branding and Improving the Marketability of the GI products' organized by Centre for WTO Studies, Human Welfare Association, Ministry of Commerce, Indian institute of Foreign Trade (IIFT), and Indo Global Social Service Society (IGSSS) on 26th September 2015



The Consultation was based on the study conducted by the Centre for WTO Studies and discussed in detail the report on 'Marketing of GI products: Unlocking Their Commercial Potential'. The Consultation also provided an opportunity to highlight

- A State Level Consultation on 'Developing Sustainable Livelihood Models for Varanasi Handloom Weavers' was organized jointly by All India Artisans and Craftworkers Welfare Association (AIACA) and Traidcraft Exchange, UK in Varanasi on 15th December 2015.



The objective of the Consultation was to brainstorm on recommendations on the way forward to fulfill the objectives of the UP Textile Policy (2014) through a multi-stakeholder approach comprising of government officials, weavers, banks and financial institutions, and non- government organizations. The key learnings gained from the field interventions were also shared in support of the critical issues and needs of this sector. The deliberations of the Consultation would also be used to strategize the way forward for the model.

Other Important Activities

- Implementing efficient eco-friendly processes with textile SME/artisans in target clusters/districts- The Going Green project is being implemented in those clusters where the level of environmental degradation is substantial, primarily through production processes, which may be dyeing and degumming in Varanasi; washing of finished products of chikankari in Lucknow; indiscriminate discharge of effluent in Sujargarh; or use of harmful



NATURAL DYE TRAINING AT BAGRU, JAIPUR

- chemical colours in Bagru and Sanganer. These adverse environmental impacts also have a magnified impact on the health of the artisans/weavers and their family. It has been a persistent endeavor of the project to address, advocate and develop awareness amongst the artisans/weavers to adopt those practices which are conducive to the environment as well as their health.
- Building on SUSTEX, identify and document additional eco-friendly practices and technologies- The SusTex project initiated working on

addressing the issues of Occupational Health and Safety witnessed in the unorganized crafts sector of India. Efforts were made to identify the various issues, generate awareness amongst the SMEs through advocacy and information dissemination, and piloted distribution of protective safety gears in the selected few clusters. As an effort to further and build upon the initiatives undertaken earlier, the project seeks to streamline and identify main health and environmental related problems in the project clusters. Also related to specific crafts, and putting emphasis on the artisans' wellbeing.

- Financial Literacy and Governance Training workshops were organized for the Community Resource Persons and SME representatives in each cluster. These trainings were organized with a common objective to build the capacities of CRPs and SMEs on financial management, strengthening of collectivization; its various models; as well as build awareness on governance structure in the collectives, access to financial resources and foster necessary business skills.
- A two day training workshop was organized for artisans and weavers of Jaipur to expose them to using organic cotton and natural dyes. The participants comprised of Block printers of Bagru, Weavers of Bassi and Bandhani-Shibori artisans of Churu. The objective of the workshop was to educate and discuss on the reluctance amongst the artisans in using organic cotton and natural dyes. Most printers of Bagru use some form of natural dyes but have difficulties in maintaining consistency. The advantages of organic cotton were discussed with the participants along with the conventional ways of growing cotton. This was like an exposure for the artisans who had little idea about it. The trainers showed movies on the effect of pollution on the environment and on the people. Some of the issues were easily identified by the artisans. It was a very interactive session and the participants were very curious as to how Aura Herbal has been able to solve most of the issues faced by the artisans.



- An Orientation Workshop for Community Resource Persons on the concept and functioning of Self Help Groups was organized with KWWO at Common Facility Centre by AIACA on the 20th of October 2015. The Participants learnt the following:



- The important steps to form a SHG.
- Their rights and responsibilities being CRP and a member of SHG.
- Documentation and Record keeping, and
- Five basic fundamental formulas necessary for proper functioning on any SHG.

- In Year two a need was felt to further strengthen the M & E systems so the data collected from the field could also reflect the learnings in the future. In this light in April 2015 a Monitoring and Evaluation workshop was organized by Traidcraft Exchange for the Going Green Team in New Delhi. The two day workshop looked at the four result areas closely and further broke it down to each of the OVIs to facilitate the correct processes that needed to be integrated as the Project reached a robust phase in 2015.



Going Green in Media





AIACA Google Project

Key Deliverables of the Project are:

- Certification and Capacity Building of at least 150 artisans and listing 1500 artisan products online.
- Monthly community outreach through SMS service to more than 20,000 artisans, providing details about relevant government schemes.
- Development of Craftmark Portal and Digital presence

Community Outreach through SMS

- Supported by Google, Craftmark has initiated a regular SMS service for its members and artisans, spreading awareness about beneficial government schemes and entitlements that they could avail. These messages include schemes from various ministries, relevant to the craft, business and social welfare of grassroots artisans. The messages are sent on a monthly basis to 5000 active artisan phone numbers.
- The following sub- sections will elaborate on our efforts towards building a singular platform for artisans to learn about beneficial government schemes and entitlements.

National Schemes

- We have prepared a database of all relevant national schemes and are constantly uploading them on the Craftmark website. The page can be accessed through- <http://craftmark.org/scheme>.
- Through an exhaustive research process, relevant schemes from the Ministry of Rural Development, Ministry of Textiles, MSME, Ministry of Women and Child, Ministry of Minority Affairs, etc. have been simplified for the beneficiary artisans to understand the benefits, application process and documents required.
- All schemes are available in English and we are working towards updating the remaining in Hindi.

SMS

Sample SMS in 3 languages: English, Hindi and Bengali to 5000 active artisan phone numbers.

Aam Admi Bima Yojna for rural artisans. Age: 18-59yrs. Insurance cover: Rs30000 @ Rs100 premium/yr. Info at Dist. LIC or call AIACA ([01126416492](tel:01126416492))

Voda...1 5:30 pm

100रु के वार्षिक प्रीमियम पर 18-59 वर्ष के ग्रामीण कारीगरों के लिए आम आदमी बीमा योजना के माध्यम से 30000रु का बीमा, संपर्क करें निकटवर्ती LIC अथवा AIACA ([01126416492](tel:01126416492))

Voda...1 10:11 pm

গ্রামীণ কারিগরদের জন্য আম আদমি বীমা যোজনা। বয়স: 18-59 বছর। প্রতি বছর 100 টাকা প্রিমিয়ম দিয়ে 30000 টাকার বীমা করুন। আরো জানতে জেলা LIC অথবা AIACA([01126416492](tel:01126416492)) সঙ্গে যোগাযোগ করুন।

Voda...1 8:11 pm

Marketing Initiatives

Several marketing initiatives such as participation in exhibitions, store events, e-commerce listings were organized by Craftmark for members that are part of the AIACA-Google Project.

The list of Exhibitions participated in:

1. National Silk Expo (April '15)
2. Dastkar Nature Bazaar Bangalore (Aug '15)
3. Indian Artisans Go Digital Event (Aug '15)
4. Dastkar Nature Bazaar Delhi (Sept '15)
5. USTTAD event (Oct '15)
6. Pause for a Cause Kolkata (Sept '15)
7. Pause for a Cause Mumbai (Oct '15)
8. Dastkar Festival of Lights (Oct '15)
9. Craftpreneur, Chennai (Oct '15)
10. Dastkar Nature Bazaar (Nov '15)
11. French Mela, New Delhi (Nov '15)
12. Dastkari Haat Samiti Bazaar, Pune (Nov '15)
13. Private event for Mubarakpur Weaves by Sonica Kapur in New Delhi (Nov '15)
14. Jaypore.com event on Varanasi Weaves (Nov. '15)
15. Dastkar Winter Mela (Dec. '15)



EXHIBITS AT THE 'INDIAN ARTISANS GO DIGITAL' LAUNCH EVENT WITH GOOGLE

E-Commerce Platforms

- Amazon.in
- PayTm.com
- GoCoop.com
- India in my Bag
- Jaypore.com

Digital Initiatives

CRAFTMARK WEBSITE

Schemes are regularly uploaded on the Craftmark website. In addition this, each member has a Craftmark page dedicated to them with pictures and videos on their craft process. These are regularly uploaded.

CRAFTMARK ON SOCIAL MEDIA

We have uploaded six videos on different craft processes on the Craftmark Youtube Channel. 10 videos are in process. Craftmark additionally has its presence on Facebook, Twitter and Google Plus.

Tribal Craft Development Project

The Tribal Craft Development Project of AIACA is supported by the RBS Foundation India. It aims to build a targeted approach towards socio-economic sustainability, while preserving and enhancing tribal craft production.



AIACA has been locally engaging with appropriate partner organizations that understand the strengths and limitations of the community. It is also conducting necessary interventions to develop the cluster and train artisans in order to set up self-sustainable enterprises.



The interventions were developed based on a feasibility study conducted to establish the gaps in the value chain and supply chain. The objective of the Cluster Development Project is to build and strengthen their existing value chains:

- Aggregate artisans into collectives,
- develop the skill and capacity of artisans,
- introduce new design techniques for expanding production efficiency and outreach,
- train the cluster on entrepreneurial and business functions to make them self-reliant,

- establish market linkages,



- Build the vendor pool and create knowledge database for tracking performance and identify new potential areas.

To achieve the objectives, AIACA has adopted a module-based approach, comprising of

the following modules:

1. Business Planning and Implementation;
2. Cluster Development Workshops & Trainings;
3. Machinery and Tools Procurement & Systems Development, and
4. Governance

Cluster-wise details of the RBS Cluster Development Project

Producer Group	Interventions in FY 2015-2016
Common interventions across all clusters	<ul style="list-style-type: none"> Assessment of the business plans to gauge performance and new targets
	<ul style="list-style-type: none"> Charting of the marketing calendar – identification and planning for the month-wise events for marketing and promotion
	<ul style="list-style-type: none"> MoU, Coordinator and Marketing Executive contracts approval and signing
	<ul style="list-style-type: none"> Annual schedule for buyer meets for procuring orders for the groups
	<ul style="list-style-type: none"> Initiation of MIS development at Shalom and Uravu
	<ul style="list-style-type: none"> Capacity building - planning the agenda, modules, resources
	<ul style="list-style-type: none"> Participation in fairs and exhibitions Monthly review of business plans targets to assess performance
	<ul style="list-style-type: none"> MoU with the marketing executive for Porgai - approval and signing
	<ul style="list-style-type: none"> Design workshop for Porgai and Shalom – restructuring the costing and product innovation & focussed at Christmas season sales respectively
Shalom	<ul style="list-style-type: none"> Retailing and buyer enquiries
	<ul style="list-style-type: none"> Tools and machinery procurement
	<ul style="list-style-type: none"> Design workshop
Porgai	<ul style="list-style-type: none"> Skills training – prelude to design workshop
	<ul style="list-style-type: none"> Enhancement of tailoring unit
Uravu	<ul style="list-style-type: none"> Product development workshop planning
	<ul style="list-style-type: none"> Recruitment of Administrative Coordinator

Project Activities in the Year 2015-16

1. January to March 2015

- After several discussions, AIACA and Uravu collaborated for design workshop to develop new range of products using bamboo and other sustainable material and to make optimum creative use of materials, redefining the notions of waste and reducing wastages in materials, and energy.
- AIACA's master tailor conducted detailed sessions at Shalom around training the tailors on stitching techniques and quality improvisation and consistency.

1. April- June 2015

- With the marketing season fast approaching, AIACA in collaboration with groups has prepared a marketing plan that highlights the key fairs and exhibitions to participate in to showcase the product range from the clusters.
- The groups are aimed at establishing their independent market under the guidance and support from AIACA.
- AIACA and Uravu developed a detailed workshop agenda around utilizing the bamboo wastes back in production but couldn't complete it due to weather fluctuations and unexpected exit of the chief in-house designer, who was vital resource for the AIACA led workshop.
- AIACA collaborated its events with groups' marketing calendar to participate in prominent fairs and exhibitions to showcase the product range from the clusters. Platforms such as Dastkar, Concern India Fairs, India international Trade Fair, and a few other metro level exhibitions were explored with necessary marketing assistance to increase awareness, promotion and sales.
- MIS development using Tally as the platform was initiated at Porgai and the installation was completed successfully.
- AIACA conducted an impact assessment dipstick study. The objective was to understand the growth pattern across the three supported clusters and identify areas of new intervention and scope expansion at the end of the three-year fund period.

2. July- September 2015

- AIACA in collaboration with IndusTree Crafts Foundation conducted an invaluable workshop for Craftmark members, in Bangalore on 25th and 26th September. The workshop was directed at the management and leadership team from clusters, to allow the clusters to steer their strategic growth in newer directions from the fourth year.
- AIACA and Shalom successfully completed the recent design workshop with non-Toda artisans this time, with the focus of preserving the craft as well as expand the production capacity. The objective of the design intervention was to create a range of innovative products for Shalom that they can then market through domestic marketing channels in India, mainly exhibitions and at retail outlets in metros.
- Uravu aims to develop new products using new weaving technique under the design development workshop. Currently, they are producing lampshade and packaging containers using two or three weaving technique.

3. October to December 2015

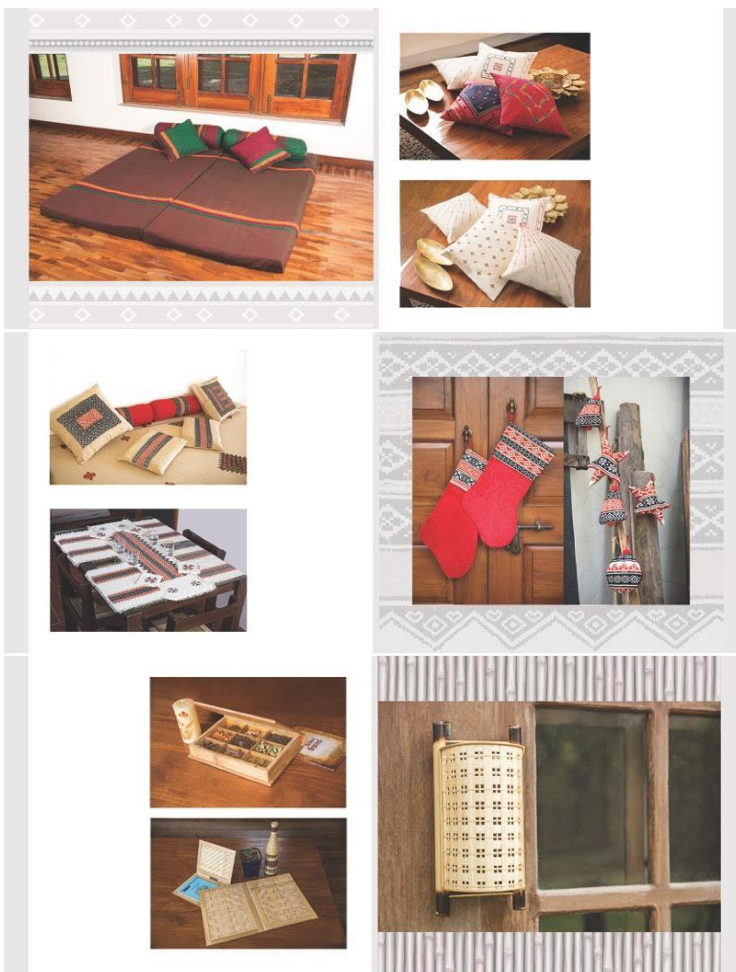
- AIACA conducted an exhaustive round of tailoring workshops at Porgai for developing a new range of home furnishings.
- Tools and machines were procured from Shalom and Porgai, such as tablets for marketing promotion, finishing tools for garment production.
- Products produced by the groups were exhibited to a panel of designers. Further market and consumer feedback was provided to the groups.
- Social media pages on Google+ and Facebook were created for the 3 clusters, to encourage outreach.
- This quarter focused on marketing activities. All three clusters participated in 8 exhibitions in Chennai, Bangalore, Trivandrum, Cochin and Ooty

4. January to March 2016

- After several discussions, AIACA and Uravu collaborated for design workshop to develop new range of products using bamboo and other sustainable material and to make optimum creative use of materials, redefining the notions of waste and reducing wastages in materials, and energy.
- AIACA set up a Raw Material Bank (RMB) at each cluster with an objective to ensure availability of quality raw material on a continuous basis to the

artisans at a reasonable price. Key activities of the bank are procurement, storage and supply and tracking of the various raw materials by the RBS clusters, raw materials includes fabric, stitching tools, accessories, finishing material, and periodic monitoring and reporting of the stock status in the form of reports in the MIS built under the project.

Catalogues Developed for Marketing



'Weaving a new story: Developing Sustainable Livelihood Model for poor weavers in Banaras

Located in three clusters of Lohata, Kotwa and Ramnagar this project aims to reduce poverty of 5000 weaver households in Varanasi, through forming/strengthening weaver collectives and providing skills and handholding support to tap markets in a sustainable way. It will give weavers access to sustainable income earning opportunities by equipping them with the technical, organizational, negotiating, and networking skills.



The project has been funded by UK Department of International Development (DFID)-Poorest Areas Civil Society (PACS), and was implemented by Traidcraft Exchange UK (TX) and All India Artisans and Craftworkers Welfare Association (AIACA). The project was for a period of 22 months (24 March'14-31 January'16)

Objectives of the project are:

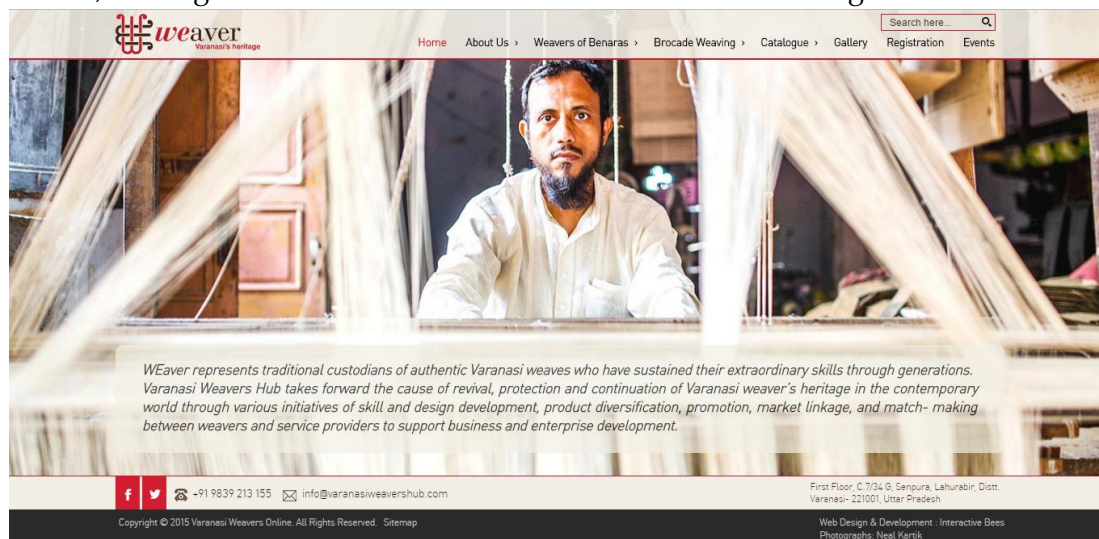
- A minimum of 5 weavers' collectives to be strengthened.
- To build business capacities of 5000 weavers to grow viable, sustainable enterprises and gain access to required services.
- To build technical capacity of 5000 weavers to produce high quality market led products.
- Set up a business facilitation centre for the weavers- Varanasi Weavers Hub.
- Develop two new product ranges.
- Achieve a rise of 40% in income of the weavers.
- Work towards increased social security of 5000 weavers, through artisan cards and bunker bima yojna, and so on.
- Increased demand for weavers' product in domestic and international market.
- Facilitation of bank linkages to 70% weavers.
- 50% of the weavers should have access to government fairs at zero cost.
- Setting up of a social enterprise.
- A learning document will be published for further replication.

The aim of the project is 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. In addition to this, to protect and secure the need of the vulnerable and marginalized Banarasi weavers in ensuring higher income by strengthening them with greater bargaining power and increased business skills.

Activities FY April 2015-March 2016

Inauguration of the Varanasi Weavers Hub

The Varanasi Weavers Hub or the BFU as envisaged in the project was set up in Senpura, Lahurabir, Varanasi on 5th May 2015 officially. Varanasi Weavers Hub was inaugurated by Ms. Radhika Singh, Program Manager, DFID and Mr. Kamaluddin Ansari, a regional awardee master weaver from Ramnagar textile cluster.



Key services provided by the Varanasi Weavers Hub are:

- Promotion of authentic Varanasi weaves and the traditional practitioners through internet portal and the Brand WEaver- Varanasi's Heritage
- Access to a Directory of weavers with their profiles and contact details for buyers
- Market information, information on current trends and market linkages (direct, indirect)

- Design bank of Benarasi weaves for practitioners
- Supporting access to government schemes and facilitation for linkages
- Supporting access to credit
- Supporting linkages for raw materials and technology inputs
- Exhibits of authentic Varanasi weaves
- Design mentorship programmes and workshops for the weavers
- Capacity building on enterprise development, costing, pricing, inventory management, etc. through customized time bound interventions
- Buyer seller meets
- Craftmark Certification to skilled master artisans

Social Entitlements and Credit Linkages

In terms of meeting its target of enrollment to schemes, the project has done well as it has exceeded its target of 2600 by reaching 2914 beneficiaries (57% of total beneficiaries) who have been facilitated to apply to one government scheme each. Of this, 2044 (40%) have been enrolled and 870 applications (17%) are in process. Of the 57% who have been facilitated, 22% are women. The door-step service offered through cluster coordinators and efficiency of the local project team has been appreciated by the weavers, especially wage earners, who do not have time to visit and follow up with government offices as it means loss of wages for them. The good rapport that local project office shares with relevant government departments like DC (Handlooms) further contributed to the outreach.

103 people have been facilitated to apply to credit schemes. This forms 2.5% of total beneficiaries comprising of master weavers and weavers. 26 have received credit while 77 applications are in process. The project has been making efforts to improve credit linkages like facilitating interaction between banks and weavers during trainings. The policy consultation organised by the project in Varanasi had credit linkage issue as one of the key topics discussed. The presence of several banks among other government stakeholders in the consultation enabled a dialogue between banks

as well as weavers on the issue. 16% respondents are certified with Handloom Mark through the project. A total of 111 weavers are linked to the Handloom Mark.

Trainings and Workshops

A total of 156 master weavers/weavers were part of business skills trainings. 78 participated in new product development of which 50-60% were also part of the business trainings. The business trainings have contributed to enhanced understanding on market channels and market needs, and awareness on government schemes.

The project has organized 5 business skills (BS) trainings between February-December 2015 and 156 weavers have participated in these BS trainings. The modules covered aspects like business planning, pricing, business risks, and certification. For most of the respondents who had participated in the trainings, this was their first time attending such a training and therefore an important opportunity for increasing their understanding on different business aspects

The trainings have also enabled direct interaction of weavers with representatives of government departments like DC (Handlooms) that is implementing several schemes and banks like Exim Bank and Punjab National Bank.

Marketing Initiatives

- On the marketing front, Ms. Shilpa Sharma, co-founder & head, Product & Design, JAYPORE had a visit to Varanasi and viewed products of some weavers. On 19th November, 23 banarasi products mix of sarees and dupattas went online for a month. Through Jaypore.com, 3 banarasi dupattas and 1 banarasi saree got sold of worth 21,391/- (INR).
- Mustaqeem, a weaver from Ramnagar cluster had developed contacts with 3 buyers in Delhi during the Festival of Lights exhibition. With the help of online selling (Whatsapp) he sold products worth 1.75 lakhs to these buyers. Similarly, Basir Ahmad an Amir Humja had developed contacts with 4 buyers during exhibitions at Kolkata and Delhi.



- Varanasi products (existing and new designs) got placed in AIACA's annual product catalogue for the first time to outreach as many as buyers at national and international level
 - Craftmark, AIACA organized an Exhibition cum sale from the 21st to the 23rd of August in Delhi. This activity was an initiative to enable artisans to directly sell their products. A weaver from Ramnagar cluster participated in the event with handloom brocade products and sold products of worth Rs. 19000/-
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- A stall with the collection of Handloom Banarasi Brocades was set up at 'Pause for a Cause' an exhibition organized by Concern India Foundation in Kolkata from 23-25 of September.. Product sold were worth Rs. 5000/- .
 - A weaver from Benaras sold the products of worth 27000/- in an exhibition cum sale under USTTAD Marketing event. It was held in Delhi from 5-6 October 2015 and inaugurated by Dr. Najma Heptullah, Hon'ble Minister, Ministry of Minority Affairs, GoI.
 - The Varanasi weavers participated in the Saree Festival in Alliance Francaise in Delhi during 2-4 May 2015. The products of 7 beneficiaries (weavers) from Kotwa and Ramnagar clusters were displayed in the exhibition and total sale was about 65,600/- (INR) over 3 days. It was an opportunity for the weavers to participate on a wider platform and learn from the exposure at a high end market.

Mubarakpur Weavers Livelihood Intervention

Mubarakpur weavers livelihood intervention project was started in November 2014 with identification of 10 weavers initially, expanding to 50 within the project life of 3 years. The aim of the project is to improve the livelihood of Bohra Muslim weavers in Mubarakpur by developing artisan-based Co-operative or Producer Company.

The Bohra weavers are predominantly job-workers. Businessmen (weavers) engage other community weavers under them and traders get orders for the sarees. Mostly, the 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 significant brand dilution of Mubarakpur weave and as a result, the Bohra community artisans have lost their own identity. Through this project AIACA wishes to restore the status of the Mubarakpur style of weaving in the handwoven textile market and develop it as a brand



Objective:-

- Creating an artisan-based Co-operative or Producer Company that would be owned and managed by the weavers.
- Ensuring sufficient market linkages to provide year-round gainful employment to the weavers in the Co-operative
- Setting in place strong governance structure to prevent monopoly of the entity by a few
- Building a corpus to support self-sufficiency of the cluster so as to eliminate dependence on exploitative stake-holders and buffer against market risks
- Greater involvement of women in the decision-making process

Project Activities of the Year 2015-16

Year 1 focus was to develop strong governance structure by developing rules regulations and by-laws to institutionalize them into an SHG. Organizing regular meeting, financial trainings and exposure visits were some of the initiatives which were taken for developing awareness and market exposure for weavers along with design development and proper market linkage.

Exposure Visit:

Two weavers, Mohd. Abuzar and Mohd. Masood from Bhurani Swayam Sewa Samuh in Mubarakpur had visited New Delhi for a three day exposure visit.



The objective of the visit was to show the weavers (who have only been interacting with master weavers till now) shops that sell handloom products and interact with some organizations that have been working with promoting artisans and their work. The visit was planned in a way that weavers can see various exhibitions happening in the city where artisans from all over the country participate and sell their products.

SHG Meeting to develop laws and by- laws:

Process of development of good governance by developing strong rules and regulation around SHG, as these rules and regulation is very much required for sustainability of institution. All the decisions related to payment, productions, market planning and financial management are done at the meeting and all the decisions after mutually agreed upon are taken in the resolution register for avoiding any conflict. Thus a proper conflict management systems has been developed which and help them in running their business enterprises



Financial Training and importance of SHG:

A one day training program was organized for the weavers to inform them about the importance of SHGs and it's management. An initial level of financial literacy training was given to the weavers, elaborating on the importance of book keeping, importance for regular meetings to discuss all the issues related to the financial accounting.

Social Media & Website details

Face book account has been opened with the name “Mubarakpur Weaves” and weavers can be reached at “mubarakpur@aiacaonline.org”

Dalit Artisan’s Empowerment Project: AIACA & Tikau Share

Haldipada village is one of the poorest and isolated dalit artisans' villages in Balasore district of Odisha. Possibilities to reach a stable income level by self-employment are hindered by lack of access to markets and insufficient skills to diversify and develop their products in Haldipada. Absence of basic infrastructure, educational and job opportunities contribute to the cycle of poverty in Haldipada. Therefore, this project aims to empower women and men, girls and boys in the most vulnerable and marginalized communities to realize their right to adequate standard of living as full and equal members of society in Balasore. The project will contribute to this by strengthening professional skills, economical status and thereby self-esteem of the Dalit community contributing to decreased discrimination.

Project Activities

Based on the learning from the field assessment, a detailed activity plan was charted out in consultation with Tikau Share. We conducted vocational training on bamboo craft to build and strengthen the skills of the artisans. As a part of skill development program, AIACA initiated new product and design development workshop for the community, as the current production is not appropriate for the urban market.

A total 8 Self Help Groups (SHG) were formed and trained in SHG management. Bank accounts were opened for all the eight SHGs so that they can develop the habit of saving.

As we are planning to improve the income level of the community through craft production, it is very important to bring them under one organization and strengthen the capacity of that organization. Keeping this in mind, AIACA conducted three entrepreneurship management training on the concept of SHG, features of a good SHG, benefits of forming a SHG, organizational development and leadership and conflict management. They were also trained on coordination and controlling, to strengthen monitoring of the set tasks and to address deviation if any. Basics of Oriya language and numeracy classes were also conducted for the artisans. 44 artisans participated in the program.

Craftmark & Enterprise Support Programme

The Craftmark is a certification programme designed and managed by AIACA, that certifies genuine Indian handmade craft products produced in a socially responsible manner, develops sector-wide minimum standards and norms for labelling a



product as a handicraft product and increases consumer awareness of distinct handicraft traditions and strengthens the supply chain from manufacturer to end consumer.

The Craftmark Certification programme is the only national certification in India on handmade craft processes which not only promotes authentic handmade processes but also encourages innovation in design and application keeping the authentic handmade process intact. Craftmark is linked to several buyers in the domestic and international market including ecommerce platforms. It enables its members to access these markets and take advantage of the economic opportunities with improved competitiveness.

The Craftmark initiative is unique in bringing together skilled craft producers, NGOs, private producers, and cooperatives under a common umbrella. Craftmark has been successful in developing a brand identity for Indian handmade crafts as a whole thus promoting a common brand for thousands of artisans.

Under this initiative, based on thorough verification, AIACA licenses the use of Craftmark logo by crafts producers, craft-based businesses, cooperatives and NGOs to establish the authenticity of their hand made products.

Currently there are more than 80+ active Craftmark member organizations within the AIACA network who have benefitted through design innovation, technology use, market support and enterprise development. Some of the Craftmark members include Fab India, Sandur Kushal Kala Kendra, Sadhna, Sewa Mandir, Eco Tasar, Women Weave, Ochre Ceramics, Shrujan, Dastkar Ranthambore and Aavaran.

As part of its Certification process AIACA also documents authentic craft processes to create a knowledge bank accessible to all. Craftmark has more than 88 craft processes documented.

Project Activities of the Year 2015-16

1. Craftmark Jury, 2015: AIACA organized the Craftmark Market Access Jury wherein products of new Craftmark members were assessed by a panel of senior industry experts such as Laila Tyabji (Founder and Head, Dastkar), Sangeeta Sen (Director, Mela Artisans and former Head- Design, Fab India), Sunita Shanker (Textile Designer), Poornima Rai (Chairperson-Delhi, Craft Council of India) and Kalyani Kunche (Designer and Exporter) on design, export readiness and various market-related parameters. Based on their recommendations, AIACA conducted the ground-level training programs under its Enterprise Support Program so as to provide further guidance in the areas identified. Craftmark Jury took place in the month of August at IHC, New Delhi which served as a regular forum for bringing together Craftmark producer groups and key stakeholders in the Craft sector.

Apart from this there was an internal training session organised for the Jury participants which included sessions on business strategy and business development, visual merchandising, marketing and Ecommerce.

A total of 10 groups participated in the Craftmark Jury - Gramin Vikas Chetna Sansthan, Ssaha, Nabha Foundation, House of Tuhina, KWWO, Mubarakpur Weaves, Varanasi Weavers Hub, Touchy Exports, Safa Marwah and Iti Kritee.

2. Participation of the Craftmark members in different Trade Fairs/ Exhibitions was facilitated. Though the actual sale value was not high in these fairs, the artisans and the weavers participated directly in these exhibitions. The outcome was not only the onsite sale but linkages to buyers and generation of new contacts in the market which has resulted in increase in their direct sale to customers' vis-à-vis marketing through middle men and traders. New members also found the direct marketing platforms extremely beneficial in terms of exposure, market understanding and first level of recognition for their work. List of the fairs/marketing activities as follows:

Red Earth Saree Festival-The Red Earth Saree Festival took place in May 2015, at Alliance Francaise, New Delhi. The products from various Craftmark groups such as Saris and Dupattas from Varanasi, Weavers Hub, KWWO, Disha Shekhawati were showcased in the Festival.

ii) Indian Handicrafts and Gift Fair (IHGF)- IHGF took place in October 2015, at Expo Mart, Greater Noida which is a platform to gain bulk orders from buyers. The products from various Craftmark groups were showcased for sale such as stoles and jackets from The Stitching Project, hand knitted items from Gauri International, Kantha Diaries from SASHA, boxes from Coppre, handwoven dhurries from Kalavilasa, silk stoles from Eco Tussar, Christmas décor from Touchy Exports, jewelry from House of Tuhina, silk brocade saris from Mubarakpur Weaves and Varanasi Weavers Hub, Sitalpatti bags from Coochbehar Samity, Dhokra accessories from Dariyapur Cooperative Industrial Society and Pattachitra accessories from Chitrataru. The Fair generated enquiries on the scarves, dhurries, notebooks and Christmas décor.

iii) Sanatkada store, Lucknow- An event was organized at Sanatkada store in Lucknow to explore a new market for the members. The products from various Craftmark members such as Ajrakh fabrics from Abshar Hussain, dupattas and saris from Disha Shekhawati and Sasha and shirts and notebooks from Awadesh Kumar were showcased in the month of May 2015. The total sale amount was INR 87,800/- (USD 1351).

iv) Concern India, Mumbai- A stall was set up at the Pause for Cause- Sari and Blouse exhibition in Mumbai where saris from Varanasi Weavers Hub,

KWWO, Mubarakpur Weaves and SASHA were displayed and sold. A total sales of INR 94,795 (USD 1459) was achieved.

v) Festival of Lights- An exclusive stall was set up for festive saris from Varanasi. Weavers from Varanasi who form a part of Craftmark member - Varanasi Weavers Hub were invited to set up and sell their products. The weavers were able to achieve sales of Rs.1,37,529.

vi) Nature Bazaar- AIACA participated in the Datskar Nature Bazar 2015 where a platform was offered to members Kayef Stitching who sold jackets and scarfs and Mahisbathan Gramin Hastshilpa who sold wooden masks. The members were able to sell products worth INR 1,75,640 and received great exposure through interactions with customers.

Craftmark continues to be the sole certification system for genuine handicrafts and the certification process, gives buyers a perceived assurance of ethical sourcing.

3. Craftmark has produced the following commercial Product Catalogues for market linkage
 - i) Craftmark Catalog 2015- The products of 14 Craftmark members were showcased in the Craftmark catalogue 2015. The product range included saris, dupattas, stoles, bags, stationery, decorative products, toys, dhurries, table linen, knitwear etc.
 - ii) Corporate Catalog 2015- The products of 9 Craftmark members were showcased in the corporate catalogue. The product range included copper décor items, handmade diaries, wooden tableware, ipad sleeves, key chains, travel accessories, T-lights, patachitra boxes, wooden decor, idols and paper weights.
4. AIACA facilitated and coordinated design development workshops with existing and new Craftmark groups which contributed significantly towards establishing linkages with new buyers and strengthening existing market relationships. Designers with extensive experience in the craft sector as well as in international market trends were hired to provide onsite design intervention.

- Gauri International developed a new range of knitwear and knitted accessories by way of product and design development workshop organized by AIACA. 30 new styles were developed which received a great response in the domestic market.
 - A design developed workshop is in progress with Craftmark member Dariyapur Society in West Bengal in Dokra craft. Contemporary utility products are being developed in brass using Dokra craft.
 - Coochbehar Samity is currently working on new designs in Sitalpatti craft as a part of an ongoing design development workshop. They will develop a range of table mats and runners using interesting weaves and colours. As part of the design development workshop, they got training in dyeing of the patti they use which was very beneficial for them to diversify products.
 - Craftmark member Adam Khatri is developing new hand blocks for Ajrakh designs developed as a part of the design development workshop organized by AIACA. A range of saris, dupattas and yardage will be developed at the end of the workshop.
5. Advance Management Training Workshop with IndusTree Crafts Foundation in Bangalore
- AIACA in collaboration with IndusTree Crafts Foundation conducted an invaluable workshop for Craftmark members, in Bangalore on 25th and 26th September 2015. The workshop introduced principles of six sigma and lean production to the participants through case studies. The participants who were the heads and marketing executives of different craft organizations understood through activities, how to make effective business plans and how to identify the right marketing channels for their products, amongst other learnings. Craftmark members from Kerala, Tamil Nadu and Karnataka participated in the workshop, namely Shalom, Porgai, Uravu, Sandur Kushala Kendra, Vipra Shilpa Kendra and Dwaraka.

The participants were taken through the topics of pricing and costing, customer relationships, marketing channels etc. by Jacob (Advisor, IndusTree Crafts Foundation, Designer and Entrepreneur) through exercises where participants had to apply the principles to their own products and business. Participants were required to answer trigger questions for specific products

they make, for each part of the presentation. Another session was conducted by Sunil (Black belt, six sigma), on six sigma principles adopted by companies and effects of such an adoption. The participants were taken through the manufacturing unit of Mother Earth to see how Mother Earth had adopted six sigma and lean manufacturing, issues faced during implementation and effects of the new production system. The last session was conducted by Siva from Gocoop on listing handmade products online with Gocoop and on other websites such as Amazon and Flipkart through Gocoop.

6. 'Indian Artisans go Digital' Initiative

AIACA has launched a new initiative called "Indian Artisans Go Digital" on 21st August 2015, to help Craftmark members build more sustainable businesses through the use of digital technology which includes:

- Online database of Government schemes and entitlements relevant for artisans across India on the Craftmark page
- A periodical SMS service for artisans to inform them about government schemes and entitlements and marketing opportunities such as fairs and exhibitions.
- The Craftmark Youtube channel aimed at generating awareness amongst consumers and viewers about handlooms and handicrafts.
- Linking Craftmark artisans to E-commerce sites such as PayTm, Amazon and GoCoop.

7. The Craftmark website (www.craftmark.org) now holds important information on National schemes (research on State level schemes is in process) applicable to artisans and AIACA is in the process of completing this research on government schemes and translating those into simple language for users to understand. Artisans are informed about upcoming marketing opportunities and relevant schemes through an SMS service in 3 languages.

8. Products of Craftmark members have now been listed on portals such as Gocoop and PayTM, in addition to Amazon.in which are other India e-commerce channels focusing on handicrafts. Sales from ecommerce (where currently 15 producer groups are listed) is INR 1,39,018 in 2015 (USD 2,139). AIACA launched this project through an event in Delhi where 10 members

from across India participated in the launch and a 3 day sale cum exhibition was organized to provide exposure to the members.

E-commerce Platforms

In addition exclusive Craftmark stores have been created along with pages for the Craftmark members on each of these portals. This has provided them with not only a new sales channel but increased visibility on the top ecommerce portals. 15 producer groups have been linked to Amazon.in. 10 have been featured on the Amazon storefront created especially for Craftmark members: In the past 12 months, sales on Amazon.in has amounted to 1,39,018 (USD 2,139). Additionally, 8 Craftmark members have been listed on Gocoop and PayTM. Producer groups are expected to gain immensely in terms of exposure and sales as a result of the heavy traffic this portal receives from across the country.

9. AIACA signed a MOU with EXIM Bank according to which EXIM Bank will provide working capital loans and export credit to members who are ready to export their products. EXIM Bank will also provide support for capacity building of such members. Through this partnership, EXIM Bank has already reached out to a number of Craftmark members including small craft organizations and artisans/ weavers for sensitizing them on their schemes.
10. An exclusive Craftmark website is now live for one year which has strengthened outreach to new members and new buyers and has been able to create awareness on Craftmark. Additionally, it has independent web pages for each member so that consumers can track them through QR codes used on their tags to create identity of and promote actual producers. AIACA is also in the process of conducting research and create an extensive database of the buyers and markets that AIACA can target for increasing sales of the Craftmark members. In the digital mandate, Craftmark social handles Facebook page and Twitter is active with 4900 likes and 73 followers (respectively). Additionally Craftmark also has a solicited Youtube channel that documents videos periodically.

- AIACA carried out a Policy Gaps Research to identify the key areas of intervention and development in the current policy environment with a focus on international approaches to Creative and Cultural Industries. Focus on entrepreneurship in the craft sector for developing craft based businesses is the key to creating a broad based economic and social impact on the grassroots artisans and weavers.
- On the occasion of the launch of the USTTAD Scheme of the Ministry of Minority Affairs, Govt. of India, a National Policy Roundtable in partnership with the Ministry of Minority Affairs was organized by AIACA on the 14th of May 2015 at Ramada Hotel in Varanasi. The policy roundtable focused on two key themes of 'Skill Development of youth in traditional craft skills- ensuring dignity in work and life' and 'Invest in Handicrafts'. The panels comprised of veterans of the craft sector (such as Laila Tayabji, Ritu Sethi, Roopa Mehta, etc.), industry experts, local weavers and craft persons and government officials. AIACA prepared a report on the roundtable with recommendations. These are now being reviewed by the Ministry of Minority affairs and may eventually be adopted by the USTTAD scheme to make it more robust.
- AIACA in collaboration with Craft Revival Trust and India International Centre organised a Policy Seminar on 'Handloom Spaces - Locating Mubarakpur as a Paradigm for Renewal' at the India International Center (New Delhi) on 10th October, 2015. The Seminar highlighted key challenges affecting the handloom industry and recommended the way forward. AIACA is preparing a policy report pertaining to the same and adopting the recommended solutions to build a strong livelihood-based model in Mubarakpur.
- In order to address the plight of the rural artisans who are often unaware of the schemes scattered across various government departments and presented in highly technical and difficult language, AIACA, as a part of its policy initiative has undertaken the task to bring together government schemes and entitlements relevant for artisans on to a singular, easily accessible online Craftmark platform. AIACA is currently in the process of preparing a compendium on the national schemes. AIACA will also begin researching state schemes and translating them into three widely spoken Indian languages.

- AIACA in collaboration with the Department of Textile, Govt. of UP carried out a policy seminar in Varanasi on 15 Dec 2015 to initiate a dialogue between the government representatives, local banks and the weavers to address key issues related to access to resources. The Seminar specifically focused on making craft based enterprises/business economically viable and help them grow rapidly through achieving excellence in traditional skills, innovative design interventions and product development, business development skills, enhanced access of weavers to technology and resources, and facilitating direct access to markets; enhancing the financing for the handloom and the handicraft sector; promoting branding and marketing, and mainstreaming of crafts through education, training and research, and enhancing convergence of Government schemes to facilitate and include the weavers and the craft workers effectively into the mainstream economy and integrate them in inclusive growth.
- A total of 100 participants joined the Seminar including representatives from the State Government from Departments of Textiles, Government of UP, representatives from the lead banks of the region, Master Weavers of Varanasi, representatives of NGOs and Civil Society Groups, and Media. Among the government officials were Deputy Director and Officer-in-Charge, Weaver Service Centre, Government of India, Shri Umesh Kumar Singh, Joint Commissioner Industries, Shri. Prakash Singh, Assistant Director, Textiles Committee, Government of India. Among the bank representatives were DGM, Union Bank of India, General Manager, Kashi Gomti Sanyukt Gramin Bank, Varanasi, District Development Manager, NABARD. Other key participants were from Banaras Vastra Udyog Sangha, Eastern UP Export Promotion Association. Master weavers took part as panelists in each of the Panel discussion to voice out the views and concerns of the weavers.

Governing Body

1. Ms. Rathi Vinay Jha: President

Director General, Fashion Design Council of India (FDCI)

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. Mr. William Bissell: Vice President

Managing Director, FabIndia

Mr. Bissell 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 Bhadrajun Artisan Trust, which runs schools in the Jodhpur district of Rajasthan.

3. Madhura Dutta: Secretary

Executive Director

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

4. Mr. Adarsh Kumar : Treasurer

Director, AIACA

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 has also been a founder member of AIACA and served as the Executive Director for 6 years

Members

5. 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 organisation. 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).

Roopa Mehta is an MBA from Delhi University with further professional qualifications in Social Communication. In the earlier part of her professional career, Mrs. Mehta worked in hospitality and merchandising sector and she was the Chief Executive Officer of a renowned textiles manufacturing & retailing company before joining Sasha.

6. 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 organisation that works with Bodo tribals in Assam and The Ants Craft Trust, Bengaluru that runs a craft shop for produce primarily from the North-Eastern states of India.

7. 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.

8. 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.

9. 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.

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

Managing Director , IL&FS Education & Technology Services Ltd

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.

11. Ms. Neelam Chhiber

Co Founder , Mother Earth/ Industree

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.

Staff Members

Sl. No.	Name of The Staff	Designation
1	Madhura Dutta	Executive Director
2	Anirudhya Gupta	Project Manager
3	Arjun Kumar	Asst. Accounts Manager
4	Drakhya Ranjan Gogoi	Asst.Manager-Capacity Building
5	Jagriti Singh	Cluster Coordinator
6	Manasi Mishra	ESP Manager
7	Manoj Kumar Singh	Office Assistant
8	Mayank Trivedi	Coordinator - Advocacy & Research
9	Neelay Kumar Singh	Asst. Manager ESP
10	Pooja Kumari	Accounts Manager
11	Poonam Das	Coordinator CraftMark
12	Priyanka Agarwal	Coordinator- Documentation
13	Rakesh Kumar Rauniyar	Craftmark Market Access Coordinator
14	Santosh Khushwaha	Cluster Coordinator

15	Selvam	Asst. Manager-HR & Admin
16	Shashikant	Cluster Coordinator
17	Shiv Nath Roy	Admin Assistant
18	Sk. Matiur Rahaman	Quality Assitant
19	Sunil Kumar	Cluster Coordinator
20	Swapnal Rawat	Manager Capacity Building and Training
21	Vidusi Tiwari	Project Manager - Pacs
23	Vishnu Kumar Gautam	Cluster Coordinator

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