

ANNUAL REPORT
2018-19



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About Us

AIACA (The All India Artisans and Craftworkers Welfare Association) is an apex body that has been working since 2004 on a range of issues to promote market-led growth for the crafts sector; and increased incomes and improved living standards of crafts producers. Over the past decade,

AIACA has conducted policy research and advocacy on a range of issues including access to credit for crafts producers and environmental and health and safety standards for the sector; developed a crafts-certification system called the Craftmark; assisted sales and outreach of member producer groups and enterprises through commercial trade catalogues, trade fairs and order fulfillment; and assisted in developing and strengthening back-end production systems through a range of product design and business development services. We work with 110,000 artisans across 23 states in India.

AIACA'S Key Initiatives



Craftmark - Certification



Policy Advocacy



Enterprise Support Programme



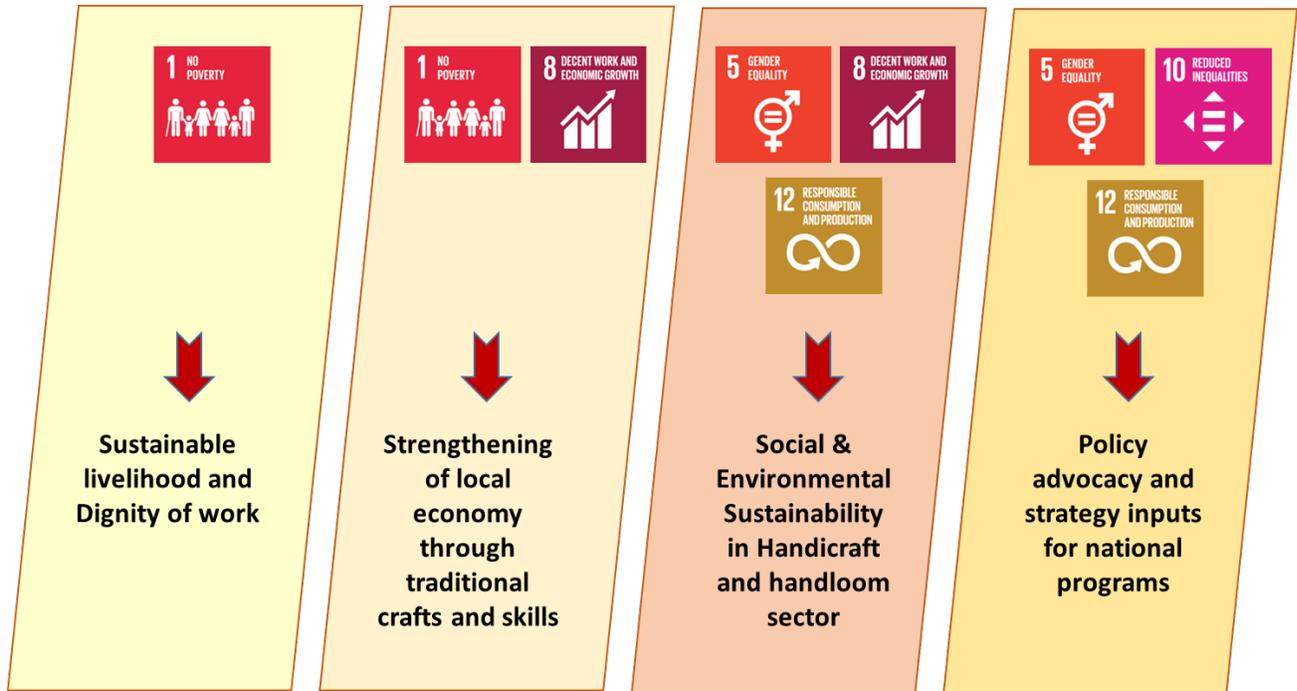
Sustainable Livelihood Development

AIACA's Vision & Mission

As a membership-based apex body for the handloom and handicraft sectors, AIACA seeks to support sustainable growth of this sector through an integrated approach of capacity building, policy advocacy and certification.

AIACA’s mission is to address key Sustainable Development Goals (SDGs) through upskilling, design innovation, business skill development, production management, eco – friendly production, access to finance, use of technology and digital empowerment, promotion and branding, Craftmark certification and direct market access by the producers.

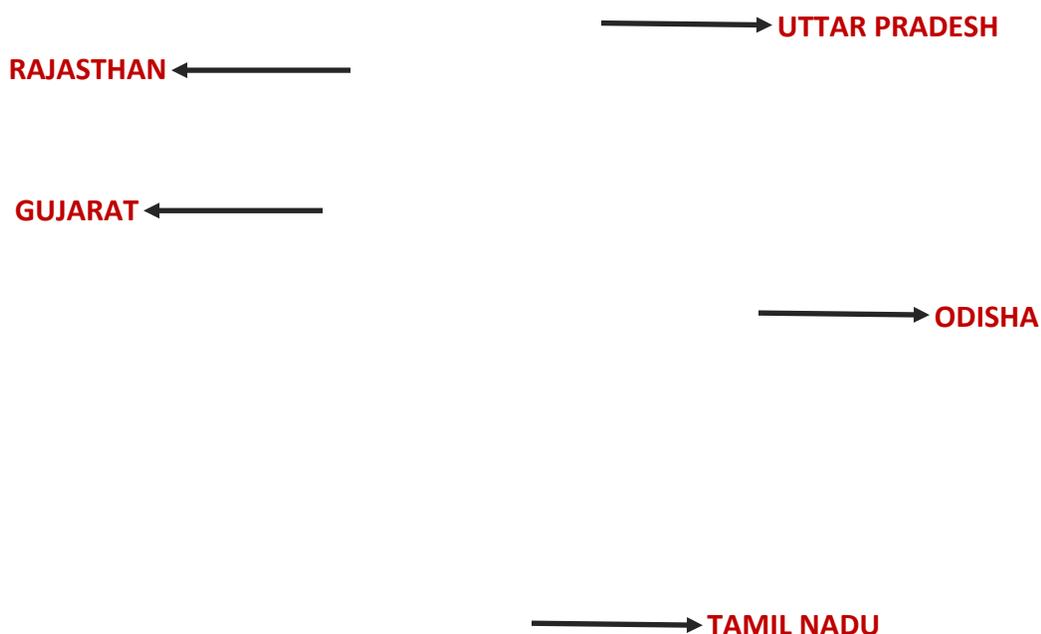
AIACA WORKING ON SUSTAINABLE DEVELOPMENT GOALS



AIACA’S Operations

PROGRAMMES AND PROJECTS





Craftmark

Craftmark, launched in 2006, is a national certification programme, designed and managed by AIACA, that certifies and authenticates genuine handmade craft processes in India.

CRAFTMARK MEMBERSHIP STATUS 2018-19

CRAFTMARK	Total artisan base of 1,10,000 over 23 states	87 active members, 17 applications in process	18 new members, 14 renewals	2018-19
	18 new craft categories added	Members comprise a mix of artisan-led enterprises, non-profits in the sector, governmental promotional bodies and private retailers and exporters		

Some examples include:

<p>New Members</p> <p>Handweave India Apindra Swain Narayani Handicrafts Ek Katha Swavlambi Leeway Handikraft Peoli Samoolam Ajanta Arts Raasleela Bidriwala by Curio 38 Kalamargam & Ikat Heritage Jawaja Leather Association Dhok Crafts Lal10 Artisans Alliance Jawaja- Weavers Division GI TAGGED Miharu Talking Threads</p>	<p>Renewed memberships</p> <p>Fab India Kumaon Earthcraft Swayatta Sahakarita (Avani) Sadhna Eco Tasar Pokaraan Arts U&US Home Design Studio Virasat by Vijay joshi Belun Hasta Silpa Kuthi Society Mehera Shaw Textiles Pvt. Ltd. Barbasudebpur Deshapran Pragati Sangha Sewa International Huda Printers & Crafters</p>	<p>Non Renewed memberships</p> <p>Dwaraka Plus Irfan Khatri Deen Dayal Rajkumar Society to uplift Rural Economy (SURE) INTACH J&K Aavaran (Centre of the study of values) Mansi-Designs for the Real you Incraft Fashion Venture Private Limited Rangrage Navrang... Colours of India Asha Ram Virsa (Verry India) Arati Monappa (Serenity)</p>	<p>CRAFTMARK</p> <p>New Craft Processes</p> <p>Tribal Metal Jewellery Kashida Kari (contemporary needlework) Pauri Filigree Hand Sewing Handstitched Leather Work Moonj basketry Horn & Bone Work Adde Ka Kaam</p>
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ASSISTIVE SERVICES AND SUPPORT

provided to members in 2018-19

Technical Assistance

- Digital content development with technical vendors such as Digital Empowerment Foundation (DEF)
- Assistance with detailed documentation – external and internal
- Support in meeting company compliance requirements

Social Media

- Customized technical training for digital marketing to improve visibility & sales of members such as Ajanta Arts and Farooq Ahmed Mir
- Periodic promotion and online marketing to promote members and their crafts

Marketing - Offline

- Curated B2B exhibits at reputed forums such as India Handicraft and Gift Fair (IHGF)
- Design and developed product Catalogue for order generation
- Facilitated exhibits with organizers such Sampoorn, Exim bazaar, Access Development Services & National Crafts Council, Sri Lanka
- Organized in-store events with partners such as Baragaon Weaves and Ambara

Institutional Building & Other Linkages

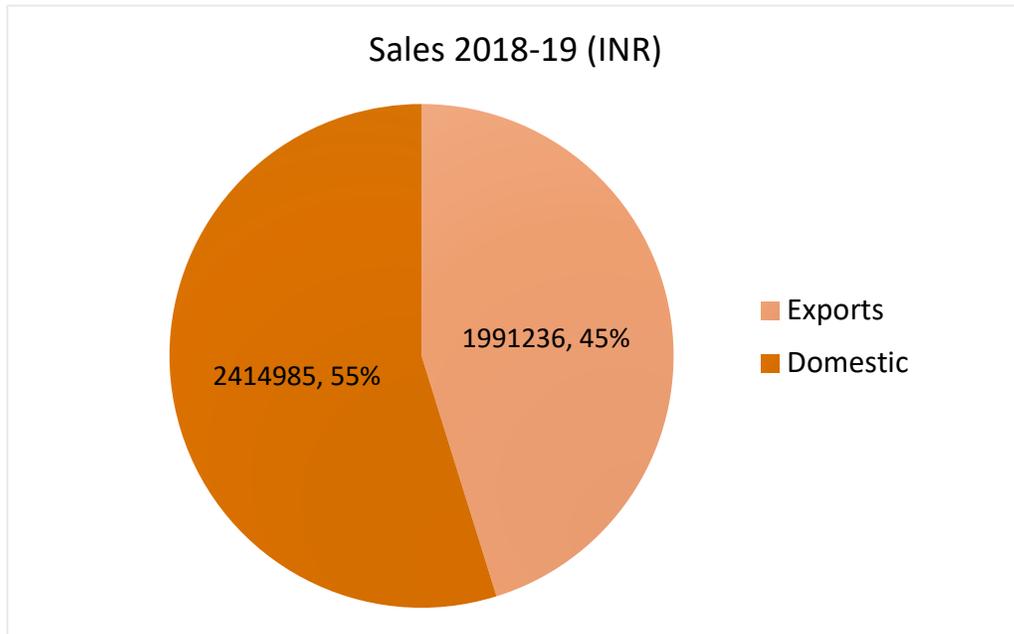
- Financial linkages enabled for members with Exim Bank for loan towards infrastructure and working capital
- Provided information and member nominations to enable them to apply for prestigious awards & recognitions such as CCI, Jamnalal Bajaj Award, etc.
- Conducted Craftmark Jury with industry experts to review member businesses and provide relevant business linkages
- Developed cross-member partnerships for product development such as Virasat with Studio Enoy and Ajanta Arts with Mukul Enterprises.

CRAFTMARK MARKETING

- Established new buyer networks in countries like England and Germany while servicing existing orders in USA, France, Kuwait, and Dubai.
- AIACA has added **15 new buyers** (9 export buyers) between April 2018- March 2019 who have the potential of becoming long term institutional buyers.

- AIACA is currently facilitating business with **26 international buyers and 12 domestic buyers.**
- At present assisting market for 22 Craftmark members.

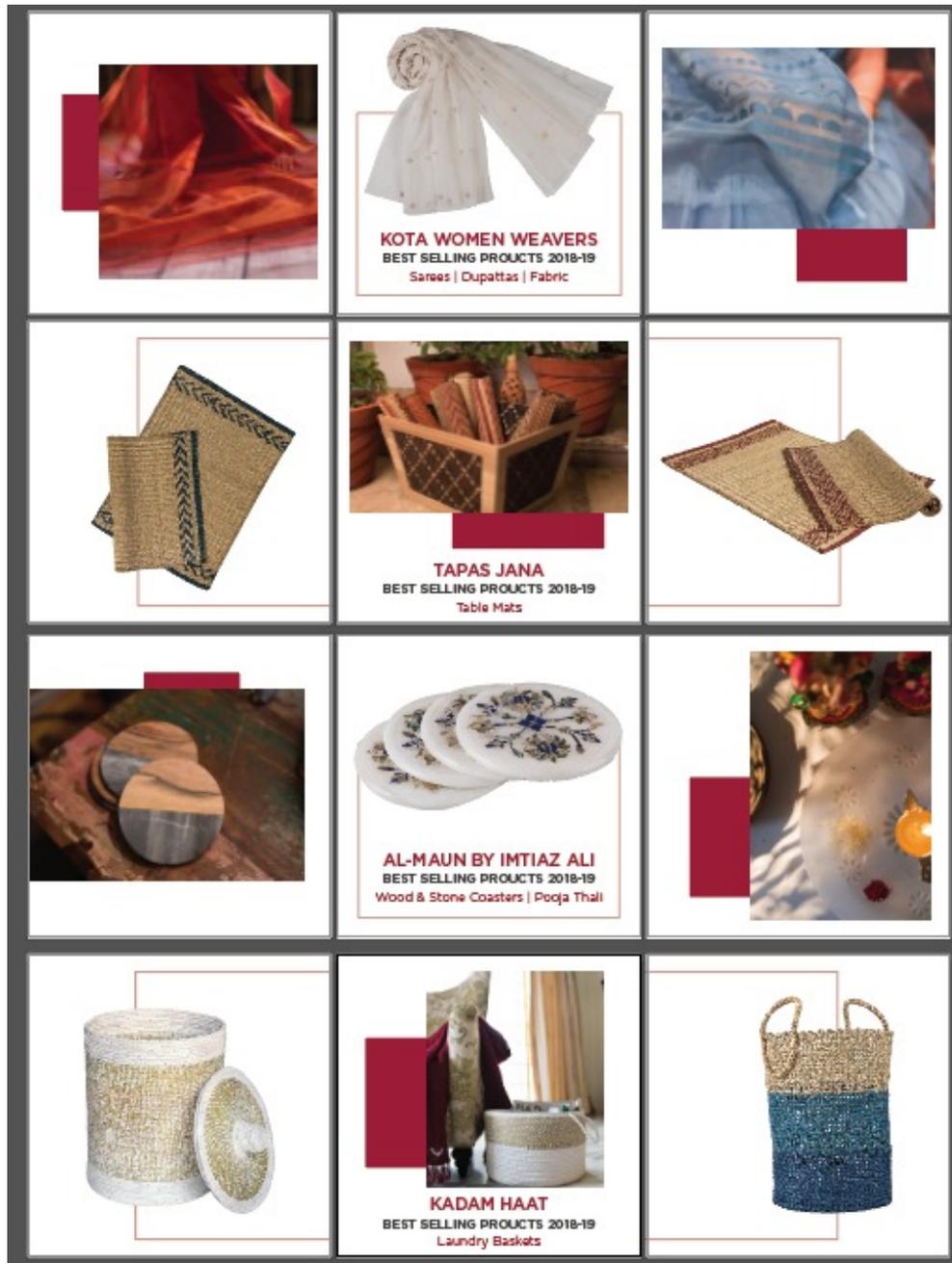
AIACA facilitated a total sales of INR 44 lakh+ between April 2018 - March 2019.



Out of the total sales of **INR 44,06,221** lakhs for 2018-19, exports accounted for 45% while domestic sales constituted 55%. The share of domestic revenue has been relatively high due to stronger sales generated through exhibits, in-store events and other offline channels, selling mostly handloom products which are relatively higher in value.

While the revenue from the export market is stabilizing, the demand of natural fiber products is increasing due to the shift in market trends, as consumers have started looking for ecofriendly solutions for home.

BEST-SELLING PRODUCTS 2018-19, serviced by Craftmark members include:



CRAFTMARK JURY

The 7th Craftmark Jury event was organised on 29th June 2018 at the India Habitat Centre, New Delhi. It was designed to provide a Market Access platform and enable productive and specific

discussions amongst the Craftmark members and the reputed industry experts. It encompassed multi-level discussions ranging from artisan anecdotes to production and marketing probes, which were anchored beautifully by the jury with practical analysis and constructive guidance.

The Jury panel was comprised of the following members:

Mr. Hitesh Rawat, Textile Designer, New Delhi

Ms. Kalyani Kunche, Former Head of Design, Triburg, Gurgaon

Ms. Purnima Rai, Member, Delhi Crafts Council, New Delhi

Ms. Subhadra Banda, Head of Business Development & Partnerships, Etsy, India.



Projects

The cluster development projects of AIACA implemented this year include the following:

- Empowering Kota women weavers through skill upgradation, market oriented design development and sustainable market linkages for enterprise promotion assisted by Axis Bank Foundation
- Craftmark Green Project for sustainable materials supported by RBS Foundation
- Improve economic opportunities in the textile sector and expand access to urban markets for small and medium weavers in Varanasi supported by Ford Foundation
- Empowering women artisans of Baliapal, Balasore, Odisha practicing their traditional craft of Sabai grass and professionalization of their skill for improved livelihood assisted by Oracle
- Supporting Enterprise Development through Crafts, supported by RBS Foundation

Empowering women weavers of Kota through their traditional weaving skills

Kaithoon, a small village on the outskirts of the city of Kota in southern Rajasthan is home to the renowned fabric of Kota Doria. This fine fabric made of a blend of silk and cotton has a unique check like pattern.

AIACA has been working in Kota with the mission of enabling Kota Women Weavers belonging to the Ansari community, to access greater market share and profit through facilitation of business support services, skill upgradation, design innovation and effective organization management. The goal is to ensure sustained and dignified livelihood for the rural women handloom weavers as well as continuation of this unique craft.

The project has evolved to organize women into collectives, create a market-driven collection with strong linkages and develop sustainable production systems and eco-friendly processes.

Relevance	Effectiveness	Efficiency	Impact	Sustainability
<p>Customized approach for Kota women weavers for a dignified livelihood to make them self-reliant units.</p> <p>Need of capacity building initiative towards enhancing and upgrading skills.</p>	<p>Optimal use of resources over the past 1 year – facilitated effective trainings, market exposures, improved knowledge & hands on experience in new designs and sustainable techniques.</p> <p>Increased confidence amongst weavers with increased focus towards institution building & support.</p>	<p>Kota has generated business of INR 6.42 lakhs with a stock value of INR 8.60 lakhs.</p> <p>Women artisans also own their stock with improved production and design skills.</p>	<p>Created and promoted brand visibility of Kota Doriya.</p> <p>Worked with Good Earth, a large retail buyer and catered an order value of INR 3 lakh+.</p> <p>Collaborative participation at the Lakme Fashion Week 2018. The weavers were proud to showcase their craft at a national platform which gave recognition to their skill and products.</p>	<p>Empowered women weavers' group with improved knowledge, information and capacity to address and sustain contemporary markets directly.</p> <p>Environmental sustainability: trained in the use of azo-free, natural dyeing & trained resource for transfer of learning and practice.</p>





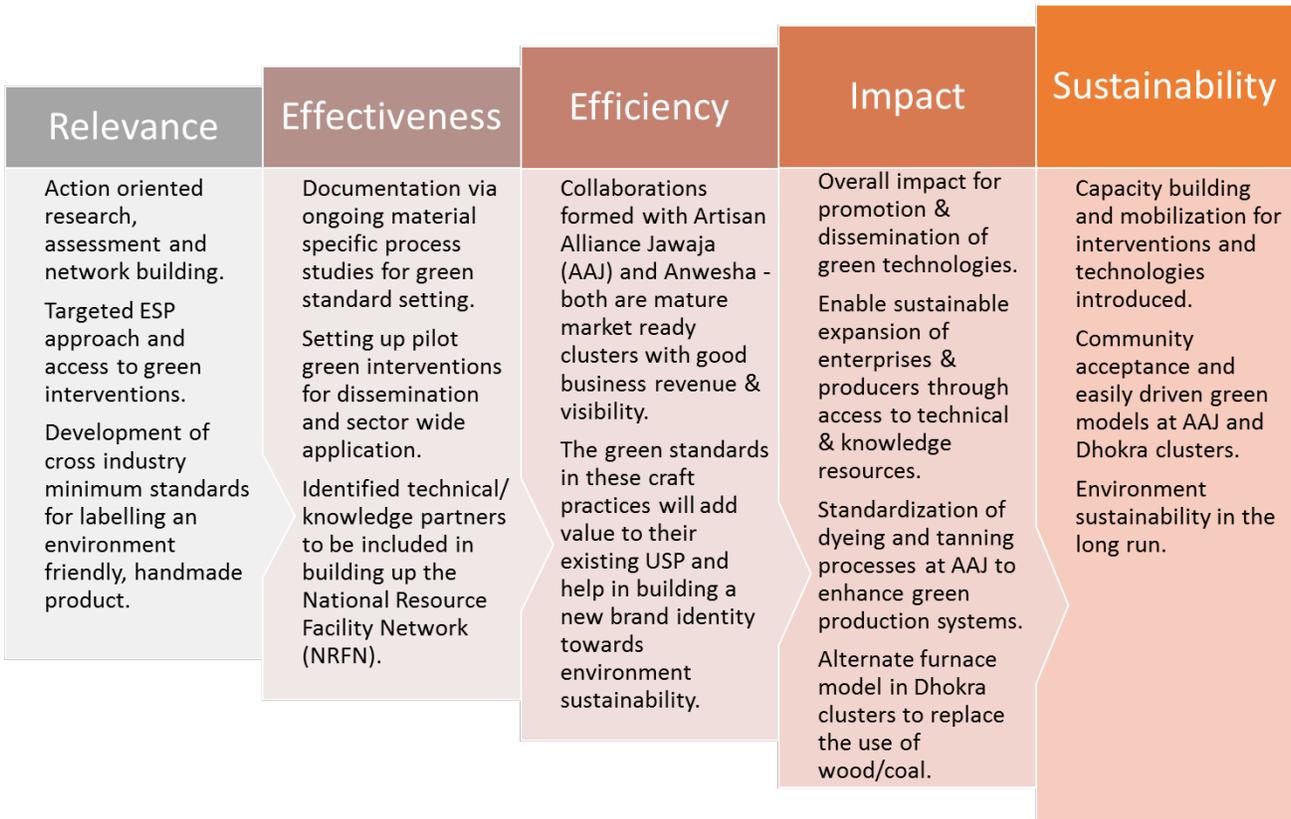
Developing Craftmark Green

In 2018, AIACA initiated green interventions in the sustainable materials space for the development and promotion of environment friendly and viable enterprises in the handicrafts sector.

The vision of the project is to:

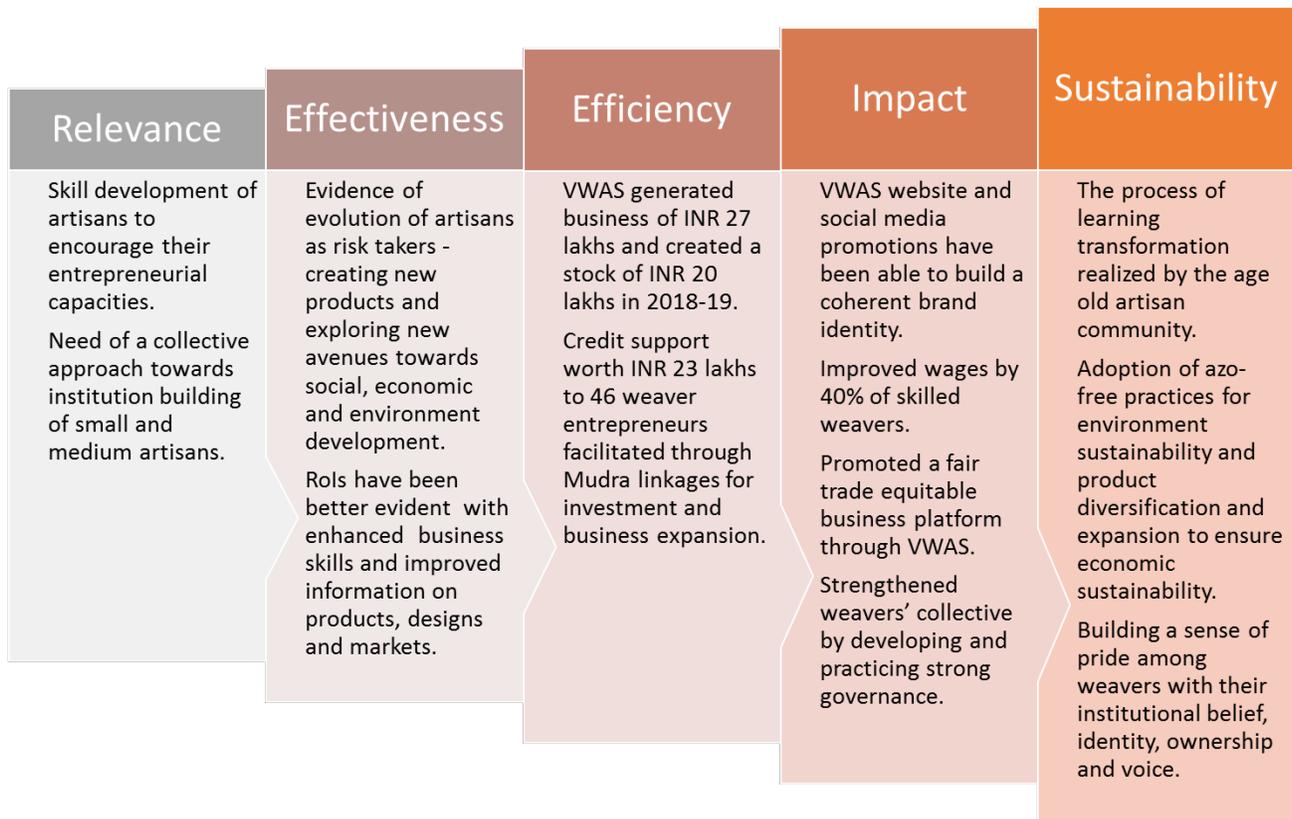
- Create and promote an enabling eco-system for the handicrafts and handloom sectors for enhanced business competitiveness and adoption of environmentally sustainable production processes and systems.
- Capacity building of target handicrafts and handloom enterprises in adopting and sustaining green production, technology and business oriented to market requirements.
- Strengthening and application of a Green Standard denoting the handicrafts sector as 'green' or environmentally friendly which will be adopted by conscious markets.
- Facilitating access to finance and handholding the target enterprises to apply and receive funds for green technology set up, green product development, branding and other business development services in the long run.
- Setting up of a National Resource Facility Network (NRFN) and making it functional for environment friendly business support services through multi stakeholder partnerships as well as Policy Advocacy





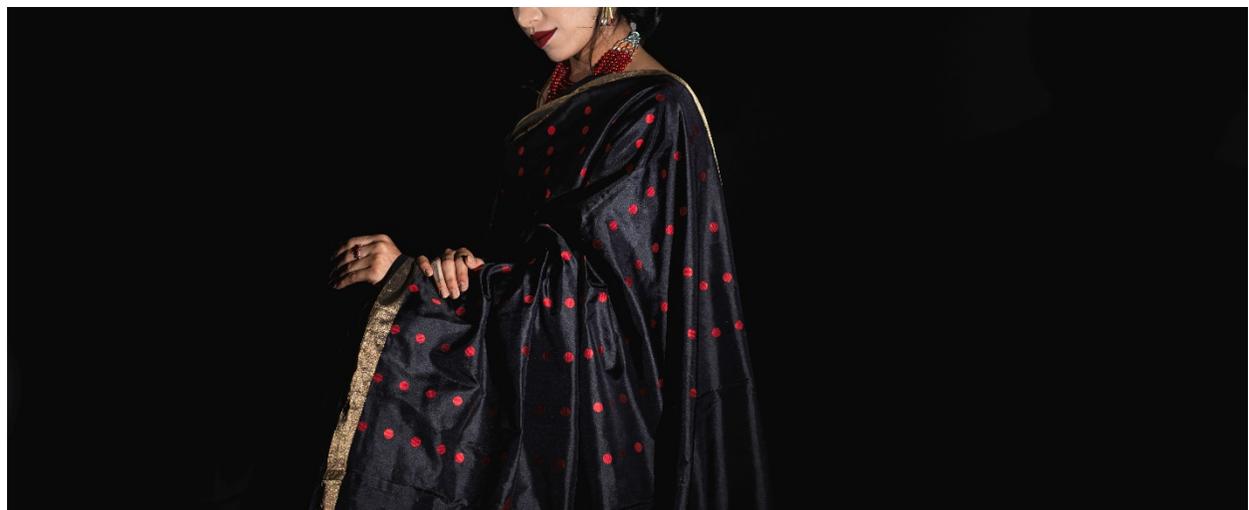
Enhancing Sustainable Livelihoods of Small and Medium Varanasi Handloom Weavers

AIACA continues to work with the small handloom weavers of Varanasi since 2014 to mobilize them into an organized collective and develop their enterprise development capacities and direct market access, develop entrepreneurship skills and promote authentic handloom brocade weaves. AIACA mobilized about 5000 small handloom weavers and also facilitated the formation of the Varanasi Weavers and Artisans Society (VWAS), a Society, which is a membership based organization of Varanasi handloom weavers and artisans.

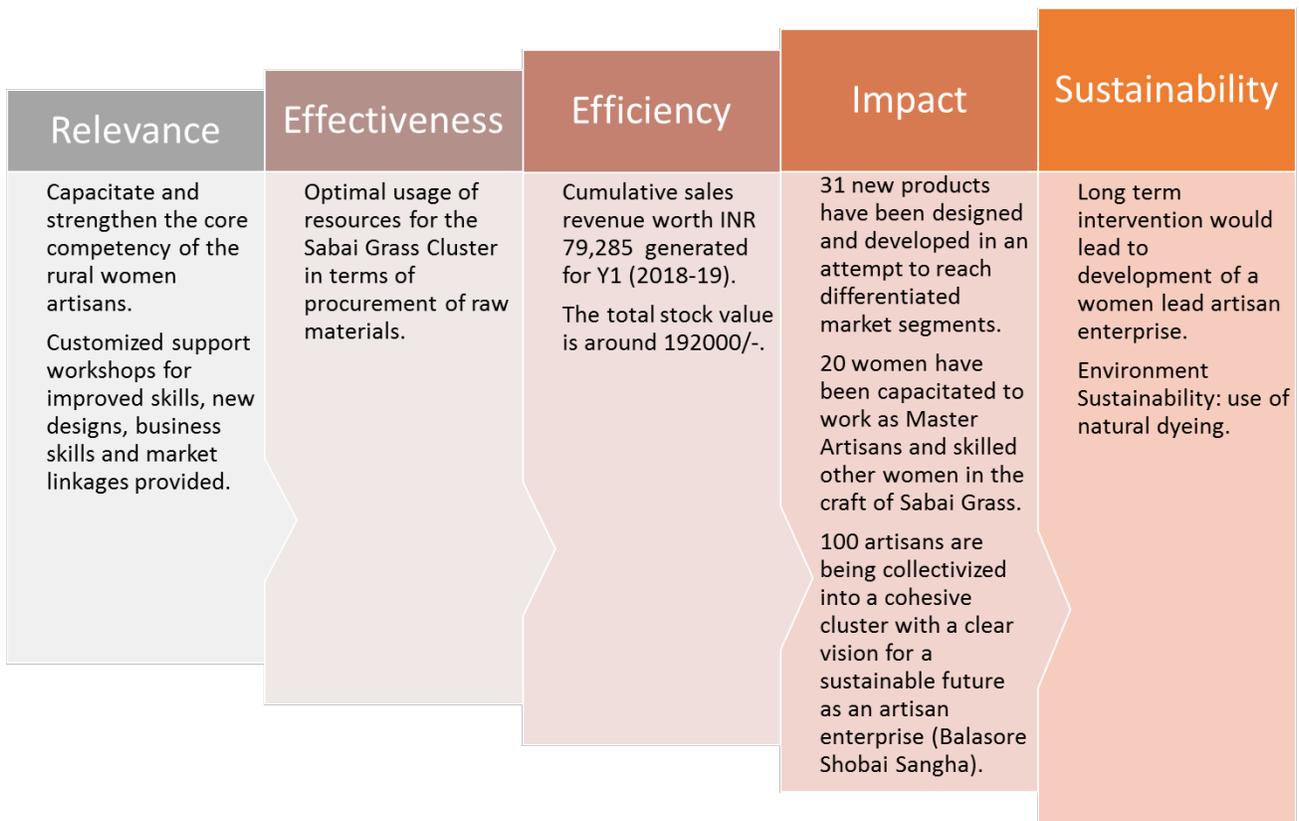




Empowering Women Artisans of Baliapal, Balasore, Odisha practicing their Traditional Craft of Sabai Grass



Balasore Shobai Sangha is an artisan cluster initiative of AIACA where it initiated work in 2018. The objective of the project is to empower women artisans, practicing traditional Sabai Grass craft, in Baliapal Block, Balasore District of Odisha, to gain a sustainable and dignified means of livelihood. The intervention supports and empowers 100 women Sabai Grass artisans by strengthening their technical skills in design innovation and product diversification, helping them to organize and develop themselves as a collective identity, building their capacities in business planning and marketing. A brand name - “Balasore Shobai Sangha” - and a logo has been created for the cluster to establish a collective identity for the artisans and to promote their brand in urban markets.

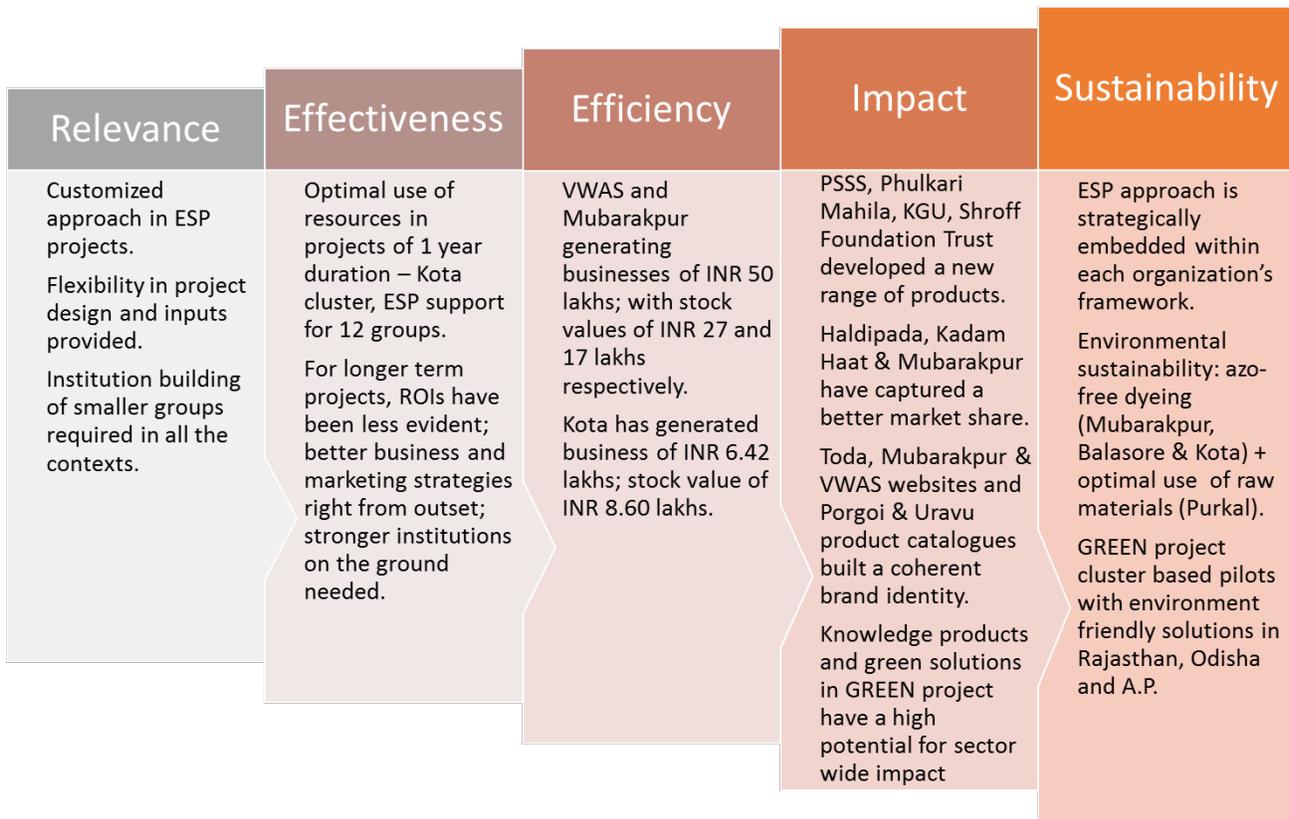




Supporting Enterprise Development through Crafts

The project aims to strengthen the value chain of selected rural handicraft clusters and make them market ready for sustainable business and livelihood. Under this project, AIACA worked with women embroiderers of Purkal Stree Shakti Samiti in Uttarakhand, Mubarakpur handloom weavers of Mubarakpur (Uttar Pradesh), Hand Knitters of Kumaun Grameen Udyog near Mukteshwar in Uttarkhand and embroidery and bead work artisans of Chhota Udepur region of Gujarat led by the Shroff Foundation Trust. The key components of the value chain of the handloom and handicrafts sector are being addressed through various activities such as design and product development, business skill development, development of marketing and promotional materials and market/ buyer linkages.

It was a longstanding project for AIACA (2016-19) and following are the final impacts evaluated.





Jewelry making at Shroff Foundation Trust



Motifs developed for Mubarakpur Weaves



Knitting workshop at KGU



Glimpse from a workshop at Uttarakhand

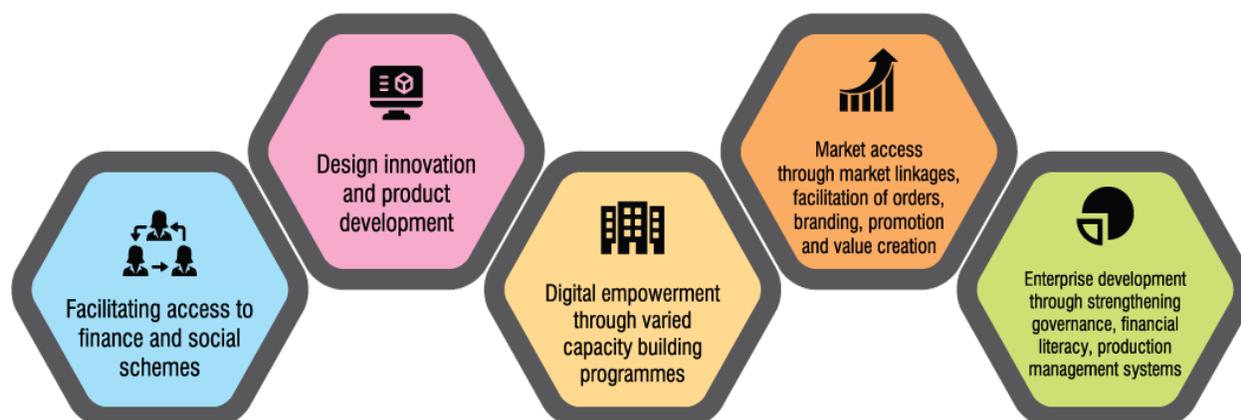


Shirts and jackets developed as part of the men's wear range by the women of Purkal Stree Shakti

Technical Offerings, Policy Advocacy and Research

ENTERPRISE SUPPORT PROGRAM (ESP)

Under **ESP**, AIACA provides end-to-end solutions for strengthening the value chain, increasing the livelihood of the artisan and generating direct and indirect jobs.



POLICY ADVOCACY AND RESEARCH

By virtue of being a network, AIACA engages in **Policy Advocacy** through research and policy dialogue with multiple stakeholders. AIACA works on a two pronged approach wherein it represents artisan clusters and producer organizations; it works with MSMEs in the crafts sector on one hand and operates very closely with a network of industry bodies, buyers, exporters, etc. on the other.

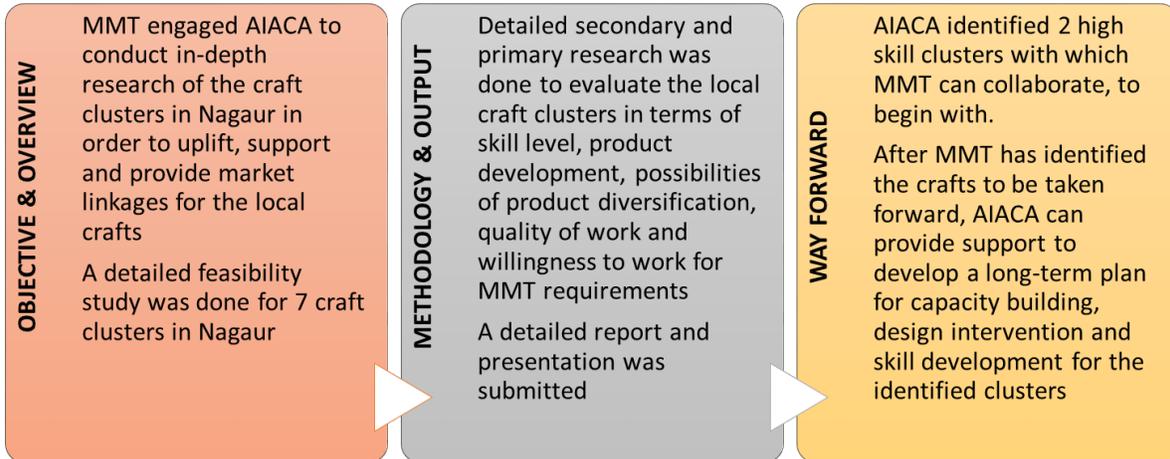
- **Policy initiatives** undertaken by AIACA under the Craftmark Green Project include:
 - 1. Action-oriented Research and Documentations:**
 - Material study - Clay; December 2018
 - Material study – Metal, Comprehensive Material Research Project for Metal Based Craft Practices, March 2019
 - Global Practices in Environmental Sustainability study for development and promotion of environment friendly and sustainable enterprises in the Indian handicrafts sector; March 2019
 - Best Practices Study: Searching Sustainability – Assessing Practices in the Indian Handicrafts Sector
 - 2. Setting up of National Resource Facilitation Network (NRFN)**
 - Creating a large database of technical, knowledge building, government, private and institutional partners/resources and multiple collaborations that would facilitate and encourage green practices across the sector.

- **Other Craft-based Research and Feasibility studies** - AIACA has conducted detailed research-based diagnostic studies for technical assessment and scoping of different craft clusters. Some of these include:

1. Feasibility Study for the Carpet Weaving Cluster in Bhadohi and Mirzapur (Uttar Pradesh) | Development Alternatives (DA)



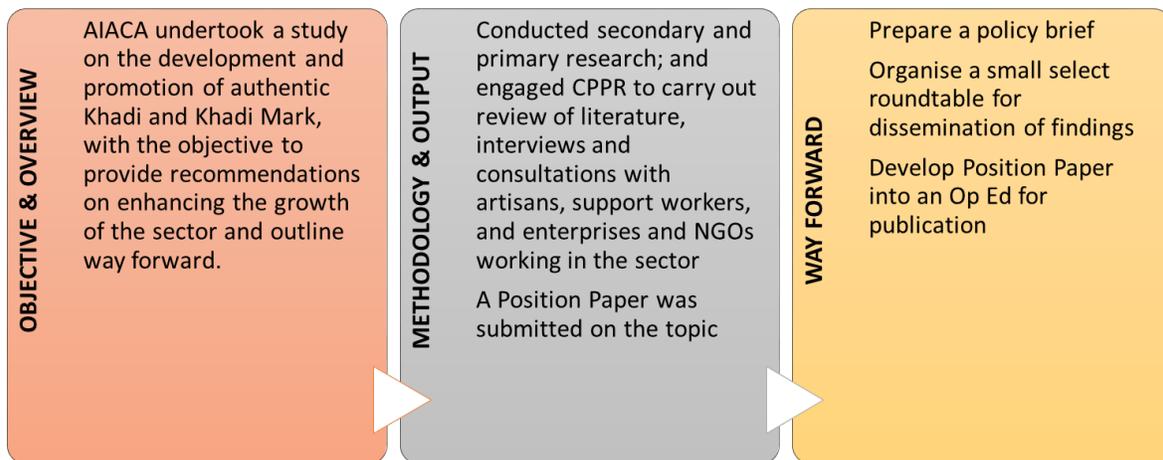
2. Feasibility Study of Craft Clusters of Nagaur Rajasthan | Mehrangarh Museum Trust



3. Feasibility Study of the craft-based SHGs under MILAP in Maharashtra | FICCI



4. Study on promotion of authentic Khadi and Khadi Mark



Events

- **National Conference on Going Green; June 11, 2018** - AIACA conducted a National Conference held on 11th June, 2018 to mark the end of the Going Green Project (2014-2018) with various participants including Government members, partner and project representatives, artisans, designers, etc. The project, implemented in partnership with Traidcraft and supported by SwitchAsia-European Union, created awareness and implemented various eco-friendly practices in the textiles sector in six clusters of Uttar Pradesh and Rajasthan.



- **Participated at the Jaipur Symposium "Folk and Tribal Art Traditions: Revival and Sustenance"; August 2018** – the symposium brought different stakeholders from across the country to brainstorm on the road ahead for traditional art forms in India which can lead to preserving these traditions and also engage them in livelihood creation. AIACA's team showcased the story of Mubarakpur Weaves generating sustainable livelihood and displayed how the youth have been involved in the cluster. The event was organized by Rajasthan Lalit Kala Academy & Indian Institute of Crafts Design, Jaipur.

- **Attended GoodWeave India’s round table meeting on ‘Training needs of Workers in Informal sector’; January 2019.** The objective of the workshop was to develop a better understanding on how can training address different issues faced by the workers engaged in an informal economy and bring positive changes in their lives. AIACA’s team shared its model and approach in improving socio-economic well-being of the artisans through training, handicraft promotion, women empowerment, market, government and institutional linkages, and other relevant programs.



- **Participated in a Workshop – Sakshamaa Consultation to deliberate on revival of the Bawan Buti Craft of Bihar; March 2019.** It was organized by Centre for Catalyzing Change (C3), in consultation with Women Development Corporation (WDC), Government of Bihar to discuss issues including marketing, design innovations, promotion, and increasing income of the weavers. The key objective of the workshop was to seek suggestions from different stakeholders like AIACA for resurrecting, promoting and sustaining the Bawan Buti weaving form. AIACA shared its experience in the handloom and handicrafts sector and contributed in the discussions for the revival of this craft.

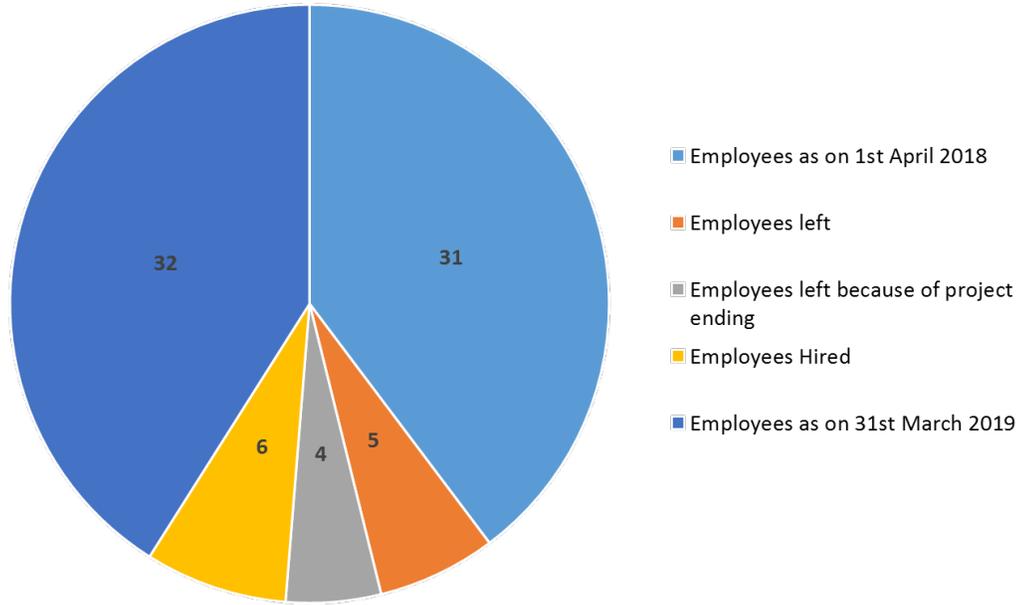


Staff Members

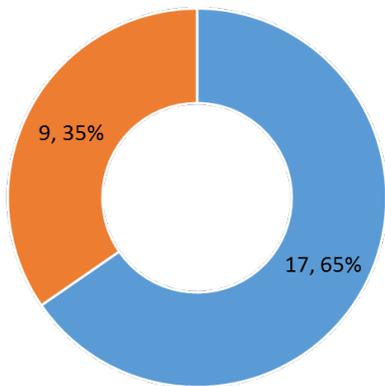
Staff Members 2018 - 19		
S. No.	Name	Designation
1	Anjali Bhatnagar	Manager- Enterprise Support Programme & Marketing
2	Anju Negi	Assistant Marketing Specialist – Craftmark
3	Arjun Kumar	Accounts Manager
4	Arun Kumar Verma	Finance Officer
5	Avanish Kumar	Textile Specialist
6	Bhupender Bhandari	Coordinator – Market support & Logistics
7	Denis Tiwari	Officer - Admin & Accounts
8	Gunjan Satija	Lead - Research and Communication
9	Khushbu Mathur	Marketing Specialist
10	Manoj Kumar	Office Assistant
11	Moh. Aslam	Field Coordiantor - VWAS
12	Mohd Rashid Jamal	Technical Expert
13	Mohd. Asif Ahmad	Field Coordiantor - VWAS
14	Poonam Das	Coordinator – Craftmark
15	Sandeep	Accounts Officer
16	Sanjay Kumar	Field Coordiantor - VWAS
17	Selvam	Manager – HR & Admin
18	Shashikant	Project Coordinator
19	Shiv Nath Roy	Admin Assistant
20	Soumen Chatterjee	Project Manager
21	Sreya Mozumdar	Executive Director
22	Srishti Verma	Project Manager
23	Sudhir Samuel Bhakta	Project Coordinator
24	Swati Bhartia	Manager – Capacity Building & Production
25	Vidusi Tiwari	Manager - Projects
26	Vikram	Market Access Coordinator

WORKPLACE ANALYSIS

Employees' Attrition & Recruitment Statistics
(April 18 to March 19)

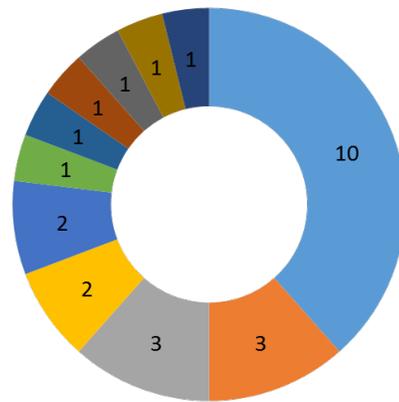


Workplace Diversity
Gender Statistics



Male Female

Employee Region Diversity



Uttar Pradesh West Bengal Delhi
Rajasthan Bihar Tamil Nadu
Chattisgarh Himachal Pradesh Orissa
Madhya Pradesh Uttarakhand

Organization Financials FY 2018-19

ALL INDIA ARTISANS & CRAFTWORKERS WELFARE ASSOCIATION B-223 BASEMENT, CHITTARANJAN PARK, NEW DELHI- 110019

BALANCE SHEET AS ON 31st MARCH 2019

(In INR)			
	SCHEDULE	F.Y. 2018-19	F.Y. 2017-18
SOURCES OF FUNDS			
I. FUND BALANCES:			
a. General Fund	[01]	10,067,110	10,747,781
b. Asset Fund		489,382	243,826.00
c. Project Fund	[03]	25,196,142	-
		<u>35,752,634</u>	<u>10,991,607</u>
II. LOAN FUNDS:			
a. Secured Loans		-	-
b. Unsecured Loans		-	-
		<u>-</u>	<u>-</u>
TOTAL Rs.	[I + II]	<u>35,752,634</u>	<u>10,991,607</u>
APPLICATION OF FUNDS			
I. FIXED ASSETS			
Opening W.D.V	[02]	243,826	301,052
Add: Additions		382,509	-
Less: Deletions		5,367	-
Less: Depreciation		131,586	57,226
Net Block		<u>489,382</u>	<u>243,826</u>
II. INVESTMENTS			
	[04]	812,222	812,222
III. CURRENT ASSETS, LOANS & ADVANCES:			
a. Loans & Advances	[05]	480,989	2,215,192
b. Other Current Assets	[06]	3,650,953	4,639,690
c. Cash & Bank Balance	[07]	33,879,764	37,247,645
	A	<u>38,011,706</u>	<u>44,102,527</u>
Less: CURRENT LIABILITIES & PROVISIONS:			
a. Unspent Grant Balance		-	28,638,644
b. Current Liabilities	[08]	3,560,676	5,528,324
	B	<u>3,560,676</u>	<u>34,166,968</u>
NET CURRENT ASSETS	[A - B]	<u>34,451,030</u>	<u>9,935,559</u>
TOTAL Rs.	[I+II+III]	<u>35,752,634</u>	<u>10,991,607</u>

Significant Accounting Policies and Notes to Accounts [20]
The schedules referred to above form an
Integral part of the Balance Sheet.

For & On behalf of :

S. SAHOO & CO.

Chartered Accountants



[CA. Subhajit Sahoo, FCA, LLB]

Partner

M No. 057426

FR No.: 322952E

Place : New Delhi

Date: 26th September 2019

For & On behalf of :

All India Artisans & Craftworkers Welfare Association



Rathi Vinay Jha
President




Sreya Mozumdar
Secretary

ALL INDIA ARTISANS & CRAFTWORKERS WELFARE ASSOCIATION
B-223 BASEMENT, CHITTARANJAN PARK, NEW DELHI- 110019

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st MARCH 2019

		(In INR)	
	SCHEDULE	F.Y. 2018-19	F.Y. 2017-18
I. INCOME			
Grants	[09]	58,871,801	45,299,765
Other Income	[9A]	1,235,224	1,512,773
Interest Income		1,795,101	1,343,573
Donation		1,419,800	
Sales		4,406,221	6,364,756
Membership Fee		1,031,350	416,387
Total		68,759,497	54,937,255
II. EXPENDITURE			
Grant Related Expenses:			
Going Green	[10]	6,573,527	18,669,139
RBS Foundation India (ESP)	[11]	5,607,107	5,599,719
RBS Foundation India- (Craftman Green)	[12]	5,527,582	-
CAF India- Oracle	[13]	4,532,689	3,792,681
Ford Foundation	[14]	-	4,270,635
Ford Foundation- 0160	[15]	8,814,860	5,189,933
Google	[16]	3,455,812	1,237,843
Axis Bank Foundation	[17]	2,620,722	2,380,105
Other Programme & Administrative Cost	[18]	2,520,001	1,396,885
Cost of Goods Sold	[19]	4,288,206	4,789,599
Account Receivable W/off		303,519	601,514
Depreciation	[02]	131,586	57,226
Less: Transferred to Assets Fund		131,586	57,226
Total		44,244,026	47,928,053
III. EXCESS OF INCOME OVER EXPENDITURE	[I - II]	24,515,472	7,009,201

Significant Accounting Policies and Notes to Accounts [20]
The schedules referred to above form an
Integral part of the Income & Expenditure Account.

For & On behalf of :

S. SAHOO & CO.

Chartered Accountants



[CA. Subhajit Sahoo, FCA, LLB]

Partner

M No. 057426

FR No.: 322952E

Place : New Delhi

Date: 26th September 2019

For & On behalf of :

All India Artisans & Craftworkers Welfare Association



Rathi Vinay Jha
President




Sreya Mozumdar
Secretary

ALL INDIA ARTISANS & CRAFTWORKERS WELFARE ASSOCIATION
 B-223 BASEMENT, CHITTARANJAN PARK, NEW DELHI- 110019

RECEIPTS & PAYMENT ACCOUNT FOR THE YEAR ENDED 31st MARCH 2019

	(In INR)		
	Amount	F.Y. 2018-19	F.Y. 2017-18
RECEIPTS			
Cash & Bank Balance			
Cash in Hand	33,063		-
Cash at Bank	<u>37,214,582</u>	37,247,645	16,481,184
Grants		30,130,893	40,846,789
Donation		1,419,800	
Sales		4,656,110	6,358,001
Membership Fee		1,031,350	416,387
Other Receipts		843,345	186,664
Interest Income		1,738,343	1,654,069
Investment Matured during the Year		-	15,959,032
Increase in Loans & Liability (Net)		1,867,729	1,965,485
TOTAL Rs.		<u>78,935,215</u>	<u>83,867,611</u>
PAYMENTS			
Grant Related Payments			
Going Green	6,573,527		18,669,139
RBS Foundation India (ESP)	5,607,107		5,599,719
RBS Foundation India- (Craftman Green)	5,527,582		-
CAF India- Oracle	4,532,689		3,792,681
Ford Foundation	-		4,270,635
Ford Foundation- 0160	8,814,860		5,189,933
Google	3,455,812		1,237,843
Axis Bank Foundation	<u>2,620,722</u>	37,132,299	2,380,105
Other Programme & Administrative Expenses		2,520,001	1,476,031
Cost of Goods Sold		4,078,711	5,141,882
Increase/ Decrease in Current Assets/ Current Liabilities		1,324,440	(1,138,002)
Cash & Bank Balance			
Cash in Hand	37,657		33,063
Balance at Bank	<u>33,842,107</u>	33,879,764	37,214,582
TOTAL Rs.		<u>78,935,215</u>	<u>83,867,611</u>

Significant Accounting Policies and Notes to Accounts

The schedules referred to above form an
Integral part of the Receipts & Payment Account.

For & On behalf of :

S. SAHOO & CO.

Chartered Accountants



[CA. Subhajt Sahoo, FCA, LLB]

Partner

M No. 057426

FR No.: 322952E

Place : New Delhi

Date: 26th September 2019

For & On behalf of :

All India Artisans & Craftworkers Welfare Association



 Rathi Vinay Jha
 President



 Sreya Mozumdar
 Secretary

Governing Body

1. Ms. Rathi Vinay Jha - President

Rathi Vinay Jha is former Director General at the Fashion Design Council of India (FDCI). An IAS Officer of the 1967 batch, Rathi retired as the Secretary, Ministry of Tourism, Government of India. One of the founders of NIFT, she served as its Executive Director from 1987 to 1993. Currently she is the Chair of Indian Heritage Cities Network, and Member Board of Governors of Indian Foundation for Arts, Madras Craft Foundation, Plan India, Sasakawa Foundation, Commitment to Kashmir (CtoK), The Coorg Foundation, and Indian Institute of Craft & Design.

2. Ms. Roopa Mehta – Vice President

Roopa Mehta is the CEO of Sasha Association for Craft Producers (Sasha) and the Secretary of Sarba Shanti Ayog (SSA) its associate development organization. She is on the Board of Sadhna, the handicrafts and income augmentation programme of Seva Mandir, Udaipur, COMMACT International, World Fair Trade Organisation and is the Managing Trustee of Ruro Agro Services Association. In her earlier years, Ms. Mehta worked in the hospitality and merchandising sector and was the CEO of a renowned textiles manufacturing & retailing company.

3. Mr. Adarsh Kumar - Treasurer

Adarsh Kumar, currently Rural Development Specialist at The World Bank, is a postgraduate from Harvard University. His previous work experience includes stints at the Ford Foundation and Urmul Marusthali Bunkar Vikas Samiti (UMBVS), a handloom weaver's society located in Phalodi, Rajasthan. Adarsh is also a founder member of AIACA and served as its Executive Director for 6 years.

4. Ms. Sreya Mozumdar – Secretary

Sreya Mozumdar has been working in the development sector for the last 12 years, after her graduation from the Department of Social Work, Delhi University. She brings to her work an academic experience of research into the area of women and gender. In previous roles in senior management, she has been responsible for program design and management, advocacy, networking and fundraising, along with knowledge management and incubation of new ideas/approaches. She has a particular interest in communications and qualitative research. She has sectoral experience in the areas of sustainable rural livelihoods, urban poverty alleviation, disaster risk reduction, gender and youth development.

5. Ms. Madhura Dutta - Member

Madhura Dutta, the former Executive Director of AIACA, has 18 years of experience in the social development sector. She has worked in various grassroots initiatives as well as in UNESCO and has contributed towards development of Cultural Policy and Cultural Entrepreneurship focusing on creative industry models. Currently she is a Senior Advisor of national CSR initiatives of JCBI. She has a Master's degree in Sociology from University of Calcutta, a Master's degree in Sustainable Development from UK and a PhD from Tata Institute of Social Sciences, Mumbai.

6. Mr. VK Madhavan – Member

After a Master's in International Politics from Jawaharlal Nehru University in 1991, V K Madhavan commenced work with the Urmul Rural Health Research and Development Trust in Bikaner. Since then, he has worked with ActionAid and The Hunger Project and subsequently spent eight years working in Uttarakhand with Central Himalayan Rural Action Group (Chirag). Currently he is the Chief Executive of WaterAid India.

7. Mr. Vipin Sharma – Member

Vipin Sharma is the founding CEO of ACCESS which was set up in 2006. Starting his career with the Reserve Bank of India, Vipin has thirty-five years of experience in banking, agriculture and rural development, micro enterprise development and microfinance in varied institutions including NABARD, Rural Non-Farm Development Agency, Govt. of Rajasthan and CARE India. He holds a Master's Degree in History from Delhi University, and has attended programmes at Cranfield School of Management, Boulder and School of Management, Yale University.

8. Ms. Vibha Pingle - Member

Vibha Pingle is the President and Founder of Ubuntu at Work, which evolved out of her research on women micro entrepreneurs in South Africa, Egypt, Nigeria, India, Indonesia and Nepal. 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.

9. Mr. Madhukar Khera - Member

Madhukar Khera is the CEO of Bharat Carpet Manufacturers, one of the leading manufacturers of carpets in India that and a major supplier of export quality durries to Fabindia. Madhukar is a traveler and an expert weaver in his own right and excels at designing durries.

10. Ms. Neelam Chhiber - Member

Neelam Chhiber is the Founder and Director at Industree Crafts Foundation and Co-Founder-Director at Mother Earth. An Industrial Design graduate from NID, Ahmedabad, Neelam has been working with artisans, for the past three decades, in rural and urban areas, by providing design, technical and marketing solutions to bridge the urban-rural divide. She is also an alumnus of Social Impact International, Global Social Benefit Incubator, Santa Clara University, USA and the Harvard Executive Programme.

11. Ms. Archana Shah - Member

Archana Shah studied textile design and graduated from NID in 1981. She travelled to remote corners of the country to study, understand and experience the vast variety of weaving, dyeing, printing, embroidery and ornamentation techniques practiced by different communities. In 1985, Archana started a clothing company, Bandhej, a label influenced by the traditional textile skills, offering a range of handcrafted contemporary clothing created for Indian women, with an eastern sensibility.

12. Ms. Vibha Pingle – Member

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.

Annexure 1 - Artisan Stories

aiaca **shobai**
SABAI GRASS ARTISAN

Parbati Patra's

journey with AIACA as a sabai grass artisan

- 50-year old artisan**
received training by ORUPA in Sabai and Date Palm craft in 1992
- Started teaching**
other women in her village in Sabai grass craft
- Worked**
as master trainer on orders received through NGO Adventure after training for 3 months, earning approx. Rs. 1000 per month till 2017
- Received**
Master Artisan Certificate and participated in local exhibitions around Odisha
- Associated with AIACA**
since 2018 and got exposure through Business, Design & Skill Development workshops, enabling her to now earn about Rs. 3500 per month

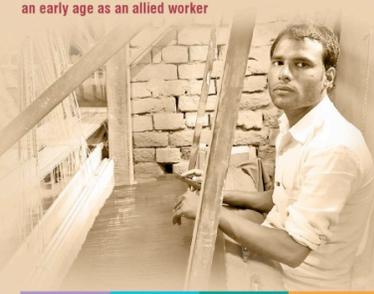
Parbati Patra, Sabai Project

Abdullah, Mubarakpur Weaves

Hailing from a small town in UP,
Abdullah
embarked on his weaving journey at an early age & is now a confident SHG member of Mubarakpur Weaves.

- Income**
After joining the SHG, more than doubled his income over the last decade to ₹8,000 to ₹10,000 per month
- Knowledge**
Has in-depth knowledge of the loom & materials, and gained necessary exposure to the market, supported by AIACA & SHG
- Award**
Won the Sutrakar Samman 2018 by Delhi Crafts Council, nominated by AIACA
- Recognition**
Featured in Sahapedia for his achievement in weaving
- Exhibitions**
Participated in exhibits across Bangalore & Delhi

NADIR HUSAIN
Inherited weaving from his forefathers and started weaving at an early age as an allied worker



weaver
Varanasi's Heritage

He got acquainted with **Varanasi Weavers and Artisans Society (VWAS)** in 2015-16

As a member of **VWAS**, he participated in trainings on marketing, design, business skill development, GST, etc. and received financial support of Rs. 50000/- under the **MUDRA** scheme

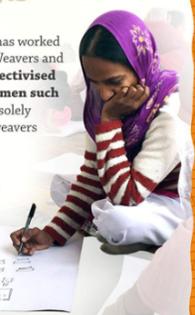
Today, he has **9 looms** and his annual sales rose from **24 lakhs** in 2016-17 to **30 lakhs** in 2017-18

With all the knowledge and capital, he increased his looms from 3 to 5 and started producing his own designs

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Shaheen
belongs to the **Ansari Muslim community** and has been weaving for the past 20 years.



Since 2014, AIACA has worked with Kota Women Weavers and has **mobilised, collectivised and empowered women such as Shaheen**, who earlier solely depended on the master weavers for weaving.

Shaheen's craft has improved substantially; supported by AIACA's design interventions and skill development trainings.

Market exposure has increased and Shaheen and other women weavers have access to market linkages, and branding and promotion for Kota Doria. **Shaheen's monthly income has increased from ₹3000 to ₹5000 and she has a bank account.**

Shaheen takes pride in her work and aspires to educate her daughter and make her an independent woman too.

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Annexure 2 – Testimonials

Parul Bajoria,
Miharu -
Member

" I was on my journey to do something about the artisans of my district, with a desire to bridge the gap between crafts and urban clientele. Craftmark has been instrumental in helping us get greater exposure, insight into other handicraft units and larger market. Guidance by an organisation dedicated to upliftment of rural artisans and crafts, will jet-propel Miharu to reach its goal."

Dayalal
Kudecha,
Forline -
Member

" Craftmark certifies my work as valid and handmade and we do not have to convince clients about its authenticity anymore. I have also placed the certification in my store which instils trust in the customer. Craftmark also helps in our brand marketing by promoting us in their newsletters, website and social media."

Reliance
Trends -
Member

"Craftmark certification adds authenticity to the product. Proper documentation of the craft helps the stakeholders to have a better understanding of it. For the consumer, it shows that the product is genuine and handmade/handcrafted. It adds value to the product"