

# Annual Report 2010-2011

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## AIACA

**All India Artisans and Craftworkers Welfare Association**

## Table of Contents

<i>ED's Note</i> .....	3
<i>About AIACA</i> .....	4
<i>Key Initiatives &amp; Future Outlook</i> .....	6
<i>Members of General Body of AIACA</i> .....	15
<i>Members of Governing Body of AIACA</i> .....	16
<i>Information AIACA</i> .....	17
<i>Financial Statements</i> .....	18

## ED's Note

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Dear Members,

In 2010, after 6 years of operations, AIACA successfully underwent a leadership change and I took over from Adarsh Kumar in May 2010 as the new Executive Director of AIACA. A strategic review of the operations of AIACA was done and all programs were consolidated under three core areas – Policy Research and Advocacy, Marketing and Enterprise Support. An impact assessment framework was instituted and five-year targets were set for each core area.



Over the last year, AIACA's general body membership has grown to over 100 craft based enterprises encompassing over 100,000 artisans. The key focus area for the last year was to streamline processes within the three divisions, institute clear target deliverables for the organization and to develop a monitoring and impact assessment system to gauge the impact from our interventions.

Policy and Advocacy initiatives for 2010-2011 included several sector wide initiatives including bringing Occupational Health and Safety and Environmental sustainability onto the national policy agenda. AIACA conducted national workshops on Occupational Health and Safety and Environment and issued policy briefs on Geographical Indicators, Occupational Health and Safety for the Informal Sector and Low Cost and Efficient Technologies.

The Enterprise Support Program was consolidated and streamlined to develop specific business systems practices across micro-enterprises. Enterprises were benchmarked on level of systems and processes followed to make them more market oriented and competitive. New initiatives with Jan Sandesh, Intach and several other craft groups such as Mura Collective, Rehwa Society and Kadam's new initiative called Crafts Ashram were taken up.

Craftmark sales direct and indirect grew by over 115% and 894% respectively. A new strategy to develop and launch products was developed and successfully tested through the launch of the 2011 catalogue. Design interventions were closely tied with marketing initiatives to ensure that product lines were developed keeping in mind the end consumer and for specific geographical markets.

The future of craft is closely tied with the sustainability of craft enterprises and the early adoption of business practices and compliances that are a pre-requisite for competing in today's markets. With this end in view, AIACA's programs will have a strong focus on providing support for building robust business practices, technological interventions wherever necessary and the institution of minimum compliances which are required for participation in markets.

At AIACA, we aim to build sustainability and impact by carefully tying programs with producer and market needs. For details on the work we have been engaged in over the last year and how to participate please visit our website at [www.aiacaonline.org](http://www.aiacaonline.org).

Regards,

Kirtika Singh, Executive Director

## ABOUT AIACA

The handloom and handicraft sector represents an important source of livelihood in India, especially in rural areas. After agriculture, handicrafts is the second largest employer in rural India, with many agricultural communities depending on it as secondary form of income generation during times of drought, lean harvests and famines. Despite a significant contribution to the national GDP and export earning, little effort has been made to enhance the incomes of craftworkers at a macro level.

The All India Artisans and Craftworkers Welfare Association (AIACA) is a membership-based apex body for the handloom and handicraft sectors.

AIACA major initiatives include:

### **Enterprise Support Program**

Craft producer groups and enterprises across India work with skilled artisans and produce products with great commercial potential. However, they face several challenges in establishing and running viable businesses that impacts livelihoods of artisans making the products. Inability to access resources, information, and professional expertise required managing and scale up their business operations impacts sustainable enterprise growth and development. *AIACA's Enterprise Support Program* is geared to address these challenges and aims to provide business development and capacity building solutions to craft based enterprises, thus promoting sustainable livelihoods for artisans.

### **Policy Research and Advocacy**

Since its inception, AIACA has used its extensive network of members to collect information and bring greater attention to bear on the concerns of crafts producers and entrepreneurs. In addition to commissioning baseline studies to set the foundation for further work on access to credit, cooperative reform and environmental health and safety issues, we have given formal inputs to the approach papers for the 11th Plan as members of the Working Group on Textiles and Jute and the Working group on Village and Small Enterprises. In 2007, we also gave formal inputs to the Prime Minister's Consultation on Handloom Policy.

Over the next three years, AIACA's policy work will focus on the following four core areas:

- Improving Occupational Health and Safety for producers
- Minimizing Environmental Impact on communities
- Leveraging Geographical Indications to increase market share for craft products, and
- Evaluating and improving Government Schemes

In addition, AIACA will continue exploratory work on cooperative reforms and specific micro-finance and insurance products for crafts producers.

### **Craftmark**

The Craftmark initiative helps denote genuine Indian handicrafts, develop sector-wide minimum standards and norms for labelling a product as a handicrafts product, and increase consumer awareness

### VISION/MISSION

AIACA seeks to represent a range of organizations in handloom & handicraft sectors and to engage in policy advocacy activities aimed at increasing the domestic and international market for handloom and handicraft products along with improving the standard of living of craft workers and to explore new and commercially sustainable models of livelihood promotion.

of distinct handicraft traditions. Under this initiative, AIACA will license the Craftmark logo for use by Craft-based businesses, cooperatives and NGOs for use on product tickets and labels.

### **Impact Assessment**

Impact Assessment is a process through which AIACA examines new and old initiatives for their potential economic, social and environmental consequences on the Indian craft sector in a defined geographical area. Impact assessment is a set of logical steps and a tool that prepares evidence on the benefits and costs of possible interventions by assessing their potential impact. The process includes surveys, case studies on various client groups, enumerating best practices, and generating reports on the study results from time to time.

The purpose of Impact assessment is as follows:

- To assess the overall impact in the value chain of a producer group, organization, or a cluster and how it contributed to the integrated development of the artisans & their families involved in the craft process over time. This includes changes in the asset base of the artisans, increase or decrease in income over a period of time, increase in sales of the enterprise or an artisan, holistic improvement in health, education, rights etc. of the artisans and their families.
- To ensure that interventions are driven by specific outcome deliverables that can be tracked over time.
- To predict social, economic, cultural, and organizational results of a proposed activity and to reduce any adverse impacts from the activity to be undertaken.
- To integrate & synchronize various decisions at the earliest stages of activity planning.
- To compile database based on the impact assessment studies as a benchmark for any future intervention done by AIACA or supported organizations.

## KEY INITIATIVES

### NEW CONSOLIDATED WEBSITE

The newly updated website highly content oriented to ensure greater awareness of the sector and its efforts at large. The site compiles very comprehensive documents and details on several craft processes, craft members and their areas of work, areas of support to all craftworks under Craftmark and ESP and Market Access Program indicative case studies, impact parameters, policy updates and knowledge generation, upcoming events for artisans and crafts enterprises.

### ONLINE PRODUCTS DATABASE

Craftmark now showcases the products online on AIACA's website for each of its members. The products are broadly categorized under Personal, Home and Office, with the following sub categories.

<u>Personal</u>	<u>Home</u>	<u>Office</u>
Jewellery	Cushion & Throws	Files & Folders
Stoles & Scarves	Décor	Stationery
Bags	Lighting	Desk Accessories
	Floor	
	Table	
	Linen	
	Furniture	
	Garden	
	Storage	

## ENTERPRISE SUPPORT PROGRAM SUMMARY OF PROJECTS 2010-2011

### **Bihar Development Trust (BDT)**

BDT works in livelihood promotion with weavers, farmers and bamboo growers and SHG women who are processing bamboo into sticks. Under its weavers livelihood programme, it is manufacturing fabrics, stoles, sarees of Tussar silk and providing market linkages to weavers. Working with more than 20 weavers, BDT produces stoles, saris, home furnishings like throws, curtains, and cushion covers, yardage for both garments and furnishing. ESP has been working on product development through relevant trainings and workshops on design development and enhancing the existing product range. Further, marketing platforms (website development and promotion on AIACA Catalogue) were developed to promote products made by the team.

### **Chakhesang Women Welfare Society (CWWS)**

Located in the Phek district of Nagaland, CWWS society works in 91 villages with over 1,000 women artisans with the aim of improving the living conditions of the Chakhesang community. More than 300, the artisans do handloom weaving, basketry, bead jewellery and produce table mats, runners, cushion

covers; accessories like shawls, stoles, head bands, belts, beaded jewellery, cane baskets, traditional Naga attires. ESP is working with them on product and design development, skill training, capacity building, and product promotions.

### **The Covenant Centre for Development (CCD)**

Madurai based CCD has promoted several community based enterprises. Currently, it is in the process of reviving a handloom unit in the region that is currently working with around 60 weavers. The weavers are into organic cotton weaving and make stoles, bedcovers, curtains, napkins, kitchen towels. ESP is engaged with them in strategic and business planning, capacity building, product management, financial planning and market linkages.

### **Green Earth**

With more than 30 artisans from West Bengal, Green Earth is involved in natural fibre weaving (madhur kathi) and bamboo craft. The artisans make floor mats, yoga mats, table mats and runners, desk accessories like file folders, pen and notepad holders, photo frames, bamboo trays, boxes, and packaging boxes. ESP has engaged with Green Earth for developing viable costing pricing model, technical up-gradation for loom and dyeing unit, skill based training for artisans, building relevant management processes and prospective market linkages.

### **HAO Craft**

Located in Delhi and Ukul, Hao Craft society works with young artisans from Manipur making Black pottery called 'longpi' in Manipur. The group is engaged in traditional black pottery craft. Products are made using black stone and accented with bamboo. ESP has worked with them on product development and testing for compliances, packaging and inventory planning, financial management and marketing linkages.

### **Kumaon Grameen Udyog (KGU)**

KGU is registered as a Section 25 company and works with 140 artisans and sources from over 350 small farmers in Uttarakhand with the aim of providing livelihood opportunities to the local community. Located in Sitla, Uttarakhand, KGU artisans engage in hand weaving and hand knits. ESP has partnered with them for business planning, financial management, product development, marketing planning and management, and setting up of their retail store.

### **Parampara**

Parampara is a partnership enterprise working with about 100 women located in and around Ahmedabad. Parampara engages with more than 80 artisans in hand embroidery and appliqué/patchwork for garments like kurtas, tops, kid's wear like lehenga choli; accessories like stoles, bags, pouches; furnishings like cushion covers; other accessories like file folders and photo frames. ESP has engaged with Parampara for product and design development, creation of marketing materials (catalogue) and possible tie-ups to enhance marketing outreach and SHG formation.

### **Sandur Kushala Kala Kendra**

Sandur is a non-profit organization located in Bellary, Karnataka working towards the revival of indigenous crafts.. Sandur works with more than 400 artisans (from Lambani tribe in Karnataka) on hand embroidery and produces home furnishings like cushion cover, runners, bedcovers; accessories like bags, pouches, mobile cases, clutch purses, belts; and women's garments. Areas of support for Sandur through ESP

include revising existing costing-pricing model, production planning and sales forecasting, skill based training for tailors, product design development, up-gradation of dyeing unit and inventory clearance through buyer linkages.

### **Rehwa Society**

Rehwa Society is a not-for-profit foundation involving in production of Maheshwari textiles that supports a school, a housing program and several health services for weavers and families. With more than 120 weavers, Rehwa concentrates on weaving fashion textiles for traditional Indian saris and salwar kurtas, and fine home furnishings for both the domestic and international markets. ESP has engaged with them for a legal transition for a more sustainable and commercial model (proposed models evaluation is under progress with several discussions with involved stakeholders in the existing setup).

### **Mura Collective**

Mura Collective is a handloom based organization involved in weaving, shibori, and block printing. Engaging around 10 weavers, their product range includes garments, home products, fashion accessories and saris. ESP is closely working with Mura Collective for an organization restructuring (to lead to a transition for developing a socially and commercially viable framework - with two entities; model under evaluation) and strategic and business planning and projections to map the resources with their efficiencies.

### **Jan Sandesh**

Jan Sandesh is a charitable organization operating in a slum area of Delhi and provides training, jobs and income (honorarium) to the needful women and adolescents it employs. Jan Sandesh currently produces recycled newspaper carry-bags for worldwide export. Their focus is to expand the product range to ladies belts, watch bands, hair bands, college bags, purses and post cards. ESP has engaged with them for statutory compliance, business planning, and inventory management and buyer linkages.

### **Kadam**

Kadam aims at tackling the problems of uneducated youth migration to urban cities by creating viable employment opportunities at the village level for the youth and for children, good education conditions. Under a consortium of NGOs, Kadam is working towards setting up crafts ashram in Midnapore district of West Bengal. The craftsmen work on sabai grass, bamboo & wood, and stone products. ESP has associated with them to develop a business plan for the Crafts Ashram and subsequently work with them on organization development, design and skill building and appropriate buyer linkages.

### **INTACH J&K**

INTACH's (Indian National Trust for Art and Cultural Heritage – a nationwide not-for-profit membership organization) J&K Chapter that provides services to specific aspects of cultural heritage, conservation initiatives and management of urban renewal in the J&K State. Currently, the team is focused at developing artisans engaged in wicker weaving and crew-work in the Vasik Nag area. ESP is engaged with them to mobilize 100 artisans and enable them raise their livelihood with skill development, capacity building, infrastructure development (such as common facility centre) and marketing linkages.

### **Pokaraan Arts**

Pokaraan Arts is a social initiative by Fort Pokaran Hotel & Resorts Pvt. Ltd. to promote and provide better livelihood opportunities for the Meghwal community weavers. Currently the organization is working with 17 weavers who have access to looms, dyeing and tailoring facilities. As part of ESP interventions,



Pokaraan Arts conducted a series of workshops for the weavers and other artisans to help develop quality products for the modern markets with the essence of traditional designs and skills. The engagement also includes institutional setup, streamlining the operations with necessary structuring and developing management processes, skill and operations based training and potential buyer linkages.

### **Purkul Stree Shakti Samiti**

Purkul Stree Shakti Samiti is a sustainable income generation project for women in a fair trade environment. The program engages more than 70 women producing handmade quilts in a beautiful production facility. Their product range includes cushion and throws and bags. The women receive the full benefits of their labor and are able to education, health and hygiene for them and their families. ESP has partnered with Purkul SSS for design development, skill based training, capacity building, and enhancing efficiency in existing operations and financial management.

### **Orissa COC formation (Feasibility Analysis and Implementation Plan)**

Under the engagement with Artisan Microfinance Private Limited, ESP conducted a feasibility study in Orissa identified clusters in four locations within the state around crafts genres - Bhubaneswar, Cuttack, Puri and Sambalpur: Handlooms, Brass and Metal wares, Sikki Craft, Pipli Appliqué and Ikkats (Yarn tie-resist Dying). A team of design and livelihood experts executed a fieldwork in the identified locations for mapping the dynamics of the clusters, determining the relevant stakeholders and charting the needed interventions that will be required to bring together 1,000 artisans into a Community Owned Company (COC). The environmental analysis has led to detailing the implementation plan for the COC formation in Orissa. The implementation is in talks and will be initiated in the coming financial year.

### **Bhutan COC formation (Feasibility Study)**

In collaboration with Artisan Microfinance Private Limited and the Royal Government of Bhutan, AIACA conducted a feasibility study to explore possibilities of forming a Community Owned Company (COC) with focus on the following crafts genres: Handlooms, Embroidery, Metal casting, Cane & Bamboo and Wood turning. A team from ESP carried out a detailed diagnostic study that maps the dynamics of the clusters, identifies relevant stakeholders /actors and charts needed interventions that will be required to bring together 1,000 artisans into a Community Owned Company (COC). The final assessment of the survey findings, evaluation of product samples and the overall environmental analysis and business planning are under progress.

### **Engagement with DCH for tribal clusters**

AIACA has collaborated with Development Commissioner Handicrafts under the tribal cluster theme. DCH sanctioned 7 clusters under the mandate covering more than 8,000 artisans. Under ESP, the project is executed under a four-stage intervention plan: detailed diagnostic study to gauge the feasibility of the project, community mobilization and grouping of artisans to develop capacity, skill building and design development workshops to enhance the existing product range and finally institutionalize local production structures as well as mainstream market linkages. All the craft diagnostic reports, surveyed artisan profiles and SHG formation details have been submitted to the DCH main and regional offices. Implementation plan for the selected clusters will begin with the go-ahead from the DC-Handicrafts.

## **POLICY, RESEARCH AND ADVOCACY 2010-11**

AIACA continues to work on policy research and advocacy activities in order to strengthen and scale up its existing initiatives. In the past year, AIACA has published and disseminated policy briefs and organized consultative workshops on issues related to occupational, health and safety of craftworkers, geographical indications and environment issues in the craft sector. Going forward with the baseline study on environment, health and safety issues in the craft sector (2009-2010) a study was commissioned in 2010, to develop low cost technical solutions for the sector overcoming environmental and health hazards. The following initiatives were undertaken during 2010-2011.

#### POLICY BRIEFS

##### **Occupational Health and Safety in the Informal Sector**

The brief analyses the legal and government provisions for occupational health and safety of workers in the informal sector and gives evidences from the crafts sector. The brief also gives recommendations and suggested next steps to improve the occupational health and safety of informal sector workers in India.

##### **Geographical Indications of India, Socio Economic and Development Issues**

It examines the Geographical Indications of Goods (Registration and Protection) Act 2003 of the Government of India. The brief traces the historical development of the term geographical indication, current scenario in India and issues related to its implementation.

##### **Geographical Indication: A case study on Pochampally Ikat**

Pochampally, a natural cluster in Nalgonda district of Andhra Pradesh, is the single largest handloom tie and dye weaving centre famous for "Ikat- Tie and Dye" sarees. Pochampally *Ikat* is also the first product from India's traditional craft sector to be awarded a Geographical Indication (GI) status under the Indian Geographical Indications Act, 1999. This policy brief attempts to explore the socio-economic impact on Pochampally Ikat producers' community after GI protection was granted in 2004-05.

##### **Action Research on Low Cost and Efficient Technologies**

Research on low cost technologies to resolve issues around environment, occupational health and safety was commission in the year. The study is being conducted in two clusters- block printing (Rajasthan) and textiles (Andhra Pradesh).

#### CRAFT POLICY CONNECT

AIACA continues to publish Craft Policy Connect, an online bimonthly policy update with the objective of providing updated information on policy issues relevant to craft sector, upcoming events and recent AIACA initiatives. Since 2010, 5 volumes of the Craft Policy Connect have been issued.

**ADVOCACY-** During 2010-2011, AIACA continued to hold regular meetings to disseminate research findings and interact with various stakeholders (Government, industry, civil society organizations, AIACA network members and other individuals engaged in the sector).

##### **MILLION LETTER CAMPAIGN- Rollback Excise Duty for Indian Craft Products**

In the 2011-2012 financial budget, the government has introduced a mandatory 10% excise duty on domestically produced branded garments and made-up textiles in India. AIACA along with the support of key stakeholders launched a Million Letter Campaign in April 2011.

### STAKEHOLDER CONSULTATION- OCCUPATIONAL HEALTH AND SAFETY IN THE INFORMAL SECTOR

A consultative workshop was held in June 2010, to bring together relevant stakeholders on a common platform to discuss the issues related to occupational health & safety in the informal sector and to review the existing legislations, policies and their enforcement status.

### CONSULTATIVE WORKSHOPS

#### **Mainstreaming eco and fair trade labelling for the textiles and crafts sector**

A consultative workshop on eco and fair trade labelling was organized in Delhi in collaboration with Fair Trade Forum India. The main objective of the workshop was to target organizations engaged in various labelling initiatives, private players and buyers to discuss the feasibility of a collaborative national effort in establishing widely accepted eco-labelling standards and procedures applicable to textiles and crafts producers in the Indian context.

#### **Workshop on Organic and Fair Trade Labelling:**

A training workshop was organized for the members of the Jaipur Integrated Textile Park Private Limited (JITPPL) on organic & sustainable textile production practices. The training was facilitated by experts in the field of organic textile production, organic and fair trade certification.

### BASIC MINIMUM STANDARDS FOR CRAFTS PRODUCERS IN INDIA

Going forward with the work on environment and occupational health and safety for the textile sector, an attempt is being made to advocate with the Government and Industry to adopt a set of basic standards promoting sustainable environment and occupational health and safety practices. In this context, AIACA has made a presentation to Mr. Jairam Ramesh, Minister, Environment and Forests, Government of India analysing the Indian Eco-Mark, the potential of promoting an environment label focusing on the textile industry.

### ENGAGING YOUTH: DEBATE AT MIRANDA HOUSE

AIACA, as part of its youth outreach initiative organized an inter college debate at Miranda House, Delhi University during the annual college festival on February 10, 2011. The event was in collaboration with the college Debating Society and had participants from colleges across Delhi University. The subject of the debate was '*social mobility and its possible contributions to the decline of the Indian handloom sector*'. The objective behind this activity was to generate interest among young people on issues relevant to the craft sector.

### CRAFTMARK AND MARKET ACCESS 2010-11

#### INTERNATIONAL FAIRS

***New York Gift Fair:*** Trade Fair participation continues to be a key activity in Craftmark's commercialization strategy. AIACA partnered with Aid to Artisans at the New York Gift Fair and was represented by US Sales Representative. The August show generated many opportunities, particularly for new product development. There were 94 buyer queries generated, 37 new buyers registered, and sample orders were received from over 20 buyers.

***India International Gift & Handicraft Fair:*** Craftmark participated in the India International Gift Fair in the Temporary Halls this 19<sup>th</sup>-22<sup>nd</sup> February 2011 instead of the COHANDS halls. There were 22 new buyers

registered in addition to visit from repeat buyers. Orders and enquiries were placed by buyers from Australia, Turkey, South Africa, Germany and USA.

#### DOMESTIC FAIRS

LBSNAA 2010: Craftmark participated in a 3-day long exhibition organized by The Lal Bahadur Shastri National Academy of Administration at Mussorie. The Craftmark stall showcased products of 8 member groups.

American Embassy 2010: To maximise sales for small groups, Craftmark participated in a day long sale at the American Embassy.

The Blind School Mela: Yet another opportunity for Craftmark under the Market Access program was to participate in a three-day stall held at the blind school mela. The stall despite being small in size was a complete sell out.

#### PRODUCT DEVELOPMENT WORKSHOPS

AIACA facilitated and coordinated design development workshops with existing and new Craftmark groups to put together its first ever coordinated range of products across all categories. A designer with extensive experience in the craft sector as well as in international market trends was hired to provide onsite design intervention, whilst Craftmark team provided the overall collection theme and colour coordinates based on market trends. Products developed during these workshops were showcased in the Craftmark Catalogue (10/11) and displayed at the Indian Handicrafts & Gift Fair (IHGF), in February 2011.

#### PRODUCT AND MARKET REVIEW & RECOMMENDATIONS

In collaboration with the designer hired to launch the coordinated range, AIACA completed Product Review and Market Feedback visual presentations and reports for all of the 9 groups who had participated in the Design Development in 2010. The reports contain individual feedback for each group on product lines, design, and pricing, along with marketing suggestions.

#### CRAFTMARK CATALOGUE

In order to expand into new markets, AIACA developed an Eco Catalogue in the year 2010. The annual catalogue promotes the 'green' qualities of selected members. Fifteen Craftmark members are included in the first edition. The catalogue was promoted during the August 2010 New York Gift Fair.

#### SALES GROWTH

**Direct Sales:** Sales have increased tremendously, promoting business development opportunities, and improving revenue for craft enterprises. With diligent follow ups and consistent market linkages have resulted in direct sales and orders from **INR 24, 308, 75(2009)** to **INR 52, 314, 26 (2010)** a growth of **115%** has been measured at the end of last fiscal year.

**Indirect Sales:** The indirect sales resulting from direct linkages to the producer groups has grown from **INR 32, 673, 68 (2009)** to **INR 32,5000,00 (2010)**, an **894%** growth.

## IMPACT ASSESMENT

AIACA has conducted three impact assessment studies in the year 2010-11. These studies were conducted to gain knowledge as well as assess the present condition of the cluster and organization before and after AIACAs intervention. A brief view on the IA studies is as follows:

### ***Chanderi, Madhya Pradesh (Value Chain Case Study based on CATIE-Case Study methodology)***

Chanderi is one of the biggest and better known handloom clusters in North India. It is located in Ashok Nagar district of Madhya Pradesh. The town is almost equidistant from Delhi to the north and Bhopal to its south. The signature fabric of Chanderi is fine silk-by-cotton embellished with woven patterns of *zari*. Traditionally, the *saree* has been the main product but other garments, linen, etc have lately become a part of the Chanderi repertoire.

Value chain interventions have been implemented at the Chanderi Handloom Cluster for the last 8 years under the cluster development concept. It started with a 3 year project implemented by United Nations Industrial Development Organization (UNIDO) in 2003. In order to understand the current context at Chanderi, the IA study examined the value chain and cluster map, followed by a brief review of various interventions being implemented by various agencies in Chanderi over a period-of-time. The study was conducted in collaboration with Kaarak which is a Delhi-based consultancy firm. Initial field visits were conducted by both AIACA and Kaarak staff, sample size was determined; data collections instruments before starting on with data collection.

### ***Dastkar Ranthambhore, Rajasthan (Comparative Case Study)***

Dastkar Ranthambore is an initiative of Dastkar and Ranthambore Foundation to resettle communities in the Sawai Madhopur area of Rajasthan who had lost access to wood, water, and farming lands due to the creation of the Ranthambore National Park. DR produces fashion accessories like bags, scarves, pouches and home furnishings like cushions, table linen and bed spreads using the skills of patch work, hand embroidery and block printing which are very popular with tourists and sell well in the domestic and international markets.

In 2006, AIACA, and the international NGO, Aid to Artisans (ATA), began a three year partnership to implement the Artisan Enterprise Development Alliance Program (AEDAP) in India targeting groups like Dastkar Ranthambhore. The aim was to support artisan enterprises to become more competitive in the market. This impact study examines Dastkar Ranthambore and looks at how strategic design innovation brought about a change over the last 5 years between traditional artisans and mainstream markets, impacted business growth, and most importantly enhanced the livelihood profile of the artisans working at DR. A field visit and survey was conducted for data collection by AIACA staff for the study.

### **Enterprise Support Program**

ESP, through its several levels of service interventions, targets to support over 100 craft based enterprises across India. Through ESP interventions, AIACA intends to raise the sustainability levels and promote and encourage enterprise-driven models in order to support beneficiaries at large. With specific focus on Long and Short Term Consulting engagements for organizations that are struggling on sustaining their operations, AIACA plans to do continuous handholding to ensure groups develop market competitive business practices. Over the next five years, through long and short term consulting services along with appropriate and timely trainings and workshops, the ESP aims to closely work with craft enterprises throughout India.

### **Policy Research and Advocacy**

Target Impact: During 2011-2012, the policy team seeks to continue engaging in the sector through field based research, building networks of relevant actors around key bottlenecks and engaging with relevant policy forums to spur policy reforms. Some of the key focus areas of the year include environment and sustainability of crafts for which, community based effluent treatment plants would be set up in selected clusters under the SWITCH Asia Project. Over the next year, the vertical would focus on issues around occupational health and safety for producers, geographical indications and improving government schemes.

### **Craftmark**

Craftmark plans to work on an SIS strategy within mainstream retail store chains. Craftmark is already working on a buying house model for all the craft members and is liaising with consultants in UK and Japan to increase the market outreach. It also plans to open a retail store and looking forward to work on a Franchisee model as the location and the size of the store is still under discussion.

Craftmark has identified that today's consumers are not only looking for genuine hand-made items, but genuine hand-made items created through ethical production. Our buyers want to know that their purchase is supporting local communities and the environment. In response to this demand Craftmark has added social and environmental standards to the certification system. In collaboration with the Enterprise Support Program, Craftmark will work with craft producer groups to help them achieve the highest standard possible in order to create sustainable producer units. The revised certification will increase credibility and increase product value making craft producers more competitive, and ultimately increase sales and wage realization.

## MEMBERS OF GENERAL BODY OF AIACA

Asian Heritage Foundation	Aagor	Green Earth	Parampara	Urmul Marusthali Bunkar Vikas Samiti
Bharat Carpet Manufacturers	Anokhi	HAO CRAFT	Porgoi Producers Group	V Weave
Bijnor Artisans Crafts Pvt. Ltd	Anwasha Tribal Crafts	Ismail Khatri	Resplenda Expressions	Vankar Vishram Valji
Century Handlooms	Appropriate Technology India(devbhumi)	Irfan Khatri	Rope Enterprise Pvt. Ltd.	Vastra
DAH Chanderi Pvt. Ltd.	Arati Monappa*	Jan Sandesh	sadhana/Sewa Mandir	Vasundhara Gramodhan Samiti
Dastkar	Avani	Kadam	Sakshi Foundation	Vijay singh
Desert Artisans Handicrafts Jaipur Pvt.	And Design	Kalaraksha	Sandur Kushala Kala Kendra	Viveka
Desert Artisans Handicrafts Jodhpur Pvt. Ltd	Ayurvastra/Nirmaaya	Kashmir Handmade Pashmina Promotion Trust	Sasha Association for Craft Producers	Women Weave Charitable Trust
Industree Crafts Foundation	Berozgar Mahila Kalyan Samiti	Khamir	Self Help Enterprise (SHE)	Purkul Stree Shakti Samiti
Madras Crafts Foundation	Bihar Development Trust	Kumaon Grameen Udyog	Shri Govind Arts	Pokhran
Paramparik Karigar	Bodhi	Lakshay Batde Kadam	Shrujan	Urmal seemant
Rangotri	BVS Chanderi	M RM RM Cultural Foundation	Sohail Handicrafts	Ratan Textile
Rangsuotra Crafts India Private Limited	Chaubundi	Mahila Bunkar Sahakari Samiti	Speed trust	Kailash Chand
SEWA	Chaya Nisarga	Mulberry	Sukriti Inprint	Purnima Handicrafts
Shree Vivekanand Gramodyog Society	Cotton Curio	Mura Collective	Suvas foundation	Sure
The Shop	Dastkar Andhra	Noah's Ark	The Rajasthan Small Industries Corporation Limited (Rajasthali)	Abshar Hussain
Udyogini	Dastkar Ranthambore	Norbulingka	Tilonia/ Barefoot	Deen Dayal Rajkumar
Asha Handicrafts Association	Dwarka	Ochre	UJAS	Chakhesang Women Welfare Society
Village Handicrafts Artisans Society	Eco Tasar	OKHAI Centre	Uravu	Rehwa Society
Vishal Kapur Surface Design Studio	Fabindia Overseas Pvt. Ltd	Paash Exclusif India Exports (Rupalee)	Covenant Centre for Development	Utrranchal Bamboo Fiber Development Board (UBFDB)

## MEMBERS OF GOVERNING BODY OF AIACA

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The Board of AIACA comprises of senior figures in the Crafts sector in India who provide guidance to all AIACA initiatives. AIACA has strived to have a Board that is representative of both the private and the NGO sector organization working with craft workers across India. Currently, the AIACA governing body comprises of the following members:

### **President**

Ms. Rathi Vinay Jha, Director General, Fashion Design Council of India (FDCI)

### **Vice President**

Mr. William Bissell, Managing Director, FabIndia

### **Secretary**

Ms. Kirtika Singh, Executive Director, AIACA

### **Treasurer**

Mr. Adarsh Kumar

### **Members**

Ms. Laila Tyabji, Chairperson, Dastkar

Mr. Vipin Sharma, Founding CEO of ACCESS

Ms. Vibha Pingle, President and Founder of Ubuntu at Work

Mr. Pritam Singh, CEO, Anokhi

Mr. Madhukar Khera, CEO, Bharat Carpet Manufacturers



## AIACA INFORMATION

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**AIACA Website:** [www.aiacaonline.org](http://www.aiacaonline.org)

**AIACA Office:**

18 Community Centre, 3rd Floor,  
East of Kailash, New Delhi - 110065  
Phone: +91-11-26416492/93/94, Fax: +91-11-26416491

**Society Registration Number:** S-48200

**FCRA No.:** 231660842

**PAN No. :** AABTA1179P

**TAN No. :** DELA12991G

**Statutory Auditors:** Rajan, Chakravarthy and Associates

## FINANCIAL STATEMENTS

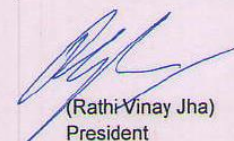
### ALL INDIA ARTISANS & CRAFTWORKERS WELFARE ASSOCIATION

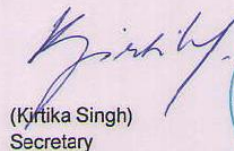
BALANCE SHEET AS AT MARCH 31, 2011

Particulars	Schedule	As at	
		31-3-2011	31-3-2010 Rs.
<b>I SOURCES OF FUNDS</b>			
1 General Fund	A	5,13,558.88	-2,46,631.81
2 Unutilised Grants	B	84,78,778.61	7,72,171.16
<b>Total</b>		<u>89,92,337.49</u>	<u>5,25,539.35</u>
<b>II APPLICATION OF FUNDS</b>			
1 Fixed Assets	C	1,42,363.00	1,05,622.00
2 Investments		2,98,477.63	7,59,963.63
Fixed Deposit with bank including Interest Accrued			
2 Current Assets, Loans & Advances	D	1,06,74,629.33	27,85,577.21
less: Current Liabilities & provisions	E	<u>21,23,132.47</u>	<u>85,51,496.86</u>
<b>Total Liabilities</b>		<u>89,92,337.49</u>	<u>5,25,539.35</u>

New Delhi  
28.06.2011  
For All India artisans & craftworkers  
Welfare association

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

  
(Rathi Vinay Jha)  
President

  
(Kirtika Singh)  
Secretary

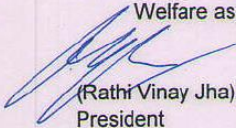
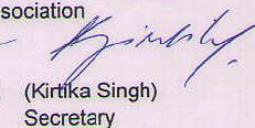
  
(S. Chakravorthy)  
Partner  
M.No. 082138

# ALL INDIA ARTISANS & CRAFTWORKERS WELFARE ASSOCIATION

## INCOME AND EXPENDITURE FOR THE YEAR ENDED MARCH 31, 2011

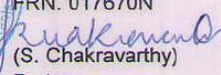
Particulars	Schedule	Year Ended 31-3-2011 Rs.	Year Ended 31-3-2010 Rs.
<b>I REVENUE</b>			
Sale		52,23,625.42	23,10,390.95
Grant Received		1,40,09,550.99	1,59,36,842.38
Other Income-	F	9,49,155.85	18,22,860.43
<b>Total</b>		<b>2,01,82,332.26</b>	<b>2,00,70,093.76</b>
<b>II EXPENDITURE</b>			
Cost of Goods Sold	G	42,62,699.52	18,35,369.00
<b>Programme Expenses</b>	H		
Ebay Foundation Programme		-	3,25,307.00
Ford Foundation Programme		47,02,716.74	36,74,255.41
EU-Traidcraft Exchange Programme		57,60,714.60	51,61,424.70
American Centre		-	2,67,500.00
ATA Program		27,177.05	-
CATIE Program		7,25,816.10	-
Tata Education Trust Programme		27,93,126.50	38,33,548.50
DCH Programme		-	1,40,09,550.99
Repair & Maintenance	I	92,615.00	1,05,630.00
Other Expenses	J	10,00,628.43	27,30,117.77
Interest & Finance Charges		23,892.63	14,536.07
Depreciation		29,805.00	17,885.00
<b>TOTAL</b>		<b>1,94,19,191.57</b>	<b>2,06,40,475.45</b>
Excess of Income over Expenditure for the year		7,63,140.69	-5,74,948.69
Provision for Tax		-	2,950.00
Income and Expenditure, beginning of the year		-2,46,631.81	3,23,749.88
Income and Expenditure, end of the year		<b>5,13,558.88</b>	<b>-2,46,631.81</b>

New Delhi  
28.06.2011  
For All India artisans & craftworkers  
Welfare association

(Rathi Vinay Jha) (Kirtika Singh)  
President Secretary



As per our report of even date  
For Rajan, Chakravarthy & Associates  
Chartered Accountants  
FRN. 017670N  
  
(S. Chakravarthy)  
Partner  
M.No. 082138

All India Artisans and Craftworkers Welfare Association  
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East of Kailash, New Delhi – 110065  
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