

# RAISE WITH AIACA

Annual Report 2020-21





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## MESSAGE FROM THE EXECUTIVE DIRECTOR



**Sreya Mozumdar,**  
Executive Director, AIACA

2020-21 has been a year with a difference, to put it mildly. As we wrap up the record of the year through the Annual Report, we wanted to share with you some of our milestones along the way, small yet significant as they have been as compared to the churning that we have all been witness to. It is our hope that, at AIACA, we do not merely bear witness to these changes; but act as a catalyst to transform some of these challenges into new opportunities for ourselves and the work we do.

With the first lockdown being announced at the start of the financial year 2020, the AIACA team began working from home, with a close ear to the ground, as the craft groups and artisans all over the country reported a level of distress that seemed unprecedented to begin with. In a qualitative survey report brought out by AIACA, one of the first of its sort in the sector at the time, the impacts of COVID 19 in the craft sector were brought out vividly - some of the key challenges highlighted by craft enterprises pertain to cash flow crunches, wage losses, cancellation/withholding of orders, supply disruptions in the raw material value chain and uncertainties regarding shipment (both

domestic and export) post lockdown. Based on these findings, AIACA rolled out a strategy for relief and recovery for the sector, keeping the interests of smaller artisans and craft producers at the forefront, details of which are found in the Annual Report.

### **Programming in Irregular Times:**

Regular programming, through on-field projects was repurposed, with many of the trainings and learning spaces being converted online. AIACA organised the first-of-its-kind online training sessions in Mubarakpur and Varanasi handloom clusters. Weavers from Mubarakpur were trained online on design sensitization and development. In the Varanasi cluster, around the weavers were trained to operate their newly launched e-commerce website - [shop.varanasiweavershub.com](http://shop.varanasiweavershub.com). Now, the members of VWAS will be able to sell their products online, overcoming the barriers of closed markets and exhibitions. Additionally, the members of VWAS were given extensive sessions on social media handling, which introduced them to digital platforms like Facebook, Instagram etc. The artisans of Jawaja were worked with for the revamping of their website to consolidate their online footprint. Through Shilp Samvad, online sessions were conducted with artisans and enterprises on various aspects - storytelling, branding, online marketing, product pricing etc - with external resources from the sector. These were very well received by the online audience.

The pandemic had an impact on the on-ground verification processes for Craftmark certification, undoubtedly. To aid the Craftmark members, AIACA assisted them in setting up suitable market linkages using different digital channels. A comparative analysis was undertaken of the various e-commerce models in play to better align the needs of the various artisans and

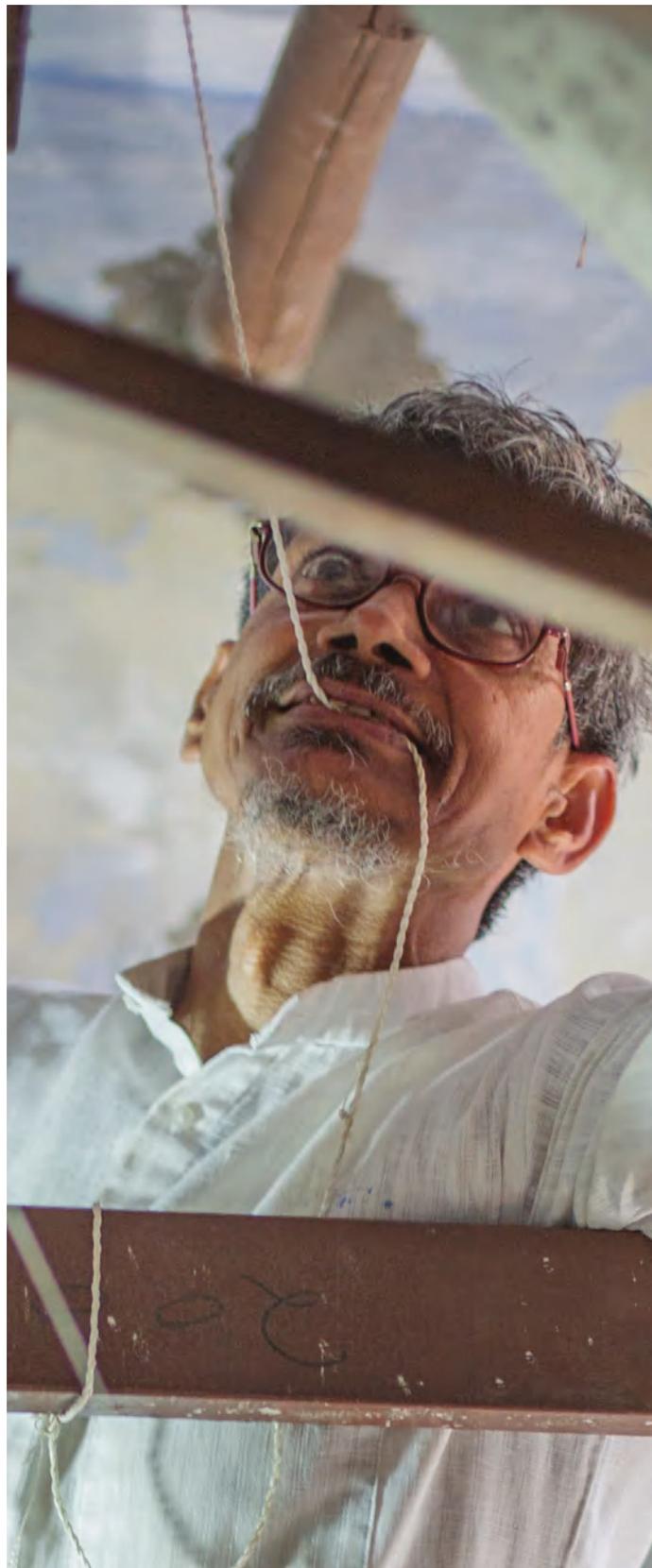
## MESSAGE FROM THE EXECUTIVE DIRECTOR

enterprises worked with. 56 members got to showcase their work on Amazon Karigar, Habba, I am Khadi, Arty Owl and We are India. There was consistent capacitation of these members during the process of digital onboarding.

Finally, this year AIACA sought to expand and consolidate its membership programme through Craft Kutumb, Kutumb meaning a 'family'. The programme seeks to better represent the diverse voices from the crafts ecosystem and work to address, impact, and change the policy environment. Outreach, communication, and policy consultations will be a continuous activity to create and sustain memberships and connections, at a time when the sector is reeling from distress post COVID.

For 2020-21, we were happy to welcome 100 members to the Kutumb family. We were also grateful to have more than 150 applicants for the first edition of the Shilp Udyam Samman - an enterprise pipeline that we hope to engage with consistently over the next year.

In solidarity,  
**Sreya Mozumdar**,  
Executive Director,  
All India Artisans and Craftworkers Welfare  
Association (AIACA)



## AIACA - 17 YEARS AT A GLANCE

The All India Artisans and Craftworkers Welfare Association is a dynamic membership driven organization, working since 2004, to promote market-led growth for the crafts sector; and increased incomes and improved living standards of crafts producers.

Over the years, AIACA has worked with more than 150,000 artisans across the country, of which more than 60% are women. AIACA particularly has provided end-to-end solutions for strengthening the crafts value chain, increasing the incomes and livelihood of small and growing artisanal clusters for more than 15000 artisans through livelihoods projects across the country namely Kota, Udaipur, Jawaja - Rajasthan, Varanasi, Lucknow, Mubarakpur - Uttar Pradesh, Balasore, Haldipada - Odisha, Diezhepe - Nagaland, being more recent examples.

### Our Vision

The handloom and handicraft sector represents an important source of livelihood in India, especially in rural areas. Despite a significant contribution to the national GDP and export earnings, little effort has been made to enhance the incomes of craft workers at a macro level. Hence, the younger generations of traditional craft communities have been increasingly exiting the sector, leaving behind a heritage of diverse and rich skills for unskilled labour. However, these attributes of the crafts sector, and its widespread skill base across the country, also make it uniquely poised to be a driver for labour-intensive, low capital investment employment growth.

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

### Our Mission

AIACA's mission is to address some of the 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.



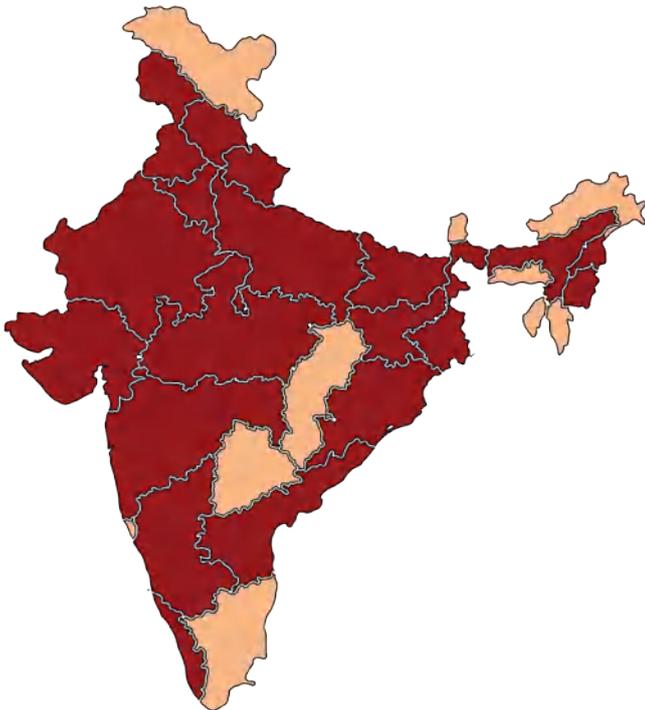
## IMPACT AND REACH

So far, AIACA has impacted the lives of more than 1,65,000 artisans over 25 states. Below is a representation of AIACA's presence in India which includes its member locations and project interventions in the year 2020-21.

### Craftmark Members

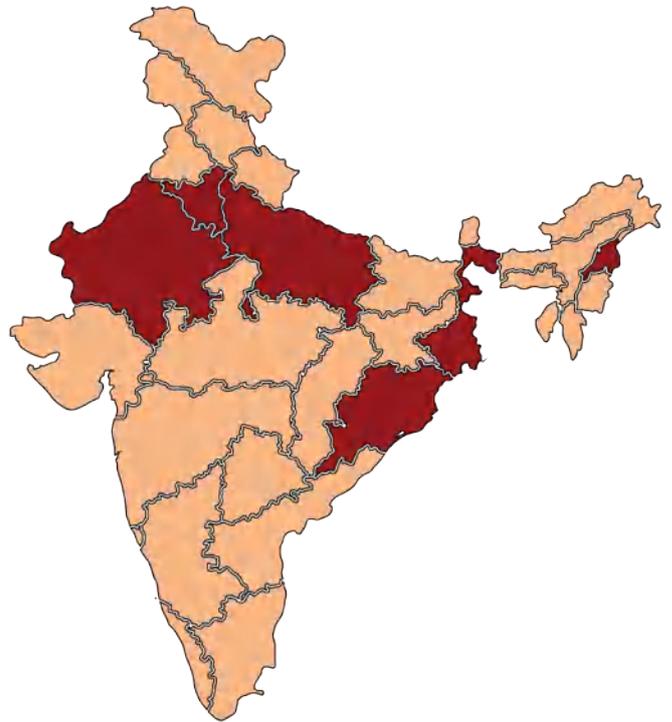
(Alphabetic Order):

Assam, Bihar, Chandigarh(UT), Chhattisgarh, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Nagaland, New Delhi, Odisha, Puducherry, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, Uttarakhand, West Bengal.



### AIACA Project Interventions

(Alphabetic Order): Haryana, Odisha, Rajasthan, Nagaland, Uttar Pradesh, West Bengal.





# COVID AND ITS IMPACT ON THE CRAFT SECTOR

## #RaiseWithAIACA

The year 2020, brought the entire globe to a standstill.

While the stillness is healing Mother Earth, it is also tearing down economies across the sub-continent. Around 81% of all employed people in India make a living by working in the informal sector. And for many, it is the daily wages that assures food, medicines, and other basic essentials for their families.

Addressing these challenges, AIACA commenced a momentous initiative- #RaiseWithAIACA to help the artisans and craftworkers with their livelihood recovery. The campaign also was aimed at bringing into light the plight of the already suffering handicrafts industry.

To build back a resilient craft community, a single lens approach would not suffice. Therefore, AIACA took a different approach by providing Relief aid/kits, Livelihood Recovery Aid, and initiatives to facilitate Rehabilitation as well as build Partnerships and encourage Engagements.

## Relief Initiatives:

- AIACA in partnership with other networks and funders provided essential supplies to its Craftmark members across India
- A weekly bulletin on GOI circulars, information on export/ logistics/ procurement/ transportation/ occupational health and safety is sent to all its Craftmark members
- AIACA is continually highlighting artisan voices from the fringes at the time of the COVID crisis
- AIACA further supported 209 Dokra metal workers, with the support of SELCO Foundation, at Mayurbhanj, Dhenkanal and Cuttack in Odisha with food support for a month.
- With the support of Akshay Patra, AIACA in coordination with CCI, distributed food kits to 2,982 households in 8 districts of 4 states, Varanasi (VWAS), Dehradun (Gauri International), Agra (Al-Maun), Assam (NEDFI).

## Recovery

## Impact of Relief Initiatives:

- AIACA received support from Delhi Crafts Council to support families of 108 women weavers at Kota.
- In partnership with Ford Foundation, AIACA supported 160 of the most marginalised weavers at Varanasi with food support for a month.
- AIACA issued an online appeal to facilitate a short-term livelihood related fundraising for its Craftmark members on the 25th April 2020.
- These appeals are based on data/ testimonials that were collected from Craftmark members.
- The aim was to help artisans and craftworkers to resume/continue with work orders post or during the second phase of lockdown.

# COVID AND ITS IMPACT ON THE CRAFT SECTOR

- The fundraising buckets are for wage support and raw material provision across different categories of artisans.

## Impact of the Recovery Efforts

- INR 1.5 lakhs raised so far through its online fundraiser.
- Livelihood recovered for 63 artisans and craftworkers for 207 days.
- These artisans practice various traditional crafts across the country such as clay and stone work, hand embroidery, hand paintings, handloom weaving, handmade floor coverings, metal work, natural fiber, needle work, paper and leather crafts, dyeing and wood work.
- With the support of Oracle, AIACA was able to recover lost livelihoods of an additional 53 artisans for 150 days.
- These artisans belonged to clusters in Delhi, Karnataka, Madhya Pradesh, Odisha, and Rajasthan, practicing various traditional crafts.

## Rehabilitation

- To ensure longer term support for livelihoods regeneration, AIACA will be in partnership to provide:
  - Interest free loans to artisans and enterprises who are impacted by the pandemic (working capital support, marketing support etc)
- Realign programming to support livelihoods rehabilitation of crafts businesses.
- Compile a list of inventory from Craftmark members in order to develop a marketing strategy post COVID.

## Rehabilitation Partnerships and Public Engagement:

- AIACA initiated engagement with existing and potential funders/partners to realign and continue its support towards artisanal work post COVID.
- AIACA compiled and disseminated a Qualitative Survey Report mapping the Impact of COVID-19 on artisans and craft organisations/enterprises.
- The survey is the one of the first evidence based documents to be brought out in the crafts sector. This has been sent to MSME, Textiles Ministry, DC- Handlooms and Handicrafts, NITI AYOJ, EPCH, NABARD, NRLM, among others. AIACA will be following up with a more nuanced and detailed list of recommendations for continued advocacy.
- Actively seek out media support for highlighting key issues for the craft sector

## Reach of the Campaign

- AIACA in its single vision to support artisans and craftworkers during these tough times, reached out to thousands of people online through the #RaiseWithAIACA campaign.
- To further give voice to the artisans immediate needs and requests, AIACA initiated a series of #VoicesFromTheGround. The session looked at inviting various artisans to talk about their craft and the aid they required.
- Additionally, with the help of various digital tools, AIACA initiated a series called Shilp Samvaad, aiming to guide artisans understand the various essential elements of e-commerce.



## STORIES OF HOPE



**Imtiaaz Ali,**  
Artisan and Founder, Al Maun

Imtiaaz Ali is a stone carving artisan from Agra in Uttar Pradesh. He learnt the craft at a young age from his father and went on to set up Al-Maun to carry on the family's traditional craft business. He specialises in intricately carved stone products.

Al-Maun functions from its workshop in the town of Agra, Uttar Pradesh, which is renowned for its stone crafts.

At Al-Maun, fine stone carving and lattice work is done in the traditional way with simple tools. Being skilled craftspersons themselves, Imtiaaz Ali and members of his family work alongside additional artisans.

Imtiaaz Ali personally selects the stone for production. This is cut into blocks, which are further ground down to the required form, and the basic design or grid marked out. The carving and fretwork are done by hand using chisels and files. Once checked for flawless quality, the completed pieces are polished and assembled.

As global markets were forced closed due to the pandemic, most people witnessed their first lockdown. The lockdown choked the functioning

of many businesses especially, small-scale handicraft enterprises.

Earlier, Imtiaaz shared, "This coronavirus has caused a huge impact on the craft sector. It is because of this virus we are facing massive difficulties in our daily life. Our order got cancelled, no new orders or work is there for us and whatever money we had, it all got over during this lockdown. Now, we have no money left with us to even buy the essentials."

Like Imtiaaz, many other artisans and craftworkers across the country faced cash flow crunches, cancellations of orders, indefinite access to raw materials and an overall certainty of their livelihoods and future of the crafts industry.

Imtiaaz in a video, shared with AIACA his demands and an appeal for craft lovers at large. In his video and telephonic conversations, he mentions his requirements for food supplies, access to raw material and an appeal to everyone to shop local handmade products. Imtiaaz adds, "As we are a part of AIACA, CCI and when this pandemic started, both AIACA and CCI kept asking about our family and our work. With the help of Akashya Patra, AIACA provided us with 450 food kits to the families who are working in my workshop, Al Maun."

Addressing the demands raised by Imtiaaz and other clusters, AIACA reached out to its existing partners and donor base to cater to their immediate needs.

On receiving food and livelihood support, artisan Imtiaaz thanked AIACA, CCI and Akshay Patra on behalf of the group Al-Maun and to those who made a contribution in keeping the craftsmanship and craftsmen afloat during the COVID 19 pandemic.

## STORIES OF HOPE



**Shenaz Bano,**  
Weaver, Kota Women Weaver

Kaithoon is home to the renowned fabric of Kota Doria- a fine fabric made of a blend of silk and cotton has a unique check like pattern.

AIACA works in Kota with the mission of enabling Kota Women Weavers Organisation (KWWO), a registered Society of more than 1000 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 organisation management.

The goal is to ensure sustained and dignified livelihood for the rural women handloom weavers as well as continuation of this unique craft.

Shenaz Bano is a women Kota Doria weaver. She comes from a small village called Kaithoon on the outskirts of the city of Kota in southern Rajasthan.

Shenaz, is a part of the group and works with 10 other women weavers. The weavers weave a range of products like sarees, dupattas, plain fabric, etc. Shenaz learned this craft from her

ancestors.

The craft Kota Doria is renowned in India as well as in the international market.

The pandemic caused havoc in the lives of the weavers. During the lockdown, the weavers faced great difficulty to go to banks, and markets to procure raw materials and withdraw/deposit money. The problems increased as the group experienced a huge drop in orders and piled up stocks.

During such tough times, the group's savings came as a blessing. Some amount was distributed among the weavers to manage their daily requirements and continue their work. It also provided for the medication needs of the weaver families during COVID.

Shenaz expresses that they have learned a lot till now. She adds, "Before AIACA started working with us, we never stepped out of the house and we were never comfortable even with the idea of traveling alone. We are now able to come to work, visit the bank and markets on our own. Additionally, we don't feel hesitant anymore to talk to people while traveling for exhibitions."

Shenaz thanks AIACA for supporting the group in the time of need.



## POLICY AND ADVOCACY INITIATIVES

AIACA advocates for a vibrant crafts sector and fair wages to all. AIACA also mobilizes multi-stakeholder collaboration to bring core issues of this sector to the forefront and discuss practical solutions, as well as address the voices of the artisans and crafts workers themselves. These initiatives are backed with evidence from the ground through studies and various project reports.

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. Additionally, AIACA takes a holistic and integrated approach and focuses on economic and social growth, and sustainable livelihood as core issues of development.

This year, AIACA with a specific focus on the pandemic documented the impact of COVID 19 on artisan communities across India through studies, surveys, online interactions, white paper recommendations, as well as state consultations based on the findings of these reports.

### Qualitative Survey with AIACA-Craftmark Members on COVID 19

By All Indian Artisans and Craftworkers Welfare Association



The qualitative survey focused on the foreseeable impact of the COVID19 in the crafts sector of India, with a close lens on the small, individual artisans and craftworkers whose voices seldom reach the cutting edges of public discourse.

Through this survey, AIACA reached out to a representative sample of its existing members; across the spectrum of individual artisans, craft-based SHGs and artisan collectives, sole proprietorship and designer-led organisations, larger companies, designer-led proprietorship firms, etc.

Read more in [English](#).

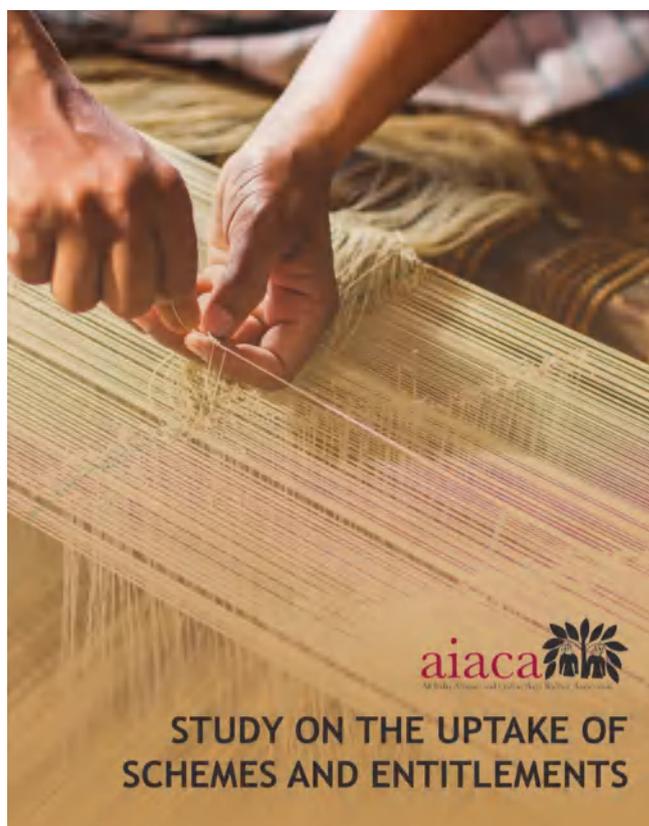
Read more in [Hindi](#).

### Outcome

The First COVID Impact report compiled with a sample size of 30 members across 13 states. This report was featured in [Economic Times](#) and [Rural IndiaOnline.org](#)

## The First COVID-19 Impact Report. (Hindi and English)

## POLICY AND ADVOCACY INITIATIVES



### The Second COVID-19 Impact Report. (Hindi and English)

To further study the impact of the pandemic, AIACA released a second qualitative study. In this study, AIACA observed that the sector was unanimous in its demands for cash support for recurrent expenses, long-term loans at lower interest rates for sustained financial buoyancy, marketing support, subsidized essentials and better healthcare support through knowledge dissemination, scaled-up testing and referral services.

#### Outcome

Second COVID Impact report compiled with 59 members. Featured in the Rajiv Gandhi Institute for Contemporary Studies journal and also in a Lonely Planet feature.

### Study on the Uptake of Schemes

One of the significant areas of focus for AIACA this year was to map the existing schemes/entitlements from the government, assessing the extent of access by artisans/craftworkers and facilitating interfaces to enhance the uptake of these schemes/entitlements, especially in these times of distress for the craft sector. [Read More](#)

On the basis of this critical evidence, AIACA organised online state consultations in 2020-21, where the network members were invited to represent the challenges they have faced in front of key stakeholders from the state government.

#### Outcome

Status Report on Access and Uptake of Entitlements was compiled and disseminated in

## POLICY AND ADVOCACY INITIATIVES

January 2021. Around 69 organisations across 5 priority states took part in this.

Online state consultations with line departments and strong state level organisations/networks are organised to streamline the access and awareness generation to schemes and entitlements in all 5 states.

AIACA has collaborated with Covid Action Collaborative at social scheme pilots in Varanasi (Uttar Pradesh) and Balasore (Odisha) to increase uptake of schemes with artisans with an outreach to 1000 artisans.

All central and state government schemes for artisans and craft enterprises translated into regional languages in the 5 states--Gujarat, Odisha, Rajasthan, Uttar Pradesh, West Bengal. and widely disseminated for use as free resources.

[Read more.](#)

### White Paper Recommendations

Sreya Mozumdar, Executive Director - AIACA highlighted specific fiscal recommendations that would aid in the revival and recovery of craft enterprises post-COVID 19 via a WhitePaper.

The following recommendations were highlighted to effectively counter the economic impacts of this pandemic should the government of India address these long term challenges:

- Concessional rate loans to enterprises based on GST return and invoices from GST registered buyers:
- Soft loans for these micro and small enterprises should be considered for the meeting of necessary expenses (example salaries of the workforce, wage payments)
- Enterprises can be better supported by 'Pseudo-equity' financing model by the government
- Issuance of a mandatory moratorium by the RBI with clear guidelines for financial institutions
- Recommendation to also explore possibilities for re-purposing financing from existing handloom and handicrafts schemes of the government for the next six-eight months into an emergency support fund for rebuilding competitiveness, where micro and small firms can apply for marketing support, developing online presence etc.
- Launch of an integrated portal by MSME, that will:
  - Offer direct technical assistance and support to local entrepreneurs by providing customised and flexible financing models needed to enable micro-enterprise projects to go forward.
  - Facilitate the clustering of micro/small enterprises to enable their application and eligibility towards supplementary financing (example, grant and funds) to 'seed' the loan fund.
  - Provide supervision and mentoring within the micro-enterprise community for accompaniment and evaluation purposes; along with a fairly worked out system for incentivisation and penalties.
  - Promote the MSME portal with a robust membership network which will help in meeting the national imperatives of financial inclusion and generation of significant levels of employment in both urban and rural areas across the country
- Coordination through the Office of the DC Handicrafts / DC Handlooms for outreach to industry bodies for communication on support measures and assistance to craft enterprises

## POLICY AND ADVOCACY INITIATIVES

to access emergency support measures/ programs. [Read more.](#)

was compiled and shared with DC Handicrafts, Textiles Secretary and MoSMSME

### Outcome

The White Paper with Fiscal Recommendations

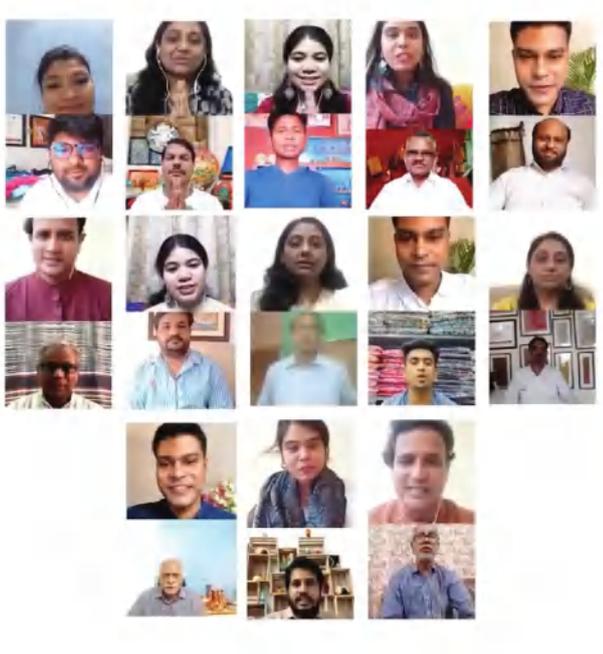
Through this sustained engagement, we have achieved higher visibility through participation in policy, research, dialogues and press coverage.



## PUBLIC ENGAGEMENT

In the year 2020-21, AIACA strongly positioned itself to raise awareness, strengthen knowledge, and attitude towards the crafts sector. AIACA also established various platforms for the artisan community to voice their concerns and open doors for new learnings.

As the pandemic replaced the traditional markets with digital platforms, AIACA initiated a series in partnership with industry experts, who through virtual classes, introduced artisans and craftworkers to ensure their smooth transition to digital platforms and establish e-commerce goals.



### 6 Technical Sessions and 2 Thematic Webinars



### Voices From The Ground

- AIACA launched the campaign #VoicesFromTheGround to highlight the conditions and challenges faced by artisans and craftworkers from clusters across India due to the pandemic.
- The campaign was well received by the audience and the digital footprint of the sessions was more than 4000 views.
- 15 artisans were invited to talk online, about their craft, cluster, and their needs during the pandemic.

[These sessions can be accessed on our Instagram Page.](#)

### Shilp Samvaad

- As a part of Craft Kutumb, a membership based programme by AIACA, an online pilot campaign #ShilpSamvaad was launched in an effort to acquaint and educate artisans on the important aspects of e-commerce.
- As many craft enterprises went digital during the pandemic, the campaign #ShilpSamvaad aimed at guiding artisans to both- survive and stand out in digital spaces.

[The sessions can be accessed on our Youtube Channel.](#)

## PUBLIC ENGAGEMENT

# ENTERPRISE AWARDS

### Jury Panel



**Ritu Sethi**  
Founder-trustee of the  
Craft Revival Trust and the  
editor of Global InCH



**Gita Ram**  
Chairperson of Crafts  
Council of India



**Ayush Kasliwal**  
Founder – Anantaya  
Design Studio



**Judy Frater**  
Founder Director –  
Somaiya Kala Vidya



**Madhavi Kuckreja**  
Womens Rights Activist and  
Founder of Vanangana and  
Sanatkada



**Prableen Sabhaney**  
lead of Communications and  
Public Affairs at Fabindia  
Overseas Private Limited



**Vikram Joshi**  
Founder – Rangotri , Managing  
Director - Jaipur Bloc



**Jamal Kidwai**  
Founder – Baragaon  
Weaves and Director of  
Aman Trust



**Shefalee Vasudev**  
Editor – Voice of Fashion  
by IMG Reliance



**Sneha Gokhale**  
Program Manager -  
Sustainable Habitat, Selco  
Foundation

### Jury Panel

The jury panel for the award was carefully thought out with eminent and experienced people in the field of crafts. Each of them added a lot of value at various stages of the selection process.

## Shilp Udyam Samman

- As part of Craft Kutumb, AIACA organized the first Craft Kutumb-Shilp Udyam Samman Presentation Ceremony on the 19th of February 2021.
- Around 150 craft enterprises participated in the awards process across the country with an outreach of 150,000+ diverse artisans.
- Due to COVID restrictions, a virtual award ceremony was held to recognise and support Indian crafts businesses that have demonstrated the potential to grow, scale and reach new and emerging markets.
- The Craft Kutumb-Shilp Udyam Samman had 11 winners under 6 categories. Prize money of two lakhs was awarded to the deserving entrepreneurs, craft groups or organizations.
- Further, all participating businesses will be part of an acceleration programme to build enterprise development capacities.

The presentation Ceremony can be accessed on our Youtube Page.

## CRAFT KUTUMB



With the onset of COVID19 pandemic, the socio-economic fabric of the country, and especially, the handicrafts and the handloom sector has been in distress. To survive and meet the challenges and demands of this new world, the need to construct a robust network of handicrafts and handloom industry has increased manifold.

To better represent the diverse voices in the crafts ecosystem and work to address, impact and change the socio-economic environment for the collective betterment of artisans and craft enterprises, AIACA expanded and strengthened its membership initiative.

The initiative- Craft Kutumb, looks at creating a robust resilience-building strategy that places the strategic needs of small artisans and enterprises at the core.

- Individual artisans and craftspersons
- Handicrafts and handloom artisans' associations
- Civil society organizations, businesses, industries
- Knowledge experts and institutions,
- Technical support organizations, and craft practitioners
- Craft enthusiasts.

The idea is to come together with all our collective strengths, much like a Kutumb, “family”.

Today, there are 100 members of Craft Kutumb out of which 35 are individuals that comprise individual artisans, students, and professionals whereas 65 are organisations that comprise ngo / cooperatives, section 25 companies, export houses, trading companies, manufacturing companies, facilitating agencies, etc.

[Learn more about Craft Kutumb](#)



# CRAFTMARK



Craftmark authenticates genuine hand-crafted processes from India. Established in 2006, Craftmark has developed sector-wide, process-specific standards and norms for labelling a product as hand-made and increasing consumer awareness of distinct handicraft traditions.

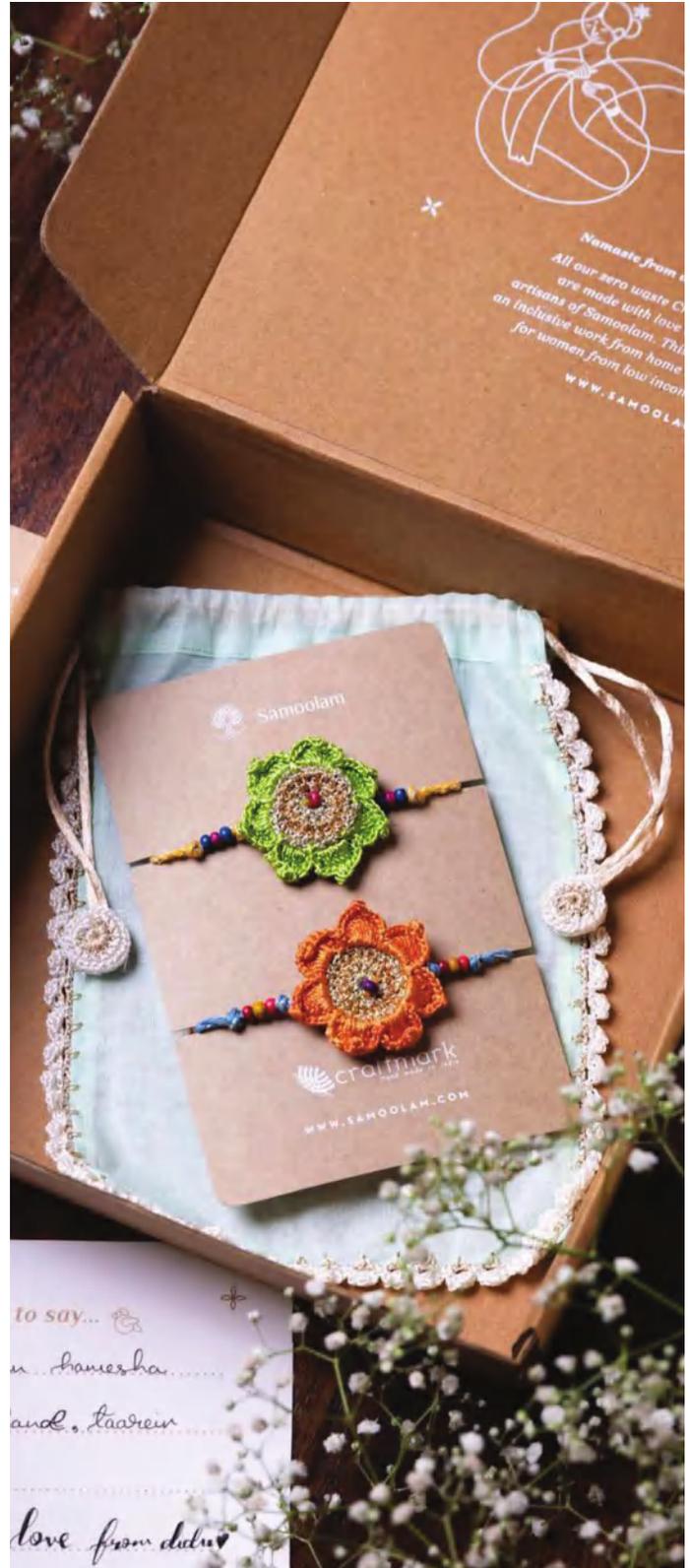
Under this initiative, AIACA licenses the Craftmark seal to artisan organisations, craft-based businesses, cooperatives and NGOs to use on their handcrafted products.

Over the years, AIACA has been able to build 'integrity', 'quality' and 'authenticity' as some of its core values; evidenced by endorsements from large global chains and domestic buyers who regularly source Craftmark-certified products.

Today, Craftmark has certified more than 250+ craft enterprises with an outreach of about 1,65,007 artisans across India.

## Craftmark Services:

- Facilitating Access to Schemes and Finance
- Digital Training
- Product Development and Design Innovation
- Market Access Facilitation
- Enterprise Development



## CRAFTMARK

### CRAFTMARK MEMBERS 2020-21

Aadyam Handwoven	Gopal Printer
Ajanta Arts	Hastkaar By Bharatesh
Al-maun By Imtiaaz Ali	Himadri Hans Handloom
Apindra Swain	House Of Tuhina
Artisans Alliance Jawaja- Weavers Division	Huda Printers & Crafters
Awdhesh Kumar	Jawaja Leather Association
Bankura Bikna Dokra Hastajata Kutir Shilpa Kalyan Samity	Jhargram Block Aranya Sundari Mahila Mahasangam
Baragaon Weaves	Kadam Haat
Beer Singh	Kalamargam & Ikat Heritage
Belun Hasta Silpa Kuthi Society	Karma Buddhist Handicraft
Bharath Art And Crafts	Kayef Stitching
Bidriwala Curio38	Kota Women Weavers
Bodhi	Kumaon Earthcraft Swayatta Sahakarita (Avani)
Coochbehar-i Block Patishilpa Samabay Samity	Kumaon Grameen Udyog (Kilmora)
Dariyapur Dokra Artists Cooperative Industrial Society	Lal10
Dastkar Ranthambore	Leeway Handikrafts
Dhonk Crafts	Mahishbathan Gramin Hastashilpa Samabay Samity Limited
Eco Tasar	Manasvini
Exotic Echo	Mehera Shaw Textiles Pvt. Ltd.
Fabindia	Miharu
Farooq Ahmad Mir	Mubarakpur Weaves (Burhani Mubarakpur Self Help Group)
Gaia Tree	Nedfi
Gauri International	Nilak

# CRAFTMARK

## CRAFTMARK MEMBERS 2020-21

Padukas	Taneira
Parachute Home Inc	Tapas Jana
Peoli	Tarini
Plumtin	Then & Now
Padukas	Touchy Exports
Parachute Home Inc	V-weave
Peoli	Varanasi Weavers And Artisans Society
Plumtin	Virasat By Vijay Joshi
Padukas	Viveka
Parachute Home Inc	Woven Threads
Peoli	
Plumtin	
Porgai (Tribal Health Initiative)	
Purkal Stree Shakti Samiti	
Raj Overseas	
Reliance Retail Ltd	
Samoolam	
Samprada	
Sandur Kushala Kala Kendra	
Sewa International	
Sirohi Skilled By Samartian Foundation	
Studio Coppre Pvt. Ltd	
Studio Enoy	

## CRAFTMARK

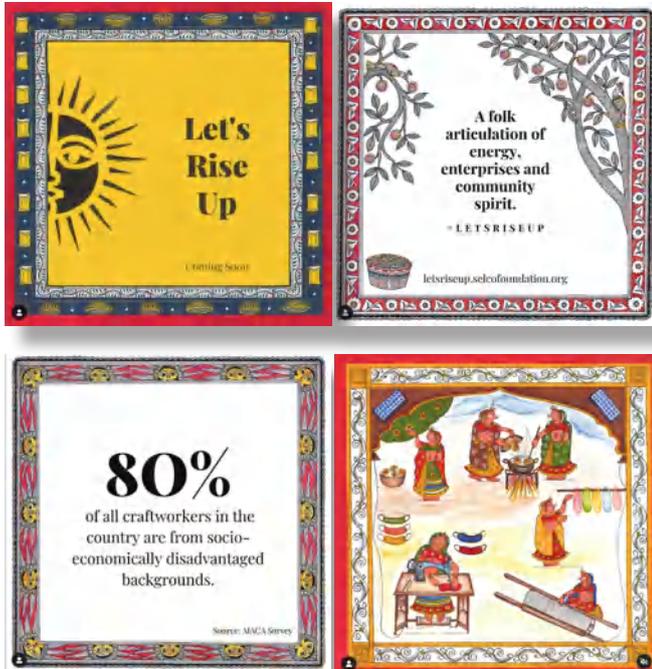
### Support Provided to Craftmark Members Assistive Services

<i>Particular</i>	<i>Support</i>
Provided information about Agaati award and assisted members in completing the formalities for application	Al Maun, Bidriwala, Farooq Mir
Linked members with Amazon Karigar and support in vendor listing process	Ajanta Arts, Himadri, Padukas, Tapas Jana, Al Maun, VWAS, Kota, Karma Budhhist, Awdhesh Kumar
Connected members with Axis bank Foundation for online exhibition- 2020	Kilmora, Himadri Hans Foundation, Studio Enoy, Sadhna, VWAS
Provided Silk Mark information and application procedure	Mubarakpur Weaves
Linked members for the exchange of information & knowledge about BIS mark and benefits	Happy Threads & Bharath Art & Crafts



### Member Linkages Sales

<i>Platform</i>	<i>Members</i>
Amazon Karigar	10 members
Habba (Rakhi Campaign)	2 members
Habba (Diwali)	1 member
Habba Order sales	2 members
Selco Art Project	2 members



## #Let'sRiseUp- A campaign by SELCO Foundation

Artisans and craft clusters have been some of the worst hit economically during the pandemic, esp., with exhibition spaces, fairs and festival markets coming to a standstill and non-essential commodity sales facing a steep reduction an active, deliberate effort needs to be made to revive this industry.

Selco Foundation partnered with AIACA to share stories of how decentralized renewable energy sources have positively impacted the livelihood of various communities.

For this initiative, AIACA collaborated with six local folk-artists to visually represent these stories using six different art forms.

## #JaiJawanJaiArtisan- A camapign by Habba

AIACA collaborated with Habba to celebrate and pay homage to our soldiers and our tradtional artisans.

The aim of this campaign was to send hand crafted Rakhis to the Jawans who are fighting for us at the border, while, simultaneously, help rebuild the lost livelihoods of our Indian artisans.



# Empowering women artisans of Baliapal Block, Balasore District of Odisha, practising their traditional Sabai grass craft, for increased income and a dignified living. (Oracle CAF Project)

AIACA has been directly working with 100 Sabai Grass women artisans of Baliapal Block of Balasore. Additionally, the project is reaching out to 450 artisans in the cluster. These artisans are working on the same craft and are either family members or neighbors of the targeted 100 women Sabai grass artisans.



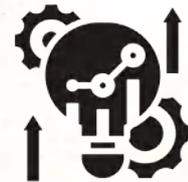
## ORGANISED

100 sabai grass artisans



## DEVELOPED

Developed, recreated, and redesigned 52 sample products during workshop



## BENEFITTED

100 sabai grass artisans



## COVID Support

Livelihood recovery support provided to 53 artisans & 100 artisans were provided with Ration Support.



## INCREASED

There is an increase of income of around 30 % in terms of sales from 2018-19 to 2019-20. Due to Covid -19 pandemic the sales had reduced to almost 40 % in 2020-21



## ENABLED

100 women artisans directly and 450 artisans indirectly both economically and socially.



## ESTABLISHED

- Linkage with District Industries Centre (DIC), avail benefit under government scheme like Karigar Bikash Yojna, the Aam Admi Bima Yojana, Work shed for artisans, Mukhya Mantri Karigar Sahayata Yojana, Provision of Artisans ID Card
- Market linkages with foreign buyers has been established

## Empowering women artisans of Baliapal Block, Balasore District of Odisha, practising their traditional Sabai grass craft, for increased income and a dignified living. (Oracle CAF Project)



**Kadambini Dey,**  
Artisan, Balasore Shobai Sangha

Kadambini Dey, is a woman sabai grass artisan from Sarpunja village in Baliapal block, Balasore, Odisha. She comes from a family of 5 members which includes her husband, a son, her mother-in-law and father-in-law. Her son is in 9th standard and her husband is a disabled person thus, leaving her as the sole bread earner in the family.

Kadambini has received formal education upto 8th standard. Prior to her marriage, Kadambini was not versed with the craft. However, after her marriage, in order to manage household finances, she started practicing the craft of making products using locally sourced sabai and date palm. She additionally worked at a small agricultural farm of her in-laws.

Kadambini belongs to the economically weaker section of the community. Before practising the sabai craft her only source of income was through agriculture.

In 2010, Adventure, an organisation that works with Odisha artisans practising the craft of

natural fibre- Sabai and Bamboo, approached the artisans in her district and conducted design development workshops in collaboration with DIC. Kadambini and a few other artisans from her district took part in these workshops. These sessions were organised till 2017 and post the session, they were given cursory orders.

At this time, the monthly income of these artisans was between 500 to 600 INR.

In 2018, AIACA with the support of ORACLE-CAF, started a project in the Baliapal block. AIACA organized various workshops on design development, skill development, and business skill development. This was the first time that Kadambini and the group were introduced to natural dyeing. She quickly gained knowledge on various types of designs and different weaving techniques.

This set the foundation of a craft enterprise we know today as Balasore Shobai Sangha. With knowledge and adept skills, the group worked on international orders. AIACA organised an exposure visit to a nearby cluster where she met other artisans who practiced the same craft and exchanged skills. By this time, Kadambini's earnings rose to INR 5,000 a month.

Today, Kadambini works as a master artisan and simultaneously supports fellow artisans in developing and weaving better quality products. Today, Kadambini Dey earns INR 7500.

Over the past 3 years, while working with AIACA, she has gained experience on the importance of operating in a team/group. According to her, all artisans are happy to work together and are also getting orders on a regular basis.

## Weavers Waste into Bright Future (LBCT Project)

AIACA was approached by the Lady Bamford Charitable Trust in October 2018. The aim was to undertake a verification process for the craft of scrap weaving and knitting, being practiced by a cluster of women in their intervention area at Devli village at Palwal Haryana, near the Ballabgarh unit.

AIACA started its project intervention with 20 scrap weaving artisans where key strategies like new product development, development in weaving skills, skill development through production, business skill development were adopted by AIACA.



### ORGANISED

20 Scrap Weaving Artisans



### DEVELOPED

Developed and recreated 20 products out of scraps.



### BENEFITTED

25 Scrap Weaving Artisans



### ADOPTED

- Artisans demonstrate understanding on creating motifs, forms and other elements using triangles, using colors to make different motifs.
- The artisans effectively communicate through verbal/oral communication and improve the listening skills
- The artisans develop basic understanding on the concept of costing (Fixed and variable cost, direct and indirect costs, overheads, etc)
- The artisans have gained knowledge in calculating the cost of a particular product using a cost sheet
- Artisans demonstrate an understanding on the concept and importance of quality and quality control



### ENABLED

- 25 women artisans have advanced skills to undertake a sustainable weaving enterprise.
- Women have an increased understanding of financial and business planning (costing, pricing, quality control and enterprise management)
- Women weavers have developed a coherent identity through strategic marketing and brand building.

## Weavers Waste into Bright Future (LBCT)



Ascaping exercise was conducted with the weavers in the Devli project where it was found that very few artisans have been exposed to the market or are using the skill for monetary gains. Only 2-3 out of the 20 members have ever produced dhurries for others, all the others have been making these for their own use. All the selected artisans possessed a basic understanding of weaving. They could do plain weaving and create motifs using diagonal lines. However, it was found that they lacked a technical understanding of how the design ideology can be changed using alteration in the number of warps and wefts. There was no standardization of ends per inch (EPI) and picks per inch (PPI), no understanding of standard size and proportion of a motif, making their work hard to replicate. In terms of design sensibility, they were using the available colors, with no logic or sequence for the same. There were patterns, but hap-hazard. There was no sense of foreground, background, pattern or motif. As a result, the product, though colorful, lacked finesse and was too raw for the market. These findings informed the capacitation strategy for the rest of the project. These positive impacts are as under:

1. The artisans have started counting EPIs while warping. This has led to standardization of the product size and proportion, which makes

the process easily replicable.

- They use thicker yarn at the selvedge, which prevents the deformation of their final products.
  - They now understand the value of weaving thinner weft using waste materials, which improves the overall appearance and quality of the products and has strengthened the weave too.
  - They have learnt to identify the right materials to be woven together.
  - Through the design intervention, they have learnt how to create new motifs from their daily lives and their size and proportion.
  - Through the design trainings they have learnt to visualize and plot their design on a graph, before beginning work on their products. This was not the case earlier, as the design was developed while simultaneously working on the product. As a result, the final product was neither defined nor replicable.
  - The artisans have now started understanding the difference between foreground, background and color interaction as well as how change in size and color in the same design can give a new variation in the design.
  - Though the artisans have been trained for costing and pricing, they only understand the format, but given the fact that they have not entered the market yet, their understanding is not practical yet. They have begun to understand the importance of such modules for doing business, subsequently.
2. When the artisans go out now and find a different and intricate design relevant to their work, they now take photographs and also try to replicate those designs. This shows that they are now more open to new ideas.
  3. When the artisans now go to the market, they do not just pay attention to the price and the type of product, but also observe the design, size, color interaction, motif and material of the product.

## Building Resilience in Artisans Community in Odisha (SELCO Foundation)

AIACA has worked with a total of 712 Dhokra artisans from Odisha out of which 44 artisan households were reached directly and 41 indirect households. Overall reaching out to a total of 2500 community members in the operational villages indirectly.

Additionally, AIACA has developed disaster resilient workspace infrastructure which consists of building disaster resilient work sheds for 20 identified households in Kudia Kunta Village and Mayurbhanj District.

This workspace will help the artisans to work independently at designated areas. The work shed will also act as a temporary shed during any kind of natural calamity.



**DEVELOPED**

### **Energy efficient lighting system**

- The community and the villages were electrified through installation of 18 street lights which will be maintained by the community members.

### **Energy efficient furnace**

- With due consultation of IIT and SELCO, AIACA has developed a prototype and piloted 3 furnace models and a rat trap furnace.
- The modified furnaces have drudgery and consume 40-50 % less fuel.

### **Disaster resilient Workspace**

- AIACA has developed disaster resilient infrastructure which consists of building disaster resilient work sheds for 20 identified households in Kudia Kunta Village and Mayurbhanj District.
- The work shed will help the artisans to work independently at designated areas. The work shed will also act as a temporary shed during any kind of natural calamity.

### **Institutional Energy System for Model Anganwadi Centers**

- Two anganwadi centers were identified for the installation of an energy efficient lighting system which includes solar panel lights and fans.
- Additionally, a movement based module for the children to encourage interactive learning for children was introduced at the center.

## Building Resilience in Artisans Community in Odisha (SELCO Foundation)



**Mansi Pradhan,**  
Individual Dokra Craft Artisan

Mansi Pradhan is a Dokra Craft Artisan from Sadeibaerni Village of Dhenkanal District. She is 30 years old and has 8 members in her family. All the family members are engaged in the dokra Craft works and earn their livelihood through these crafts. They are experts in making Dokra Tortoise and Fish. She gets regular orders from a local NGO from Bhubaneswar.

Though her house is being electrified, there are rampant cases of frequent power cuts which are around 3-4 times in a day or 14-15 hours of power cuts. This resulted in less productivity of her work, she only managed to work on order during the day time. Even her children could study during the night.

At night even if there is electricity the voltage fluctuations did not allow her to work and not

allowed her children to study. This had created a big problem for her. Even several complaints to the electricity department did not work.

AIACA started its intervention at Sadeibareni along with Project partner SELCO Foundation and conducted a baseline where the immediate need was requirement of electricity for the village. AIACA along with SELCO Foundation installed 2 solar lights and one fan in her house and also provided instructions to use the same like charging the battery, cleaning the solar panel and putting distilled water in the battery.

Now, Mansi is quite happy, even if there is no electricity in her house, she can still use solar powered lights and fans. She can now work even during the nights and their children can study under the light. She said that it's a blessing in disguise. Her productivity has increased and now can complete the orders on time.



## Support to improve economic opportunities in the garment sector and expand access to urban markets for poor weavers in Varanasi (Ford Foundation)

Since 2014, AIACA has been working with the small and medium handloom weavers of Varanasi to mobilise them into an organised collective, develop business capacities, provide direct market access, develop entrepreneurship and promote authentic handloom brocade weaves.

With support from Ford Foundation, the project targets 4000 handloom weavers from the major handloom clusters- Bajardiha, Ramnagar, Kotwa and Lohta in Varanasi.



### ORGANISED

4000 handloom weavers from the major handloom clusters- Bajardiha, Ramnagar, Kotwa and Lohta in Varanasi



### DEVELOPED

A design bank of 167 designs till date of which 149 designs have been produced over the project period.



### BENEFITTED

120 production units have been covered, impacting 500 weavers.



### COVID SUPPORT

264 weavers' families were supported for 1,000 basic and essential rations for two months during this period.



### ADOPTED

Design skills and direct sustained linkage to market. Additionally, all aspects of visual merchandising, setting up a stall and gaining confidence in interaction with the customers.



### ENABLED

4000 handloom weavers in Varanasi directly and more than a 1000 indirectly.

## Support to improve economic opportunities in the garment sector and expand access to urban markets for poor weavers in Varanasi (Ford Foundation)



### INCREASED

- 42 units have been reported with improved annual income by 60%. While, 300 small and marginalized weavers wage improved by 40-50% in the survey 2019-20 by VWAS
- The total direct sales generated amounts on records to INR 70 lakhs. However, indirect sales, informed by the weavers themselves, amounts to INR 15 lakhs through buyers from VWAS.
- VWAS has grown through the crisis this year to become a stronger and better managed institution this year. Governing Board, members, sub-committees through their regular initiatives, outreach and engagements towards sustainability. The institution built a corpus of INR 9 plus lakhs and stock value worth of INR 1,03,15,060 (including 5% GST)



### ESTABLISHED

- 4000 weavers have been outreached and linked through the Weavers Identify card, a must for handloom weavers to avail other welfare schemes.
- 630 weavers have been covered under health risk coverage of 2 lakhs/weaver under Pradhan Mantri Jivan Jyoti Yozana.
- 29 weavers have been linked with Mudra scheme and received Credit support worth INR 14.5 lakhs.
- 33 weavers have been covered with health risk coverage of 5 lakhs/weaver under Ayushman Bharat Yojana.
- VWAS sees a fair amount of walk-in buyers every year that has been disrupted this year due to COVID. In response to these trying times, VWAS came up with their own market platform at <https://shop.varanasiweavershub.com/> in October, 2020

## Support to improve economic opportunities in the garment sector and expand access to urban markets for poor weavers in Varanasi (Ford Foundation)



**Nadir Hussain,,**  
Handloom Weaver, Varanasi

Nadir Hussain, is a handloom weaver from Kotwa village in Chiraigaon Block in Varanasi District of Uttar Pradesh. He was earlier employed as a daily wage earner.

He inherited the craft of handloom weaving from his father who also worked as a daily wage earner. Things changed when Nadir joined the Varanasi Weavers Hub.

Nadir has been a part of VWAS for 3 years now and took part in various training sessions on design innovation and product diversification, pricing, costing, and color combination. This helped Nadir gain confidence in his craft and embark on a journey from being a daily wage worker to entrepreneur.

He is able to develop connections in the local and national markets by conducting market surveys. This has helped him get orders, and sell his products at the right price.

Today, Nadir, both produces and sells his own products in the market that are handcrafted at

his own looms.



## The revival of Mubarakpur Weaves through sustainable enterprise (Ford Foundation)

AIACA with support from Ford Foundation, pursued the second phase of the intervention with the handloom weavers of Mubarakpur weaves with the following key objectives:

- Collectivisation and leadership development
- Production and Business Skills development.
- Organisational process and systems to put in place.
- Market support and business linkages.



**ORGANISED**

- In the first phase of the project, the SJNEFL and Royal Bank of Scotland (RBS) intervention achieved considerable success, which resulted in an organised enterprise of 20 handloom weavers with the brand name. “Mubarakpur Weaves”
- For the second phase, At the community level outreach in Mubarakpur, 11 new weavers have been identified.



**DEVELOPED**

20 sarees of 4 designs, 100 dupattas of 4 designs, 490 meters of fabric in 13 designs



**BENEFITTED**

21 weavers from Mubarakpur were skilled in product design development.

30 new and old weavers from Burhani SHG were skilled.



## The revival of Mubarakpur Weaves through sustainable enterprise (Ford Foundation)



During the 20th century, Mubarakpur flourished as an important producer of Banarasi textiles. However, external influences and internal conflicts largely affected the community, designs, and the economic crisis.

By the end of the year 2000, weavers raised concerns about the decline of the Mubarakpur handloom sector as a constant competition for prices, volumes, and continuous demand for new designs led to weavers surrender to conditions compromising their skills and knowledge to mere wage earners or labourers.

Additionally, religious conflicts, inequalities among the different levels, and domination and control of the bigger players also played a critical role to push them further to the margins.

AIACA organized an online workshop on Design Sensitization And Development with the craft SHG Mubarakpur Weaves with an aim to build

a dialogue to discover ground realities, socio-economical issues, and their historical positions within and outside of the community and Banarasi textile sector. The workshop also aimed at:

- To create an identity of Mubarakpur Weavers as a creative community and empower the weavers through learning new ways of thinking and translating them into designs.
- Create themes from the surroundings and interesting aspects of memories
- Drawing as a tool to generate stories and visual elements
- Ability to translate thoughts, ideas, stories into new designs.
- Rethinking about present limitations and potentials to improve
- Develop a community with shared interests and a desire to build new ideas
- Engaging with other institutions, agencies, and markets.

## Supporting AIACA to strengthen the loom women artisans in Diezephe, Nagaland into a sustainable enterprise entity. (Axis Bank Foundation)

AIACA with Exotic Echo, in partnership with Axis Bank Foundation (ABF), supports the women loom artisans into a sustainable enterprise in Diezephe, Nagaland.

The project also focuses on supporting the women weavers to set up a collective identity for the enterprise cluster of the women weavers and their artistic natural textiles.



### ORGANISED

20 women artisans  
(loom weavers)



### DEVELOPED

60 new products/patterns were  
designed & rebranded as a  
sustainable collection.



### BENEFITTED

24 artisans



### ADOPTED

New designs based on  
traditional motifs and develop  
new product lines relevant to  
new market niches.



### ENABLED

20 spinners, 14 trained  
dyers and 4 finishers - all of  
whom have been part of the  
production process for the  
new organic collection.



### ESTABLISHED

- Women weavers will have increased access to government schemes and facilities, and Exotic Echo will have an exclusive collection of about 50 organic cotton products under their brand.
- Exotic Echo's organic products were well received with a lot of insights into the export markets in Japan, Denmark and the UK.

## Supporting AIACA to strengthen the loin loom women artisans in Diezephe, Nagaland into a sustainable enterprise entity. (Axis Bank Foundation)



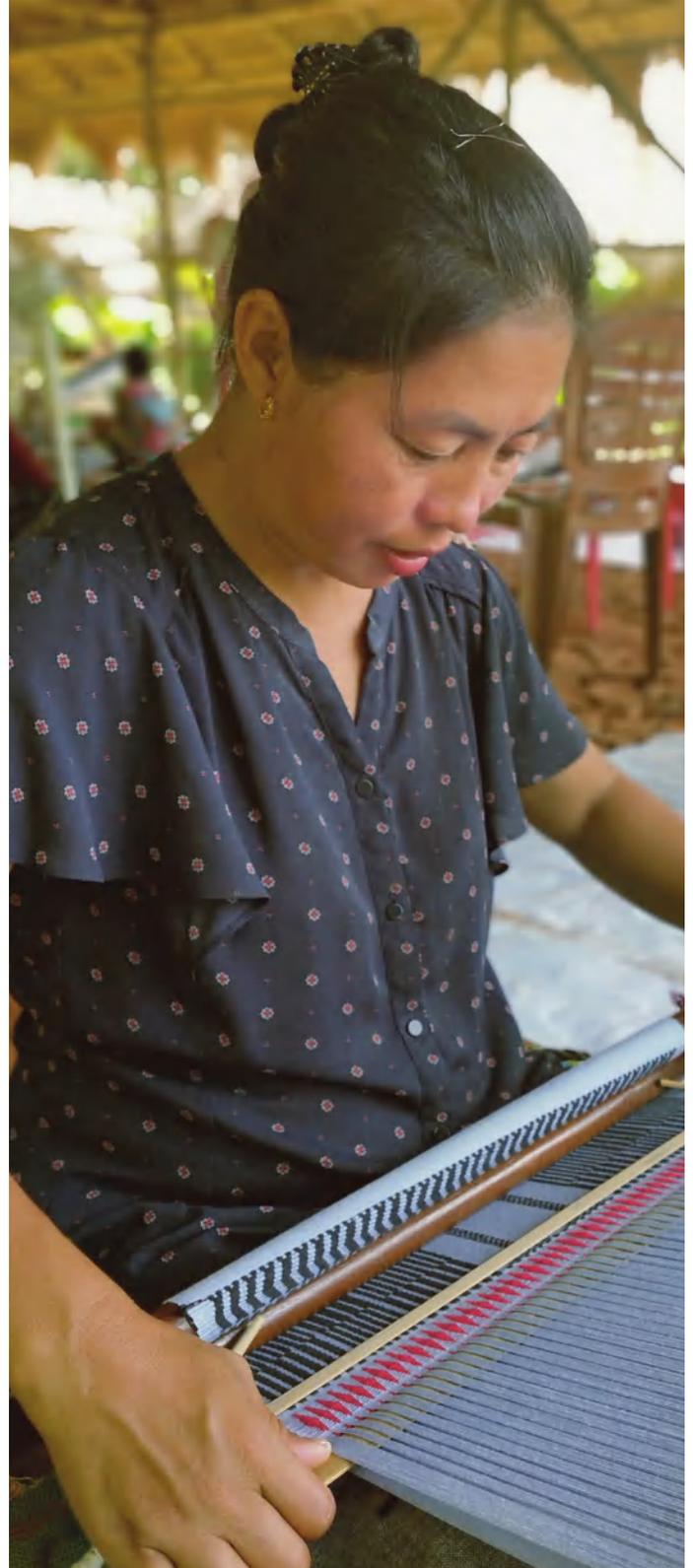
Ventanulu,  
Loin Loom Weaver, Nagaland

Ventanulu, is a woman loin loom weaver from Diezephe, Nagaland. She comes from a family of 7 members which includes her husband and five children. Her husband is a farmer and all her children are all receiving their education.

She has been practicing the craft of loin loom for the past 20 years. However, she wasn't well versed with the crucial technical aspects such as sizing with meters, product finishing, etc. This was one of the biggest drawbacks that kept the cluster from national and global markets.

It was when Ventanulu and a few other women artisans joined the Exotic Echo's skill enhancement training programme they learned these crucial technical aspects. The group learnt how to measure and do sizing.

Ventanulu is grateful to the team of Exotic Echo for enhancing her knowledge and skills to weave new non-traditional designs. Additionally, she has received motivation and hand holding support to try and create some new designs through her association with Exotic Echo.



## Developing Craftmark Green (Natwest India Foundation)

The project focuses on establishing a robust certification system through research and direct interventions called 'Craftmark Green' which will cater to producers, buyers, consumers, and the crafts industry as a whole.



**DEVELOPED**

GREEN project cluster based pilots with environment friendly solutions in Rajasthan, Odisha



**ADOPTED**

Standard Setting frameworks for Textile, Clay and Material for the Green Mark have been completed successfully.



**BENEFITTED**

Villages in Odisha: 3 (Sadaeberini, Kudiya Khunta, Kuliana)  
Villages in Rajasthan: 10 (Sargaon, Lamana, Raipur, Kavda, Malpura, Govindpura, Jamalpura, Beawar Khas, Tragna, Belwada)  
Villages in Gujarat: 1 (Bhujodi)  
Odisha: 298 Dokra Artisans  
Rajasthan: 78 Leather and Textile Artisans  
Gujarat: 120 Textile Artisans



**ENABLED**

- Assessment of 3 craft clusters in Rajasthan, Odisha and Gujarat for their environmental sustainability is completed, along with orientation and awareness building for the same.
- Clusters in Rajasthan and Odisha have been supported with the development of marketing and branding collateral.



**ESTABLISHED**

- Women weavers will have increased access to government schemes and facilities, and Exotic Echo will have an exclusive collection of about 50 organic cotton products under their brand.
- Exotic Echo's organic products were well received with a lot of insights into the export markets in Japan, Denmark and the UK.

## Developing Craftmark Green (Natwest India Foundation)



**INCREASE**

- In Rajasthan, with the leather artisan cluster, RRWHS (rainwater harvesting) construction work has been completed on the site with a collection tank of more than 80,000 litres. The construction has helped in sorting out the issues of water, as the leather tanning process requires a lot of water. With the textile cluster, workshops on natural dyeing were successfully concluded.
- Jawaja: RRWHS has saved 1 lakh litres of water over the last year for leather and textile artisans
- Anwasha: 3 rat trap kilns have reduced fuel consumption between 40-50% for Dokra artisans



**ESTABLISHED**

- Knowledge products and green solutions in the GREEN project have a high potential for sector wide impact; with RUAB/Bodhi coming on board for Jawaja and Selco/IIT Delhi for Odisha respectively. Advisory Members for the standard setting exercise in clay and metal are from NID Ahmedabad and MP
- Software design and development for Craftwork Green Assessment and measurement has been completed.
- Research papers on Best Practices and Market Research have been brought out.
- Hard Material studies for Textiles, Clay, Metal and Leather have been completed.
- Textile, Clay and Metal standard setting exercises have been concluded.
- Development of a National Resource Facility Network (NRFN) has been initiated, with Advisory Body members based out of NID, IIT Delhi and IIM-Ahmedabad.



# Developing Craftmark Green (Natwest India Foundation)

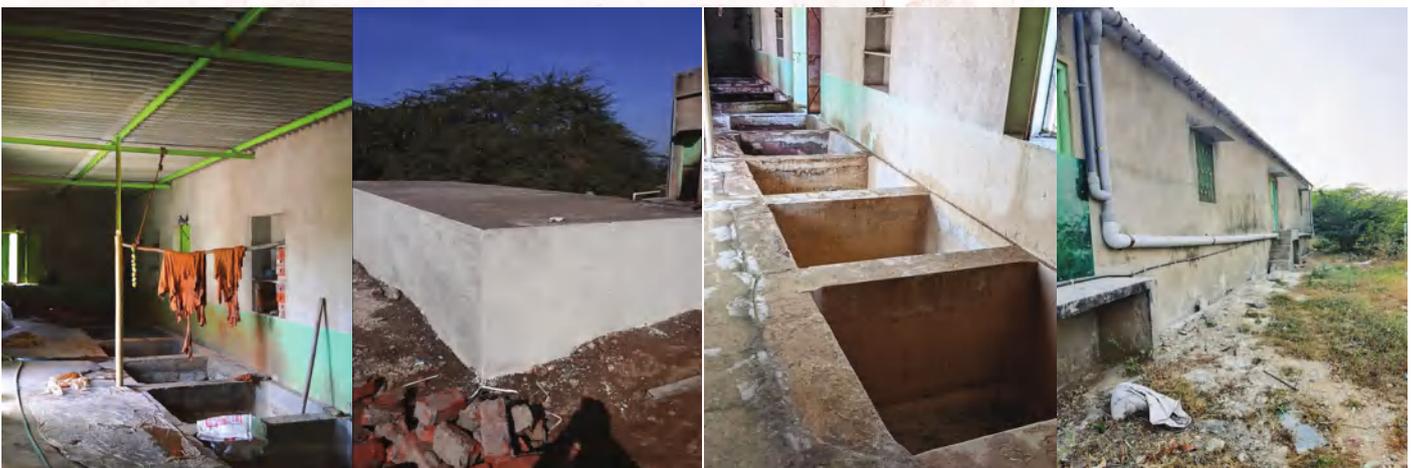
## 2 Green Pilots

So far, we have initiated 2 green pilots in the clusters Jawaja Artisan Alliance in Rajasthan and Rattrap furnace in villages Sadeibareni and Kudia Kunta of Odisha.

### Rattrap Furnace in Sadeibareni and Kudia Kunta of Odisha.



### Tanning pits and rain water harvesting system at Jawaja Artisan Alliance in Rajasthan



Vegetable tanning pits

Roof rainwater harvesting system (RRHS)

Vegetable tanning pits

Roof rainwater harvesting system (RRHS)

## MEDIA REPRESENTATION



### Craft Kutumb- Shilp Udyam Samman

Since the beginning of the pandemic, 2020 has been full of challenges- socially, financially and emotionally. At AIACA, these repercussions of the pandemic are viewed as an opportunity to build back our artisan community better.

We value the skills of our artisans and we extend our full support towards them and their enterprises; encouraging them through tough times. To help restore artisans businesses, Craftkutumb by AIACA introduced Shilp Udyam Samman- a platform to recognise, appreciate and acknowledge them with the much needed financial assistance to deserving craft enterprises.

Around 150 craft enterprises who are connected with 150,000 artisans across 22 states in India applied for the award. On 19th February, AIACA acknowledged the contribution of these artisans through a virtual award ceremony.

The ceremony received an overwhelming response within the industry and the media, acknowledged by 150 media outlets.

# MEDIA REPRESENTATION

## The Unlock Edition

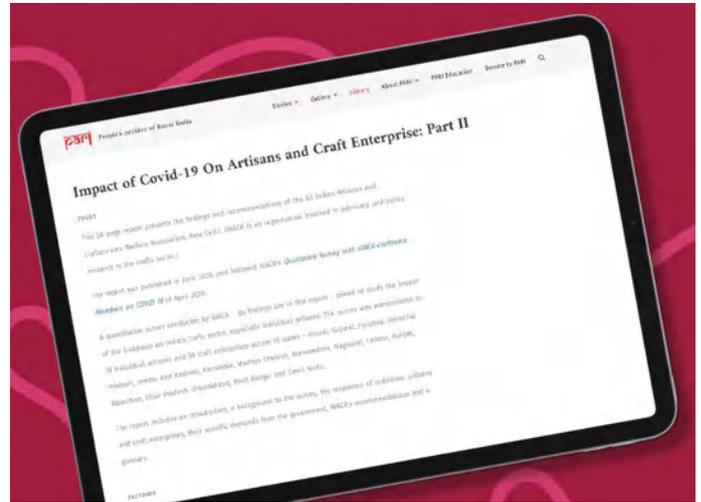
Findings on the economic situation of the craft communities. were highlighted in these:

Money Control: <https://bit.ly/3k1JmPn>

Economic Times: <https://bit.ly/3ns7zC0>

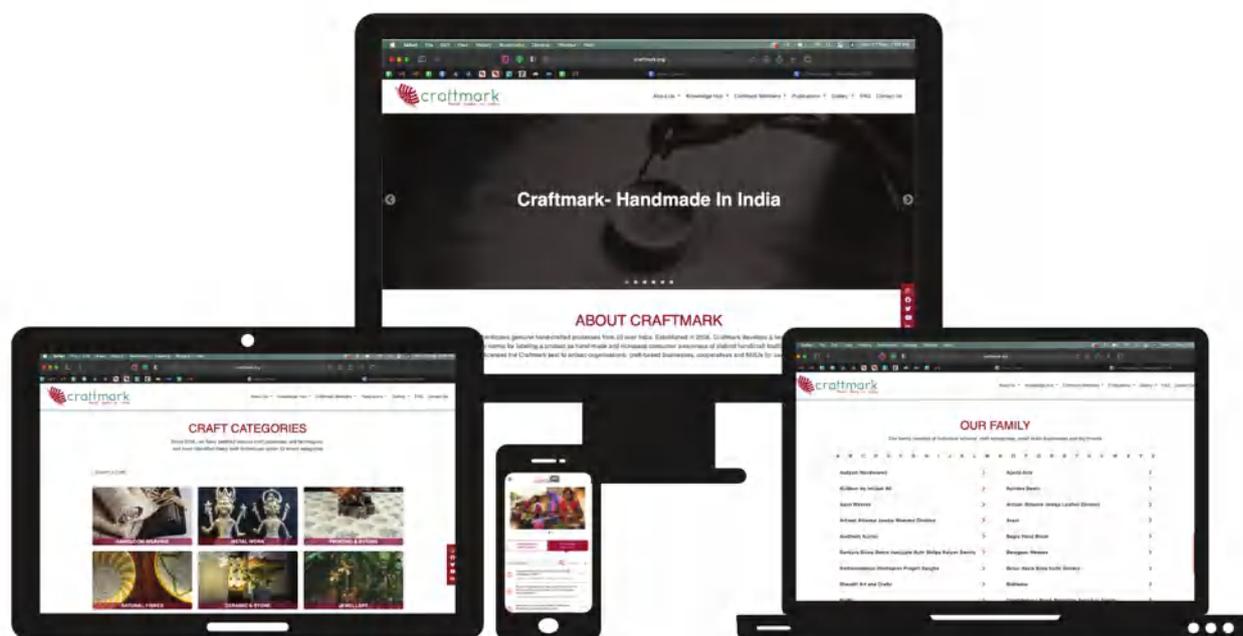
Pari: <https://bit.ly/3hUNXSn>

Pari: <https://bit.ly/3pZ1ICg>





# GOING DIGITAL



## Craftmark Website

On the occasion of National Handloom Day, Craftmark launched its newly designed website- [www.craftmark.org](http://www.craftmark.org).

The aim was to make its existing website faster, easier to navigate, and more user-friendly.

The new website has easy access to information regarding Craftmark members, the crafts of India, services and catalogues easily accessible.

AIACA endeavors to provide its visitors with the most accurate, up-to-date information and access crucial sector-wide knowledge resources and expertise in the field of crafts and artisan groups.

## AIACA Mobile App

After months of hard work and dedication, the AIACA mobile App was launched on Google Play Store and iOS platform.

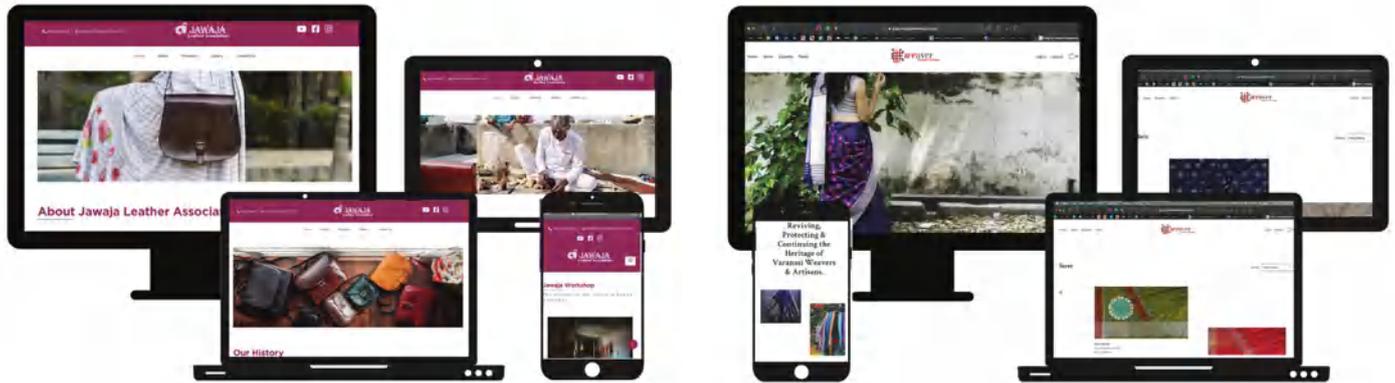
On the AIACA app you can:

- Enroll for Craft Kutumb Membership
- Enrol for Craftmark or Craftmark Green certification
- And also stay updated with sector-wide resources related to new developments, schemes & entitlements, etc

AIACA App on [iOS Platform](#)

AIACA App on [Android Platform](#)

## GOING DIGITAL



### Website Revamp for group Jawaja Leather Association

AIACA has further partnered with Jawaja Leather Association to revamp their website and highlights the sustainable aspects of their work and production process. The new website includes:

- Fresh products
- Updated content
- And user-friendly experience

Log onto [www.jawajaleather.com](http://www.jawajaleather.com)

### Launched E-commerce website for group VWAS

This year has been an important time for all weaver board members and working committee members as they play a pivotal role in the taking important decisions related to functioning of the group post COVID.

Therefore, group decided to take a bold decision and onboard their products online, in the absence of all other marketing channels.

With the support of AIACA, the weavers' collective launched their own online market portal at <https://shop.varanasiweavershub.com/> on the 22 nd October 2020.



## HR and Admin

### Staff list as on March 2021

S	Name of Emppoyees	Designation
1	Anjali Bhatnagar	Manager- Enterprise Support Programme & Marketing
2	Anju Negi	Assistant Manager - Craftmark
3	Arjun Kumar	Accounts Manager
4	Avanish	Textile Specialist
5	Bhupender Bhandari	Coordinator - Market support & Logistics
6	Khushbu Mathur	Marketing Specialist
7	Manoj Kumar	Office Assistant
8	Mohd Rashid Jamal	Technical Expert
9	P. Karunakar Rao	Lead - Communication & Research
10	Poonam Das	Assistant Manager - AIACA Membership
11	Selvam	Manager - HR & Admin
12	Shiv Nath Roy	Admin Assistant
13	Soumen Chatterjee	Project Manager
14	Sreya Mozumdar	Executive Director
15	Vidusi Tiwari	Manager -- Projects
16	Mohd. Asif Ahmad	Field Coordinator - VWAS
17	Preeti Singh	Officer - Admin & Accounts (VWAS)
18	Sudhir Samuel Bhakta	Project Coordinator
19	Mustafa	Cluster Coordinator

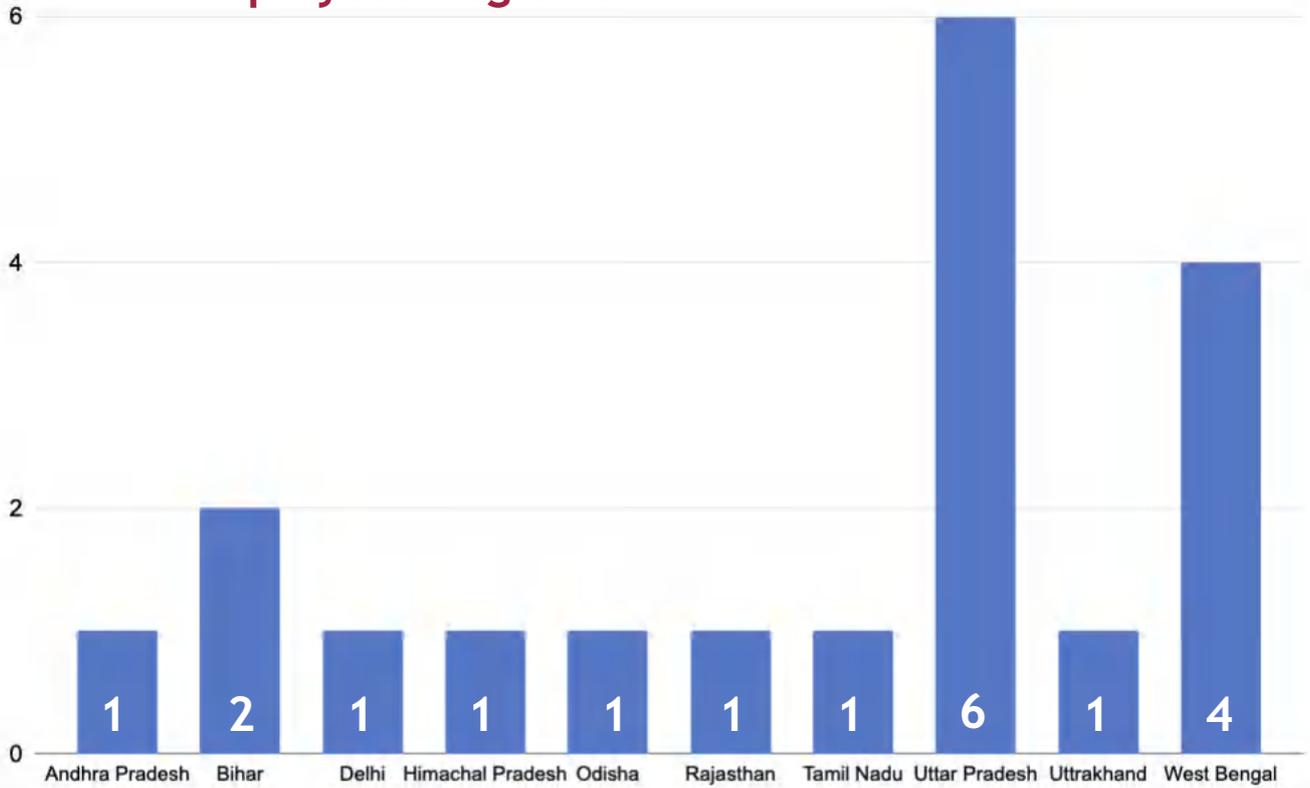
## HR and Admin

### List of board members 2021

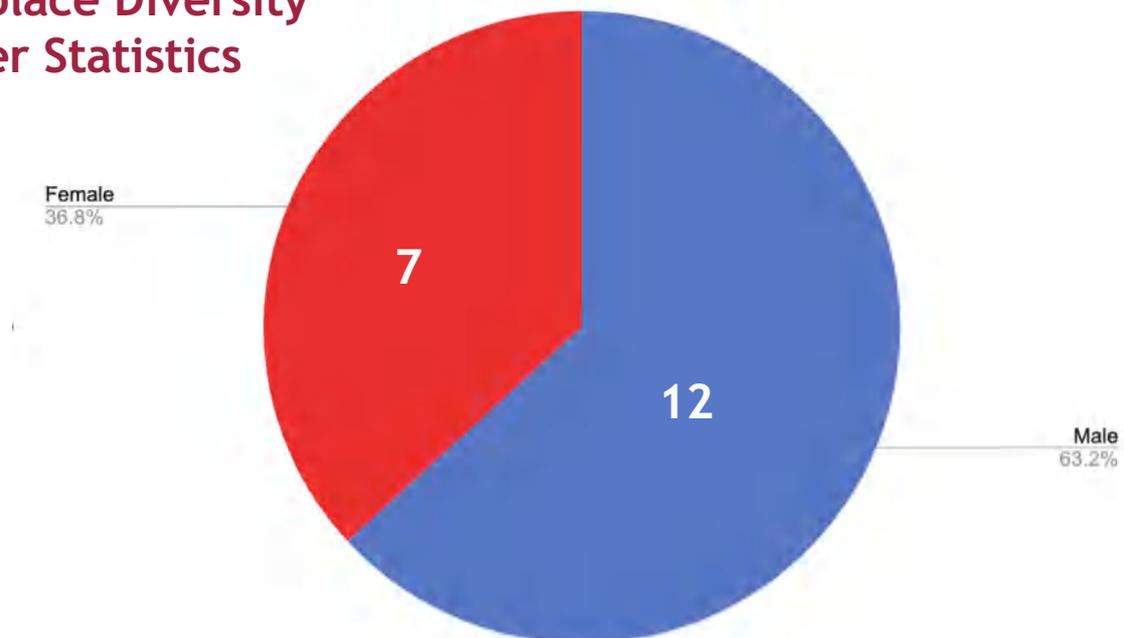
S	Board member	Nationality	Occupation	Designation at AIACA
1	Ms. Roopa Mehta	Indian	Development Professional	President
2	Ms. Neelam Chhiber	Indian	Development Professional	Vice President
3	Mr. Adarsh Kumar	Indian	Development Professional	Treasurer
4	Ms. Sreya Mozumdar	Indian	Development Professional	Secretary
5	Ms. Madhura Dutta	Indian	Development Professional	Member
6	Mr. Vipin Sharma	Indian	Development Professional	Member
7	Ms. Archana Shah	Indian	Design Entrepreneur	Member
8	Ms. Shilpa Sharma	Indian	Business	Member
9	Mr. Jamal Kidwai	Indian	Business	Member
10	Mr. K. P. Rajendran	Indian	Business	Member

## HR and Admin

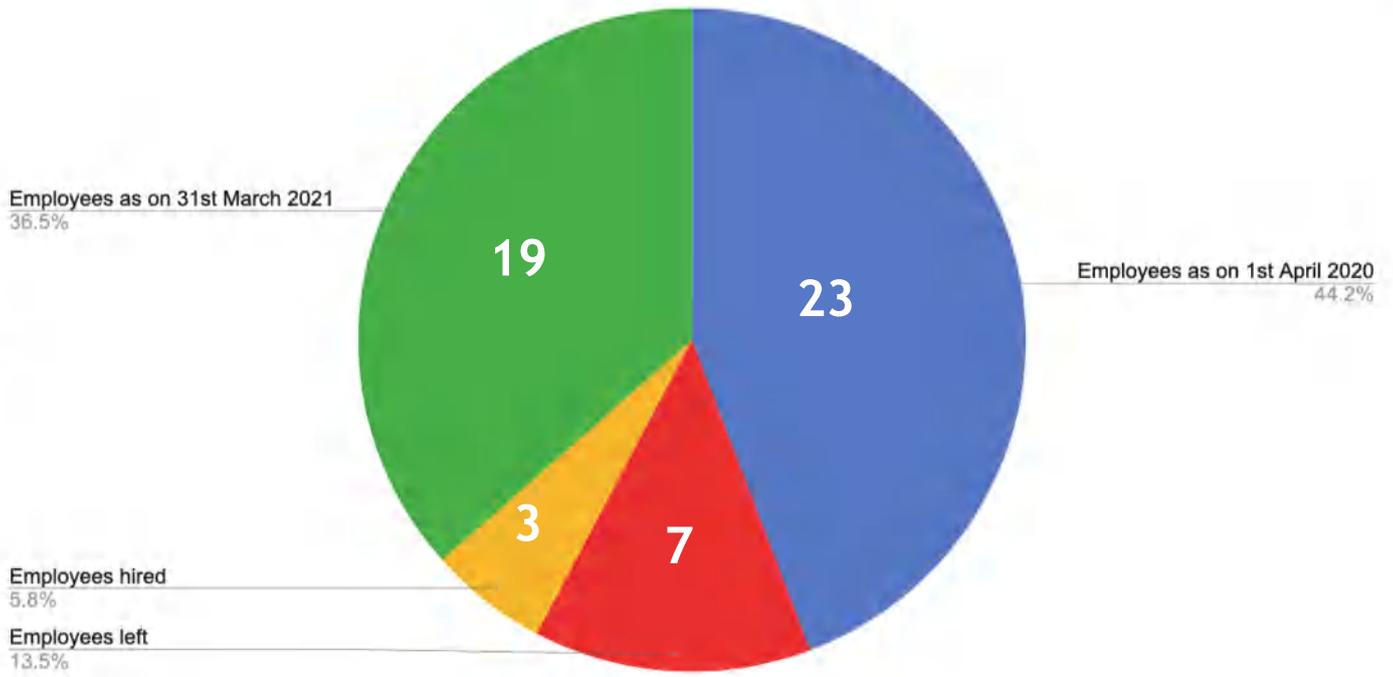
### Employees Region Statistics



### Workplace Diversity Gender Statistics



# HR AND ADMIN



# ACCOUNTS

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

BALANCE SHEET AS ON 31st MARCH 2021

		(In INR)	
	SCHEDULE	F.Y. 2020-21	F.Y. 2019-20
<b>SOURCES OF FUNDS</b>			
<b>I. FUND BALANCES:</b>			
a. General Fund	[01]	16,714,840	14,622,882
b. Asset Fund		636,771	493,770
c. Project Fund	[03]	6,237,599	15,157,714
		<u>23,589,210</u>	<u>30,274,366</u>
<b>II. LOAN FUNDS:</b>			
a. Secured Loans		-	-
b. Unsecured Loans		-	-
		<u>-</u>	<u>-</u>
<b>TOTAL Rs.</b>	<b>[ I + II ]</b>	<b><u>23,589,210</u></b>	<b><u>30,274,366</u></b>
<b>APPLICATION OF FUNDS</b>			
<b>I. FIXED ASSETS</b>			
Opening W.D.V	[02]	493,770	489,382
Add: Additions		292,377	160,490
Less: Deletions		-	-
Less: Depreciation		149,376	156,103
Net Block		<u>636,771</u>	<u>493,770</u>
<b>II. INVESTMENTS</b>	[04]	<b>812,222</b>	<b>812,222</b>
<b>III. CURRENT ASSETS, LOANS &amp; ADVANCES:</b>			
a. Loans & Advances	[05]	247,139	902,365
b. Other Current Assets	[06]	4,751,042	5,554,985
c. Cash & Bank Balance	[07]	19,392,235	29,111,726
	<b>A</b>	<u>24,390,416</u>	<u>35,569,076</u>
<b>Less: CURRENT LIABILITIES &amp; PROVISIONS:</b>			
a. Current Liabilities	[08]	2,250,198	6,600,702
	<b>B</b>	<u>2,250,198</u>	<u>6,600,702</u>
<b>NET CURRENT ASSETS</b>	<b>[ A - B ]</b>	<u>22,140,218</u>	<u>28,968,374</u>
<b>TOTAL Rs.</b>	<b>[I+II+III]</b>	<b><u>23,589,210</u></b>	<b><u>30,274,366</u></b>

Significant Accounting Policies and Notes to Accounts [22]  
The schedules referred to above form an  
Integral part of the Balance Sheet.

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: 23.09.2021

For & On behalf of :  
All India Artisans & Craftworkers Welfare Association

Roopa Mehta  
President

Sreya Mozumdar  
Secretary

# HR AND ADMIN

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

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st MARCH 2021

(In INR)			
	SCHEDULE	F.Y. 2020-21	F.Y. 2019-20
<b>I. I N C O M E</b>			
Grants	[09]	22,390,577	18,312,398
Other Income	[9A]	3,288,153	2,721,618
Interest Income		1,188,687	1,901,372
Donation		250,121	15,000
Sales		2,464,358	2,800,057
Membership Fee		503,386	1,158,896
<b>Total</b>		<b>30,085,282</b>	<b>26,909,341</b>
<b>II. E X P E N D I T U R E</b>			
<b>Grant Related Expenses:</b>			
<b>Relief of poor</b>			
RBS Foundation India (ESP)	[11]	-	252,783
RBS Foundation India- (Craftman Green)	[12]	7,753,216	7,518,700
CAF India- Oracle	[13]	-	74,854
CAF India- Oracle (19-20)	[14]	4,185,204	3,241,484
Ford Foundation- 0160	[15]	10,453,553	10,682,014
Selco Foundation	[16]	5,277,814	2,570,245
Tikau Share		-	497,700
Axis Bank Foundation	[17]	958,412	1,472,899
John L. Bissell Foundation	[18]	2,682,493	133,818
Lady Banford Charitable Trust	[19]	261,318	986,619
Other Programme & Administrative Cost	[20]	2,967,008	3,261,081
Cost of Goods Sold	[21]	1,571,796	1,699,800
Account Receivable W/off		802,625	-
Depreciation	[02]	149,376	156,103
Less: Transferred to Assets Fund		149,376	156,103
<b>Total</b>		<b>36,913,439</b>	<b>32,391,996</b>
<b>III. EXCESS OF INCOME OVER EXPENDITURE</b>			
	[I - II]	-6,828,157	-5,482,655
Transferred to General Fund in Balance Sheet		2,091,958	4,555,772
Transferred to Project Fund in Balance Sheet		(8,920,115)	-10,038,427

Significant Accounting Policies and Notes to Accounts [22]  
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

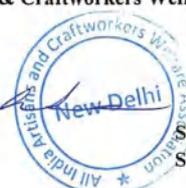
Date: 23.09.2021

For & On behalf of:

All India Artisans & Craftworkers Welfare Association

*(Signature of Roopa Mehta)*  
Roopa Mehta  
President

*(Signature of Sreya Mozumdar)*  
Sreya Mozumdar  
Secretary



# HR AND ADMIN

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

RECEIPTS & PAYMENT ACCOUNT FOR THE YEAR ENDED 31st MARCH 2021

	(In INR)	
	F.Y. 2020-21	F.Y. 2019-20
<b>RECEIPTS</b>		
<b>Cash &amp; Bank Balance</b>		
Cash in Hand	16,357	37,657
Cash at Bank	29,095,369	33,842,107
<b>Grants</b>	21,674,266	18,414,662
Donation	250,121	15,000
Sales	2,464,358	3,347,781
Membership Fee	503,386	1,158,896
Other Receipts	853,593	1,595,753
Interest Income	1,188,687	1,840,622
Increase in Loans & Liability (Net)	96,223	2,414,629
<b>TOTAL Rs.</b>	<b>56,142,360</b>	<b>62,667,107</b>
<b>PAYMENTS</b>		
<b>Grant Related Payments</b>		
<b>Relief of poor</b>		
RBS Foundation India (ESP)	-	252,783
RBS Foundation India- (Craftman Green)	7,753,216	7,518,700
CAF India- Oracle	-	74,854
CAF India - Oracle (19-20)	4,185,204	3,241,484
Ford Foundation- 0160	10,453,553	10,682,014
Tikau Share	-	497,700
Selco Foundation	5,277,814	2,570,245
John L. Bissell Foundation	2,682,493	133,818
Lady Banford Charitable Trust	261,318	986,619
Axis Bank Foundation	958,412	1,472,899
<b>Other Programme &amp; Administrative Expenses</b>	2,967,008	3,260,216
Cost of Goods Sold	1,174,414	2,388,179
Loans and Advances Paid during the year (Net)	1,036,693	475,870
<b>Cash &amp; Bank Balance</b>		
Cash in Hand	26,166	16,357
Balance at Bank	19,366,069	29,095,369
<b>TOTAL Rs.</b>	<b>56,142,360</b>	<b>62,667,106</b>

Significant Accounting Policies and Notes to Accounts [22]  
The schedules referred to above form an  
Integral part of the Receipts & Payment 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: 23.09.2021

For & On behalf of:

All India Artisans & Craftworkers Welfare Association




Roopa Mehta  
President

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