



ANNUAL REPORT

2021-2022



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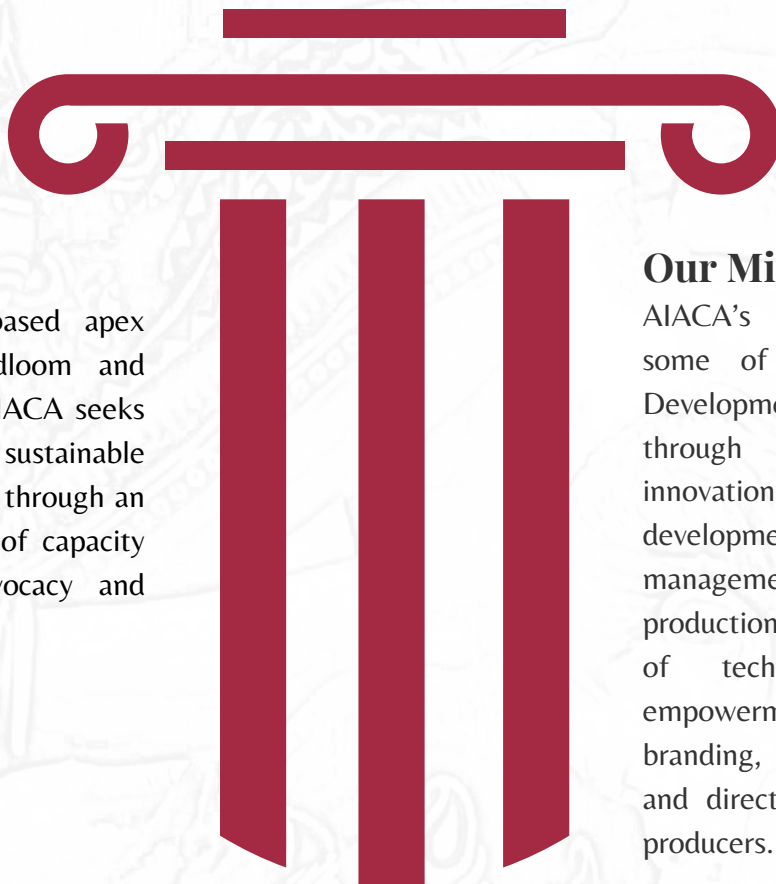
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All India Artisans and Craftworkers Welfare Association is a dynamic membership driven organization, working since 2004, to promote market-led growth for the crafts sector; and increased incomes and improved living standards of craft producers.

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



Our Vision

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.



ESP & Sustainable Livelihood

End-to-end solutions have been provided for strengthening the crafts value chain and increasing incomes



Craftmark

Craftmark has certified more than 250 craft enterprises with an outreach of about 165,000 artisans across India.



Advocacy

worked with more than 150,000 artisans across the country, 60% women artisans have been reached



**ENTERPRISE SUPPORT
PROGRAM**



A woman wearing a yellow headscarf and a red dress is shown from the side, working on a traditional spinning wheel. The wheel is filled with numerous red threads that are blurred due to motion, creating a dynamic, artistic effect. The background is a bright, slightly overexposed area, possibly a window or an open doorway, which adds to the overall aesthetic of the scene.

"Crafting Artisanal Enterprises for Women at Kota, Rajasthan"
Supported by Australian High Commission

The project aims to develop the Kota Sidhika SHG as a sustainable business entity through design and business skill development, to ensure that the enterprise commands a larger market share in the long run.

Objectives:

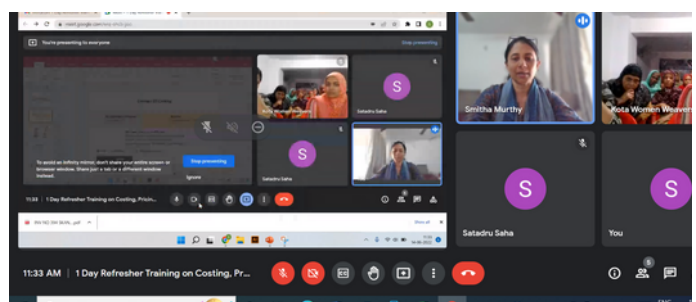
The project has focused on establishing socio-economic development of the women artisans to ensure sustainability of their enterprise in the long run. The rotating Corpus provisioned under the project will help them to meet future production needs and will motivate them to do rigorous marketing in order to rotate the Corpus. The project's objectives were:

- To enhance income/earning potential of 100 women weavers through a robust business development strategy.
- To develop the production cluster with 300 women weavers into a sustainable enterprise.



Activities :

- Design development workshop was organized in December 2021 with 20 weavers, to develop 20 new designs
- Business Skill Development Workshops/Trainings- Capacity building workshop organized on Storytelling to reiterate the relevance of authentic storytelling for better representation of weavers on social media.
- Awareness generation on Social Schemes and Entitlements- A two-day awareness camp was conducted at Kaithun Kota to generate awareness about various Social Schemes and entitlements such as health card, weaver's card, Mudra Yojana, Mukhyamantri Laghu, and Udyog protsahan yojana. Mr. Mahender Singh Rajawat, Manager DIC (district information center) was invited to address the women weavers, 16 women were engaged in production using the new designs and 4 women were involved in dyeing and pre-loom activities like preparing jalas and knotting.
- Marketing & Branding- A product catalogue has been developed for the enterprise, to promote their products and create fresh market linkages.



Achievements:

- 20 new designs have been developed and 20 weavers have been capacitated in producing new designs and collections in the contemporary markets.
- Women weavers got increased exposure through participation in exhibitions like Go-swadeshi which helped them to bounce back and regain confidence in the post COVID times
- Awareness about social schemes and entitlements created among 94 women through the 2-day camp.
- 60 women have increased skills in overall representation of their crafts and stories on social/digital media. An official account of Kota Sidhika SHG was started in February. Some of them who have smart phones have created their own Instagram accounts.





"Improving economic opportunities in the garment sector for weavers in Varanasi"
Supported by FORD Foundation

The project actively sought out small and medium weavers and encouraged their entrepreneurial capacities. Varanasi Weavers and Artisans Society (VWAS), functions as a marketing platform benefiting the small, marginal weavers through a decentralised approach. It recognizes the marginality of this particular constituency, within an exploitative and skewed ecosystem, with several stakeholders that have sought to commercialize their craft, yet maintain the overall status quo. The project brought the strategic interests of these weavers up front and centre with the help of VWAS. They were never exposed to market or running a business enterprise. Therefore, VWAS groomed them through an enterprise support program to build their leadership skills. AIACA acted as a vigilant being on the VWAS board, and intervened only on need-based trainings, given to them.

Objectives:

- Strengthening VWAS as a producer-owned enterprise
- Developing the capacity of small weaver production
- Mobilizing and apprising a large weaver community on designs, products, prices and markets
- Promoting VWAS's products among institutional buyers, design houses and e-commerce platforms

Interventions planned under the project:


Nurturing VWAS to become a producer-owned enterprise by enabling continuous support from experts through trainings, recruiting and retaining staff, developing administrative and production systems, and creating a seed-inventory of well-designed innovative products. VWAS was turned into a producer-owned enterprise.

- Exposure to contemporary designs, on-the-loom training at VWAS's production facilities, introduction to new tools, training on business skills and facilitating access to institutional credit, leading to development of the capacity of the production units of the weavers.
- Facilitating market linkages through meetings, visits, communication campaigns and participation in exhibitions, to promote VWAS's products among buyers, design houses and other e-commerce platforms.
- Support for certifying genuine handlooms and promoting a distinct branding for the products made




Targets achieved/ impact:

- An increase in annual income by 35% for 500 weavers with intensive support from VWAS
- More economic opportunities for 3,500 weavers through better skills, design capabilities and market linkages, leading to an increase in annual income by 20%
- Establishment of VWAS as a commercially viable producer-owned enterprise, with a growing membership base Linkage of VWAS with five design houses, retailers and other institutional buyers.



**"Developing Craftmark Green"
Supported by Royal Bank of Scotland (RBS)**



The Handloom & Handicraft Sector, one of the most important income generating sectors of India, has attributes of ‘green economy’ with its USP of being local, indigenous, culturally rooted, chemical-free, and economically enabling for the communities who have held these knowledge systems for centuries. Lack of proper assessment and recognition of the crafts sector as green has been hindering its promotion in the eco-conscious markets. The project focused on the need to incentivize and facilitate green production in the handicrafts and handloom space through the adoption of market recognized green business standards, promotion and branding for responsible value-added green businesses, and the need for an access to finance or funds to invest in the green production processes.


Objective:

The broad aim of the project was to create and promote an enabling eco-system for the Handicrafts and Handloom sectors, for enhanced business competitiveness and adoption of environmentally sustainable production processes and systems. It specifically aimed at strengthening the application of Green Standards, to denote the handicrafts sector as environmentally friendly, in order to be adopted by eco-conscious markets. It aimed to build the capacity of target handicrafts and handloom enterprises in adopting and sustaining green production, technology and business, oriented to market requirements.

Project Goal being,

“To establish 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”

Interventions under the Project:

- Initiating rigorous research, both primary and secondary, through onsite surveys, case studies, interviews, collaborations with consultants and technical experts, for identification of sustainable and unsustainable craft practices across materials, to come up with Green Standards for the material. The needs, trends, requirements and compliance standards of ethically and eco-conscious brands and buyers were also assessed
 - Identification of potential clusters which were market ready and had the potential for the application of pilot interventions, for environmentally sustainable production systems
 - Capacity building and awareness generation in the selected clusters, through workshops and trainings, to inspire them to adopt the green standards, technological inputs, know-hows and hence, meet the market demands.
 - Branding and promotion through social media, print media, newsletters, ICT materials and stakeholder partnerships.
 - Setting up of NRFN: Initiating collaborations with civil society organisations, knowledge building institutions and technical partners from both Government and private sector
- 



Community level meeting with members of JLA and JWA

Targets achieved/ achievements and impact:

- Leather Material Study was initiated with CSIR-CLRI, Chennai
- Two clusters were identified for initiating Green interventions

Cluster 1: ARTISAN ALLIANCE JAWAJA

1. Rooftop Rain Water Harvesting: RRWHS construction work was completed on the site with a collection tank of more than 80,000 litres. All technical changes including fitting of filters and valves were identified and done and final report, along with a Hindi operational manual, was prepared.
2. Biological Effluent Treatment Plant: A community level meeting on internal management and ownership of the installed technologies was held and a committee of four artisans was formed both from leather and weaving units. The waste water samples, both from the tanning unit and that of textile, were collected under the supervision of AIACA team and were duly sent to the test lab. Based on the test results, a comparative analysis was compiled and shared with Mr. Pradeep Sinha with a focus to list out short term and long term intervention plans with the artisans at Jawaja. As a way forward, JLA has been requested to perform the tanning process using the standard CLRI instructions and with proper measurements. In response to which, two weighing machines were availed for measuring the hide as well as chemicals and other raw materials



Cluster 2: ANWESHA

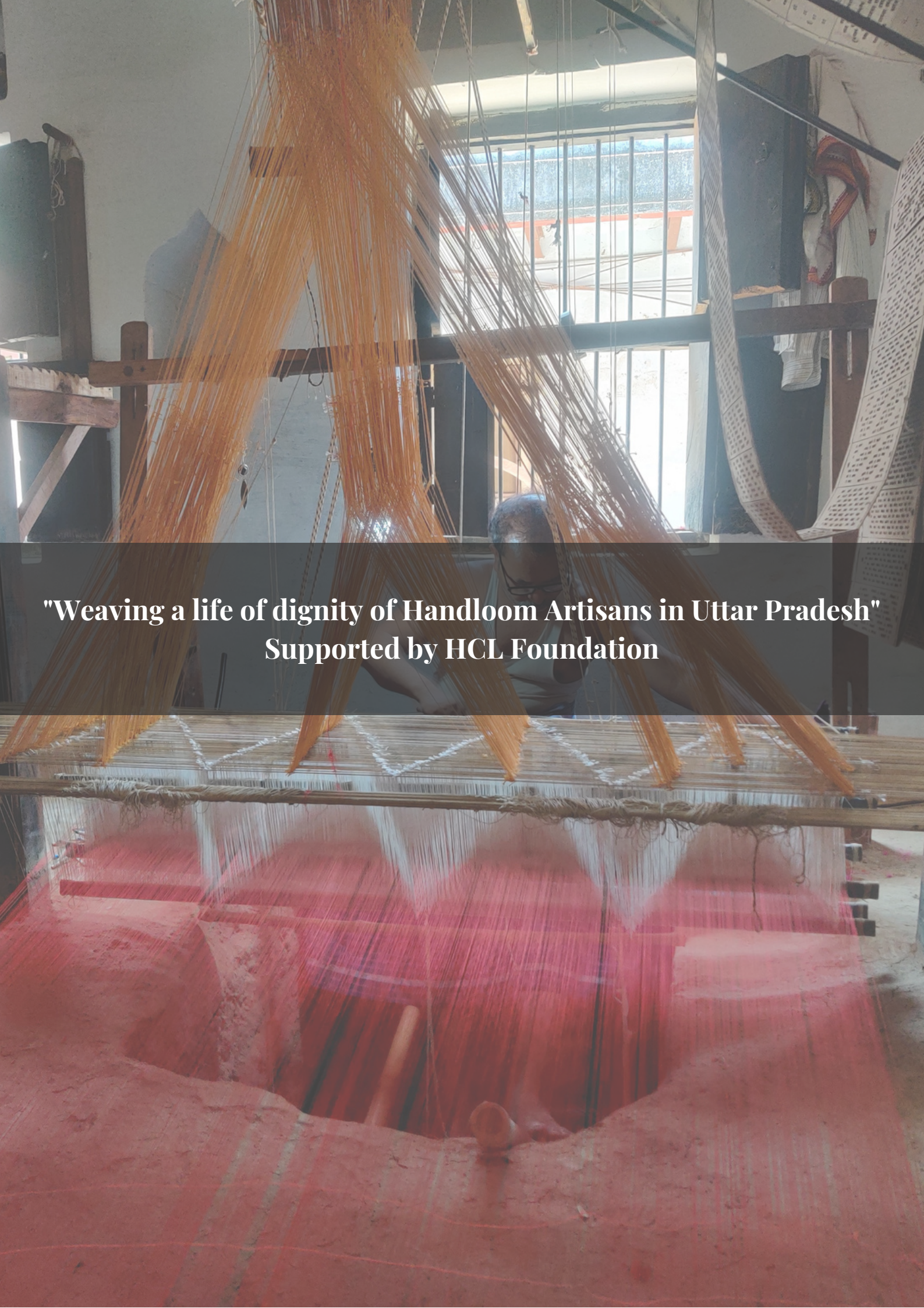
1. Efficient fuel consumption and energy: The technical partner, Indian Institute of Technology, New Delhi, had proposed rat trap wall constructions as the first stage of intervention so as to reduce the overall fuel and time consumption for Dhokra artisans. This activity was efficiently managed and disseminated among the artisan community through mediums of online workshops, handholding and awareness generation. This was followed by land identification for construction at both the sites; Sadaeberini and Kudiya Khunta. The local team was hand held and taken through the process of capacity building towards green technologies and the implementation methods.
 2. The rat trap activity was planned to be implemented in two stages;
Stage 1: Measurements of existing furnace and Energy audit
Stage 2: Furnace design and construction
- Detailed guideline manual with measurement instructions, raw material for construction, energy audit process, along with an introduction to tools and equipment, was made and shared with the local team, Anwasha, AIACA, IIT and the artisans. Energy Audit was done at both the sites by the IIT technical team. Energy audit report from IIT was compiled
 - Regular discussions for Clay and Metal standard setting exercises was started among the consultants, advisory members and AIACA
 - core team. Standard setting framework and material specific data, reference material and recommendations on tests and tool kits was prepared.
 - New brand identity, website, catalogue building and green branding work began with JLA.
 - Two Thematic Webinars on 'Sustainability in the craft ecosystem' and 'Unpacking many layers of Sustainability in Textile Crafts' were organized. NRFN Matrix was prepared and advisory members nominated from NID, IIT Delhi and IIM-Ahmedabad.

Third cluster green pilot intervention- Bhujodi, Kutch



Two pilot rat trap furnaces





**"Weaving a life of dignity of Handloom Artisans in Uttar Pradesh"
Supported by HCL Foundation**

Propelled by loss of markets, declining skills and difficulty in catering to new markets, a large number of artisans have migrated in distress situations to urban centers, in search of low, unskilled employment in the industry. Therefore, for addressing this problem, this project aims at skilling and providing income to the handloom weavers in Barabanki and Varanasi with its overall goal i.e; contributing to the economic competitiveness of the Indian handloom sector and promote the well-being of 400 handloom weavers through a hub and spoke model in Uttar Pradesh. Project initiated to empower 400 weavers and Zardozi workers in Varanasi and Barabanki, with support from HCL Foundation under its HCL Uday Program



Objectives:

- Generating improved and sustainable incomes for 50 small and marginalized Handloom weavers through critical interventions of design innovation and product diversification, technical and business skill development and upskilling
- Providing direct access to diverse, new and emerging markets by expanding the market share and greater profits for all the small and medium handloom weavers
- Facilitating linkages with social schemes under relevant government departments for 400 weavers and their families.

Targeted Cluster:

- Varanasi - Banarasi Saree Weaving (300)
- Barabanki - Fabric Weaving and Zardozi (100)



Key activities and accomplishments:

- Baseline Survey was done for 300 handloom weavers in Varanasi and 100 handloom weavers in Barabanki.
- Design Development-Design development was done for both Varanasi and Barabanki. 2 look books were developed -Brides of India look book is a set of different designer sarees and the production for same is ongoing in Varanasi. 100 sarees will be made by the artisans as per the book designs. A look book was also created for hand woven yardage in Barabanki and a total production of 1000 metres of yardage is in process.
- Livelihood Support Promotion Trainings for Handloom weavers- A three days marketing support training was held in Varanasi and weavers were trained on different marketing strategies, product stocking and liquidate stocks on time.
- Financial Monitoring visit of the project area was conducted in Varanasi and a thorough scrutiny on financial processes, fund utilization, fund flow, stock management etc. was done. Observations were shared with VWAS for effective implementation of the project activities.
- VWAS was on boarded on E-Haat portal, an e-commerce portal for Crafts started by HCL Foundation.





**"EASE- Enabling Access to Social Entitlements and Enterprise-
Building for Women Artisans in India"
Supported by MISEREOR**

The project seeks to work with the marginalized constituency of women artisans and craftworkers. Women artisans and Craftworkers have struggled to be recognized as potential earners and entrepreneurs in their own right because of various reasons - having to work doubly hard to be taken seriously as an entrepreneur/earner. The strategy for increasing economic opportunities is expected to have an amplifying effect on the women as social change agents in their family, and in the larger community. The correlation between enhanced economic empowerment of women and the specific and strategic benefits that accrue in terms of their increased access and control over resources, credit, information and, subsequently, decision-making, as well as the universal benefits that accrue for the larger society and economy, cannot be overstated. To this end, the capacity building of the CSOs will be undertaken to propel and steer such women led social change and action, to build on individual and collective agencies of the women entrepreneurs and in this regard, to build specific skills on financial literacy, leadership, decision-making, communication, negotiation, team work, amongst others. The CSOs will also be encouraged to invest their energies and resources in ensuring that these skills are put to effective use by the women in their own communities, through positive initiatives and actions on issues of economic and social rights for women. The access to social security, rights and entitlements will form an important component of the project action.

The other priority being addressed in this project pertains to women and their increased participation in the climate change agenda. The intervention seeks to bring to the fore the direct relation between the adoption of eco-friendly principles and technologies in the social business model and how these will have economic benefits accruing to the women who are part of these enterprises. It also seeks to capitalize on the aspects of artisan businesses being traditionally part of a greener economy, women home-based artisans being naturally inclined to support and adapt a more environmentally sustainable way of work. The project will initiate 5 Green Pilots, whereby 5 CSOs will be supported to adopt green technologies in their production process. The green pilots will additionally seek to demonstrate how additional economic benefits will accrue to the women in these businesses - through increased demand in compliance conscious markets, reduction of health hazards in production processes and reduction of longer term input costs associated with production. To begin with, women collectives will be mapped to ascertain the eco-friendliness of their existing practices and processes.



Started in November 2021, the project will reach out to 3000 women artisans from marginalised sections of community through 15 craft- based enterprises across 5 states of India namely Assam, Gujarat, Rajasthan, Uttarakhand and West Bengal. The identified enterprises are

- Assam- Aagor Daagra Afad
- Gujarat- Viveka, Happy Threads, Happy Face Foundation
- Rajasthan- Kota Women Weavers, Sadhna, Kamli Tribes
- West Bengal- Nitya Sangha Mahila SHG Cooperative Society, Tarasankar Panchagram Seva Samity, Child and Social Welfare society, Chowhatta Kantha Stich Co-operative society.
- Uttarakhand- Kumaun Grameen Udyog (KGU), Himalayan Blooms India, Peoli

Objectives:

To build the capacity of the women based collectives to build and promote sustainable livelihood entities involving women artisans. To this end, 3 specific objectives have been identified –

- Women led artisan collectives' increase their sales revenue by 25% annually
- Women led artisan collectives adopt eco-friendly production technologies and production processes as part of their livelihoods model
- Women artisans participate in rights-claiming processes at home and in the larger community

Activities till date:

- Project Inaugurated virtually in January.
- 13 collectives/groups finalised for implementation of Project EASE.
- 2-day Project inception and capacity building workshop conducted virtually.
- Capacity assessment frameworks filled by the 13 enterprises.
- Mapping and documentation of Existing Eco-friendly Processes done for the women Led enterprises- 1 Cluster has been identified and finalized for initiating green interventions.
- Access to finance for green infrastructure development in 1 cluster has been finalised.

Proposed activities

- Design Innovation and product development
- Livelihood support trainings on to improve business skills on topics like Production Planning & Quality Control, inventory management, marketing and branding for different craft groups.
- Digital Empowerment through varied capacity building programs.
- Facilitating access to finance for green production practices/technologies in 5 enterprises (green pilots)
- Capacity building trainings with the target handicrafts and handloom collectives in adopting and sustaining green production, technology and business oriented to market requirements.
- Trainings on Life Skills, Occupational Health & Safety.
- Awareness trainings on Rights Claiming followed by facilitation and linkage with social schemes and entitlements.
- Creation of marketing tools and facilitation and linkage to markets
- Advocacy through Handmade in India showcase event



**"K.N.I.T-Knitting New Initiatives for Transformation"
Supported by TITAN Company**



Started in January 2021, the project focuses on a cluster of 250 rural women knitters coming from 6 different villages, Kasiyalekh, Dhari, Dhanachuli, Sitla, Sargakhet and Kausani, in the Nainital and Bageshwar districts of Uttarakhand. These women are involved in the making of hand-knitted products as part of the initiative fostered by Kumaun Grameen Udyog (KGU), a Section 8 Company that is mandated to plough back all the generated profit into the community- centered developmental activities. The women knitters have been organized into 8 informal groups, for production related purposes but are unaware of the benefits of collectivization, savings and Social Entitlements. In terms of production also, their understanding of new designs, yarns, planning and quality, costing, pricing is very low.

The 8 knitting groups, managed by only 3 supervisors currently, have a high dependence on the mentoring and market support provided by KGU. Our project aims at making these women as autonomous as possible, develop their self-confidence, help them understand the importance of enterprise building, planning, maintaining high quality and learning new designs in tune with the market demands. All these will help the existing groups to strengthen themselves organically and will help in creating a collective in the long run.

Objectives:

To strengthen the women knitters in Kilmora into an enterprise unit through the execution of a sustainable livelihoods and business strategy specifically geared towards export markets.

The Project interventions are focussed at:

- Enhancing the income of the women artisans
- Strengthening the women artisans as a production cluster in the enterprise
- Developing a distinct brand language for the enterprise more effective marketing and representation
- Establishing the enterprise as an eco-friendly entity in compliance with the eco-conscious markets



Activities till date:

- Project was Inaugurated on 1st January 2022.
- A baseline survey has been initiated with 250 knitters. Focus Group Discussions (FGD) were held among 50 women knitters from 6 villages to understand the current socio-economic status of artisans, skill types and social convergence status.
- Identification of 25 potential supervisors representing all villages has been started
- Business Skill Development training on “Leadership, Team Building & Group Cohesiveness” was organized with 50 women from 2 villages and has helped in inculcating an understanding of group building and team-work among the women.
- Design plans have been finalized for a new product range consisting of 40+ products
- Doing the first Green Pilot under Craftmark Green- Natural dyeing unit has been set up in February 2022. Procurement has been completed for a Solar Power Generating Unit, which included: 5 KVA Solar PCU, 335 Watt Solar Panels – 6 in Number, 220 Ah C-10 Solar Batteries – 4 in Number, 300 LPD Solar Water Heating System.





**"Crafting enterprises of the future: The women of Nabha"
(activities conducted from October 2021-March 2022)
Supported by Faizal & Shabana**

Started in November, the project seeks to work with the marginalised constituency of rural women artisans practicing the art of Phulkari in Nabha, Punjab. The project focuses on holistic development of the women working with the Phulkari and associated with The Nabha Foundation, established in 2003. Nabha, located in the fertile soils of the northern Indian state of Punjab, is a predominantly rural and agricultural economy. It has a population of over 270,000, of which 75% live in its 169 villages, and the remaining 25% living in the town of Nabha (Census 2011, India). Interesting traditions and a rich heritage in education, music and performing arts, and traditional crafts completes the mosaic of Nabha and ensures its unique place in the cultural and traditional history of Punjab. Phulkari is the traditional hand embroidery from Punjab. The women use nontwisted silk yarns to create patterns on thick fabric. The patterns are mostly geometric and are made by counting the warp and weft threads. No tracing of motifs is done in authentic Phulkari. The entire surface of the cloth is mostly covered in embroidery that is called a bagh.

Through this project, AIACA aims to build on its experience to provide strategic and need based business development support to the selected craft cluster in terms of skill development and design innovation, production management, capacity building in organization and business management, strengthening of business skills, marketing and branding of crafts, establishing direct linkage between rural craft clusters and the market and generating livelihood and profit for the producers.

Objective:

To strengthen the women Phulkari artisans in Nabha into a sustainable enterprise unit

The project aims to -

- Enhance the income of 100 women artisans through the execution of sustainable livelihoods and business strategy.
- Develop a production cluster with 150 women artisans and turn it into a sustainable entrepreneurial entity
- Strengthen and promote a collective identity for the artisan cluster



Developments till date:

- Increased understanding and knowledge of 33 women through different topics under BSD
- 12 women artisans worked with the designer Anshu Arora through Design Development Workshop
- 50 women Sensitized on Social protection schemes
- 84 women participated in a Design competition
- 25 women got skill training for Phulkari
- Base wage of the women increased
- Sample production wage has increased, benefitting 12 women
- Backward Linkages- The group linked with 2 Karnataka based handloom weaving organizations:
 1. Sandur Kushala Kala Kendra and Desi Charkha
 2. Linked with stitching unit in Delhi-Aadhaar
- Number of artisans organized and facilitated-100 marginalized phulkari women artisans from Nabha



• DESIGN DEVELOPMENT WORKSHOP

Design Development workshop was organized to introduce some new designs, in the month of November. The main objective of this workshop was to develop a new range of garments for urban consumers. 12 garments were prepared including jackets, kurtas, and shirts.

• NEW SKILL DEVELOPMENT TRAINING

First set of Phulkari training of 25 women has been completed in two villages- Malehwal and Khansuha Kalan happened in January and February. Out of these, 12 women were included in the group.

Design Competition

A design competition was held in January at Nabha in which the 84 artisans wholeheartedly participated. Artisans made beautiful patterns of embroidery. They were provided with raw materials and were free to decide on the design and colors and the beautiful embroidery designs came up. The panel was decided including coordinator supervisor master artisans are the first, second third winner was identified and a celebration was organized on Women's Day to award the three winners.

• AWARENESS ON THE SOCIAL PROTECTION SCHEMES:

Social protection incharge at The Nabha Foundation took a session to sensitize all the women on the social protection programs by the government and their importance, during Women's Day celebrations.

• PARTICIPATION IN SATRANGI BAZAAR:

In the end of second quarter of the project I.e. march, artisans participated in an exhibition organized by the Ministry of Culture at Red fort, New Delhi. During the ten days exhibition, they were able to sale made a sale of Rs. 13250/- Along with this; they also identified three potential buyers, the artisan group is in conversation with them for orders.



POLICY AND ADVOCACY



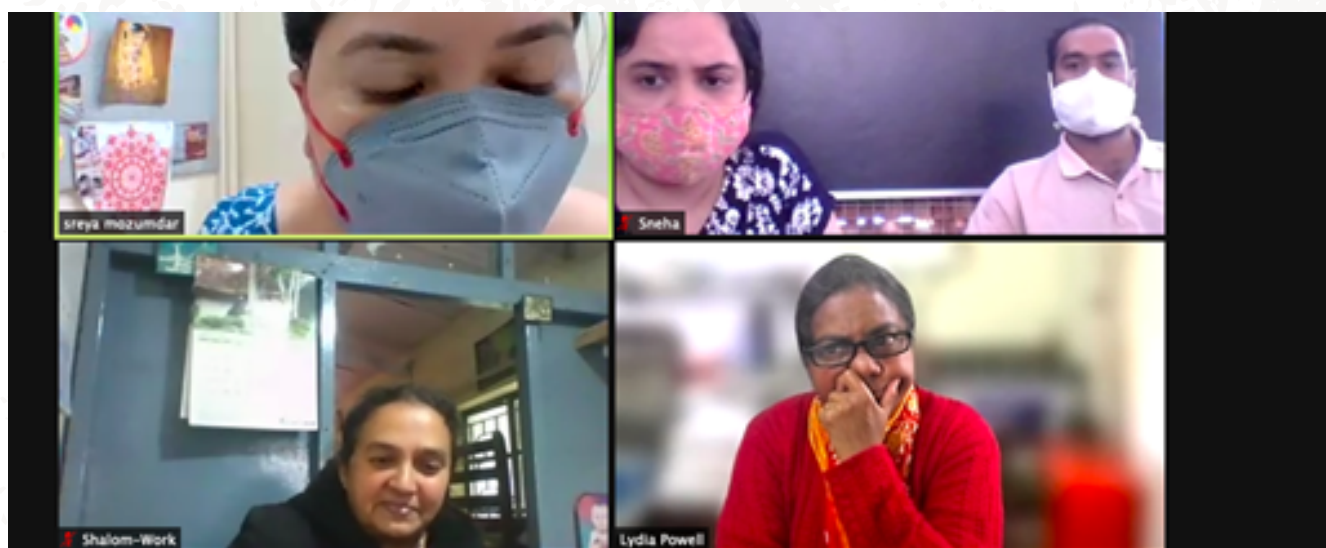
POLICY AND ADVOCACY

A Roundtable on Green Initiatives and Economic recovery

A Roundtable on Green Initiatives and Economic recovery post-covid in the crafts sector, was organized by AIACA with the SELCO Foundation and other selected crafts enterprises on 8th September, 2021. The agenda was to explore the solutions for the economic recovery of enterprises post COVID and further looking for potential prospects to undertake green initiatives for sustainability. The enterprises shared their journey towards environmental sustainability, the challenges and gaps faced and the support required to continue along the same pathway. AIACA presented the GREEN programme framework, stating its intent to not only develop standards and benchmarks for environment friendly certification but also to capacitate and spread awareness on the need and relevance for the sector to build on its inherent green advantage in the global marketplace.

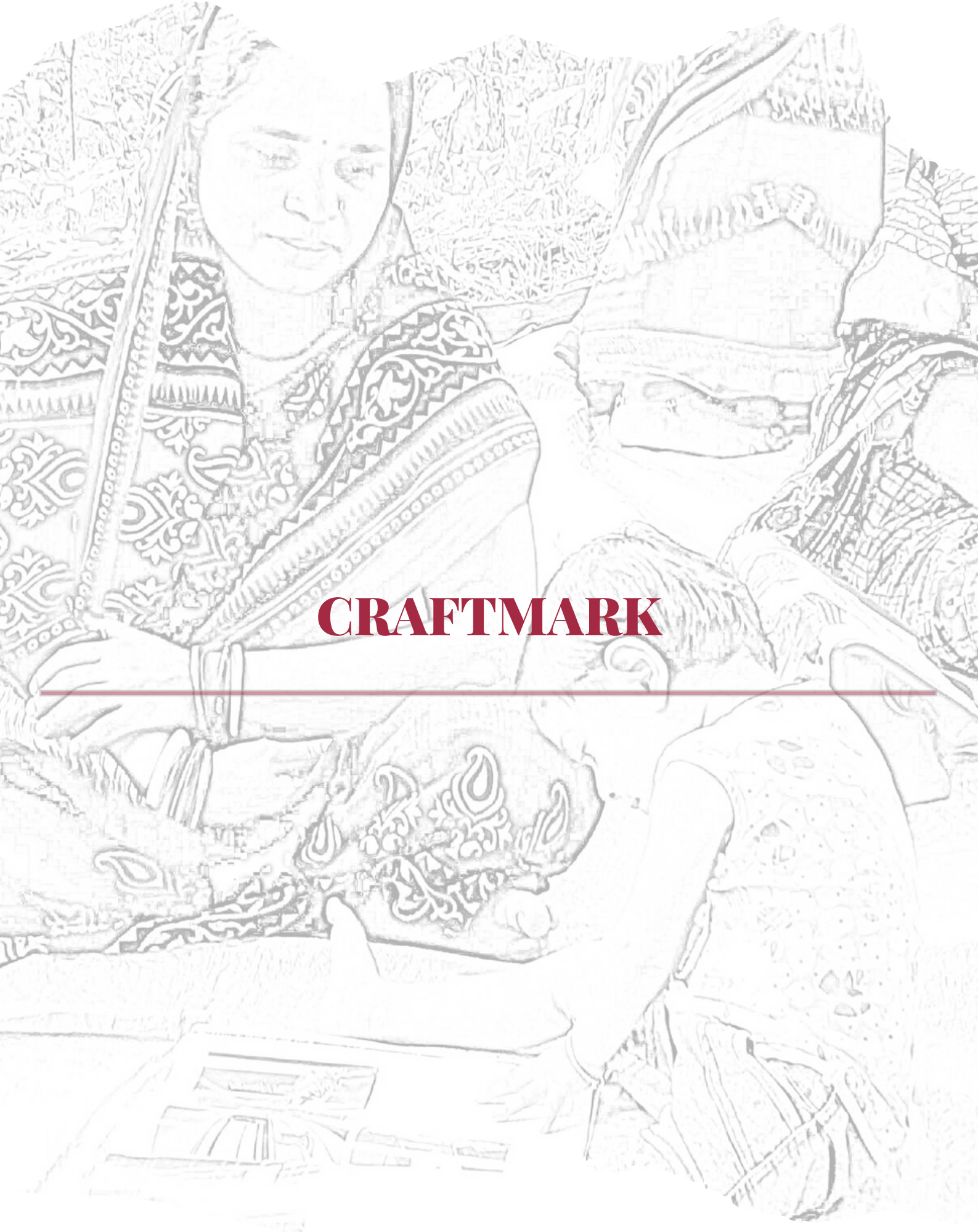
SELCO Foundation propounded its current work in textiles, Dokra and pottery clusters on energy sustainability, reduction of drudgery and workplace optimization. The next step agreed upon was to secure technical and financial support for the craft enterprises in their onward journey towards sustainability.

The enterprises present were Urmul Desert Craft Shalom, R. B. Fabrics, Muffasal- A tradition of Kutch, VGS Vasundhra Gramothan Samiti, Sidr Craft, Ramgarh Clay Pottery, Diksha Sekhawati Women and Girls, Development Institute and KGU Farooq Ahmad Mir.



AIACA invited to be a part of the Rural & District Economy Council of CII

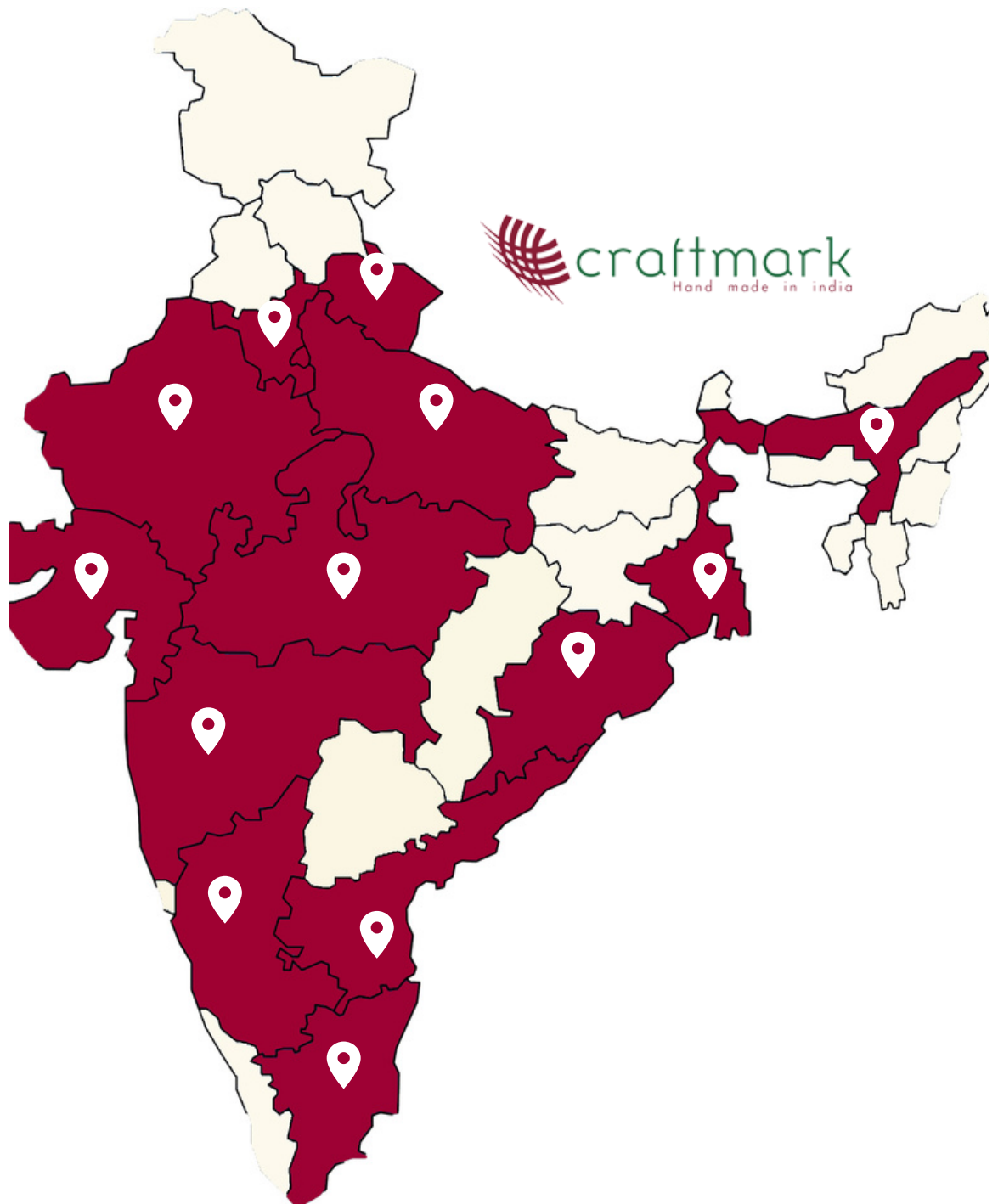
Sreya Mazumdar, executive director AIACA, represented the organisation in the Rural & District Economy Council of CII. The Rural and District Economy Council of CII was conceived as a high-level Stakeholders' Forum to steer the Policy Advocacy work of CII for creating an ecosystem of enterprises to strengthen rural & district economy and overall development.



CRAFTMARK



Craftmark Footprint



Craftmark Members:

Andhra Pradesh, Assam, Delhi, Gujarat, Haryana, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Tamil Nadu, Uttarakhand, Uttar Pradesh, West Bengal

SERVICES UNDER CRAFTMARK:

1. Technical Assistance

- A Webinar on the importance and relevance of Craftmark Certification for artisans and craft businesses was conducted
- AIACA partnered with *Jawaja Leather Association* to revamp their website and highlight the sustainable aspects of their work and production process. The new website included fresh products, updated content and a user-friendly experience



About Jawaja Leather Association

Jawaja Leather Association (JLA) is a constituent body of Artisans' Alliance of Jawaja (AAJ). We are a self-governed, democratic group of artisans from the villages surrounding Beawar city (Jawaja block) of Ajmer district in Rajasthan. Steeped in the traditional craft of leatherwork, we produce fine quality products using natural leather and natural colors.

[Read more...](#)

Jawaja Products



- participation of artisan members was facilitated in Project Tarasha, which is a social initiative of Titan and SVP that facilitates craftpreneurs and craft groups in creating their own micro websites and reaching customers directly. Four members created their online presence with the help of this project.



2. Media Visibility

As the third wave of COVID hit the nation, AIACA collaborated with Nila House (A Lady Bamford Initiative) to showcase the Craftmark members & artisans on their website and social media pages for better visibility and linkages. Total of 15 members were showcased and it generated queries and orders for Craftmark members.

3. Market Linkages - Exhibitions:

- Participation of 10 Craftmark members was facilitated at the special Pop-up at Tapri, Jaipur during Christmas.
- Dastkar - The Grand Handloom facilitated the participation of 6 craftmark members in the fair without any financial charges. The artisan groups got a total of Rs. 80,000/- as Artisan Support and a total of Rs. 14,21,271/- was made by the members.

Participation of members in Exhibitions

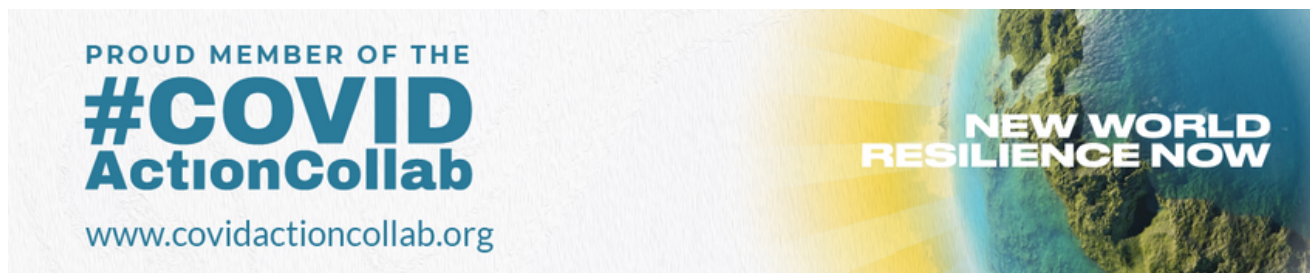
- Dastkar - Bengaluru Exhibition (1st Sept. 2021) Apindra Swain, Sundar Kushala Kala Kendra.
- Festival Of Lights- Delhi (16th To 28th Oct. 2021) Apindra Swain, Kadam Haat, Mubarakpur Weaves ,Sandur Kushala Kala Kendra
- Gocoop-Go Swadeshi-Kalinga , Hyderabad (29th Sept To 3rd Oct. 2021) Varanasi Weavers And Artisans Society ,Kota Women Weavers
- 52th IHGF Delhi Fair (27th To 31st Oct. 2021) House Of Tuhina
- Dastkari Haat Samiti- Delhi (8th Oct. To 12th Oct. 2021) Apindra Swain, Jawaja Association ,Mubarakpur Weaves ,Sadhna ,Avani
- Taj Art Gallery- Colaba Mumbai (11th To 14th Dec. 2021) Vijay Joshi
- Dastkari - Pune (13th To 19th Nov. 2021) Apindra Swain, Mubarakpur Weaves
- Silk Weavers Weddind Festival (23rd To 29th Nov. 2021) Mubarakpur Weaves



4. Institutional & Other Assistive Services

- Virtual Health Training in collaboration with CAC:

AIACA, along with more than 150 artisans from the Craftmark member network, participated in a 2 (Two) Day Virtual health training organised by COVID Action Collaborative and its partner, Noora Health. The training sessions aimed to offer credible information, advice and support to the vulnerable artisan communities with limited access to medical advice and healthcare services and was attended by 45 participants.



- Webinar sessions on post-COVID complications:

AIACA, in collaboration with Venkateshwar Hospitals, Dwarka, Sector 18A, organised a webinar with Dr Pratibha Gogia, MBBS, DNB, EDRM to talk about post-COVID complications. About 32 families attended this live session on zoom, which was also broadcasted live on Facebook.

- Development of with Australian High Commission

An interesting project was developed in partnership with the Australian High Commission to promote the traditional artforms of India. A proposal was made to make handmade Christmas greeting cards using traditional hand paintings of India for the Honourable High Commissioner of Australian Embassy in India.

One of our Craftmark member's Apindra Swain's painting was selected for the artwork and reproduced at Australian Embassy with buying rights and royalty decided by the artisan. The selected artwork was also exhibited at the National Gallery of Victoria in Melbourne, Australia. The artisan also received due credits on all the cards and an appreciation letter from the office of High Commissioner.



Craftmark member Apindra Swain's painting

DIGITAL CAMPAIGNS INITIATED BY AIACA

Campaign on Handlooms



AIACA launched a campaign on handlooms to project their uniqueness as compared to the power loom/machine made textiles and to promote 'Greenness' and sustainability of handlooms.

Impressions- 7,384

Engagements- 262

Likes- 413

Diwali Campaign



AIACA Diwali campaign- #KhushiyonKiShama celebrated artisanal masterpieces handcrafted by Craftmark members. AIACA aimed to support artisans on the digital space to exhibit their products, share their stories and represent the cultural heritage of India.

Impressions- 7,384

Engagements- 262

Likes- 413

Campaign to Stop Violence against Women



AIACA joined the fight to stop violence against women, highlighting the tools of literacy and financial empowerment that lead towards a dignified future. AIACA observed 16 days of activism by sharing stories of women artisans and stalwarts in the crafts sector.

Impressions- 890

Engagements- 555

Likes- 58

Last year, when the pandemic first started spreading, AIACA responded to the demands and needs of artisans and local craft businesses by looking after sustainable livelihood options for them over a long period, provided marketing assistance to clear their stocks, and responded to their economic distress through payment of wages and raw materials. Relief kits, containing rations and essential supplies, were also provided to various artisan clusters across the country.

This year, after having taken a stock of artisans' needs, AIACA in partnership with Goonj relaunched #RaiseWithAiaca, a fundraising effort, as #Shilprahat with a focus to recover lost livelihoods and provide food and medical aid.



Key activities and Impact:

Livelihood Recovery: supported wages and raw materials for artisans and handmade businesses.

- Through the Livelihood & Food kit Support, AIACA's reached 272 artisans through 22 members.
Support value- Rs. 4,88,474
- Provided marketing assistance to ensure sales of existing stock through digital platforms, mitigate logistics issues, etc.
- Food Kits: AIACA provided Food and other essentials to 800 artisan households through 5 members. Each kit included items like Wheat, Pulses, Rice, Oil, Sugar, Tea, Salt, Red Chilli Powder, and hygiene items like washing powder and Soap. INR 1,500
- 453 Food Kits, sponsored by Akshaya Patra Foundation, were distributed across 4 States
- Medical Kit: Provided to artisan's families with medical supplies that included a thermometer, oximeter, paracetamol and vitamin supplements. INR 2,000
- Ration support - 240 kits were provided to the Lacquer Artisans of Bharath Arts & Crafts, located in Chennapatna, Karnataka, through CAC support. 240 kits worth INR 1,495 per kit with a total support value of INR 3,58,800

Craftmark Members' List

Aadyam Handwoven	Gauri International	Mehera Shaw Textiles Pvt. Ltd.
AAsmani By Arundhati	GCART	Miharu
Ajanta Arts	Gopal hand Printers	Mon Ami Foundation
Al-maun by Imtiaaz Ali	Happy Faces Foundation	Nilak
Apindra Swain	Happy Threads	Padukas
Aqua Weaves	Hastkaar by Bhartesh Vaibhav	Parachute Home Inc
Artisans Alliance Jawaja-Weavers Division	Himadri Hans Handloom	Peoli
Awdhesh Kumar	House of Tuhina	Porgai (Tribal Health Initiative)
Baragaon Weaves	Huda Printers & Crafters	Raj Overseas
(Beer Singh) Veer Singh	Jawaja Leather Association	Rajendra Shyam Kumar
Belun Hasta Silpa Kuthi Society	Kadam Haat	Sadhna
Bharath Art and Crafts	Kalamargam & Ikat Heritage	Samoolam



Bidriwala by Curio 38	Kamli Tribes	Sandur Kushala Kala Kendra
Bodhi	Kota Women Weavers	Sewa International
DASTKAR RANTHAMBORE	Kumaon Earthcraft Swayatta Sahakarita (Avani)	Sirohi Samaritan Foundation
Dhonk Crafts	Kumaon Grameen Udyog (KILMORA)	Studio Coppre Pvt. Ltd
Eco Tasar	Lal10	Studio Enoy
Fab India	Leeway Handikraft	Tapas Jana
Gaia- Tree	Manasvini	Tarini
Touchy Exports	Virasat by Vijay joshi	V-Weave
Varanasi Weavers and Artisans Society	Viveka	Weavers Knot Inc.

8finity





BOARD OF DIRECTORS



BOARD OF DIRECTORS



CEO of Sasha Association for Craft Producers (SASHA) and the Secretary of Sarba Shanti Ayog (SSA)

Ms. Neelam Chhiber

Vice President
Indian Development Professional



Having two decades of experience in managing organizations and enabling organizational growth

Ms. Meenu Chopra

Secretary
Indian Development Professional



CEO of ACCESS, set up to promote the organized growth of microfinance and to support sustainable livelihoods options for the poor in India.

Mr. Vipin Sharma

Member
Indian Development Professional



spent over three decades in the fashion and lifestyle retail space and the FMCG sector.

Ms. Shilpa Sharma

Member
Indian Business

co-founder of Mother Earth/ Industree is an Industrial Designer from National Institute of Design



Ms. Roopa Mehta

President
Indian Development Professional

Jamal Kidwai is founder of Baragaon Weaves, a social enterprise of handloom weavers.



Mr. Jamal Kidwai

Treasurer
Indian Business

co-founder of Mother Earth/ Industree is an Industrial Designer from National Institute of Design



Ms. Madhura Dutta

Member
Indian Development Professional

founder of Bandhej, a label influenced by the traditional textile skills



Ms. Archana Shah

Member
Indian Design Entrepreneur

Worked in FMCG field overseas for 18 years and then with Fabindia for the past 10 years



Mr. K.P. Rajendran

Member
Indian Business



STAFF MEMBERS



STAFF MEMBERS

Anjali Bhatnagar

ESP Manager
AIACA

Ms. Meenu Chopra

Executive Director
AIACA

Mr. Arjun Kumar

Accounts manager
AIACA

P. Karunakar Rao

Lead Communications
AIACA

Ms. Poonam Das

Project Manager
AIACA

Mr. Amit Kumar Pandey

HR & Admin
AIACA

Mr. Mukul Sharma

Project Manager
AIACA

Mr. Satadru Saha

Project Manager
AIACA

Anju Negi

Ass. Craftmark Manager
AIACA

Mr. Bhupendra

Coordinator- Market Support & Logistics
AIACA

Mr. Shiv Nath Roy

Ass. Administration
AIACA

Mr. Manoj Kumar

Office Assistant

Mohd Rashid Jamal

Field Coordinator

Amir Jamal

Field Coordinator

Bahadur Singh

Field Coordinator

Madhubala

Field Coordinator



FINANCIALS



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

BALANCE SHEET AS ON 31st MARCH 2022

		(In INR)	
	SCHEDULE	F.Y. 2021-22	F.Y. 2020-21
SOURCES OF FUNDS			
I. FUND BALANCES:			
a. General Fund	[01]	12,421,470	16,714,840
b. Asset Fund		506,890	636,771
c. Project Fund	[03]	5,726,617	6,237,599
		<u>18,654,978</u>	<u>23,589,210</u>
II. LOAN FUNDS:			
a. Secured Loans		-	-
b. Unsecured Loans		-	-
		<u>-</u>	<u>-</u>
TOTAL Rs.	[I + II]	<u>18,654,978</u>	<u>23,589,210</u>
APPLICATION OF FUNDS			
I. FIXED ASSETS			
Opening W.D.V	[02]	636,770.65	493,769.50
Add: Additions		-	292,377.00
Less: Depreciation		129,880.52	149,375.85
Net Block		<u>506,890</u>	<u>636,771</u>
II. INVESTMENTS	[04]	1,070,234	812,222
III. CURRENT ASSETS, LOANS & ADVANCES:			
a. Loans & Advances	[05]	714,813	247,139
b. Other Current Assets	[06]	2,712,118	4,751,042
c. Cash & Bank Balance	[07]	14,075,880	19,392,235
d. Grant Receivable		352,144	-
	A	<u>17,854,956</u>	<u>24,390,416</u>
Less: CURRENT LIABILITIES & PROVISIONS:			
a. Current Liabilities	[08]	777,102	2,250,198
	B	<u>777,102</u>	<u>2,250,198</u>
NET CURRENT ASSETS	[A - B]	<u>17,077,854</u>	<u>22,140,218</u>
TOTAL Rs.	[I+II+III]	<u>18,654,978</u>	<u>23,589,210</u>

Significant Accounting Policies and Notes to Accounts [25]
 The schedules referred to above form an
 Integral part of the Balance Sheet.

For & On behalf of :
S. SAHOO & CO.
 Chartered Accountants




[CA. Subhajit Sahoo, FCA, LLB]
 Partner
 M No. 057426
 FR No.: 322952E

Place : New Delhi
 Date: 16.09.2022
 UDIN: 22057426ATY1038570

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




Roopa Mehta
 President



Meenu Chopra
 Secretary

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

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st MARCH 2022

		(In INR)	
	SCHEDULE	F.Y. 2021-22	F.Y. 2020-21
I. I N C O M E			
Grants	[09]	15,699,521	22,390,577
Other Income	[9A]	185,325	3,288,153
Interest Income		631,559	1,188,687
Donation		1,141,900	250,121
Sales		1,247,747	2,464,358
Membership Fee		930,250	503,386
Total		19,836,302	30,085,282
II. E X P E N D I T U R E			
Grant Related Expenses:			
RBS Foundation India- (Craftman Green)	[10]	1,962,646	7,753,216
CAF India- Oracle (19-20)	[11]	-	4,185,204
Ford Foundation- 0160	[12]	2,503,172	10,453,553
Selco Foundation	[13]	-	5,277,814
Artisans of Fashion AUS Fashion Aid Campaign	[14]	167,474	-
Australian High Commission	[15]	1,436,312	-
Misereor	[16]	978,533	-
Axis Bank Foundation	[17]	68,689	958,412
John L. Bissell Foundation	[18]	1,682,145	2,682,493
Lady Banford Charitable Trust	[19]	-	261,318
HCL UDAY Grant	[20]	3,700,032	-
TITAN Grant	[21]	1,543,764	-
Faizal and Shabana Foundation	[22]	2,161,848	-
Other Programme & Administrative Cost	[23]	6,579,049	2,967,008
Cost of Goods Sold	[24]	1,841,854	1,571,796
Account Receivable W/off		15,135	802,625
Depreciation	[02]	129,880.52	149,375.85
Less: Transferred to Assets Fund		129,880.52	149,375.85
Total		24,640,653	36,913,439
III. EXCESS OF INCOME OVER EXPENDITURE	[I - II]	-4,804,351	-6,828,157
Transferred to General Fund in Balance Sheet		(4,341,550)	2,091,958
Transferred to Project Fund in Balance Sheet		(462,801)	(8,920,115)

Significant Accounting Policies and Notes to Accounts [25]
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: 16.09.2022
UDIN: 22057426AT1088570

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



Roopa Mehta
President




Meenu Chopra
Secretary

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

RECEIPTS & PAYMENT ACCOUNT FOR THE YEAR ENDED 31st MARCH 2022

	(In INR)	
	F.Y. 2021-22	F.Y. 2020-21
RECEIPTS		
Cash & Bank Balance		
Cash in Hand	26,166	16,357
Cash at Bank	19,366,069	29,095,369
Investment	812,222	-
Grants	16,063,688	21,674,266
Donation	1,141,900	250,121
Sales	1,247,747	2,464,358
Membership Fee	930,250	503,386
Other Receipts	108,388	853,593
Interest Income	849,691	1,188,687
Increase in Loans & Liability (Net)	-	96,223
TOTAL Rs.	40,546,122	56,142,360
PAYMENTS		
Grant Related Payments		
RBS Foundation India- (Craftman Green)	1,962,646	7,753,216
CAF India - Oracle (19-20)	-	4,185,204
Ford Foundation- 0160	2,503,172	10,453,553
Selco Foundation	-	5,277,814
Artisans of Fashion AUS Fashion Aid Campaign	167,474	-
Australian High Commission	1,436,312	-
Misereor	978,533	-
John L. Bissell Foundation	1,682,145	2,682,493
Lady Banford Charitable Trust	-	261,318
Axis Bank Foundation	68,689	958,412
HCL UDAY Grant	3,700,032	-
TITAN Grant	1,543,764	-
Faizal and Shabana Foundation	2,161,848	-
Other Programme & Administrative Expenses	6,579,049.48	2,967,008.17
Purchase of Stock	625,840.90	1,174,413.64
Loans and Advances Paid during the year (Net)	599,314.43	1,036,692.78
Liabilities Paid	1,396,159.44	-
Cash & Bank Balance		
Cash in Hand	33,322	26,166
Balance at Bank	14,042,558	19,366,069
Investment	1,065,262	-
TOTAL Rs.	40,546,122	56,142,360

Significant Accounting Policies and Notes to Accounts

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

For & On behalf of:

S. SAHOO & CO.
Chartered Accountants

[CA. Subhajit Sahoo, FCA, LLB]
Partner
M No. 057426
FR No.: 322952E

Place : New Delhi
Date: 16.09.2022

UDIN: 22057426ATYU88570

For & On behalf of:

All India Artisans & Craftworkers Welfare Association

Roopa Mehta
President

Meenu Chopra
Secretary