



ENHANCING LIVES

Annual Report ● 2022 - 2023

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A NOTE FROM EXECUTIVE DIRECTOR



Ms. Meenu Chopra
Executive Director, AIACA

As the world reopens and finds itself evolving in the post-covid era, the aim to uplift and re-establish the artisans and the handicraft sector, which suffered the most, has been the prime concern, across the globe. The post-COVID-19 era has seen a drastic shift in the markets towards Sustainability. There has been a significant rise in Conscious Consumerism whereby demand for products made in a sustainable manner has gone up. The consumer today wants to make conscious purchases, thereby contributing to the Sustainability of People as well as the Planet. At the same time, digital markets have opened up, providing the producers an opportunity to access the markets directly.

The focus of AIACA in the past year has been to help Craft based enterprises and connected artisans to rebuild themselves, adapt, adept, and move forward in tandem with the fast-paced market, through its integrated approach that contributes significantly to the Sustainable Development Goals (SDGs) laid down by the United Nations.

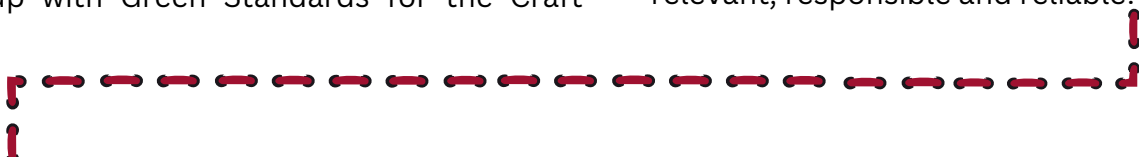
At the same time, there is a renewed focus on supporting enterprises to create green value chains so that enterprises and artisans are able to compete in the fast-evolving conscious markets. AIACA had undertaken research to come up with Green Standards for the Craft Sector

This year, 5 pilots have been initiated across 3 three states in India i.e. Uttarakhand, Rajasthan, and West Bengal, to help textile-based enterprises to create green value chains. The positive outcomes from these Pilots could work as case studies and would enable us to replicate the work in other states as well.

Craftmark has been the core/centre of our work since 2006. This year we tried to focus on reiterating the relevance of Craftmark to strengthen the market positioning and supportive eco-system for our members. Efforts have been put in to initiate dialogue with multiple stakeholders, broaden the Partner base, bring the core issues of this sector to the forefront and generate consumer awareness on creative and cultural aspects across of the Craft Sector through strong online Campaigns that focused on sharing knowledge related to Craft processes as well as taking the voices of the artisans and crafts workers to the end consumer. Additionally, many artisans and enterprises have been capacitated with digital skills to cater to the digital markets.

While the major impetus has been on economic empowerment of the artisans, work has also been done for enhancing social security of the artisans and craftworkers. Realising the importance of the social Convergence, a lot of awareness has been generated about the benefits of various Schemes and liaisoning has been done with Government departments to link the artisans to these Schemes. More than a thousand artisans have been connected with relevant Schemes during the year.

We continue to seek and ensure the growth and continued vibrancy of this sector for a better standard of living for artisans and crafts workers. Going ahead, AIACA will continue to take forward its work in contributing to the SDG's and striving to make the creative and cultural sector of India – relevant, responsible and reliable!



1 8

STRENGTHENING OF LOCAL ECONOMY THROUGH TRADITIONAL CRAFTS AND SKILLS

5 10 12

ADVOCACY AND STRATEGY INPUTS FOR NATIONAL PROGRAMMES

SUSTAINABLE DEVELOPMENT GOALS



5 12 8

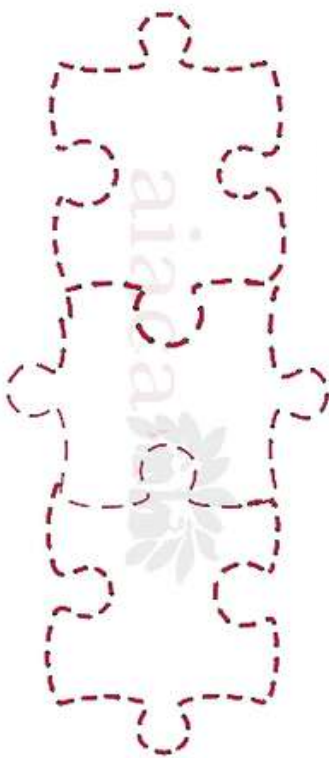
SOCIAL AND ENVIRONMENTAL SUSTAINABILITY IN HANDICRAFT AND HANDLOOM SECTOR

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SUSTAINABLE LIVELIHOOD AND DIGNITY OF WORK

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, Varanasi, Barabanki-Uttar Pradesh, West Bengal, being more recent examples.



ESP & SUSTAINABLE LIVELIHOOD

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

ADVOCACY

Enhanced visibility of AIACA and its work amongst multiple stakeholders and enhanced awareness for more than 2,50,0000 consumers

CRAFTMARK

Craftmark has certified more than 280+ craft enterprises till now with an outreach of about 178,150 artisans across India.

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 labor. 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 market-led 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.



ENTERPRISE SUPPORT PROGRAM



AIACA's initiative of 'Enterprise Support Programme' (ESP), is aimed to provide market led growth for craft based enterprises, thereby promoting sustainable livelihoods for artisans. End-to-end solutions are provided for strengthening the value chain through various activities and hands-on training for artisans/weavers and crafts enterprises such as design innovation, business skills development, production management, organization development and formalization, access to finance, social convergence, digital empowerment, promotion and branding, and facilitation of direct access to markets.

Under the various project interventions, these ESPs are rolled out and planned in a manner to promote market led growth for the enterprises, which eventually strengthen the identity of artisans and their clusters, increase their design and market understanding and economically empower them.

Additionally, there has been a renewed focus on supporting the enterprises to create green value chains, to be able to compete in the fast evolving conscious markets. Through the ESP interventions, AIACA strives to contribute to some of the 17 Sustainable Development Goals (SDG) laid down by the UN, such as Goal 12 - Responsible consumption and production and Goal 7 - affordable and clean energy. Additionally, Goal 1 - No poverty, Goal 5 - Gender Equality and Goal 8 - decent work and economic growth. The different projects and the ESPs carried out, closely cater to development in all the four pillars of sustainability – social, economic, environmental and cultural.

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

With support from the Australian High Commission, AIACA supported Kota Sidhika SHG in Kota , Rajasthan, to scale up as a sustainable business entity through the ESP approach, to ensure that the enterprise commands a larger market share in the long run. Beginning from July 2022 in Rajasthan, the project sought to develop the Kota Sidhika SHG further in terms of production capacities, design and product diversification, organization strengthening and business development. Additionally, it aimed to enhance their income/earning potential, enhance their skills to conduct business development actions as well as to design and produce diversified products. It also aimed to grant access to social security entitlements and benefits for them.



The group President Ms. Dilafroj Ansari was given an understanding of how to understand emerging Trends by making her participate in a trend forecast workshop that was organized by Creative Dignity. Marketing tools and linkages were developed to ensure their economic growth in the long run. She was also supported to apply for “Icons of Bharat” a 14-episode television series aired on NDTV India in the month of June, a series that celebrated the real stories of the people committed to building a better Bharat. She won the “Shreshtha Icon of Bharat” and qualified for the finals of the “Sarvashreshtha Icon of Bharat” competing with other 11 contestants from different parts of the country.





As a result of these activities, trainings and other such interventions of the project:

- The group has increased sales (approximately 20%) since 2021-22.
- The income of weavers increased by approximately 15% and women weavers got increased exposure through participation in exhibitions which helped them to bounce back and regain confidence in the post-COVID times
- Marketing tools were created & Long-term term linkages have been set up with Artisan Centre, Sanatkada Stores, and GoCoop.
- 60 weavers have enhanced skills in business development and overall in the representation of their craft to the buyers and 10 women have enhanced skills in managing Kota Sidhika SHG
- 20 new designs were developed and 20 weavers were capacitated in producing new designs and collections for the contemporary market
- 235 women were made aware of and have applied for benefits from various Social Schemes and 9 women received verbal confirmation of credit loans worth 50,000 INR through Laghu Udyog Protsahan Yojana from local government authorized banks

“Weaving a life of dignity of Handloom Artisans in Uttar Pradesh”- HCL Foundation Supported CSR Programme

Propelled by loss of markets, declining skills and difficulty catering to new markets, a large number of artisans have migrated in distress situations to urban centers in search of low, unskilled employment in industry. To address this problem, this project supported by HCL Foundation began in April 2022, which aims at contributing to the economic competitiveness of the Indian handloom sector and promote the wellbeing of 400 handloom artisans through a hub and spoke model in Varanasi and Barabanki (Uttar Pradesh).

The project objectives were to generate improved and sustainable incomes of 50 small and marginalized handloom weavers and zardozi artisans, to provide direct access to diverse, new and emerging markets by expanding the market share and greater profits through ethical buying and selling for all the small and medium handloom weavers and to facilitate linkages with social schemes under relevant government departments for 400 weavers. Additionally, the intervention aimed at authenticating 5 My e-Haat partners through Craftmark Certification. As the initial initiative, one enterprise “Sahari Tana Bana Producer group” was formed in Village Sahari in Barabanki. Design development was initiated in both the clusters and a variety of Business Skill Development trainings were rolled out. 659 Artisans Identity Cards distributed to artisans. A digital empowerment campaign called #Digitalsarathi was launched virtually on the occasion of World Youth Skill Day on 15th July 2022, to harness the energy of youth from the artisan communities, to use social media platforms to promote the Crafts of their communities. Professional photo shoots were done for the products developed, e-catalogues were prepared and market linkages were set for both the groups.



Some key highlights and impactful achievements of this project were that:

- 55 weavers have increased income due to production work under the Project and more than 50 weavers have an increased understanding on issues related to financial and business planning.
- 55 weavers & Zardozi artisans have improved skills to create more complicated designs and diversified products & work independently
- A Sale of worth INR 20,81,682 was generated for Varanasi & Barabanki
- Marketing tools were created for both enterprises and their visibility was enhanced through strong marketing
- Linkages were set up with Go Coop, Okhai, Weaver's Story, Greenloom, Lal 10, Rangasutra, My ehaat, Flourish, Metamuse , Megastore, Kalakriti, Avantra etc
- 565 artisans linked to relevant Government Schemes
- Five HCLF partners Mon Ami, Samuday Craft and Safe Society (Shwet), Tisser Artisans Trust and Foundation of MSME Cluster (FMC) have received Craftmark Certification
- 5 Shilp Charcha sessions organized with average participation of 300 artisans/Craftpreneurs



Enabling Access to Social Entitlementment and Enterprise-Building (EASE) for Women Artisans supported by Misereor

The project EASE, supported by MISEREOR, began in December 2021 to promote Sustainable growth of 15 enterprises, working with 3000 women artisans, from the States of Uttarakhand, Gujarat, Rajasthan, Assam and West Bengal. The project actively worked with the marginalized constituency of women artisans and craftworkers to identify and develop capacities of women artisan collectives on livelihood models and enterprise frameworks, policy advocacy and larger engagements.

For this project, AIACA shortlisted 15 enterprises and based on an assessment of these, prepared plans and activities to ensure that the objectives of the project are fulfilled and met in a smooth and efficient manner. The key goals of the project are to ensure enhanced annual collective sales of the enterprises, support 3000 women artisans to participate in rights claiming processes and facilitate their access to social entitlements and support at least 5 women artisanal groups to adopt eco-friendly production technologies and production processes as part of their livelihoods model. Once the identification process of partners and partner on-boarding was done, the Project launch event was planned. The baseline survey with all 15 partner groups (3000 women artisans) was conducted & a report was prepared. Additionally, documentation and mapping of green practices was undertaken by the groups to assess the gaps and green pilot interventions were made based on the assessment.





Through the various activities under AIACA's Enterprise Support Programme, the targets achieved for project EASE are:

- 350 artisans have enhanced skills/understanding on business and financial planning through capacity building workshops/trainings
- 345 women artisans have been trained in functional skills through CSO Capacity building Strategy
- Potential and/ pre-existing green solutions from 10 collectives have been documented
- 5 potential/pre-existing eco-friendly practices have been identified. Green solutions have been piloted with 1 women led group: Kumaun Grameen Udyog (1 Rainwater Harvesting Tank and 2 Solar Panels have been installed in KGU)
- 370 women artisans have been given training on 'leadership and teamwork, life skills, occupational health and safety and rights claiming' to improve their sustainable living standards through 6 partner groups
- 625 women artisans have been already linked to new social schemes and entitlements like Artisan Card registration, Mukhyamantri Laghu Udyog Yojana, Bima Yojana, Bank Account opening, Bank KYC and Artisan provident fund benefit scheme

Crafting Enterprise of Future Women of Nabha-Supported by Faizal & Shabana Foundation

To strengthen the women Phulkari artisans in Nabha into a sustainable enterprise unit, AIACA began this project with the support of Faizal & Shabana Foundation in October 2021. For this project, the rural women artisans practising the art of Phulkari in Nabha, Punjab were shortlisted. The aim is to strengthen the existing Phulkari Self Help Groups which have women scattered over 8 villages and ensure their socio-economic empowerment.

Through this project under AIACA's enterprise Support Programmes and interventions, strategic and need based business development support has been provided to the selected craft cluster in numerous ways. This was done in the form of skill development and design innovation, production management, capacity building in organisation 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.



The goal of the project is to enhance the income of 100 women artisans through the execution of a sustainable livelihoods and business strategy, to develop a production cluster, with 150 women artisans, into a sustainable entrepreneurial entity and to strengthen and promote a collective identity for the artisan cluster. These were ensured by carrying out a series of activities such as a design competition, Business Skill Development training and workshops, Stitching Training, Design Innovation and Product Development to name a few. Skill training on Phulkari was also organised and production was undertaken in the new designs. A Co-operative society registration was processed and completed along with its Market Promotion and Facilitation. At the same time, efforts were made to strengthen the security net for the women by updating their KYC and linking them to various Schemes.

The larger impact of this project was seen in the form of strengthening the identity of clusters by making them part of the cooperative society. An overall change has been witnessed in the Status of women in their community as well as within their families. The artisans have started getting more support from their families to work and even to go out of Punjab for work. The women now command a better position within their families and in the community and they have a better say in their families now. This has had a ripple effect within the community, with more women now showing interest in joining the group. Additionally, with more support and acceptance in the society, the younger generation is also showing interest in the Craft.

The highlighted achievements of this project are:

- Nabha Phulkari Mahila Industrial Cooperative Society Ltd has been successfully registered
- 97 women now have enhanced income and 103 women have been trained in Phulkari while 60 women have successfully joined the group. 17 women were also trained in Stitching.
- 130 women have an increased understanding of Business Management Skills
- 135 women have improved their skills to embroider more complicated designs and 46 women can work independently to fulfil orders
- Total Sales of INR 4,03,785 done during the Project and Market Linkages have been set up with Okhai, Rangasutra, Lal 10 and Tulah.
- Social Security was enhanced for 150 women through facilitation of linkages with Government and 100 artisan cards were received



K.N.I.T-Knitting New Initiative for Transformation- Supported by Titan Company

Started in January 2021, AIACA's project KNIT, supported by TITAN company, 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 plow back all the generated profit into community-centered developmental activities. Initially, the women knitters had been organized into 8 informal groups, for production-related purposes but were unaware of the benefits of collectivization, savings, and Social Entitlements. In terms of production, their understanding of new designs, yarns, planning and quality, costing, and pricing was very low.



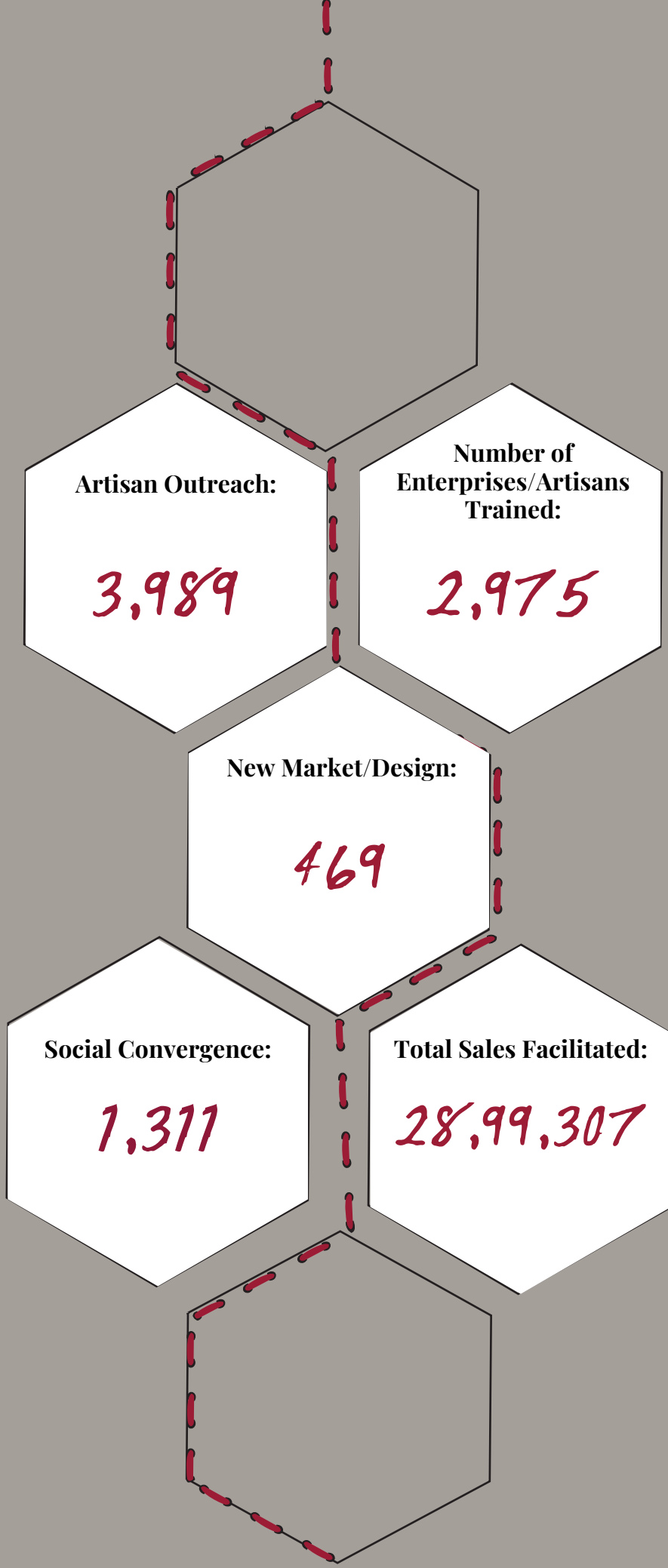
The project aimed at strengthening the existing 8 groups of women knitters and making them as autonomous as possible, developing their self-confidence, helping them understand the importance of enterprise building, planning, maintaining high quality, and learning new designs in tune with the market demands. All these helped the existing groups to strengthen themselves organically. The key objectives of the project were to ensure that 250 women artisans have enhanced incomes by the end of the project intervention, These women artisans are strengthened as a production cluster in the enterprise and the enterprise cluster develops a distinct brand language for more effective marketing and representation. Additionally, as stated in the objectives, the enterprise would also be established as an environmentally friendly entity in compliance-conscious markets.

As part of the activities, once the baseline survey was completed, most of the training like design development, production planning, quality control, costing/pricing, and storytelling was given to Supervisors in the knitter groups. The Supervisors further disseminated the learning from these workshops to the remaining women in their groups and ensured high-quality production as per the Plans. Various workshops on Team building, Collectivization, and Social Schemes and entitlements were rolled out for all groups. For social convergence, the women were helped to update their KYC at SEWA Centres, to gear up for linking with various social Schemes. Towards its initiative on 'Greening for Environmental Sustainability', AIACA also set up solar units and Natural Dyeing and Washing Unit for the groups.



Through the various activities under AIACA's Enterprise Support Programme, the targets achieved for the successfully completed project KNIT are:

- 263 women knitters showed a 33.6% increase in income
- 25 women have been trained as supervisors and one of them has already started her group
- 35 artisans benefitted from the Medical Camp. 133 got their KYC documents updated and have applied for Certificate of Domicile
- 263 women have improved skills to knit more complicated designs
- The stock of 2032 products has been created in 111 new designs
- 250 women have been trained in business management skills
- Market linkages have been set up with platforms like Rangсутra, Greenlooms, Hamleys, Kalakriti, and International Buyers like Aarven. Total Sales generated- INR 2,88,238
- Professional photography of the new range has been done and Marketing Catalog has been created
- Setting up of Natural Dyeing and washing Unit has been successfully done.
- The enterprise has become more eco-friendly and Resource consumption has been optimized through- Installation of Solar panels, solar water heating unit, solar dehydrator, ETP Pit and Rainwater Harvesting Unit



INTERVENTIONS IMPACT

AIACA Completes First GREEN PILOT in the Handicraft Sector

Under the project supported by Titan Company, AIACA embarked on an innovative journey toward sustainability by completing its very first green Pilot in the Handicraft sector. In February 2022, AIACA achieved the successful implementation of the Green pilot at Kumau Grameen Udyog (KGU), Uttarakhand, which has effectively transformed its production unit into an eco-friendly and sustainable hub.

One of the primary challenges faced by KGU was the erratic power supply in the region. The entire KGU unit heavily relied on electricity for essential processes like water heating, ironing, and washing. These power interruptions caused substantial productivity losses, often lasting for hours and disrupting operations. Moreover, the need for extended water heating times during cold winters further strained the electricity supply. To address these issues, AIACA introduced solar water heating units, allowing the unit to function independently of the grid. As a result, electricity consumption, which was around 180-200 kWh per quarter, was entirely eliminated.

To enhance efficiency and reduce drying time, AIACA installed two solar dryers in January 2023. Prior to this addition, manual drying was a labor-intensive process, taking up to 2 hours per batch. With the solar dryers, the drying time was reduced to just 30 minutes, translating to a remarkable time-saving of 66-75%. Furthermore, the solar dryers provided a more consistent and uniform drying process, eliminating the need for exposure to sunlight, which could sometimes affect the quality of the products.

Water consumption was another significant concern for KGU, given the drying springs in the area due to climate change. The washing and dyeing processes at KGU's unit are water-intensive, requiring up to 500 liters per day. To combat this, AIACA implemented a Rainwater Harvesting System, which significantly reduced their dependence on springs, preserving this valuable resource for drinking and irrigation. Additionally, an Effluent Treatment Plant (ETP) Pit was introduced to purify and recycle water from the washing and dyeing unit for safe use in nearby farmlands, even though no chemicals were used in the dyeing process.





In pursuit of further sustainability, AIACA assessed the efficiency of washing machines versus manual washing. The results were striking, with machine washing taking just one hour, compared to 4-5 hours for manual washing. This not only saved time but also improved the quality and uniformity of washing. The electricity required to power these washing machines, estimated at 220 kWh per year also becomes green after the installation of solar panels at KGU

AIACA extended its commitment to sustainability to the main office of KGU in Kasiyalekh and the bustling Sargakhet shop. Frequent power cuts, lasting 3-4 hours for 1-2 days each week, had a significant impact on productivity and operations in these locations. To address this issue, solar power units were installed, ensuring uninterrupted operations and productivity for knitting groups dependent on electricity. Additionally, these installations served as symbols of AIACA's dedication to a more sustainable approach.

The Green Infrastructure project implemented by AIACA has brought about a transformative shift toward sustainability in the handicraft sector. Embracing green practices and eco-friendly production processes, AIACA not only contributes to environmental preservation but also strengthens the market position and impact on artisans and communities in India. This initiative sets a benchmark for sustainable craftsmanship and underscores AIACA's commitment to fostering a brighter, greener future for India's artisans which will be continued as AIACA is on a mission to develop more Green infrastructures in different parts of India in next coming years



ADVOCACY

EVENTS, WORKSHOPS & CONSUMER ADVOCACY

AIACA engages in the domains of advocacy through various programmes, research and dialogue with multiple stakeholders, consumer awareness activities as well as ensuring social convergence for the numerous artisans and enterprises that it works with. The core issues of this sector are brought to the forefront and practical solutions are discussed while ensuring that the voices of the artisans and crafts workers themselves are also addressed.

Textile Masters Program for Cultural Exchange between India and Denmark

An exceptional 'Textile Masters Program' has been anchored as a collaboration between AIACA and The Danish Agency for Culture and Palaces (SLKS) and the Danish Art Workshops, with support from The Danish Ministry of Culture and the Ministry of Foreign Affairs of Denmark. The aim of the program is to foster and highlight cross-cultural exchange between Denmark and India. This program has been initiated under the Bilateral agreement signed between the Government of India and Denmark.

Through this unique advocacy programme a cultural exchange would be facilitated between five Danish artists and five Indian Master Artisans, whereby 5 Danish artists will visit India to learn Crafts from 5 Indian Masters and subsequently, the Masters will travel to Denmark to conduct workshops for Danish Artists.

Five Crafts and Master artisans for the same were identified by AIACA, for this program-



Khushiram Pandey
HAND BLOCK PRINTING



Adil Mustak Khatri
BANDHANI TIE AND DYE



Mahamaya Sikdar
KANTHA STITCH EMBROIDERY



Gaurav Choudhary
HAND APPLIQUE



Radhe Shayam Meher
IKAT WEAVING

A Call was announced by SLKS for Danish artists to apply for the exchange program. Before finalising and initiating the program, Ms. Meenu Chopra, Executive Director, AIACA visited Denmark from the 5th -11th October 2022 to represent AIACA at the Selection Committee for finalising the Danish artists for the exchange program. The Selection committee comprised of Mr. Frederik Hardvendel, Director, Danish Arts Workshop (Denmark), Ms. Margrethe Odgaard, Textile designer (Denmark), Mr. Jan Machenhauer, Fashion designer (Denmark), Ms. Meenu Chopra, Executive Director- AIACA, Ms. Anni Nørskov, Head of The Danish Arts Foundation's Committee for Craft and Design (Denmark), Mr. Søren Krogh, Chief Advisor, Danish Agency for Culture (Denmark) and Ms. Margrethe Odgaard, Textile designer (Denmark). The Committee met at the office of 'The Agency for Culture and Palaces' to carefully shortlist and select 5 applicants to travel and work with Indian textile masters.

The applications were thoughtfully studied and reviewed, craft-wise, keeping in mind the various criteria laid down for selection. Post deliberations and discussions, the artists that were selected to work with the Indian master artists were:

- Ms. Anne Fabricius Møller, an esteemed textile designer from Denmark works with Mr. Khushiram Pandey, a fifth-generation block printing artisan and designer from Chhipa Community, Sanganer, India on the art of Hand block printing. Ms. Anne Fabricius Møller has worked extensively with block print in alternative ways and is the recipient of the Danish Arts Foundation's Honorary Award and dreams of making real block print on textile material.
- Ms. Begitte Lynge Andersen, a Danish textile designer with years of experience working on Hand Appliqué with Mr. Gaurav Choudhary, an Indian master artisan in Applique work, with 8 years of experience in training artisans. Ms. Begitte operates within the hand-crafted field, with mainly screen printing as a focal point but has integrated techniques.
- Ms. Katrine Hoff, a Danish visual artist worked on the art of Bandhani Tie & Dye with Indian master artisan Mr. Adil Mustak Khatri, a fourth-generation artisan who revived his family tradition in Bandhani. Ms. Katrine Hoff finds the ancient knowledge and craftsmanship within the world of textiles extremely fascinating which makes her a perfect fit for this exchange.
- Ms. Sarah Brunnhuber, a Danish textile designer and weaver works on Kantha Stitch Embroidery with Indian master Smt. Mahamaya Sikdar a two-time National Award winner feels Kantha is more about storytelling that she 'lives and breathes' every single day. Ms. Sarah Brunnhuber is determined to bring value to the production process and make the fashion and textile industry a less wasteful one.
- Ms. Anne Bruun Kristianse, a Danish textile designer and weaver educated from Kolding Design School works on Ikat Weaving, with Mr. Radhe Shayam Meher, a third-generation artisan who revived his family tradition in Ikat Weaving. Ms. Anna's work is mostly centered on the loom and creating textiles for a spatial context.

Post the Selection, Ms. Meenu also visited The Danish Art Workshop where Mr. Frederik Hardvendel, Director SLKS showed the workshop space for the proposed workshops to be held by the Indian Masters in 2023. The facilities were reviewed and technical/logistical suggestions were given to the SLKS with respect to the arrangements required for the Indian Masters to conduct workshops in Denmark.

This program, with its vision to promote and strengthen bilateral relations between India and Denmark, was formally announced via a press conference held on 15th November 2022 at the Embassy of Denmark in India in the presence of His Excellency Mr. Freddy Svane. Overwhelmed with this unique opportunity, the Danish artists and the Indian Master Artists look forward to being truly inspired both culturally and creatively through the year 2023.

Additionally, Mr. Gajraj Bhati, Second Secretary (Cons & PIC) from the Embassy of India in Denmark was also apprised about the entire Visiting Program and the potential problems that the artisans might face while in Denmark. He promised to extend full support to ensure a smooth visiting program for the Indian artisans.

Workshops in India

The Danish artists visited India between February and March

Ms. Katrine Hoff visited Bhuj to learn Bandhani from Master Adil Khatri. She was welcomed by Adil on 5th February and attended his workshop from 7th February onwards. She learnt the various techniques of tying and dyeing to achieve the intricate patterns of Bandhani. Both the artists discussed how the crafts and artwork of both the countries could be integrated to come up with unique designs. Katrine bid adieu to Bhuj on 22nd February, carrying back with her the beautiful craft techniques of Bandhani, the vibrant culture of Gujarat and many fond memories and beautiful friendships nurtured during the workshop.



Ms. Ann Brunn arrived in Bargarh, Odisha to learn from Mr. Radhe Shyam Meher on 13th February, 2023. She was really intrigued with the village life in Bargarh and the craft that she learnt during her visit. She easily learnt the technique of dyeing the yarn and preparing the loom for the Loom for Ikkat weaving. She learnt Ikkat weaving and discussed ways of integrating the same in her work. Radhe Shyam also briefed her about the culture of Odisha. The workshop ended on 25th February.



Ms. Anne Fabricius Moller visited Master Khushiram Pandey in Jaipur, Rajasthan for 15 days, started Mid February. She thoroughly enjoyed learning the Block printed techniques and discussed ways of integrating the techniques into her work



Ms. Begitte Lynge Andersen reached Barmer, Rajasthan and started learning applique from Master Gaurav Chaudhary from 20th February onwards. She went back with a good understanding of applique work and the vibrant culture of Rajasthan.



Ms. Sarah Brunnhuber started her 15 day stay with Mahamaya Sikdar from 12th March onwards. She learnt the intricate patterns of Kantha and thoroughly enjoyed her training. She went back with a promise of creating more awareness about kantha in Denmark.



The Indian Masters will visit Denmark in 2023, to conduct workshops for a wider audience of Danish artists. Spread through 2023, this unique advocacy and exchange program not only reiterates the belief that there are many complimentary cultural bastions between the two nations that can be enhanced through such exchanges but also echoes the need to encourage exchange in the fields of design and crafts with special attention to traditional craftsmanship and sustainability.

Danish Delegation visits Indian Craft workshops

Ms. Meenu Chopra accompanied a Danish delegation comprising of Mr. Morten Nybo, special advisor, Agency for Culture and Palaces; Mr. Frederik Hardvendel, Director, Danish Arts Workshop, Denmark and Mr. Rune O. Lundberg, Executive Director, Museum Kolding-Staldgården, along with Ms. Ashima Thakural from the Embassy of Denmark in India to Jaipur on 18th and 19th November.



The delegation met Master Khushiram Pandey, Block printing artisan from Jaipur to discuss and understand the arrangements that would be made for the workshop in Denmark. Two silver ware workshops were also visited to assess a possibility of starting a similar exchange programme based on the Indian silverware.

Networking in Denmark



Ms. Meena Chopra visited many organizations during her trip to Denmark in October, to represent the work of AICA and to explore further collaborations.

She met the special advisor Mr. Morten Nybo and chief advisor Mr. Soren Krogh, Agency for Culture and Palaces, “Danske Kunsthåndværkere og designere” – Danish member organisation for artists working with crafts and design, Ms. Hanne Brøbech Sønnichsen, Chairman and project manager Ms. Christina Bizzarro to share the work being done by AIACA and the current exchange program with SLKS. She also met with the team from Royal Danish Academy and Ms. As Øland, Creative Director, Danish Fashion and Textile, to share the work of AIACA with special reference to Craftmark Green. Additionally, the director also met Mr. Rune O. Lundberg, Executive Director, Museum Kolding-Staldgården - Museum Kolding and Ms. Maria Luisa Martinez Diez, Public Affairs Director and Ms. Sanjana Chopra, Senior Commercial Manager from the Global Fashion Agenda (GFA). Ms. Eva Andersson Strand, Head of Centre, Associate professor of The University of Copenhagen - Centre for Textile Research also presented their work on textiles to the AIACA director during her visit. Additionally in India, she was also invited to various other events hosted by the Embassy of Denmark, where she represented the work and activities of AIACA to the representatives from other Embassies.

Round Table on - 'Towards Sustainability: Elevating Khadi as the Fabric of the Future'



AIACA partnered with The Centre for Public Policy Research (CPPR), the Foundation for MSME Clusters (FMC), and SaveTheLoom (STL) to organize a Roundtable Discussion on Khadi with the theme “Towards Sustainability: Elevating Khadi as the Fabric of the Future”, as part of CPPR’s project #UnLockKhadi: Towards Sustainability. Organized at USQ International Centre, New Delhi on 25th August 2022. This half-day roundtable discussion brought together experts, designers and marketing platforms, to discuss key themes divided into two sessions namely, ‘Policy, Regulations and Reform’ and ‘Going Local to Global: Harnessing the potential of Khadi’.

The Inaugural Address for the event was given by the chief guest, Shri Manoj Kumar Singh, Member (East Zone), KVIC, and Shri Ithadi Jawahar, State Director, KVIC, Haryana presented the Keynote Address as the Guest of Honour. Other dignitaries and important attendees included Ms. Jaya Jaitley, Ms. Amita Joseph, Ms. Sudha Dhingra, Mr. Himanshu Shani, and Ms. Anandhi Dasraj to name a few. depth discussions were carried out around the Regulatory

challenges to sustain and organize Khadi, I the new production methods, non-KVIC entities operating in the Khadi sector, stakeholders in the Khadi's value chain, opportunities offered by e-commerce websites, the role of designers and the fashion industry in Khadi and that of private players in boosting Khadi sales. The suggestions and ideas emerging from the conference will feed into the final policy brief which will be forwarded to the concerned government departments.

AIACA participated in Business Forum and B2B meetings with Sustainable Fashion Delegation, UK



With an objective to pursue export and partnership opportunities with Indian companies and to meet with key decision-makers, end users, and partners, A business Delegation from the UK on Sustainable Fashion visited New Delhi on 10th October 2022. FICCI, as its industry partner, supported the delegation by organizing Industry visits Business forums, and B2B meetings with potential Indian companies and Institutions in the areas of their interest. Ms. Shweta Chandra and Ms. Harshita Maheshwari participated and represented AIACA at the seminar and B2B Meetings to widen the network and promote possible partnership opportunities with the delegates.

AIACA's representation at the CII National Task Force on Rural Development & Migrant Workforce - 2022-23

CII National Task force on Rural Development and Migrant Workforce has been constituted as a high-level Stakeholders' Forum to steer the Policy Advocacy work of CII for creating an ecosystem of enterprises to strengthen human capital of rural economy and overall development.

Ms. Meenu Chopra, Executive Director, represented AIACA as a part of CII National Task Force on Rural Development & Migrant Workforce. The first virtual meeting was conducted on 28th July, 2022 . 5 meetings of the Task force were convened during the year. She was also a part of CII Sub Task Force on Rural Employment and Livelihood.

AIACA joins an FMC initiated committee on ‘Policy Suggestions for Skill Development in Artisanal Clusters’

AIACA got on board for the committee on ‘Policy suggestions for Skill development in Artisanal Clusters’, organized by Foundation for MSME Clusters (FMC). This was created to suggest improvements and mitigate the challenges faced during the on ground work with the artisans.

Some of these included- considering skill as an investment of their labour time and expecting wage compensation, needing persuasion to go for skilling, no internalisation of the skill development programmes at the sectoral level, involvement of women seen in low wage components or in part time jobs and role of the private sector in formal skilling still being minimal in nature to name a few.

The committee chaired by Prof Santosh Mehrotra, Member, Board of Trustees, FMC made suggestions to the FMC secretariat to carry out background work and address several of these issues to learn and come up with policy suggestions based on the same, which would be shared as the final set of recommendations that would be prepared over the course of time.

ODOP Hasthilp Samanvay 2022

One District One Product (ODOP) initiative under Invest India, DPIIT, Ministry of Commerce & Industry aimed at creating sustainable employment at the district level while promoting holistic socio-economic development. The ODOP initiative is organized “ODOP Hasthilp Samanvay 2022” to provide a versatile and expanded platform for India’s diverse crafts. Several NGOs, SHGs, startups, incubators, designers, institutes, buyers, and concerned government dept/ministries participated. Craftmark stall was also set for product display and networking



Digital Workshops on Handicrafts for DELL Employees



What can I do to promote my Cultural Heritage??

- *Understand your responsibility*
- *Take informed decisions*
- *Promote your traditions*
- *Promote dignified livelihoods for the communities*



Be a Change agent simple through your Purchases



AIACA engages in Consumer advocacy by doing programs to generate more awareness about Crafts among Consumers. As a part of this, AIACA got into a partnership with DELL to organise a series of 4 online Workshops about Crafts for the employees of DELL.

The First Session organized by AIACA on 14th December 2022 was attended by more than 300 employees. Ms. Meenu Chora, Executive Director, AIACA made a presentation that gave an overview of India's Cultural Heritage, where she weaved in quizzes to engage the participants to make the session more interactive. The idea was to create an awareness about our cultural heritage and instil in the employees a sense of cultural responsibility, ensure that they take informed decisions, consciously promote their traditions, support dignified livelihoods for the communities and be a changing agent through their simple purchases by opting for handmade goods.

Additionally, during this session, Ms. Anita, a knitter from Uttarakhand also interacted with the participants to brief them about her craft. A direct interaction with an artisan ensured high participation and active engagement. The session was well received and participants wanted to know more about AIACA, authentic Craft groups and their market presence. Links to the e-shops of various Craftmark members were also shared, to encourage the participants to buy authentic Handmade products. Subsequently, one Session will be organized every quarter to create awareness about the Craft Sector.

CONSUMER ADVOCACY

As AIACA is dedicated to enriching the lives of those who safeguard our cultural heritage, numerous social media campaigns have been launched throughout the year to promote consumer advocacy. These campaigns were designed to promote handicrafts and handloom products, shedding light on the communities that labor tirelessly to create them. Beyond mere promotion, these initiatives served to cultivate awareness about the profound significance of these crafts within society and their positive environmental impact, conveyed through diverse communication channels.



Handloom Campaign

#lovetheloom launched to promote handloom products through digital platforms, launched on the occasion of National Handloom Day in collaboration with Creative Dignity. Viewers were encouraged to share their love for the handloom product and participate in the contests. Exclusive informative content were posted to enhance the experience of viewers and spread awareness at the same time.



Diwali Campaign

#passonkhusiyan launched to promote their Crafts through digital platforms, launched on the occasion of the Diwali festival. Viewers were encouraged to gift Handicraft products to their loved ones and **#passonkhusiyan** to the homes of artisans who made those products. Posts featured several Craftmark members and their products showcasing their love for the Crafts. Exclusive illustrations were posted to enhance the experience of viewers and spread awareness at the same time



Women's Day Campaign

#isaidyes launched to celebrate women and the moment their struggles became possibilities when they said yes to their dreams, aspirations, freedom, equal rights, and most importantly...herself. to educate the viewers about the stories of legends and inspire Posts highlighting inspiring stories of women associated with Craftmark. A Contest was launched exclusively for women to share their **#isaidyes** stories and win

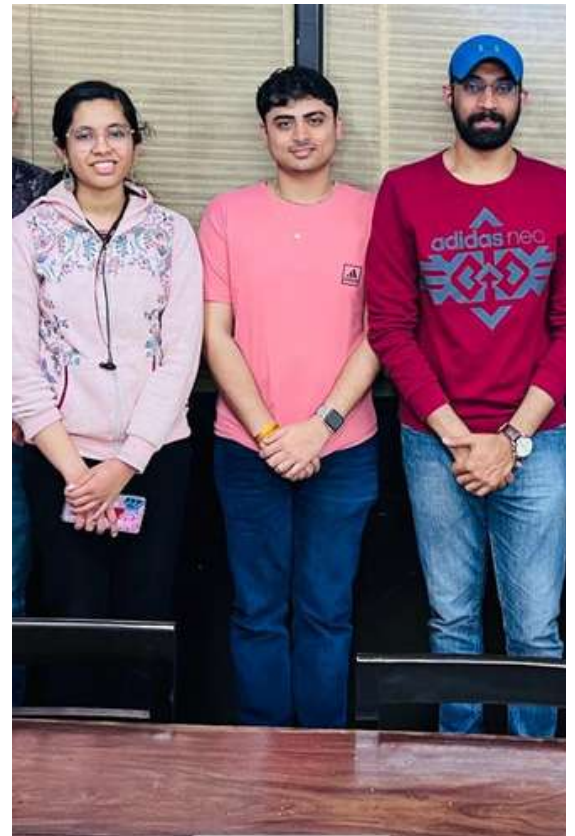


PARTNERSHIPS

AIACA extending Partnerships with Design Insititutes

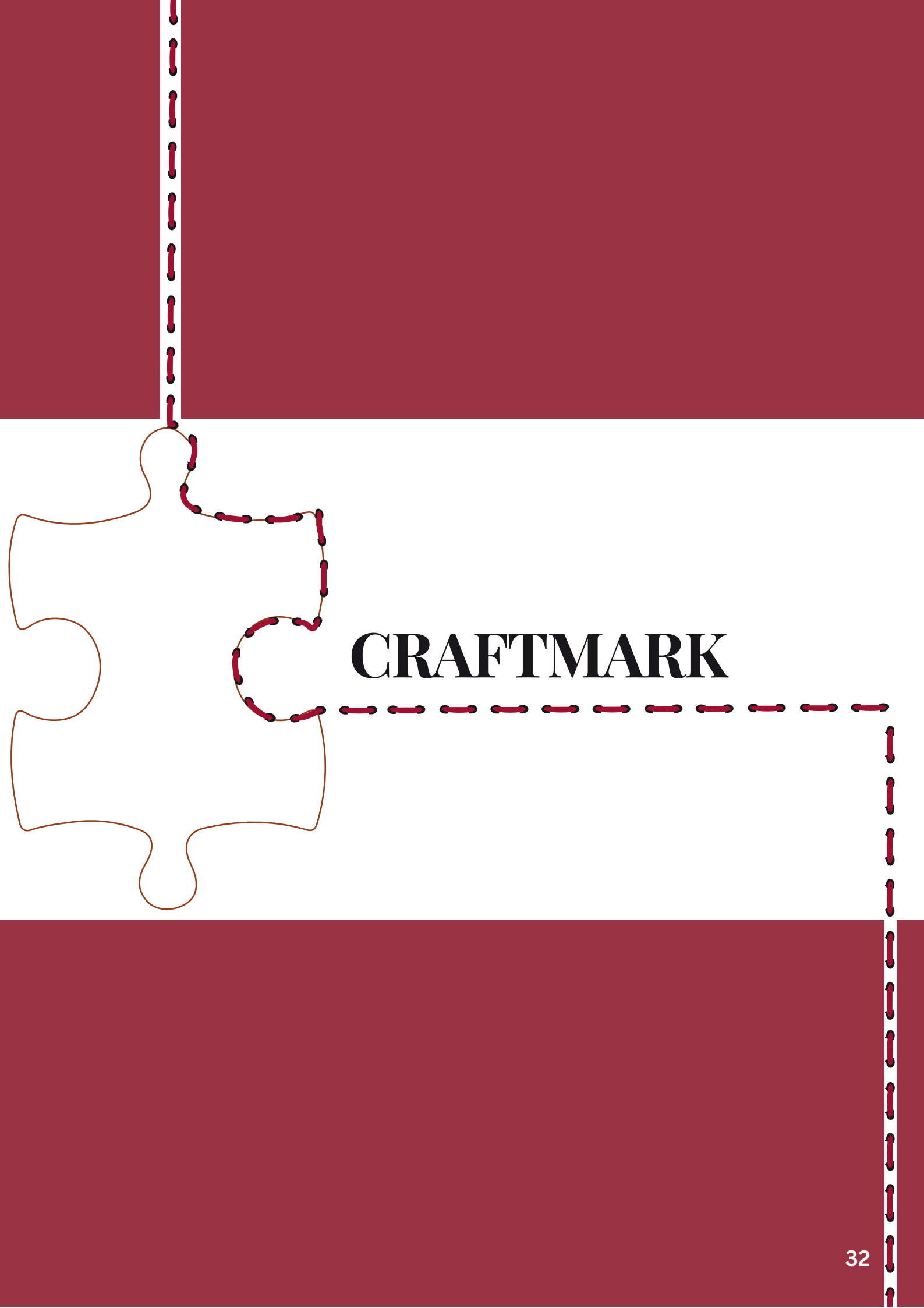


AIACA's commitment to fostering innovation and nurturing the future of the handicraft sector led to the highlight of an extended partnership with esteemed design colleges. Over the past year, our organization has collaborated with IICD, Jaipur, NIFT, NMIMS, and prestigious design institutions, welcoming talented interns into our fold. This initiative reflects our unwavering dedication to empowering young talent by offering them invaluable exposure to the intricacies of the handicraft sector. Through structured mentorship and a professional environment, we aim to equip these aspiring designers with the know-how and skills necessary to flourish in their careers while injecting fresh perspectives into this sector. AIACA's continued collaboration with design colleges underscores the enduring support for the next generation of artisans and designers, solidifying our commitment to the growth and sustainability of the handicraft industry.



INTERNS

Intern	Roles
Yashodhara Purohit	IICD Jaipur, Rajasthan
Arpita Singh Bharadwaj	IICD Jaipur, Rajasthan
Radhika Arora	IICD Jaipur, Rajasthan
Divya Kumari	IICD Jaipur, Rajasthan
Neha Treasa Tonyj	IICD Jaipur, Rajasthan
Arsh Ahmad	NMIMS, Mumbai
Ramit Bajaj	NMIMS, Mumbai
Shivani Davar	NMIMS, Mumbai
Kabir Singh Grover	NMIMS, Mumbai



CRAFTMARK

CRAFTMARK



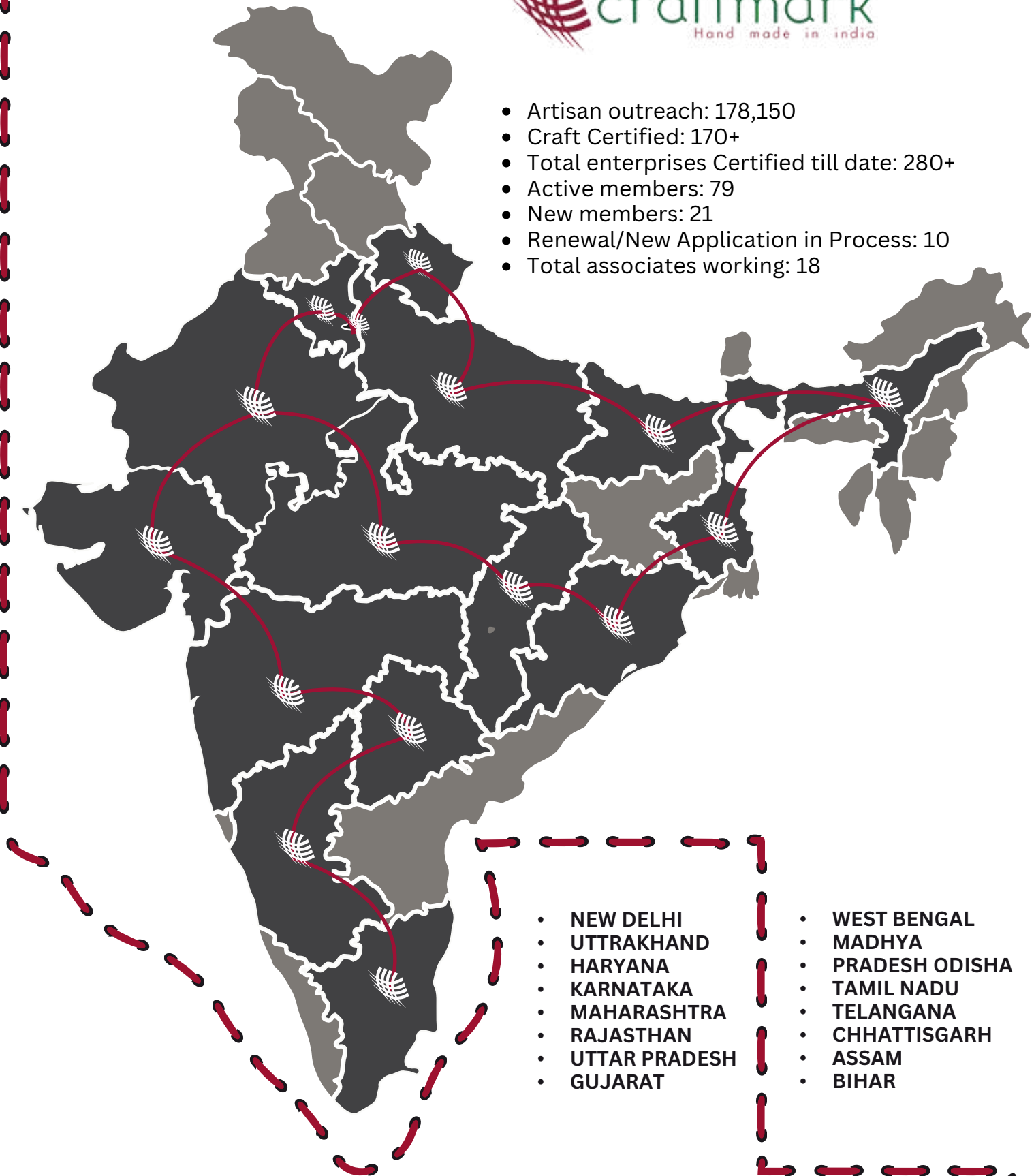
Since its establishment in 2006, Craftmark has been dedicated to enhancing the market presence of craft-based enterprises through its globally recognized certification. This certification meticulously traces each craft process back to its traditional roots, ensuring authenticity and ethical adherence throughout. By doing so, Craftmark not only raises consumer awareness about the unique handicraft traditions but also guarantees the authenticity of the craft process itself.

In today's dynamic landscape, where craft appreciation among consumers is on the rise, the quest for genuine craft products remains a challenge. The market inundation with mass-produced, cost-effective alternatives has posed a considerable hurdle for authentic handcrafted goods to assert their true worth.

In the post-COVID era, we've witnessed a significant surge in craft consumerism, with an increasing number of brands and startups venturing into the craft arena. In this evolving market scenario, Craftmark's role becomes increasingly pivotal. It not only facilitates consumers in purchasing authentic handmade items but also ensures that these products are crafted in a socially responsible and ethical manner, preserving the richness of distinct craft traditions. By doing so, Craftmark empowers both artisans and brands to compete in the marketplace with unwavering authenticity.



- Artisan outreach: 178,150
- Craft Certified: 170+
- Total enterprises Certified till date: 280+
- Active members: 79
- New members: 21
- Renewal/New Application in Process: 10
- Total associates working: 18



- NEW DELHI
- UTTARAKHAND
- HARYANA
- KARNATAKA
- MAHARASHTRA
- RAJASTHAN
- UTTAR PRADESH
- GUJARAT

- WEST BENGAL
- MADHYA
- PRADESH ODISHA
- TAMIL NADU
- TELANGANA
- CHHATTISGARH
- ASSAM
- BIHAR

CURRENT CRAFTMARK MEMBERS

Fab India	Raj Overseas	Huda Printers & Crafters
Bodhi	Gauri International	Bharath Art and Crafts
Kumaon Earthcraft Swayatta Sahakarita (Avani)	Studio Coppre Pvt. Ltd	Al-maun by Imtiaaz Ali
Sandur Kushala Kala Kendra	Touchy Exports	Gaia- Tree (C/O Padmaja Shrivastava)
Kumaon Grameen Udyog (KILMORA)	Awdhesh Kumar	Weavers Knot Inc.
Sadhna	Kota Women Weavers	North East Society for Handicraft Incubation & Livelihood Promotion
DASTKAR RANTHAMBORE	House of Tuhina	Baragaon Weaves LLP
V-Weave	Varanasi Weavers and Artisans Society	Tapas Kumar jana
Eco Tasar	Nilak By Adil Khatri	Apindra Swain
Shardadevi Gramodhyog Utpadak Shakari Mandali	Vijay Joshi	Ek Katha
Porgai Artisans Association	Belun Hasta Silpa Kuthi Society	leeway
Kadam Haat	Mehera Shaw Textiles Pvt. Ltd.	Almora Craft Design Studio LLP
(Beer Singh) Veer Singh	Sewa International	Samoolam Crafts.
Gopal Hand Printers	Hastkaar by Bhartesh Vaibhav	Devbhumi Natural Products Producers Company Ltd.

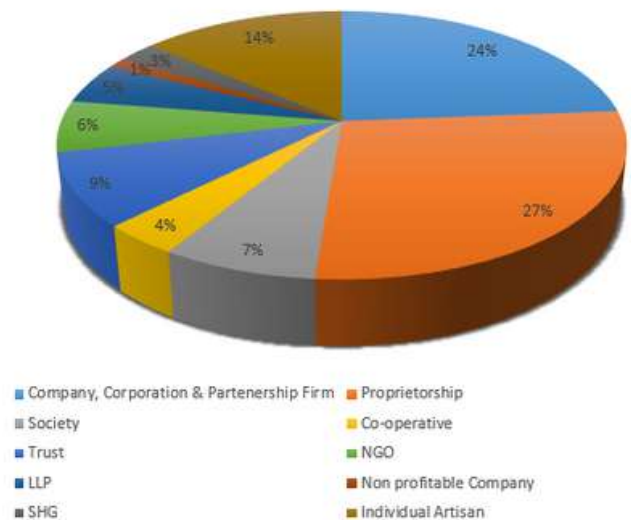
CURRENT CRAFTMARK MEMBERS

Ajanta Arts	Sirohi Samaritan Foundation	Samuday Crafts Private Limited
Curio 38	Tarini	Swaniti Enterprises
Kalamargam Collective Pvt. Ltd.	Happy Threads	Asha- Aid & Survival Of Handicraft Artisans
Jawaja Leather Association	Happy Faces Foundation	Animedia Works
Dhonk Crafts	Namrata Primary Co-operative Society	Pratibhamandal Nyas
Bhagwandas Retail Pvt Ltd.	Aasmani By Arundhati	Kuparkabi Ceramic Design Studio
Artisans Alliance Jawaja- Weavers Division	GCART	Greenwear Fashion Private Limited
Miharu	Crafts Aqueduct LLP	Simranpreet Kaur
Parachute Home Inc	Rajendra Shyam	Shwet
The Hans Foundation	8Finity Enterprises LLP	Tisser Artisan Trust
Grasim Jana Seva Trust	Punarjeevana Trust	Sarsawati Mahila sansthan
I Design Spaces	Twenty Nine Designs Pvt. Ltd.	Studio Enoy
Shri Nityanand Education Trust	Macrme Décor Craft Private Limited	

Member Profile

S.NO	Legal Entity	No.
1	Company, Corporation, and Partnership Firm	19
2	Proprietorship	22
3	Society	6
4	Co-operative	3
5	Trust	7
6	NGO	5
7	LLP	4
8	non-profitable company	1
9	SHG	2
10	Individual Artisan	11
	Total	80

Profile of Organizations



Craftmark Assistive Services

In addition to the programs and certification, Craftmark also adds value and provides its members with various assistive services that are rolled out in the form of trainings on design development, financial literacy, production planning, quality adherence and control, marketing, branding, packaging, digital marketing, etc., thereby getting them better placed to meet market expectations, link them to markets, including relevant e-commerce platforms, and support them in operating e-stores.

Recommendation of Craftmark member for Kamala Crafts Awards, 2023

Dr. Hemlatha Jain, founder of Punarjeevana Trust was recommended for Kamala Awards, awarded by Crafts Council of India. She won the award in the category of “Revival of Languishing Craft” for her work done in the area of Rural Karnataka for revival of Goma Teni, Patteda Anchu and many other traditional weaves of Karnataka Working with 55 artisans for the revival of languishing craft, so far, Dr. Hemalatha has revived 14 forgotten saree-weaving traditions of Karnataka. The team provided complete support, from application filing to the issuing of a recommendation letter for her candidacy. She won the award and was presented with the certificate and prize money on April 13, 2023, through a digital Zoom call.



Shilp Charcha Series for Skill Enhancement

In collaboration with HCL Foundation, AIACA launched a series of Webinars focusing on relevant issues and building the capacity of the Craft based enterprises and artisans to compete in the Compliance Conscious markets. With an aim to create an enabling eco-system for Craft based enterprises to become sustainable in the current scenario, this endeavor will also help Craft based enterprises to understand their roles, preparations and planning for addressing the current key challenges of the handloom and handicraft industry. More than 100 artisans, representing 24 of our Craftmark members, attended the Sessions and gained knowledge and skillsets through the same



Facilitation for Exhibition Participation

Pop-up Exhibition with Fabindia

A 5 Day Exhibition was organized in collaboration with Fabindia from 23rd – 27th September, 2022 at Chembur, Mumbai. Five of the Craftmark members participated in the same and made a total sale of approx. Rs. 1,00,000/-.

- Varanasi Weavers and Artisans Society
- Happy Faces Foundation
- Happy Threads
- Sandur Kushala Kala Kendra
- Padukas



Mahindra Sanatkada Festival, 2023

A vibrant & grand festival of crafts, music, and food – Mahindra Sanatkada Lucknow Festival, 2023 was organized this year from 3rd – 7th February. Craftmark participated as the member facilitator, social media outreach, and knowledge partner for craft processes. A Craftmark Information Desk was set up at the festival venue for certification awareness to the participating groups and customers.

Participation of 4 Craftmark members was facilitated and on-ground support was rendered to them by the Craftmark Team. The total sales of the participating members was INR 10,40,750/-

- VWAS-INR 96,200
- Aagor- INR 1,66,900
- Dastkar Ranthambore- INR 6,98,000
- Samudaay Crafts- INR 79,650



Facilitation of Craftmark Members in B2B Corporate Gifts Show, Messe Frankfurt in Mumbai

Corporate Gift Show, Messe Frankfurt is the leading trade fair for Corporate Gifting, Promotional and Merchandising companies to network and discuss business with decision makers in the industry. Its 6th edition of was organized from 23rd – 25th February, 2023 at Bombay Exhibition Centre, Mumbai.

Craftmark initiated to negotiate on the discounted stall rates for the Craftmark members. Also, Craftmark mention on all the stall fascia was to be done to promote the importance of certification.

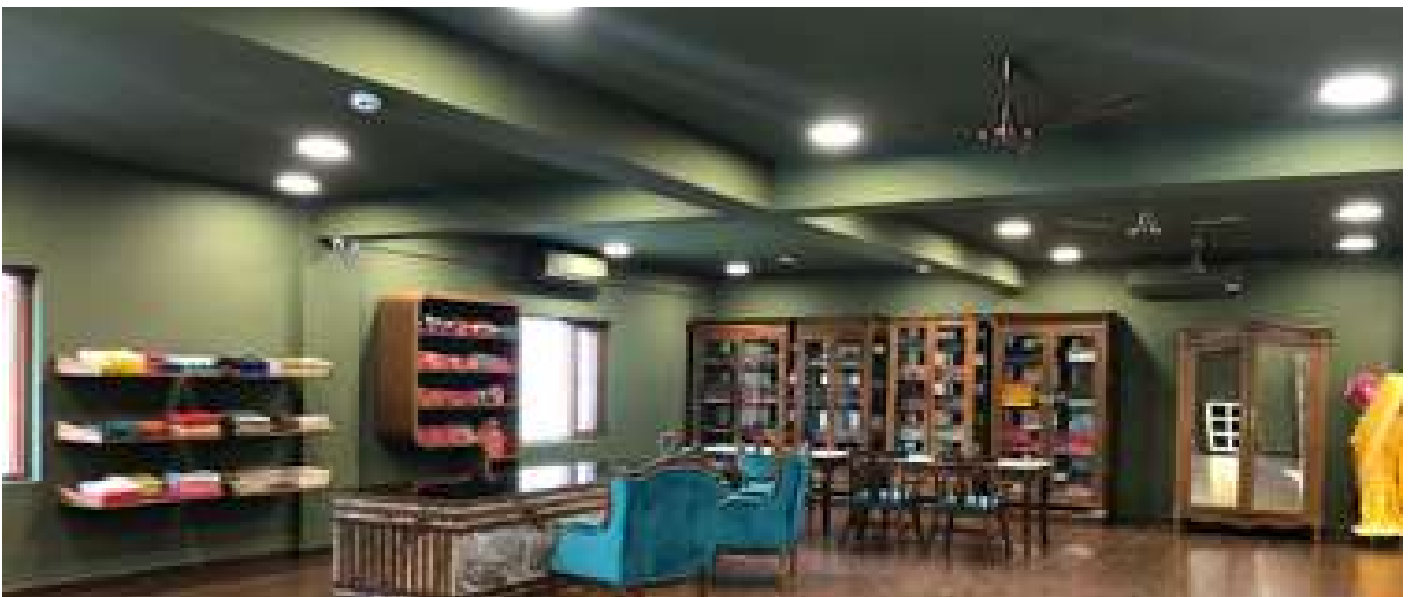
In addition to the discount from Messe Frankfurt, an addition subsidy of 40% was also facilitated from AIACA's side for the participating members. One member Kadam Haat participated in the same.

Market Linkages

This year, there was a major focus on firming up partnerships with marketing Platforms, with which members could be linked. A mixed Strategy was adopted, wherein partnerships were done with e-commerce portals, handicraft Stores and B2B Buyers. As the market started picking up, contacts with erstwhile International buyers were also revived.

Major partnerships-

- E-Commerce Portals- Gocoop, Megastores, Qalara, Okhai,
- Handicraftt Stores- Weaver's Story, Sanatkada
- B2B Buyers- FabIndia, Mettamuse, Green handlooms





DIGITAL PRESENCE

AIACA FEATURES

एक दिवसीय शिविर का आयोजन
 न्यूज सर्विस/नवज्योति, बाराज। अखिल भारतीय कारीगर और शिल्पकार कल्याण संघ (एआईएसीए) के तत्वावधान में रामनारायण बन्नु पांढरी से जुड़ी 50 महिला शिल्प कारीगरों के साथ ग्राम कोर्ट जेवर में एक दिवसीय सामाजिक अभिसरण शिविर का आयोजन किया गया। मुख्य अतिथि सहायक रीजनल निदेशक हैंडीक्राफ्ट शिवकुमार केदरे, एक्सप्रोट प्रमोशन काउंसिलिंग ऑफ इंडिया के जयपुर रीजनल मैनेजर अमित भागवत, रिजर्व बैंक के अधिकारी आरसी लखाटिया, भौगोलिक सकेतक विभाग के रोहित जैन, मास्टर फ्राफ्टसमैन रामनारायण प्रजापत ने शिविर में महिलाओं के उत्थान के लिए जनकल्याणकारी योजनाओं की जानकारी दी। एआईएसीए की कार्यकारी निदेशक मीनू चौपड़ा ने कहा जहां एक तरफ विभिन्न क्षेत्रों के माध्यम से शिल्प उद्योग में सुधार करना महत्वपूर्ण है वहीं उन्हें सामाजिक योजनाओं से जोड़ना भी जरूरी है। विमल प्रजापत ने कारीगर कार्ड बनाना, कारीगरों के काम को प्रमाणित करने आई प्रमाणीकरण से जोड़ना आदि के बारे में बताया।



Crafting Indo-Danish Relations

A cultural exchange programme aims at cross-pollination of ideas and keeping the traditional collaboration in textiles alive in a modern context

NEW DELHI
 On the 19th of October, a group of three Indian textile designers and one Danish artist signed an agreement with the India Trade Delegation, Ministry of External Affairs, to participate in the 'Crafting Indo-Danish Relations' programme. The programme is a part of the ongoing Cultural Exchange Programme between Denmark and India, wherein five Danish artists will travel to India to work with Indian artisans on their craft skills and level of craftsmanship.

The Danish artist, who is a textile designer, will be working with Indian artisans on their craft skills and level of craftsmanship. The Danish artist will be working with Indian artisans on their craft skills and level of craftsmanship.

दैनिक भास्कर उदयपुर 20-12-2022

महिलाओं को सामाजिक योजनाओं के बारे में बताया

उदयपुर। ऑल इंडिया आर्टिजन्स एंड फ्राफ्ट्समैन वेल्फेयर एसोसिएशन (आइका) तथा स्थानात्मक स्तरों में सोमवार को सामाजिक सुरक्षा योजना शिविर का आयोजन किया गया। आइका की कार्यकारी निदेशक मीनू चौपड़ा ने कहा सभी शिल्प उद्योगों को विभिन्न गतिविधियों के माध्यम से सशक्त करना महत्वपूर्ण है। सशक्त विकास के लिए उन्हें विभिन्न सरकारी योजनाओं से जोड़ना होगा। कार्यक्रम में महिला कारीगरों को सरकार द्वारा संचालित विभिन्न सामाजिक योजनाओं जैसे आर्टिजन्स कार्ड, जन आभार कार्ड, बैंक खातों आदि की जानकारी दी गई। शिविर में 85 महिलाओं के भविष्य निधि नामांकन, 79 महिलाओं के आर्टिजन्स कार्ड, 20 महिलाओं के आभार कार्ड, 25 महिलाओं के बैंक खातों के लिए आवेदन किया गया।

जागरूकता शिविर में 300 बुनकर कार्ड बांटे

LUCKNOW (2 JULY)। तीन दिवसीय जागरूकता शिविर का आयोजन किया गया। इस कार्यक्रम का मुख्य उद्देश्य बुनकरों को विभिन्न सरकारी योजनाओं से जोड़ना है। कार्यक्रम में 300 बुनकरों को जागरूकता कार्ड बांटे गए।

तीन दिवसीय विजुअल मर्चेन्डाइजिंग प्रशिक्षण कार्यक्रम का आयोजन

बाराज में स्टेट मोडिया संगठन द्वारा तीन दिवसीय विजुअल मर्चेन्डाइजिंग प्रशिक्षण कार्यक्रम का आयोजन किया गया। इस कार्यक्रम का मुख्य उद्देश्य बुनकरों को विभिन्न सरकारी योजनाओं से जोड़ना है। कार्यक्रम में 300 बुनकरों को जागरूकता कार्ड बांटे गए।

thevoiceoffashion 2th

FABRIC OF INDIA

WEAVING AN INDO-DENMARK CRAFTS EXCHANGE

THE VOICE OF FASHION.COM

The 'Textile Master Program' brings together master craftspeople from India with Danish artists and textile practitioners

अद्वितीय टेक्सटाइल मास्टर टैलेंट कार्यक्रम के साथ माडेन मार्केट ने अपने सांस्कृतिक आदान-प्रदान को और उन्नत किया

विश्वीय संस्कृतिक आदान-प्रदान कार्यक्रम का आयोजन किया गया। इस कार्यक्रम का मुख्य उद्देश्य बुनकरों को विभिन्न सरकारी योजनाओं से जोड़ना है। कार्यक्रम में 300 बुनकरों को जागरूकता कार्ड बांटे गए।

उदयपुर में एक दिवसीय शिविर का आयोजन किया गया। मुख्य अतिथि सहायक रीजनल निदेशक हैंडीक्राफ्ट शिवकुमार केदरे, एक्सप्रोट प्रमोशन काउंसिलिंग ऑफ इंडिया के जयपुर रीजनल मैनेजर अमित भागवत, रिजर्व बैंक के अधिकारी आरसी लखाटिया, भौगोलिक सकेतक विभाग के रोहित जैन, मास्टर फ्राफ्टसमैन रामनारायण प्रजापत ने शिविर में महिलाओं के उत्थान के लिए जनकल्याणकारी योजनाओं की जानकारी दी। एआईएसीए की कार्यकारी निदेशक मीनू चौपड़ा ने कहा जहां एक तरफ विभिन्न क्षेत्रों के माध्यम से शिल्प उद्योग में सुधार करना महत्वपूर्ण है वहीं उन्हें सामाजिक योजनाओं से जोड़ना भी जरूरी है। विमल प्रजापत ने कारीगर कार्ड बनाना, कारीगरों के काम को प्रमाणित करने आई प्रमाणीकरण से जोड़ना आदि के बारे में बताया।

बुनकरों ने उत्पाद बिक्री का ढंग जाना
 बाराज में आयोजित तीन दिवसीय हथकरघा प्रशिक्षण का बुधवार को समापन हो गया। इसमें बुनकरों को प्रदर्शनियों में उत्पाद बेचने का तरीका बताया गया। यह आयोजन ऑल इंडिया आर्टिजन्स एंड फ्राफ्ट्समैन वेल्फेयर एसोसिएशन और विवर्स एंड आर्टिजन्स सोसायटी की ओर हुआ।



BOARD OF DIRECTORS



Ms. Roopa Mehta
President

CEO of Sasha Association for Craft Producers (Sasha) and the Secretary of Sarba Shanti Ayog (SSA). She is on the Board of Sadhna, Managing Trustee of Ruro Agro Services Association. and on the Board of COMMACT International and the World Fair Trade Organisation(WFTO). In the earlier part of her professional career, Ms Roopa worked in the hospitality and merchandising sector and she was the Chief Executive Officer of a renowned textiles manufacturing & retailing company before joining Sasha.



Ms. Neelam Chhiber
Vise President

Neelam Chhiber, the co-founder of Mother Earth/ Industry, is an Industrial Designer from the National Institute of Design, India, an alumnus of Social Impact International, Global Social Benefit Incubator, Santa Clara University, USA and the Harvard Executive Programme. She is the recipient of the Social Entrepreneur of the Year award, from the Schwab Foundation, World Economic Forum 2011.

Meenu Chopra is a development professional with over two decades of experience in managing organizations and enabling organizational growth. She has been instrumental in supporting the strategic direction of large-scale social and sustainable development programs, raising funds, consulting and managing risks while achieving corporate objectives.



Ms. Meenu Chopra
Secretary



Mr. Jamal Kidwai
Treasurer

Jamal Kidwai is founder of Baragaon Weaves, a social enterprise of handloom weavers. Jamal Kidwai is also the Director of AMAN Trust since 2005, before which he worked as the Programme Manager at AMAN Trust. He has earlier worked with OXFAM Great Britain and Centre for Science and Environment, New Delhi, India. His contribution in the field of social welfare and development is noticeable.

Meera has been working with the artisanal sectors across India since 1989. As Director of KHAMIR, she led various artisan development programs for backend development like the development of the local Kala cotton, forging forward linkages for new markets, building teams, growing the institution, networking, and fundraising. Since 2016, she has been consulting organizations like Jaypore, AIACA, and IMG Reliance and continues to be associated with Khamir. Since 2020, she has been instrumental in shaping a network for the Artisan Ecosystem called Creative Dignity.



Ms. Meera Goradia
Member



Mr. K.P Rajendran
Member

Mr Rajendran has worked in FMCG field overseas for 18 years and then with Fabindia for the past 10 years. Over the years, he has contributed his expertise in many CSR projects across pan-India. This experience led him to work closely with the artisans across India and developed a dedication to improve and provide sustainable livelihood to them. K. P. Rajendran has also served as the Director with Orissa Artisans and Weavers Limited (OAWL)- a PPP project between Fabindia and the Govt. of Odisha.



Ms. Shilpa Sharma
Member

Shilpa Sharma has spent over three decades in the fashion and lifestyle retail space and the FMCG sector. she co-founded an e-commerce platform Jaypore which displays exquisite Indian handmade products. This venture aimed to bring high quality and high on the design work of Indian craftsmen to homes all over the world. Jaypore offers a curated platform offering a range of apparel, jewellery, accessories and home décor.



Ms. Madhura Dutt
Member

Madhura Dutta, the former ED of AIACA, has 18 years of experience in the social development sector with extensive experience in livelihood generation models across India. She has worked in various grassroots initiatives as well as in UNESCO and has contributed towards the development of Cultural Policy and Cultural Entrepreneurship focusing on creative industry models. Currently she is a Senior Advisor of national CSR initiatives of JCBI.



Mr. Siva Devireddy
Member

Siva Devireddy is the Founder of GoCoop.com. Former Director of the Innovation Center for SAP with Accenture in India. he received the Govt of India's first National Award for Handlooms Marketing (eCommerce) in 2016. He was part of the World Economic Forum round table at Textiles India and United Nations ESCAP round table on eCommerce for sustainable development in Bangkok. He was also recognized as a Champion of Change by Hon'ble PM of India and Niti Aayog in 2017. He is a member of the UN ESCAP Digital Economy task force.



Ms. Sumita Ghose
Member

Sumita Ghose is the founder and Managing Director of Rangсутra Crafts. Prior to setting up Rangсутra, Sumita lived and worked in different parts of rural India for many years, mostly in Western Rajasthan with the URMUL Trust, working with rural communities for social change and economic development. Sumita was also a recipient of the MacArthur Fellowship for Leadership and is among the first batch of the CII – Aspen India Fellows. She received the Nari Shakti Puraskar from the President of India



STAFF MEMBERS

STAFF MEMBER	DESIGNATION
Meenu Chopra	Executive Director
Mukul Kumar Sharma	Project Manager
Satadru Saha	Project Manager
Aayushi Tandon	Project Manager
Nayantara Nanda	Project Manager
Shweta Chandra	Lead- Communications
Harshita Maheshwari	Manager - Enterprise Support Program
Oindrila Mukherjee	Manager - ESP & Marketing
Neha Singh	Assistant Manager – Craftmark
Prakash Kumar	Coordinator - Market Support & Programs
Arjun Kumar	Accounts Manager
Veena Nayal	Sr. Accounts Executive
Prakash Chandra Tiwari	Manager HR & Admin
Shiv Nath Roy	Ass. Administration
Manoj Kumar Singh	Office Assistant
Mohd Rashid Jamal	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
The schedules referred to above form an
Integral part of the Balance Sheet.

[25]

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
UBIN: 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. INCOME			
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. EXPENDITURE			
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: 22057426AT Y1088570

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

