



ANNUAL REPORT

2023-2024

Celebrating 20 years of Resilience

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A NOTE FROM EXECUTIVE DIRECTOR



Ms. Meenu Chopra
Executive Director, AIACA

As we all navigate our lives through the reeling impacts of climate change, the adoption of sustainable practices is no longer optional – they are the need of the hour. Rooted in tradition, innovation, and sustainability, the inherent green nature of crafts is now more relevant than ever, offering solutions that align with our collective responsibility to protect the environment.

At AIACA, we are making dedicated efforts to carry forward the vision of highlighting the sustainability and authenticity of the craft sector to impact the lives associated with it through Advocacy, Enterprise Support programs (ESP), and Sustainable Livelihood Development. Since its inception in 2006, Craftmark has played a pioneering role in strengthening the market position of Craft-based enterprises while upholding the “integrity” and “quality” of the craft. So far, it has authenticated more than 286 entities, and 174 crafts leaving an indelible mark on more than 1,78,635 artisans. This year, we added 7 new members to our Network and rolled out our assistive services to members, providing them with more visibility and facilitating Sales of more than INR 76 lakhs.

To broaden the contours of Craftmark and environmental benchmarking, work on Craftmark Green was initiated in 2018.

Research was initiated to develop and promote environment-friendly and sustainable enterprises in the handicraft sector. Research on Textiles, Metal and Leather has been completed and five Green Pilots in the Textile sector were implemented across the different locations of Rajasthan, Uttarakhand, and West Bengal. The green initiatives were meticulously tailored after a close need-based assessment to strike the right balance among the elements of social, economic, and environmental sustainability. The interventions not only enhanced the market access of the enterprises but included artisans into the conversations about Sustainability, thereby reaffirming AIACA’s commitment towards greener Earth, resilient communities and self-reliant artisans.

At the core of AIACA’s interventions lie, artisans, the craft, and their livelihood. The ESP rolled out through various projects this year has led to market-led growth of craft-based enterprises that touched the lives of more than 7,200 artisans. Furthermore, it has enhanced the income of 1,300 artisans by 11.75%. We also enhanced the social security of 5372 artisans, thereby ensuring their socio-economic empowerment.

As our commitment to bring more visibility to the artisans, the stories of more than 8000 (80%women) were amplified through our social media platforms. Through various exhibitions, B2B channels, B2C channels, and events like Craftkatha, we have brought artisans center-stage by enhancing interactions with the consumers, thereby increasing their brand recognition and market reach and understanding of Crafts among consumers.

Through these concerted efforts, we continue to honor the vibrancy of this sector and the work of our skilled artisans and reiterate our commitment to catalyze the growth of the sector.

AIACA AT A GLANCE

A dynamic membership-driven organization, AIACA is working since 2004, to foster market-led growth of craft-based enterprises, to create a robust mechanism for long-term sustainability, increased incomes, and improved living standards of crafts producers. This is achieved year on year through an eclectic mix of efforts put in under AIACA's 4 Core Initiatives:



4 PILLARS

Advocacy

Enterprise Support Program

Sustainable Livelihood Development

Craftmark



AIACA's **mission** is to address Sustainable Development Goals through:

GREEN PRACTICES

CRAFTMARK CERTIFICATION

ACCESS TO FINANCE

UPSKILLING

DIGITAL TRANSFORMATION

DIRECT MARKET ACCESS

IDENTITY CREATION &
BRANDING

BUSINESS SKILL DEVELOPMENT

COLLABORATION &
PARTNERSHIP

RESPONSIBLE PRODUCTION &
CONSUMPTION

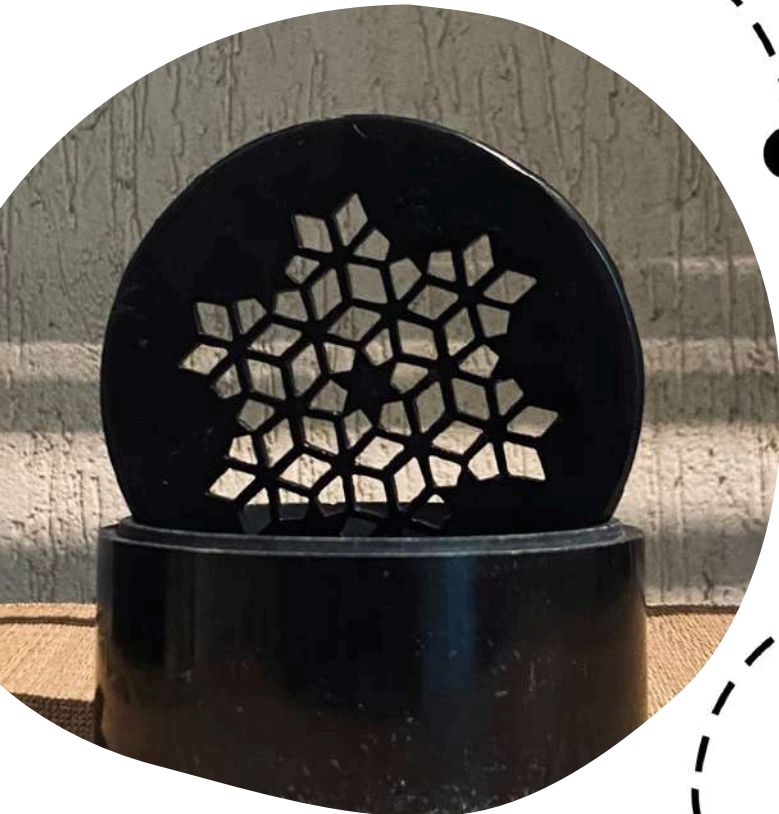
2004-2009

- AIACA established
- Craftmark introduced nationally
- Launched website
- Established AEDAP with ATA



2010-2014

- Craftmark membership grew to 100+ craft based enterprises
- Members assisted through global affairs through partnership 22+ new global buyers.
- 25000+ Artisans of textile M/SMES beneficiaries
- Provided policy recommendations to Planning Commission of India



2015-2019

- State Level Advocacy Consultation on 'MGNREGA & Craft Livelihoods' organised
- "Indian Artisans Go Digital" launched to go sustainable using tech
- Linked artisans to govt schemes with benefits of INR. 20,565,000
- Craftmark held events with Jaypore.com
- Research under Craftmark Green completed for textiles , metal and leather

2020-2023

- 5 Green pilots completed in the textile sector
- Cultural Exchange programme done with "Ministry of Culture and Palaces Denmark"
- Artisans impacted through the int. Multi-sectoral partnerships expanded

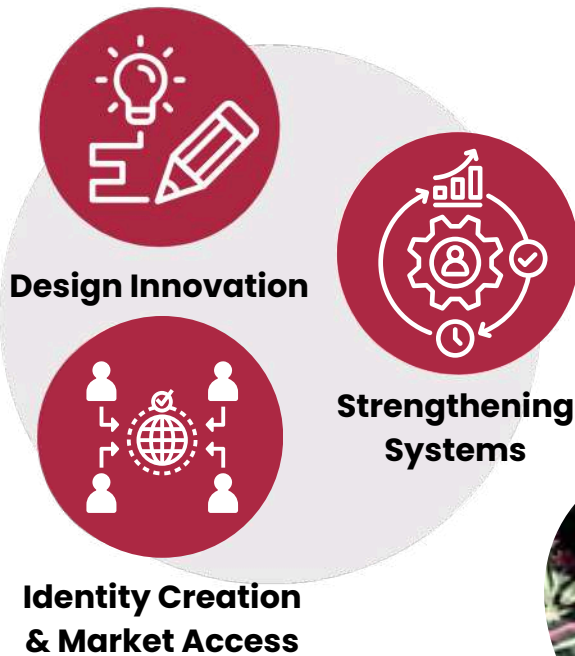




**ENTERPRISE SUPPORT
PROGRAMME (ESP)
AND SUSTAINABLE LIVELIHOOD**

ENTERPRISE SUPPORT PROGRAMME (ESP) PROGRAMME AND SUSTAINABLE LIVELIHOOD

5+ STATES



WEST BENGAL	GUJARAT	RAJASTHAN
ASSAM	PUNJAB	TAMIL NADU
UTTRAKHAND	UTTAR PRADESH	



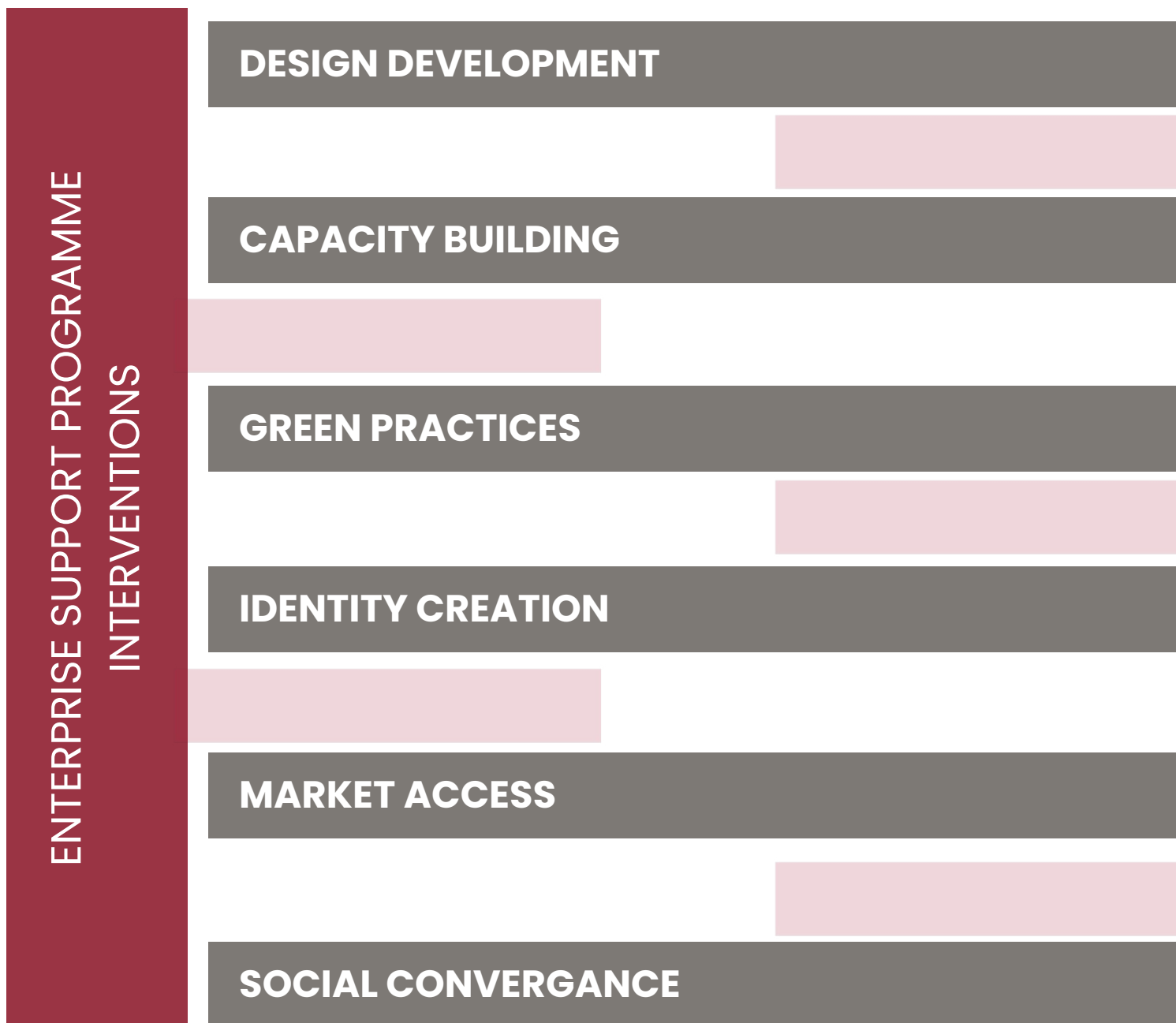
AIACA's Enterprise Support Programme has a cross-cutting impact in the field of social, economic, environmental, and cultural sustainability further fortifying its strong commitment towards the SDG goals of No poverty (SDG Goal 1), Gender equality (SDG Goal 5), Affordable and clean energy (SDG Goal 7), Decent Work and Economic Growth (SDG Goal 8), Reduced Inequalities (SDG Goal 10), Responsible Consumption and Production (SDG Goal 12). This is being achieved through a collaborative ecosystem involving multiple stakeholders like funding agencies, implementing agencies, artisans, designers, market players, academia, media, and consumers.

The ESP Interventions are rolled out under various minutely planned and curated projects based on a balanced synergy of capacity building, market facilitation, and social convergences for artisans, which lies in AIACA's commitment to maintaining ethical and environmentally conscious standards.

ESP INTERVENTIONS ROLLED OUT THROUGH VARIOUS PROJECTS

AIACA promotes authenticity, sustainability, and market readiness of the craft through ESP interventions rolled through projects supported by various funders.

Most of the Projects provided support to the artisan Collectives/Enterprises through the ESP Program (Enterprise Support Programme) of AIACA, which provides end-to-end support to artisanal collectives/enterprises to help them scale up, thereby generating sustainable livelihoods for them. The activities encompassed the following elements-



GREENING THE WAY TOWARDS SUCCESS-FUNDED BY FLIPKART FOUNDATION

“Greening The Way Towards Success” funded by the Flipkart Foundation, has been implemented in West Bengal. The project aimed at creating an enabling eco-system for enterprises working in the Textile handicrafts sectors and building their capacity for enhanced business competitiveness and adoption of environmentally sustainable production processes and systems, thereby creating a replicable and sustainable model for the growth of the enterprises. The two main objectives of the project were-

- 1- To enhance the potential of two Textile-based enterprises in West Bengal to adopt green practices and compete in the fast emerging conscious markets.
- 2- To ensure the social well-being of the artisans who work with these enterprises.

The Project aimed at scaling up two enterprises to positively impact 317 women artisans. Two enterprises supported under the Project were -

- **Chowhatta Kantha Stitch Society, Chowhatta Village, Birbhum District,**



- **Tarasankar Panchgram Seva Samiti, Birbhum district**



Through a combination of training sessions, market access, and sensitization drives the project has helped the two enterprises to upscale thereby ensuring the socio-economic empowerment of the women artisans associated with them.

ACTIVITIES

DESIGN DEVELOPMENT

- **Chowhatta Kantha Cooperative Society**- 25 women artisans of Chowhatta Kantha Cooperative Society were helped to hone up their skills and further mentored to develop a Contemporary Collection. Held in phases, a couple of designers helped the group to develop 76 new designs across 5 product categories. The primary focus of the intervention was to introduce them to contemporary design concepts that could be integrated into traditional craftsmanship. The design development workshop provided a platform for artisans to improve their skills and expand their artistic horizons to create market-oriented products. The culmination of their efforts resulted in the crafting of samples across the distinct categories of Apparel, Kids Wear, Home Furnishing, and Accessories.
- **Tarasankar Panchgram Seva Samiti**- 30 new contemporary designs were developed with Tarasankar group. Under the designer's insightful guidance, the artisans passionately crafted approximately 30 products during the 7-day workshop. These creations enhanced the artisans skills as well as also exemplified the synergy achieved between traditional craftsmanship and contemporary design aesthetics. The workshop was marked by a significant and noteworthy feature – the incorporation of naturally dyed fibers. This added a unique dimension to the workshop, enhancing both the product ranges.

CAPACITY BUILDING IN ADOPTING GREEN PRACTICES

- **Chowhatta Kantha Cooperative Society**- 25 women artisans of Chowhatta Kantha Cooperative Society were helped to hone up their skills and further mentored to develop a Contemporary Collection. Held in phases, a couple of designers helped the group to develop 76 new designs across 5 product categories. The primary focus of the intervention was to introduce them to contemporary design concepts that could be integrated into traditional craftsmanship. The design development workshop provided a platform for artisans to improve their skills and expand their artistic horizons to create market-oriented products. The culmination of their efforts resulted in the crafting of samples across four distinct categories- Apparel, Kids Wear, Home Furnishing, and Accessories.
- **Workshop on Natural dyeing for Tarasankar Panchgram Seva Samiti:** A natural dyeing class was arranged for the enterprise, which exclusively offered products with colors derived from natural fibers, as an attempt to embrace sustainable methods ensuring every crafting procedure was ecologically sound. The workshop was attended by a group of 10 artisans, out of which 8 were women artisans. A total of 4 dyes natural and locally available dyes from Turmeric, Katha, Neem and Onion skin were explored during the workshop.
- **Setting up of Natural Dyeing Unit:** To initiate the process, a list of equipment was provided by the trainer for setting up the Natural dyeing unit. Following this, a natural Dyeing Setup was done for the group at their centre.

- **Workshop on Zero Waste for Chowhatta Kantha Stitch Society:** 25 artisans of Chowhatta were trained to create a variety of products, including textile jewelry, tote bags, scarfs, decor items, and pillow covers, utilizing the waste fabric generated by the Chowhatta group. The strategic organization of the workshop not only facilitated a focused learning environment but also encouraged the artisans to explore diverse upcycling possibilities. This initiative is geared towards establishing a green value chain, with a primary focus on environmental responsibility and the reduction of waste.

Business Skill Development

Workshops on quality enhancement, design improvement, Financial Management, production planning, and Digital empowerment: The main aim of these workshops was to equip the artisans with skills and strategies to improve the quality of their work, streamline production processes, and enhance existing designs.



IDENTITY CREATION AND BRAND ENHANCEMENT

To establish the enterprises' identity, the emphasis was on selecting a brand name that authentically reflected their essence and purpose.

- **Chowhatta-** The artisans from Chowhatta chose the name "KANTHSHREE" as their brand name. When inquired about the rationale behind selecting this name, the artisans explained that "Kantha" represents the embroidery technique they specialize in, while "Shree" signifies beauty. They also emphasized that Kantha embroidery is predominantly crafted by women, and in their culture, women are associated with beauty, making the name particularly meaningful.
- **Tarasankar-** The artisans from Tarasankar brainstormed several potential names, including Kola Sanch, Fibreban, Poto Shilpo, and Kola Shilpo. Among these, "Kola Shilpo" received particular emphasis. The artisans clarified that "Kala" translates to craft, and "Shilpo" means handcrafted. Given that their products are crafted from banana fibre and are handmade, they found this name to be a fitting choice for their brand.

Logos were developed and registered for each Brand



A Professional photoshoot of the new collections was undertaken, keeping in mind the usage of the same on social media and e-commerce platforms for marketing-related purposes. Creative catalogues to promote marketing and collaborations have been created for both the enterprises.

Marketing Strategies

To expand the market reach and enhance Sales for both enterprises, a mixed strategy was adopted, integrating-

Marketing Mentorship: A Marketing mentor was onboarded to orient the groups regarding the nuances of Marketing. Additionally, Chowhatta was mentored to enhance their compliance with a basic Marketing & Business Plan.

Outreach to B2C and B2B buyers (both Online and Offline)

- **Exhibition Participation:** Participation of the groups was facilitated in 4 offline exhibitions across the country, leading to a sale of Rs. 1,91,629.
- Discussions have been initiated with several B2B buyers, for the long term such as iTokri, Kriti creation, Virmansha, Srinivasji, etc.
- For online sales, the group is being onboarded on Itokri, Suta and GoCoop, Flipkart Samarth.

The Chowhatta group has demonstrated remarkable sales growth over the past year. With project intervention, the group achieved sales of Rs 2,13,854. Additionally, they earned Rs Rs. 4,74,013 through orders from local vendors.

Backward Linkages

To enhance access to good quality raw materials, linkages were set up with craft clusters like Punarjeevana, Madras Textile, Handloom Cottage, Tant Ghar.

Enhanced Social well-being of the artisans-

- **Convergence camp with Government:** An awareness session was organized for the **60 Chowhatta enterprise artisans** on March 15th, 2024. Shambunath Bhattacharya addressed the artisans from the Cooperation Department, Government of West Bengal. The artisans were made aware of the schemes available for their benefit.
- **Linkage with Schemes:** Around **118 artisan card applications** have been submitted at DIC office, Suri, West Bengal. A total of 103 E-Shram Cards have been issued to artisans to provide them with a sense of social security and empower them to access various benefits and opportunities associated with these schemes.
- **Workshops on Social Entitlements & Occupational Health & Safety Measures:** 50 artisans, including enterprise Leaders, have been trained in Occupational Health and Safety (OHS) workshops for both groups.

Advocacy

- **Social Media Campaign:** To create an online identity for both brands, a 15-day marketing campaign was launched on 10th February 2024. Since the enterprises had no social media presence, new Instagram and Facebook pages were established for both groups to increase the visibility and outreach of the products. The campaign focussed on-
 1. Increasing the reach of the pages
 2. Lead generation
 3. Promoting the group's and the products
 4. Running organic and paid ads – managing Google Ads & Facebook Ads account
 5. Content for social media posts

Through the marketing campaign, social media pages were optimized for potential customers visiting the page, which was further linked to a WhatsApp business chat wherein orders could be placed by reaching out to a team member of both enterprises with support from our marketing manager.

Video documentation was done to spotlight the green value chain introduced within the clusters, showcasing the best practices within the group. It highlighted the craft processes of associated crafts, which were then featured at Craft Katha, hosted by AIACA, garnering attention from artisans, students, and industry experts. These films will be shared with government departments to advocate for support in implementing similar practices in other craft-based enterprises.

Outcomes

- Increase in Sales of the enterprises: Enhanced market access for both enterprises, leading to **Chowhatta recording a sale of Rs 213,854**. Additionally, they **earned Rs 4,74,013** through orders from local vendors. **Total sales recorded Rs 6,87,867**
- Enhanced capacity of the artisans:
 - **50 artisans** trained in developing new designs
 - **155 artisans** trained in Concepts like QC, Production Planning, Financial Management, Storytelling, and generating content for Social Media
- Green practices introduced in both the enterprises
- Marketing Identities developed for both enterprises
- **118 artisans** linked to social schemes.



CRAFTING ENTERPRISE OF THE FUTURE: WOMEN OF NABHA- FUNDED BY FAIZAL & SHABANA FOUNDATION



“Crafting Enterprise of the Future: Women of Nabha” supported by **Faizal and Shabana Foundation**” was based on the idea of mentoring women of Nabha Phulkari Mahila Industrial Cooperative Society Limited, located in Nabha, Punjab. The objective of the project was to strengthen the “Nabha Phulkari Cooperative Society” and help them embark on a journey to become a sustainable enterprise. The three major objectives of the project are-

1. Develop a sustainable Cooperative Society/artisan-based entity enterprise
2. Enhanced income of the members of the Cooperative
3. Enhanced Social Security of members of the Cooperative Society

The project aimed at strengthening the Cooperative further and helped it embark on a journey to become a sustainable enterprise.

The idea was to mentor and guide them to understand various nuances of running an enterprise and trigger their minds to draw up Plans for the future. At the same time, it also helped them to understand how to rotate the Corpus ensuring more production going ahead. This initiative, coupled with capacity building of the members of the Cooperative Society and marketing of the Collections helped the Cooperative Society embark on the journey towards becoming sustainable.

The planned ESP interventions led to the empowerment of **130 artisans**.

- **Sangini Identification:** To strengthen the cooperative, one of the primary activities undertaken was the identification of ‘Sanginis’ within the group. The main objective of this exercise was to choose skilled artisans from each village who would later become part of different committees within the cooperative. They would attend the Capacity Building workshops and further disseminate the knowledge they gain from the workshops to other group artisans. The sanginis would also play an active role in mobilising other artisans of the group to become part of the cooperative. The team assessed and identified Sanginis based on specific traits.

A total of 28 Sanginis were identified from the 11 villages, who were further trained in various concepts.

- **Committee Formation:** Following the identification of the Sanginis, a subsequent round of selection took place to appoint committee members from among the Cooperative members and identified Sanginis. The primary objective of this selection process was to establish three committees.
- **Capacity building:** The capacity building of Sanginis and the Committee members was done through several workshops and Exposure Visits. This included –

1-Institution Building: The workshop aimed to inculcate an understanding of the Roles and Responsibilities of the Governing Board, Committees of the Cooperative, and the element of Good Governance. 15 women artisans, who included Governing Board members and Committee members attended the workshop.

2-Design Mentorship: A five-month design mentorship program was initiated with 15 artisans of the Phulkari group. This design mentorship program offered a well-balanced blend of online and offline mentoring sessions to enhance the artisans' design skills. The artisans were given in-depth explanations about the intricate design motifs and borders, with a particular focus on various figures that played a pivotal role in the overall aesthetic. Additionally, during the sessions discussions took place with artisans regarding developing balanced designs themselves. The designer also delved into plans, including the development of bagh designs. The Mentorship equipped the women artisans with the Skills to develop market-oriented designs.

3-Financial management: This was organized in three phases wherein the Participants were mentored to maintain effective records and do proper Costing/Pricing of their products.



4-Digital Empowerment: This was organized in two phases where the participants were mentored in the nuances of Digital marketing. The first Phase aimed to explore how traditional work pursued by Nabha Phulkari cluster women could significantly benefit from amplification through social media channels. The trainer delved into the importance of craftsmen to establish their online presence, and how digital media platforms can be effectively utilized to enhance sales and foster the growth of their crafts.



- **Market facilitation:**

1. **B2C:** To expand the market reach and enhance Sales for Nabha Phulkari, a mixed strategy was adopted, integrating outreach to B2C and B2B buyers (both online and Offline). Participation in the Cooperative was facilitated in events like Morpankhi, Shilpkar, and Craft and Arts Utsav, leading to substantial sales.
2. **B2B:** The Cooperative was linked to b2B buyers like Rangasutra, Kirti Creations, Itokri, and Avantra
3. **E-Commerce:** The Cooperative was linked to Gocoop- a global marketplace that connects artisans, weaver cooperatives, and clusters directly with consumers across the world.

A total sales of Rs **2,45,753** is generated from May 2023 to January 2024

- **Rotation of Production Fund:** Total sales of INR 241073 by January 2024, giving the Cooperative enough Funds to undertake further production. The Cooperative decided to use INR 1,00,000 from this Fund to undertake further Production.
- **Stitching Training:** A two-month training program was organized for Nabha Foundation's 15 beneficiaries. Notably, the challenge was compounded by the fact that phulkari artisans were fully occupied with their craft, leaving little time to acquire stitching skills. To overcome this, a decision was made to mobilize a group of 15-20 women from Nabha or nearby areas and provide them with training in stitching. The ultimate goal was to engage them in finishing the phulkari products.



5- The primary objective of the second phase was to focus on Selling Online aimed to equip artisans with the knowledge and skills necessary to successfully sell their products online. The training aimed to cover key aspects such as understanding online marketplaces and social media platforms, optimizing product positioning, meeting marketplace requirements, enhancing logistics and packaging, ensuring product quality, mastering image and photography essentials, and leveraging social media for increased sales.

6-Marketing mentorship: The marketing mentorship sessions aimed to inculcate and strengthen the values and principles of entrepreneurship in the artisan community. The project would work towards evolving artisan organizations into business-oriented, self-sustaining, value-creating enterprises for all stakeholders in the value chain.

7-Exposure Visits: The Sanginis and some artisans and committee members were taken for two exposure visits. The first one was to SEWA- Ahmedabad where they met the women from Abodana Cooperative. This visit aimed to grant the Phulkari artisans an invaluable firsthand insight into the workings of cooperatives. The second visit was organized to Fab India, Good Earth, Rangasutra, NCUI Haat, Kamala Store, and NIFT.

The purpose of this visit was to introduce Phulkari artisans to the various physical stores displaying a diverse range of handcrafted products. During this visit, they had the opportunity to gain insights into market demands, buyer expectations, procurement procedures, and quality standards, and explore various other crafts available in the market. The Exposure visits instilled a sense of confidence and understanding about market requirements among the participants.



Outcomes:

- 1.The SHG has been officially registered as a Cooperative, with a well-defined operational model facilitated by the establishment of Committees. These Committees received mentoring to develop a comprehensive Business & Marketing Plan through dedicated mentorship sessions.
- 2.Cooperative members and additional artisans (Sanginis) were equipped with the Skills needed to manage an enterprise such as financial management, institutional building, digital empowerment, and production planning. They were also trained in structured production planning strategies, including methods to monitor the production process and uphold quality standards.
- 3.Participation in exhibitions and exposure visits provided artisans with valuable insights into diverse customer perspectives.
- 4.Improved storytelling capabilities have led to enhanced marketing and branding efforts across various social media platforms. Sanginis are now good at capturing on-the-ground content, ensuring regular posts on Nabha Phulkari's social media channels by promptly submitting content to TNF's social media manager.
- 5.Market access has expanded, creating new opportunities through the establishment of linkages with marketplaces such as Itokri, Rangсутra, Gocoop, Okhai, Weaver Story, etc. Sales worth Rs. 2,45,753 were facilitated through exhibitions and orders from Kirti creation, Tulah, iTokri, and Weaver story. Further linkages were set up with & Rangсутra. Go-Coop, The Handmade Store, Avantra, Flourish
- 6.90 women artisans have experienced an increase in income. In FY 2021-22, these women earned Rs 133,323, while in 2022-23 and up to January 2024 (project period), their earnings rose to Rs 418,057, thereby demonstrating significant income growth.
- 7.More than 150 women have gained awareness about social security measures. Additionally, 100 artisan cards have been received, and 135 E-Shram cards have been issued in addition to the processing of Abha Cards.
- 8.Positive community impact has been observed, including increased family support, participation in family matters, and overall social and economic growth among the participants.

Overall, the Cooperative has been established, with a clear Governance Structure, that can be scaled going ahead. The women artisans have been equipped with multiple skills and with enhanced family and community support, they will be able to earn a decent income.



EASE- ENABLING ACCESS TO SOCIAL ENTITLEMENT AND ENTERPRISE BUILDING- FUNDED BY MISEREOR

EASE- Enabling Access to Social Entitlement and Enterprise Building supported by Misereor was a 2 year Project that culminated in February 2024. The Project promoted economic and environmental sustainability in handicraft clusters through fifteen enterprises from North, West, and East India encompassing crafts such as pottery, embroidery, and weaving. The project catered to 3,000 women artisans through the following enterprises-

1	Kumaun Grameen Udyog (KGU)	Kasiyalekh	Uttrakhand
2	Himalayan Blooms	Khetikhan	Uttrakhand
3	Peoli	Almorah	Uttrakhand
4	The Nabha Foundation	Nabha	Punjab
5	The Skilled Samaritan Foundation	Muzzafarnagar	Uttar Pradesh
6	Ram Narayan Blue Pottery	Kot Jewar	Rajasthan
7	Kota Women Weavers	Kota	Rajasthan
8	Kamli Tribes	Udaipur	Rajasthan
9	Sadhna	Udaipur	Rajasthan
10	Happy Threads	Surat	Gujarat
11	Happy Face Foundation	Ahemdabad	Gujarat
12	Aagor	Bongaigaon	Assam
13	Child & Social Welfare Society	West Mednipur	West Bengal
14	Chowhatta Kantha Stitch Society	Bolpur	West Bengal
15	Tarasankar Panchgram Seva Samiti	Bolpur	West Bengal

The main Objectives of the Project were

- Women artisan groups increase their collective sales revenue by 25% annually.
- 5 women artisanal groups adopt eco-friendly production technologies and production processes as part of their livelihoods model
- 3000 women artisans participate in rights-claiming processes at home and in the larger community

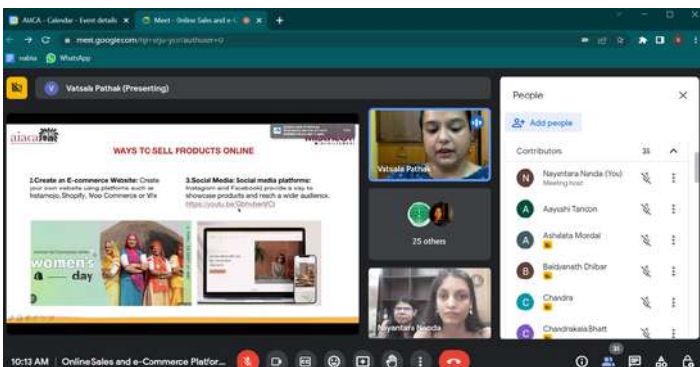
Key activities undertaken under the two-year Project

- Baseline survey with all 15 partner groups (3000 women artisans) & Report
- Documentation and mapping of green practices being undertaken by the groups to assess the gaps
- Implementation and successful completion of 5 green pilots

• Capacity Building Workshops

12 Design development workshops with enterprises which included Sadhna, Himalayan Blooms, Agor, Kamli Tribes, Kumaun Grameen Udyog and Ram Narayan Blue Pottery Group, Happy Threads, Child and Social Welfare Society, Tarasankar Panchangram Seva Samiti, Chowhatta Kantha Stitch Society, The Nabha Foundation and The Skilled Samaritan Foundation) were organized.

4 Digital Empowerment sessions were organized. This included a series of virtual sessions for all enterprises on diverse topics like storytelling, social media platforms, social media marketing & e-commerce platforms.





☒ 12 trainings on Life Skills, Occupational Health, and Safety, Rights Claiming were held with Sadhna, Ram Narayan Blue Pottery, Kumaun Grameen Udyog, Himalayan Blooms, Peoli, Kamli Tribes, Happy Face Foundation, Aagor, Child and Social Welfare Society, Tarasankar Panchangram Seva Samiti, Chowhatta Kantha Stitch Society, The Nabha Foundation.

☒ 8 Production planning and Quality check sessions with Sadhna, Kumaun Grameen Udyog, Happy Threads, Child and Social Welfare Society, Tarasankar Panchangram Seva Samiti, Chowhatta Kantha Stitch Society, The Nabha Foundation and The Skilled Samaritan Foundation.

☒ 12 Financial management workshops were held with Kota Sidhika group, Kumaun Grameen, Udyog, Ram Narayan Blue Potteries, Sadhna, Himalayan Blooms, Peoli, Kamli Tribes, The Skilled Samaritan Foundation, Child and Social Welfare Society, Tarasankar Panchangram Seva Samiti, Chowhatta Kantha Stitch Society, The Nabha Foundation.

- Enrolment of artisans under social security schemes provided by the government was facilitated.
- Marketing Mentorship and linkages were provided to the artisans.
- Product photography of products developed under design development workshop for e-commerce platforms and catalogue.
- Video documentation of green pilots at all 5 locations was captured.
- End-line and impact assessment of the project.
- Advocacy through CraftKatha – “Handmade in India”.

Major Outcomes

- An increase of 17.26% in the cumulative sales revenue of the enterprises.
- 1534 women artisans trained in business and financial management, resulting in heightened awareness and participation in enterprise activities, particularly in wage record keeping.

- 3325 artisans trained in areas such as design development, production planning, business management, life skills, and digital skills.
- 300 new samples developed for 12 enterprises through design development workshops.
- 5 green interventions were successfully implemented in the value chains of 5 Enterprises- Himalayan Blooms, Child and Social Welfare Society, Sadhna, Kumaun Grameen Udyog, Chowhatta Kantha Stitch Society, and Tarasankar Panchgram Seva Samiti.
- Sales of Rs 1154088 for 11 enterprises through linkages with various prominent market players such as Okhai, ITokri, House of Ekam, Suta etc.
- 1617 women received training in life skills, occupational health, and rights claiming, empowering them to assume leadership roles within their enterprises.
- 1643 women were linked to various government-provided social schemes, offering crucial support tailored for artisanal communities and ensuring a safety net for artisans during challenging circumstances.

Achievements as per Endline: The implementation of project deliverables has led to notable positive impacts, particularly in raising awareness of eco-consciousness among artisans. Communities involved in green pilot initiatives have demonstrated increased awareness of sustainability and environmentally friendly practices. Moreover, women artisans have exhibited self-resilience, taking proactive steps to seize leadership opportunities and actively engage in enterprise-related activities.

- There has been a substantial increase in earnings among artisans. Previously, 90% of women earned less than Rs 5000, whereas now only 35% fall below this threshold.
- 70% of artisans demonstrated increased environmental consciousness, reflecting a positive shift towards sustainability practices.
- 66% of artisans were now fully engaged in their craft, which was a significant increase compared to the baseline data of only 40% of artisans, indicating its central role in their livelihoods.
- 51% of artisans initiated savings after project interventions, evidencing heightened awareness and management of finances. 40% of the respondents reported controlling their income reflecting autonomy gained through various training initiatives.
- 80% of artisans now maintained records of their wages, a significant improvement from previous practices, indicating enhanced financial literacy.
- 67% of women artisans utilized social media platforms like Instagram to engage with consumers, access wider markets, and stay updated on design trends.
- 93% of enterprises reported identifying several women artisans in leadership roles within their organizations, highlighting the empowerment and recognition of women's leadership capabilities.
- 80% of enterprises maintained digital records for inventory management, website maintenance, and other organizational aspects, indicating increased efficiency and modernization.

CRAFTING A LIFE OF DIGNITY FOR WEAVERS AND ARTISANS IN UTTAR PRADESH-FUNDED BY HCL FOUNDATION

ACTIVITIES

- **Collectivization of groups**

- 1.Registration of Tana Bana Mahila SHG under UPSRLM: A women weaver's group in Sahri Village of Barabanki was registered under UPSRLM. 3 women were chosen as Leaders by the group members and a Bank account was opened for the group at the Central Bank of India.
- 2.Collectivization of Sambhal Space Association: A group of 12 Brass artisans was collectivized in Sambhal. The group selected three Leaders and named their group as Sambhal Design Association.
- 3.Collectivization of a group of Zardozi artisans: 12 Zardozi artisans were collectivized to form an informal group, and were trained to work as a group.

- **Design Development:**

Sambhal Design Association: The design development workshop in Sambhal was conducted in phases wherein new techniques were introduced and new designs were developed, tailored to meet contemporary market demands.



Tana Bana Mahila SHG: A technical expert was onboarded to support the group in production and to ensure consistent and defect-free products a technical expert was introduced to the cluster. The expert supported the group for about 2 months helping them in production. Also, a demand was received for linen fabric from various buyers procuring from Tana Bana. Thus to cater to the demand and as an initiative to widen the market/customer base of the group, the technical expert introduced the weaving of linen fabric in the cluster. The group was successfully able to weave linen fabric in 1/25s and 1.40s count and efforts are being made to make it marketable and commercially viable in comparison to the other players in the market.



Zardozi group: The design workshop in Barabanki for Zardozi artisans was conducted in phases. A total of 12 artisans participated in the training across both phases, resulting in the development of 67 new designs. The artisans learned to create a variety of products, including coasters, wall hangings, earrings, neckpieces, envelopes, brooches, sarees, dupattas, and kaftans.



- **Capacity Building**

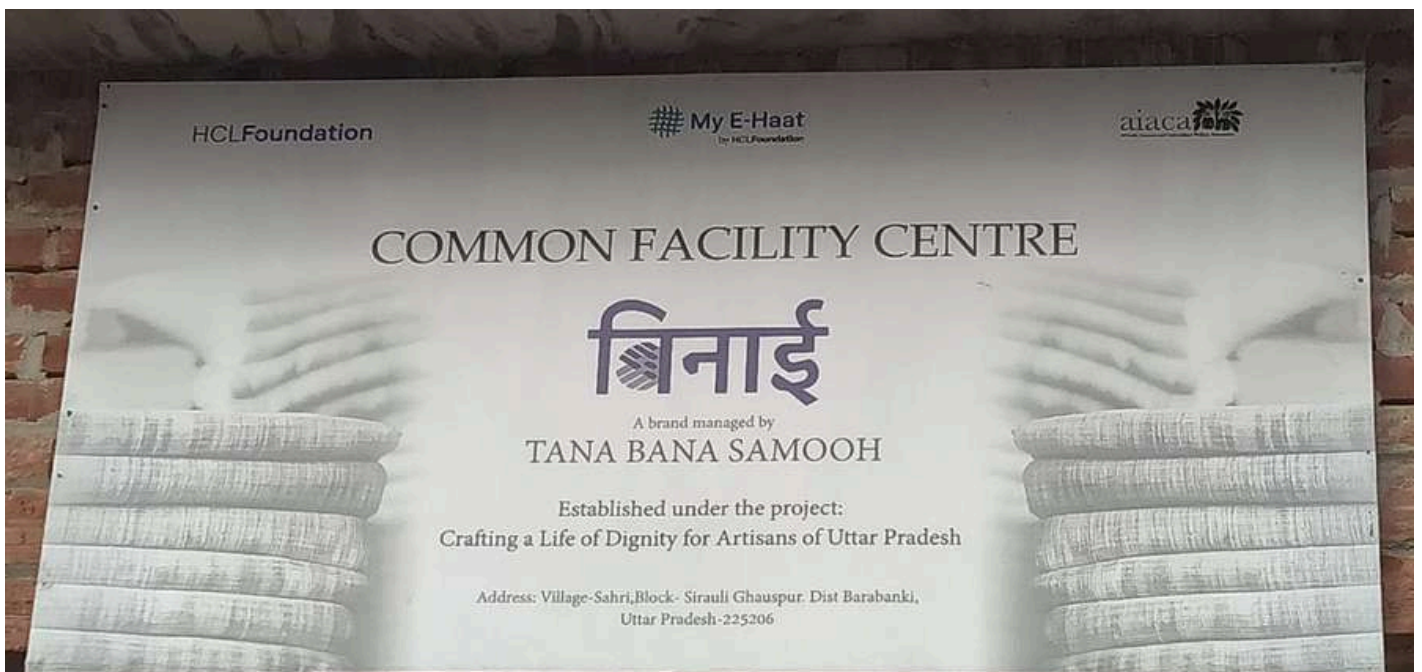
1. **Institution Building:** Institution-building workshops were organized for the Sambhal Design Association, Tana Bana Mahila SHG, and the Zardozi group. The training focused on building the capacities of the group members in terms of coordination, clear communication, ways of group management and effective techniques of working as a group.

2. **Training on Financial Management-** Costing and Pricing: The training was organized for all three groups. Additionally, training on Record Keeping was also organized for the groups in Barabanki. The main topics covered by the trainer included mechanisms of costing the products, pricing of products for different business channels like retail, wholesale, exhibitions, etc. The participants were trained on business functions, basics of record-keeping requirements, market assessments, opportunities in the market, feedback tracking from the buyers, backward linkages of the business and its impact on the cost of the product, etc.



• **CFC Setup at Barabanki:**

To effectively manage the amount of traction the group was getting from the market, properly maintain the stock, and reduce the impact of weather, dust, etc on the finished products, a CFC (Common Facility Centre) was established at Barabanki Custer. The Centre provided various services to the groups including stock agglomeration, raw material storage, packaging, tagging, finishing, record keeping, stock management, marketing, quality checking, product display etc. The group was capacitated and mentored to efficiently manage and run the facility. The construction work of the furniture required at the facility was completed in March 2024 and the basic requirements for the facility like files, stock registers for finished/semi-finished/ raw material, wage vouchers, bill books, challan books, branding material etc were procured and placed at the CFC. The CFC is being currently managed by the group with support from the local coordinator.



- **Exposure Visit for Barabanki groups:**

To motivate the women of groups and to expose them to the functioning of a similar women-based group, an exposure visit was organized on 11th March 2024 where a mixed group of 13 weavers and Zardozi artisans visited Samuday Crafts in Musalmanbad and Kachhauna Balamau. The visit started at Musalmanabad Centre of Samuday Craft where an interactive session and a craft demonstration were organized with the women artisans working with Samuday Craft. The Musalmanabad Centre mainly works on hand block printing, wheatgrass basketry and Chikankari. In the interactive session, the artisans from both groups, Barabanki and Samuday Craft, shared experiences, processes being followed, crafts they were working on etc. Post which the artisans of Barabanki got hands-on experience on hand block printing that was being done at the Centre. For the next part of the exposure visit the artisans visited the Kachhuana Centre where the artisans were exposed to the process of order processing, quality check, production planning, procurement processes, packaging, billing etc. The exposure visit concluded with lunch and an interactive session between the artisans of the Samuday Craft, Kachhauna Centre, and Barabanki.



- **Identity Creation for groups:**

To create an identity for the groups and to initiate the brand building of the groups, brand names were finalized in discussion with both the Sambhal and Barabanki groups. The brand name for Sambhal Design Association selected by the group is "ALMA" meaning "Bright" and for Tana Bana, the selected brand name is "Binai" which means "To Weave" in the local dialect of the region. Post the Brand name finalization the logos of both the brands were developed and the same were used and displayed on all the branding material being created for both the groups like CFC Board, Visiting Cards, etc. Professional Photoshoot was done for the newly developed products and marketing catalogs were created. Additionally, groups were given Visiting Cards, Registers, and Challan Books/Bill Books for keeping records. Additionally, Social Media Handles were also started for Tana bana Mahila SHG and Sambhal Design Association. Social Media Pages of the groups:

Binai-Tana Bana Samooh: Facebook: <https://www.facebook.com/TanaBanaSamooh>

Instagram: <https://www.instagram.com/tanabanasamooh/>

Alma: Sambhal Design Association

Facebook: <https://www.facebook.com/SambhalDesignAssociation>

Instagram: <https://www.instagram.com/sambhaldesignassociation>

The logo for Binai features the word "बिनाई" in a stylized blue font. The letter 'ि' is replaced by a circular icon with a woven pattern, representing the craft of weaving.

- **Market facilitation:**

All the 3 groups have been supported through linkages with various e-commerce platforms, exhibition opportunities and buyers like Rang Sutra, Kriti Creations, Kamala Store, Okhai, Go-Coop, Sanatakada, Poush Mela, EPCH, Bharat Tex, Craft Bazar Gandhinagar, Fairy tales, Sasha Fair Trade Fair etc.

VWAS

1. In addition to Okhai and Go Coop, where the group continues to make sales, VWAS was linked with buyers like Sasha, Vandana, Hippo Innovations pvt Ltd, and My Dear Martha brand based in Germany.
- 2.2 Artisans from VWAS participated in Craft Katha mainly in the Buyer Seller meet and Handmade vs Machine Made Segment. The sales generated by the group in Craft Katha were Rs 13500.
3. VWAS was supported to participate in 5 exhibitions (Poush Mela, EPCH, Bharat tex, Sanatkada, Fairy Tales New Delhi) during this financial year generating a sale of Rs 1,66,091.
4. A total sale of Rs 20,84,535 was facilitated for VWAS through various exhibitions and other buyers.

Barabanki

1. Rangсутra placed an order of 125 sarees worth Rs 187500 that was produced and the final QC of the same was done and delivered to Rang Sutra.
2. The group supplied an order of 275 stoles to HCL Foundation worth Rs 97500. The overall value of the order was Rs 1,50,000 for 525 stoles.
3. The group was facilitated for sales worth Rs 8,31,663 from buyers like Rang Sutra, Bon Bibi, Menine, Ekta group.
4. Exhibitions like Poush Mela, EPCH, CCWB Sanatkada, Craft Katha, Sasha Fare Trade Fair, Bharat Tex, etc.
5. The group generated a sale of Rs 189874 through exhibitions and Rs 6,41,789 through various orders from buyers.

Sambhal

1. The group made sales of Rs 42,925 through exhibitions like Poush Mela and Sasha Fare Trade Fair and Rs 700 from the digital sarathi workshop where products of the group were distributed as gifts for the winners.

Overall the 3 supported groups generated a sale of **Rs 29,59,823** in the FY 23-24.

- **My e-Haat:** Expressions of Interest (EOI) were invited from eligible agencies in the IT sector through the Tendering process and after a thorough assessment of applications received, "Creative Dial Consultancy Solutions Pvt. Ltd." was selected as the agency responsible for the management and maintenance of the "My e- haat" website. Their expertise and alignment with the project requirements made them well-suited to handle the responsibilities associated with the website's operations.
- **Pilot Study on State of Cooperatives in Uttar Pradesh:** A Pilot study was initiated and a paper was compiled on "State of Craft Collectives in Uttar Pradesh" to analyze the factors impeding the commercial dynamism of Craft Collectives in Uttar Pradesh. The pilot study looked closely at the condition of collectives in the state, the factors that affected their success or failure, and the influence of government policies and programs on their overall functioning. In doing so, the study also documented some of the success stories and good practices, along with recommendations to improve their status.
- **Social Convergence:** 402 artisans from Sambhal and Barabanki were linked with various government schemes like ODOP, Aayushman Card, Artisan Card, Vishwakarma Scheme, Toilet Scheme, etc. 125 artisans were linked with ODOP scheme where the artisans were trained and toolkits and handlooms were distributed to the artisans by the government. 200 artisans were linked with Pradhan Mantri Jan Aarogya Yojana giving them health insurance coverage of Rs 500000. 55 artisans were linked with artisan cards, 19 artisans were linked with the Vishwakarma Scheme under which the artisans will be supported through credit linkages, marketing support, skill upgradation training etc. Along with the schemes mentioned above 14 artisans were linked with the Toilet scheme of the Swachh Bharat Mission where financial support of Rs 12000 will be provided to the artisans for the construction of a toilet.

- **Shilp Charcha Sessions:** 2 Shilpcharcha sessions were organised in the financial year 23-24.

1. The first Shilp Charcha session was organized on 27th July 2023. The topic for this session was “Selling effectively over the digital Media Platforms” and it was attended by 600 + artisans through appx. 350 logins. The resource person for this session was Ms. Selli Bodapatti. The session covered various aspects of selling on digital platforms, insights, and strategies to enhance the abilities of the artisans to reach out and engage customers effectively over Social Media Platforms, WhatsApp, etc.

2. The second Shilp Charcha session was organized on 17th October 2023. The topic for the same was deciphering trends. The session was conducted by subject matter expert Mr Somesh Singh from Craft Village. The session mainly focused on the change in trends around the world and its impact on the craft sector in India. The session was attended by more than 100 participants from various clusters and organizations.

- **Digital Sarathi Workshop:** The Digital Sarathi session was organized at HCL My Ehaat display center in Noida from 11th to 12th December 2023 in Noida. The session was attended by 20 digital sarathis from Varanasi, Barabanki, Sambhal, and other partner organizations from Noida including (Access, IFRA, Monami etc.) and other HCLF-supported projects in the Noida region participated in the training. The major topics covered under the 2-day workshop were storytelling, photography, and social media marketing. The first day of the session focused on training the participants on the importance of storytelling, its impact on the customers, and the types of stories to be developed like the story of the cluster, product, surroundings, history of the cluster, etc. The second half of day 1 focused on photography and its correlation with storytelling. The resource person, Mr Naval Deep Thareja, also organized a photography competition where the participants were asked to click product photography to showcase the usage of their products. The second day of the session was mainly to train the participants about social media marketing using platforms like Facebook, Instagram, X, and WhatsApp business. Ms Kavya Saxena, in continuation to the 1st days, trained the participants on the usage of social media marketing to enhance their business, market their products, cluster, and groups the participants are associated with. The session was supported by 5 HCL tech volunteers who supported the groups during the workshop. The session was concluded by Ms Simi from HCLF by felicitation of the participants and the winners of the competition.



• Outputs

1. A group comprising women weavers of Barabanki registered under UPSRLM.
2. Two groups of artisans collectivized to start working as an entity.
3. Identity creation for two groups. Binai and Alma finalized as Brand names for Tana Bana Mahila SHG and Sambhal Design Association respectively.
4. Sales worth Rs 29,59,823 were generated for the groups.
5. Incomes enhanced for 45 weavers and artisans.
6. 402 artisans and weavers linked to Government Schemes.
7. Knowledge Sessions organized benefitting almost 1000 artisans/Craft Entrepreneurs
8. 20 Community Youth trained as Digital Sarathis.

• Major Outcome

Women weavers of Barabanki, who were always taking a backseat, were brought to the Forefront. They are now leading a group that is looking forward to upscaling and generating better incomes for their members.

ENSURING SUSTAINABILITY OF CULTURAL CRAFT ENTERPRISES- FUNDED BY TITAN CO. LTD

Ensuring Sustainability of Cultural Craft Enterprises in Tamil Nadu" funded by TITAN, cross-cuts locations of Nilgiris, Perambalur, Tiruchirappalli, Thanjavur, and Mayiladuthurai impacting the lives and livelihood of semi-nomadic Narrikuravar Tribal communities, Pastoral Toda tribal communities and artisans of the languishing craft of Karuppur Kalamkari. The project aimed to create and strengthen three craft enterprises.

- **Oormonnipoof Toda Embroidery Enterprise Group- Nilgiris**



- **Eraiyr Beads Making and Development SPV- Perambalur, Tiruchirappalli, Thanjavur, and Mayiladuthurai**



- **Krishna Karuppur Kalamkari House- Thanjavur**



Through a combination of training sessions, market access, and sensitization drives the project has helped the two enterprises to upscale thereby ensuring the socio-economic empowerment of the women artisans associated with them.

The ESP intervention was aimed at empowering 273 women artisans, in different ways

- **Oormonipoof Toda Embroidery Enterprise Group**- The Toda women, spread across several villages in the Nilgiris, do beautiful Toda embroidery. But these women work for vendors who do not pay them well and also give them irregular work. These women needed an identity under which they could start tapping the market directly.
- **Eraiyur Beads Making and Development SPV** has been formed by Narrikuruvar Tribe. They are a nomadic tribe and keep moving to different locations to sell their Malas, leaving behind their children who stay without parents for a major part of the year. The Narrikuravars are severely exploited wherever they go. The endeavor was to contemporize their craft and link them to markets so that over the years, they could settle down and have access to dignified livelihoods.
- **Krishna Karuppur Kalamkari House** is an effort of the Master artisan of Karuppur Kalamkari, Mr. Laxminarayan, to carry forward his Craft that is slowly dying out due to lack of markets. The endeavor was to contemporize their craft and link them to markets, to upscale his work, and provide enhanced incomes to artisans working with him, thereby helping them to take their craft forward.

Activities

- **Baseline Survey** : A Baseline Survey was carried out with the artisans in the identified clusters to assess their current socio-economic status. This would form the basis for monitoring and Outcome evaluation to be carried out at the end of the intervention.
- **Registration of a Collective**: The TODA artisans group was registered as a Collective by the name OORMONNIPOOF TODA EMBROIDERY ENTERPRISE GROUP. A group PAN card has been issued by the Department of Income Tax. UDYAM registration has been done for groups under MSME (UDYAM registration number: UDYAM-TN-15-0019387).
- **Design Development**:

1-OORMONNIPOOF TODA EMBROIDERY ENTERPRISE GROUP: The design development workshop was conducted in two phases, wherein 17 artisans were guided to develop 52 new products under five different collections - Kid's accessories (Kid's Toy Bag, Hanging Toy, Memory Game, Children's Playmat), Christmas ornaments, Women's accessories (Pouches, Jewellery, Clutch, hair comb), i-pad sleeve and Yoga Mat bag, home decor (Placemats, table runners, coasters) and Apparel (saree, men's and women's stoles, blouses, sarees, saree borders).



2-Eraiyrur Beads Making and Development Special Purpose Vehicle (SPV): 26 women artisans from the Narrikuravar community were trained in developing 80 plus new designs. New raw materials like semi-precious stones, natural stones and pearls, and brass and steel wires were introduced through these workshops. The artisans were also guided to refine their skills and improve quality.



3. Krishna Karuppur Kalamkari House: 26 artisans were mentored to develop 34 Contemporary products under the Apparel, Stationery, and Home linen categories using traditional Karuppur motifs and natural colors. Karrpur Kalamkari is a languishing craft practiced mainly to create canopies for temples. These workshops collectively aimed to enhance the design skills of artisans and develop contemporary collections that align with market trends. By integrating traditional craftsmanship with modern design, these initiatives successfully increased market reach and boosted sales for the enterprise.



- **Production Fund:** To address the challenge of lack of working Capital and to help the groups start their journey, a Production Fund was set up for each group in terms of Stock (new products), packaging material, and Raw material Inventory. The groups were supported to put some of the new designs developed with the help of designers into production to help them create a Stock and a Raw material Inventory. Going ahead, the Stock would be sold through marketing Platforms and exhibitions to regenerate Funds for further production. These Funds, along with the raw Material Inventory would help the groups to sustain production.

1. **OORMONNIPOOF TODA EMBROIDERY ENTERPRISE GROUP:** INR 230,680. 265 products and 500 packaging bags were produced. The rest of the Fund was set up as Raw Material Inventory.
2. **Eraiyrur Beads Making and Development Special Purpose Vehicle (SPV):** INR 229,646.160 products and 1500 packaging pouches were produced. The rest of the Fund was set up as Raw material Inventory.
3. **Krishna Karuppur Kalamkari House :** INR 282,022. 256 products and 500 packaging bags were produced. The rest of the Fund was set up as Raw material Inventory.

- **Capacity Building**

1. **Team Building, Role Setting Workshop & Ethical Practices:** A two-day workshop was organized for each cluster, wherein artisans were sensitized about the benefits of working Collectively and were given a basic understanding of running an Enterprise. The consultant engaged extensively with the groups, emphasized the importance of team building through Interactive activities, and helped the groups to identify artisans for taking up various Roles within the enterprise. He also gave recommendations with follow-up actions for each group.
2. **Business and Financial Management:** All three groups were working very unequally. To introduce Financial Management practices, a Financial Management Workshop was organized for each group to give them a basic understanding of costing, pricing, and record-keeping concepts. Since the TODA women were collectivized under the Project and are at a very nascent stage, a two-day workshop was organized for them. A three-day workshop was organized for the other two groups as they were in a position to grasp more concepts. Bill Books, Challan Books, and Wage Vouchers have been printed for each group, to help them maintain proper records.



Market Facilitation

- **Development of Marketing Tools:**

Brands: To help the groups access wider markets, it was pertinent to develop their Brand Identities and equip them with marketing tools. Brand names for each group were finalized in discussion with the communities. These names are mostly in their native language and represent their work. Logos were developed for each Brand.

Oormonnipoof Toda Embroidery Enterprise Group: The group selected Thurd Pukhoor as their Brand Name, which signified their traditional embroidery motif that represents a flowing River. A logo was developed for the same.



Eraiyr Beads Making and Development Special Purpose Vehicle (SPV): The group selected “Ladi” as their Brand name as traditionally they have been making strings and the chosen name is a synonym for a string. The logo was developed integrating their beading technique.



Krishna Karuppur Kalamkari House: The group decided on Asmangiri as their Brand name as traditionally they make temple canopies, which are called Asmangiri. A logo was developed using their traditional Motif.



Marketing Tools

Several marketing Tools were developed for each group, to help create their Identities and to help them tap broader markets. These include Professional Photoshoots of new products and marketing catalogues, Visiting Cards, banners, and Letterheads.

Web presence: Eraiyr Beads Making and Development Special Purpose Vehicle (SPV) and Krishna Karuppur Kalamkari House have been onboarded on the FYND platform to create their web presence and give them access to a payment Gateway, for doing business over Social Media Platforms.



Market Facilitation

Participation in Exhibitions: Support was provided for all three groups to participate in Exhibitions(B2B & B2C) at both local and national levels. They had a chance to showcase and sell their products and build relations with buyers. Total sales worth INR 3, 28,873 were facilitated for the three groups through these exhibitions.

Oormonnipoof Toda Embroidery Enterprise Group: Sales worth INR 66,445

Eraiyr Beads Making and Development Special Purpose Vehicle (SPV): Sales worth INR 2,39,928

Krishna Karuppur Kalamkari House: sales worth INR 22,500

Krishna Karuppur Kalamkari House has also been onboarded under ODOP and was allotted a free stall at Bharat Tex (B2B).



B2B Buyers: Discussions have been initiated with several buyers and e-Commerce Platforms

- **Oormonnipoof Toda Embroidery Enterprise Group:** Discussions initiated with Craft Council Chennai, Akshweaves.
- **Eraiyr Beads Making and Development Special Purpose Vehicle (SPV):** Discussions initiated with Okhai.
- **Krishna Karuppur Kalamkari House:** Discussions initiated with Craft Council of India, Akshweaves, House of Ekkam, itokri, Shayalima.

KOSHA TRACE: Introducing Traceability Mechanisms:

To promote traceability and strengthen their Market positioning, the groups have been onboarded with KOSHA Trace. Videos of the artisans have been shot and a write-up about the groups has been uploaded on the Kosha Platform. Hand-tags have been developed for each group, carrying a QR Code linked to the videos and write-up on the KoshaTrace Platform. This would help the group to gain customers' trust as the customers can scan the QR Code, to trace the products and verify the artisan community and Geographical Location where the products have been made, thereby proving their authenticity. 5000 tags have been provided across the three groups, for their products.



Social Convergence:

2 Interns were onboarded to link the artisans from TODA and Eraiyur groups to various Schemes. 82 artisans were helped to update their KYC and 73 artisans were linked with Schemes like E-shram, Ayushman Bharat, and Artisans cards, with a few artisans being linked to more than one Scheme. The Narikuravar community was not aware of the benefits of getting linked to the Government Schemes and was not ready for the same. Camps were set up in three locations- Eraiyur, Trichy and Thanjavur to sensitize artisans about the benefits of these schemes and entitlements.

Outputs

- Oormonnipoof Toda Embroidery Enterprise Group registered under MSME.
- Artisans developed a sense of belonging to the enterprises and leaders have started understanding the importance of building a strong entity.
- All three enterprises have developed a basic understanding of Enterprise & Financial Management.
- Contemporary Collections have been created for all three enterprises.
- Brand names and logos have been created for the three enterprises.
- 73 artisans were linked to Government Schemes. 180 artisans sensitized regarding the importance of these linkages.

Outcomes

- All three enterprises have developed a basic understanding of the benefits of collective working and managing a small collective/Enterprise. They have embarked on a journey to transition from working informally to working cohesively as a Collective.
- The Collectives/groups have developed Contemporary Collections and identities of their own which were further integrated traceability mechanisms. This would collectively help them to tap wider markets, carry forward their Crafts, and earn a dignified livelihood.
- Income worth INR 3,43,201 has been generated for around 109 artisans.

SOCIAL CONVERGENCE FOR WEAVERS OF VARANASI, UTTAR PRADESH,- FUNDED BY TATA AIG & SWASTI

Social Convergence for weavers of Varanasi, Uttar Pradesh, funded by TATA AIG and SWASTI helped AIACA to converge more than 3000 artisans with social welfare schemes, primarily PMJAY and PMJBY to strengthen their social security. The Project was rolled out in the Ramnagar, Bazardiha, Lohta, and Kotwa areas of Varanasi.

AIACA'S ESP interventions strongly reflect how the necessary interventions led to the enhancement of income of 1300 artisans by 11.75%. Apart from income levels, these interventions have also instilled confidence, healthy group dynamics, and an increased sense of belongingness to the craft and the business among the artisans. The enterprise has created a strong community of stakeholders and nurtured as many as 147 artisans as leaders who will further propel the sails of community development, uphold the legacy of art, and unlock the potential of the Craft Sector as a net zero waste sector.

Green Pilots implemented successfully-

MARCHING TOWARDS SUSTAINABILITY

The handicrafts sector has a huge potential in exemplifying how industries can blend traditions, community, and economy with the environment. AIACA firmly believes in respecting intergenerational knowledge, enhancing the potential of artisanal enterprises, and transforming them into Green Value Chains with greater role and responsibility towards environmental responsibility and reduction of waste.

Craftmark and environmental benchmarking, work on Craftmark Green was initiated in 2018. Research was initiated to develop and promote environment-friendly and sustainable enterprises in the handicraft sector.



**Social
Sustainability**



**Economic
Sustainability**



**Environmental
Sustainability**

AIACA has embarked on its journey towards sustainability through Craftmark Green since 2018. Craftmark Green supports research for the development and promotion of environment-friendly and sustainable enterprises in the handicraft sector. It also aims to revitalize the potential of the craft sector as a green sector respecting the values of:

- **Social sustainability** based on a good working environment and fair wages for the artisans promoting their socio-economic upliftment.
- **Economic sustainability** based on the production of high-quality handmade products.
- **Environmental sustainability** is based on minimizing the environmental impact on the craft.

To bridge the gap between vision and action, AIACA has initiated various Green pilot programs to strengthen the capacity of artisans and the green infrastructure of their artisanal enterprises. This has led to increased environmental consciousness and a shift towards sustainability practices as evident in the activities of the Green Pilots.

- Artisans of Chowhatta Kantha Stitch Society are upcycling Kantha to repurpose it into articles of apparel and home decor.
- Artisans from Tarasankar Panchgram Seva Samiti are exploring the potential of natural dyes like turmeric, Katha, neem, and onion skin for introducing a new range of colorful banana fiber products.
- The artisans of Himalayan Blooms are expanding their collection following a workshop on Natural Dyeing and Shibori. To support this initiative, a rainwater harvesting unit has been installed to meet the water demands of natural dyeing.
- Child and Social Welfare Society (CSWS) is further enhancing the green value of Madhur Kathi by introducing naturally dyed madur kathi products.
- Women artisans from Sadhna are creating a Green Value Chain of their embroidery techniques, Applique, Patchwork, and Tanka Work through upcycling and eco-printing.

SADHANA: Threads of Empowerment and Sustainability

With the support of Misereor, AIACA launched a Green Pilot in Sadhna with a vision to enhance sustainability and innovation within the artisan community. Sadhna, a women's handicraft enterprise based in Udaipur has trained rural women around Udaipur in the embroidery techniques of applique, patchwork, and Tanka Work since 1988. Through impactful workshops and interventions, AIACA supported Sadhna and paved the way to make sustainable products.

Activities

Eco-Printing Workshop

Bamboo Fabric Design Collection Workshop

Innovation and Upcycling through zero-waste workshops



Outcome

- Sadhna had successfully incorporated eco-printing into their new collection, reflecting a commitment to sustainable fashion practices.
- The bamboo fabric workshop aided the artisan to develop an innovative contemporary collection focusing on the theme “Tattva” characterized by its eccentric geometric designs.
- Zero Waste workshop has enhanced Sadhna’s existing garment and home decor-based product lines and contributed to a nearly zero-waste production process. Two new collections from these efforts were showcased at the Nila House x IICD Fashion show, garnering positive feedback.
- Additionally, Sadhna now assists other fabric-based organizations in managing their waste by converting it into utility products for their respective labels.

Kumaon Grameen Udyog: Greening the infrastructure

With the support of Misereor and Titan, AIACA piloted green initiatives in Kumaon Grameen Udyog to further strengthen the sustainable craftsmanship of handknitting and handweaving supporting more than 400 artisans in the rural Kumaun region of Uttarakhand.

Activities

Installing Green infrastructure

- Tapping Solar Energy
- Rainwater harvesting mechanism
- Effluent Treatment Pit
- Design Development
- Capacity Building



Himalayan Blooms

With the support of Misereor, AIACA launched the green pilot in Himalayan Blooms, a not-for-profit social enterprise based in Uttarakhand creating livelihood for women through knitting and crocheting. Before the intervention, the women artisans made hand-knitted products either for the family or the local markets but after the green initiatives, they were able to embark journey towards sustainability and empowerment.

Activities

- Natural Dyeing Workshop
- Rainwater Harvesting Mechanism
- Effluent Treatment Pit



Craftmark Green played a pioneering role in upscaling their work, helped them to create eco-friendly ranges of goods, and expanded their market reach through integration with a larger client base and platforms like Okhai and Flourish.

Child and Society Welfare Society (CSWS)

Child and Society Welfare Society works in the rural Medinipur region of West Bengal and caters to rural women artisans making apparel and home decor-based products from Madur Katha, a native grass found in the region. AIACA piloted the green initiatives with support from Misereor to blend the traditions with livelihood and strengthen the environmentally sustainable aspect of the craft's value chain.

Activities

- Natural Dyeing Workshop
- Capacity Building



Green interventions under this initiative not only helped the artisans to come up with an eco-friendly range of goods but it also inculcated heightened environmental awareness among the artisans.

Tarasankar Panchgram Seva Samiti

A social enterprise working in the rural region of Bolpur, West Bengal, artisans of Tarasankar Panchgram Seva Samiti work with banana fiber to create a visually appealing eco-friendly range of handicrafts. One of the pertinent problems faced by the enterprise included the ills associated with chemical dyeing and the management of organic waste. AIACA supported by Flipkart and Misereor launched green initiatives to enhance the green value of the craft chain.

- Natural Dyeing Workshop
- Capacity Building



A heightened environmental conscience among them could also be traced in their practice of managing organic waste through vermicomposting. Additionally, the Green Pilot has positively impacted the lives of almost 200 women have further motivated them to introduce a new range of colorful banana fiber products.

Chowhatta Kantha Stitch Society

With the Support of Flipkart and Misereor, AIACA piloted green initiatives in Chowhatta Kantha Stitch Society, Bolpur working with the Kantha artisans. Though Kantha occupies an indispensable part in the lives and culture of the region, one of the major problems that the artisan faced was fabric wastage. To address it, AIACA piloted initiatives to reuse and recycle discarded fabrics.

Activities / Intervention

Zero Waste Workshop - To minimize fabric wastage, designers helped the artisans to upcycle and create a diverse range of accessories, apparel, and home-based decor from fabric waste. As a result, waste once discarded found a new life and generated additional income for the artisans.



Capacity Building: Additional training for the artisans was provided in the fields of design development, personality development, cluster building, financial management, institutional management, and client management.

Through these interventions, AIACA empowered the artisans while balancing the synergy of traditions, innovation, and sustainability.

OVERALL ACHIEVEMENTS UNDER ENTERPRISE SUPPORT PROGRAMME

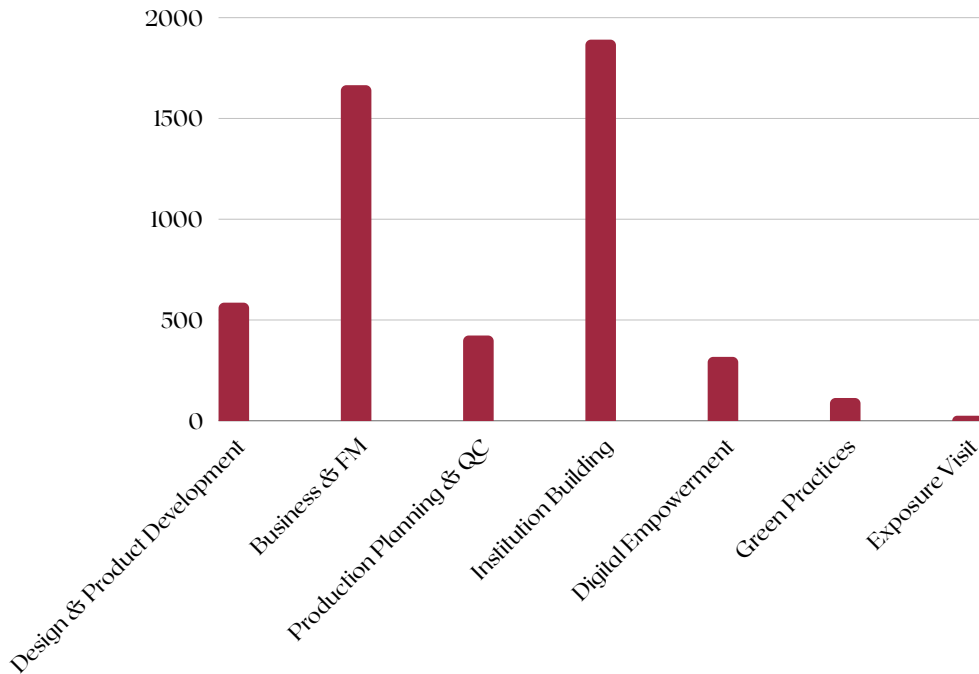
Design Development :

20 contemporary collections with **656 new designs**, combining age-old traditions with contemporary market demands, for 19 enterprises.

577 artisans generated an income of INR 15, 91, 132 benefiting 568 artisans positively. Additionally, Backward linkages are provided to the artisans ensuring the availability of high-quality raw materials, and fostering collaborations, knowledge sharing, and innovations among the craft clusters and embroidery enterprises, leading to the overall growth and development of the industry.

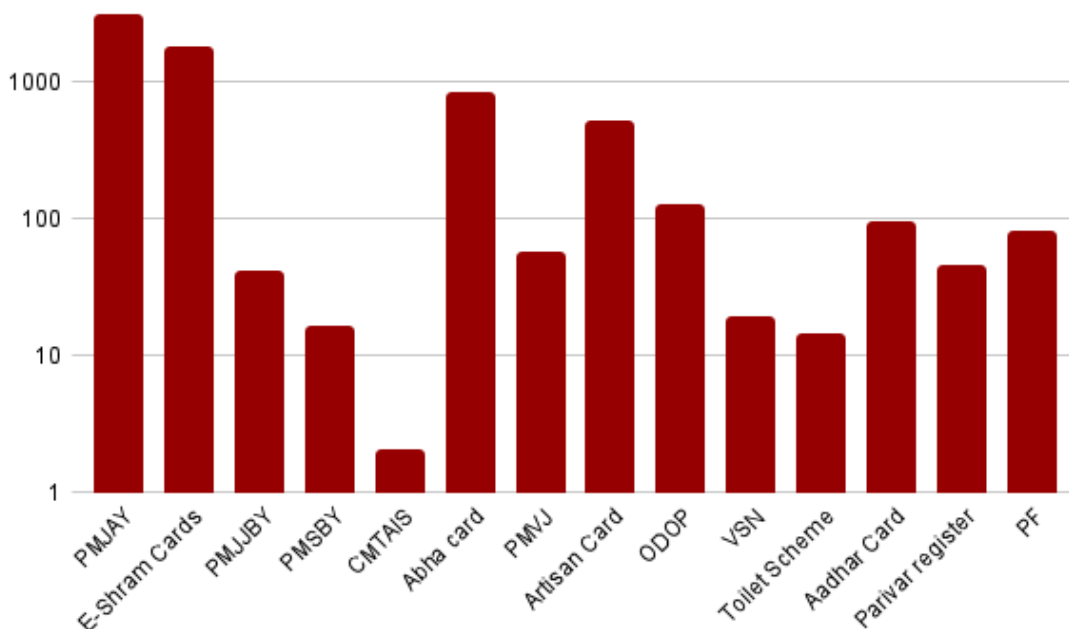
ENTERPRISE NAME	BACKWARD LINKAGES
Krishna	Eco-Tasar, Maa Trainin Hnadloom
Oormonipoof Toda Embroidery	Home Apparel, Thruppur Jawule Kadai
Eraiyyur Bead Production SPV	Navra Beads, Madeinindia Beads, One Natural Pearl, One Natural Stone, Kaku Plastic, Sstringz
Chowhatta Kantha Stitch	Punarjeevana, Chandrima Fashion, Madras Textile, Handloom Cottage, Tant Ghar, Ram Shyam, Jain Enterprise, Guin Woolhouse, Hindustan Mart, Tana Bana Samooh
Nabha Phulkari	Tana Bana Samooh, Eco Tasar, Little Flower, Baragaon Weaves, Desi Trust
Tana Bana Samooh	Eco Tasar
Zardozi	Tana Bana Samooh, Mubarakpur Weaves, VWAS
Sadhna	Tana Ban Samooh

1656 artisans skilled in various topics like Leadership, Design Development, Institution Building, Financial Management, Digital Empowerment, Green Practices, Marketing & Brand Building etc.



Sales worth **INR 44, 43,084** impacting the lives of **1300 artisans**.

AIACA has successfully linked 6568 artisans with various social welfare schemes like Ayushman Bharat, Health cards, Artisan cards, Mudra loans, Pradhan Mantri Jan Aarogya Yojana, with health coverage of INR 5,00,000, Vishwakarma Card among others. Monetary benefits amounting to INR 1, 95, 52,88,050 were unlocked through various schemes for 5372 artisans.



OVERALL ACHIEVEMENTS UNDER ENTERPRISE SUPPORT PROGRAMME

INCOME ENHANCEMENT

11.75% of Income
Enhancement of
1300 artisans

SALES GENERATED

Sales worth Rs
44,43,084
generated for **1300**
Artisans

BENEFITS UNLOCKED (MONETARY)

Benefits amounting
to Rs **1,95,52,88,050**
unlocked through
various schemes for
5372 artisans

ARTISANS NURTURED AS LEADERS

147 Artisans
nurtured as Leaders



CASE STUDIES & IMPACT

CASE STUDIES & IMPACT

Kumaon Grameen Udyog: **Greening the infrastructure**

With the support of Misereor and Titan, AIACA piloted green initiatives in Kumaon Grameen Udyog to further strengthen the sustainable craftsmanship of handknitting and handweaving supporting more than 400 artisans in the rural Kumaun region of Uttarakhand.

Activities

Installing Green infrastructure



- **Tapping Solar Energy:** 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. To address these issues, AIACA introduced solar panels, solar heaters, and solar dryers in the natural dyeing and washing units for better ease of working in the units.



- **Rainwater harvesting mechanism:** 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 were water-intensive, requiring up to 500 liters per day. To combat this, AIACA implemented a Rainwater Harvesting Mechanism. For the same, a Roof Rainwater harvesting Tank with a storage capacity of 10,000 liters along with two storage tanks of 2000 liters each was installed to increase the capacity for the harvested rainwater.

- **Effluent Treatment Pit:** The Effluent Treatment Pit (ETP) was introduced to purify and recycle water from the washing and dyeing units before releasing it into the nearby field. Additionally, Canna plants and Fruit were planted in a terrace field lower than the ETP ensuring slow percolation of water from the ETP.

Design Development - Exploratory sessions in natural dyeing were held with the artisans. This further encouraged the artisan to develop new contemporary designs and new product lines.

Capacity Building - 25 women were trained as supervisors to manage the women's groups. Marketing tools and convergences to Social Security Networks were made to empower the women artisans in taking leadership roles in the respective units.

Impact Made: KGU blended the true essence of sustainability by maintaining the rhythm among the social, environmental, and economic facets indicated as follows:



- KGU's knitting Group had increased from 8 groups in March 2023 to 13 groups presently.
- The socioeconomic empowerment facilitated under the project provided a huge boost to their confidence levels which were reflected in the positive trends of the numbers. KGU began with 250 women but in FY 2023-24, it had 150 more women knitters.
- The design development workshop helped KGU to increase its product range of cotton toys and a range of pure wool accessories made up of naturally dyed yarns.
- With increased knitters, KGU was equipped with more capacity to take up orders for customized goods and cater to B2B markets in the long run.
- This outreach has provided financial independence to the women artisans and boosted their self-confidence. Around 28-30 women artisans celebrated their first earnings by going on a 1 day trip.
- The green infrastructure had a phenomenal impact on the environment and the productivity of the units.
- Rainwater harvesting mechanism has reduced their dependence on springs, preserving this valuable resource for drinking and irrigation.

-Solar water heating units allowed the unit to function independently of the grid. As a result, electricity consumption, which was around 180-200 KWH per quarter, was eliminated.

-Solar dryers have reduced the drying time to just 30 minutes which earlier took around 2 hours of intense manual labour. 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.

-Designed to function passively, ETP did not utilize electricity which further increased the sustainability quotient of the natural dyeing and washing units.

Through this Green Pilot, AIACA upheld the vision of a greener Earth, resilient communities, and self-reliant artisans who dream of transforming their enterprise into a conscious Green Value Chain completely.

CASE STUDIES & IMPACT

Nasreen Bano: **Weaver, Barabanki**

Nasreen, a mother of 2 daughters, is a weaver hailing from Sahri Village of Barabanki District. Being a bright child when she was young she completed her high school with flying colors but had to leave her studies post the same due to the trembling financial situation of the family. Life didn't change for her even post her marriage when she came to Sahri Village about 8 Years ago. Her husband works as a construction material supplier for various construction sites in the village. Having inconsistent work both Nasreen and her Husband were facing issues making their ends



meet. Life took a pleasant turn for her when she was approached by one of our field coordinators to join the group of women weavers which was being established under the project supported by AIACA and HCLF. Being one of the most educated women in the group she was unanimously selected by the group as the group's president. For the first time, she realized the importance of her education. Nasreen has started taking the onus of Tana Bana Group and conducts weekly meetings of the group and also keeps records of the saving for the group



Iti Mandal **Banana Fibre Artisan**

Iti Mandal, a resident of Lodda, Labpur, Birbhum, faced economic hardships as a single mother of two children. With limited formal education and few employment opportunities in her village, she turned to weaving, a traditional craft handed down through generations. Iti began weaving at a young age, initially learning from her grandmother. As her interest grew she became part of Tarasankar, attended local weaving workshops, and incorporated modern design elements into her work, making her products more appealing to a broader customer base. Iti's self-esteem and

confidence grew to have a positive impact on her work, income and her family's well-being. Iti participated in workshops organized under the Flipkart and AIACA project and kept trying to learn new capacity-building techniques which helped her to create a wide range of products such as mats, bags, and Home decoration products made from banana fiber. She expressed her gratitude to the Flipkart Foundation and AIACA for implementing the project and is eager to expand her products into different markets with our assistance. Her story serves as an inspiration, demonstrating how women can utilize their creativity, determination, and acquired skills to achieve financial independence, personal growth, and a better quality of life.



Somasree Mondal **Kantha Embroidery Artisan**

Somasree Mondal hails from the village of Ujjalpur(Labpur), where the traditional art of Kantha stitching has been practiced for generations. As a woman from a rural area, she was limited to the role of homemaker, assisting her family with household chores and farming activities. However, limited income opportunities made her explore alternative means of contributing to her family's income.

She joined the Chowhatta group in 2020 with a vision to ensure a better standard of living for her children and access to better education. She worked at home as well as at the center to generate income through Kantha work. She faced resistance from

some family members who questioned her decision to invest time in a craft. However, her determination and success gradually changed their perceptions. Because of her innovative and adaptive nature, she would learn and teach new designs to other women. Iti began weaving at a young age, initially learning from her grandmother. As her interest grew she became part of Tarasankar, attended local weaving workshops, and incorporated modern design elements into her work, making her products more appealing to a broader customer base.

As income, skill, and recognition grew after the ESP interventions made my AIACA, she began to participate in community discussions and decision-making processes, becoming a role model for other women in her village. Somasree also took on the role of a mentor, teaching Kantha stitching to other women in her village. She expressed her deepest gratitude to the Flipkart Foundation and AIACA who helped her and other women to preserve their traditional craft and made them self-dependent. Somasree's journey from a traditional homemaker to a self-dependent Kantha artisan serves as an inspiring example for other women.

CASE STUDIES & IMPACT

Urboshi Saha **Banana Fibre Artisan**

Urboshi Saha Pal hails from Donaipur, wife of a laborer, started working at Tarasankar to provide additional support for her family. Upon commencing her work, Urboshi contributed to the household income and started saving. She began saving a portion of her earnings for future needs while allocating the remainder to cover household expenses. This newfound sense of financial independence brought her satisfaction, knowing that she was contributing

to her family's well-being. Urboshi actively participated in AIACA's workshops, which focused on quality enhancement, design improvement, and production planning, as well as a workshop on natural dyeing and online marketing through e-commerce platforms. Her eagerness to learn and grow is evident, and she also extends her encouragement to other women in her community, emphasizing the importance of self-sufficiency. Her story exemplifies the transformative power of determination and the desire to improve not only one's circumstances but also the lives of others within the community.



The Women of Sahri **Weavers of Sahari, Barabanki**



Sahri is a conservative village with a strong-rooted patriarchy and fewer opportunities for women in the public domain. Similar composition and attitude also permeated the cluster of Barabanki where women were fewer in number and had limited say in decision-making and taking ownership of their work. With the support from the AIACA and HCLF supported project, the group members started working in collaboration with each other. This gave women the confidence to get out of their households and participate in various activities and interventions being done under the project.

After intensive efforts of around 1 year and the support of other male members of the cluster, 12 women from the village decided to form a group. This resulted in the genesis of Sahri Tana Bana Samooh, a new women-led and women-managed group in Barabanki. Slowly women are also getting recognition and the onus of the products they produce which is further stirring a new colour of courage and resilience among them.

CASE STUDIES & IMPACT

Jhumpa Dutta **Kantha Embroidery Artisan**

Jhumpa Dutta belongs to Benepara, a small village in Chowhatta, West Bengal. To make ends meet, Jhumpa started to stitch Kanthas for sellers and customers in nearby markets. She heard about Chowhatta Kantha Stitch Cooperative Society from its other members and joined it immediately to support her family. When the opportunity to further develop her skills presented itself through a project facilitated by The Flipkart Foundation and AIACA, Jhumpa made the best use of it by participating in the capacity-building training. She received training in quality enhancement, design, product development, and brand building through social media platforms, etc.



Through capacity building, she learned strategies for allocating work based on skills, financial needs, motivation, personal interests, and a sense of responsibility and accountability. She performed so well that she was given charge of giving payments to other fellow artisans. Notably, she ensured that all payments were made promptly, even in cases where client payments were delayed.

Despite all the odds, she eventually managed to save up enough money to send her children to school and open a small stitching shop in her house, envisioning a better future for her family. Jhumpa emphasized that she was lucky and remains thankful for the support and encouragement she received from The Flipkart Foundation and AIACA. She said, "I could pursue what I wanted only because my family supported me and thanked the Flipkart Foundation and AIACA for supporting her and other women of the group". Jhumpa's story of unwavering dedication and quest for constant learning sets an example for other women in the community.





CRAFTMARK

CRAFTMARK

Craftmark's objective is to assist artisan groups in:



1,78,635

Artisans Outreached

286+

Enterprises Certified

Craftmark, since its inception in 2006, continues to build “integrity”, “quality” and “authenticity” as core values to endorse the traditions associated with genuine handicrafts from all across India.

In contemporary times, when mechanization is impacting all facets of our lives, the craft sector is also facing the impact of misrepresentation of crafts and the inability of consumers to distinguish handmade products from counterfeit alternatives.

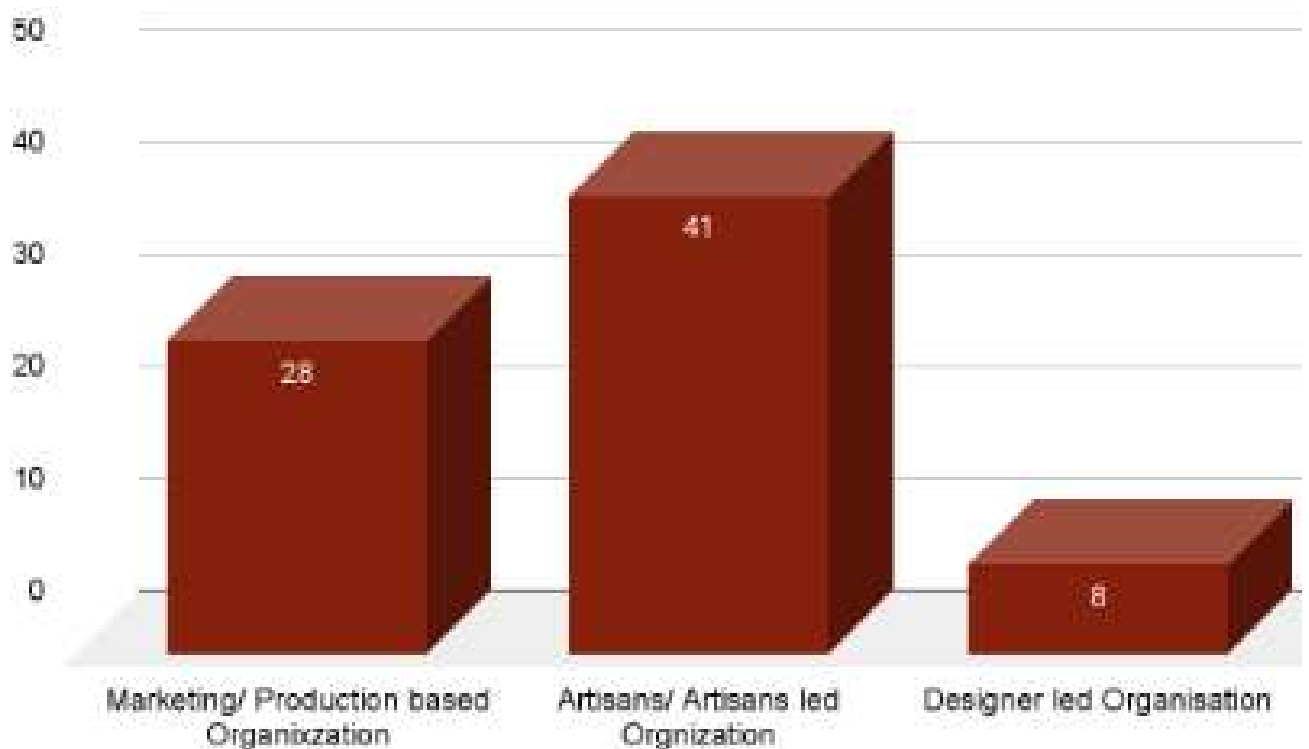
This certification system aims to strengthen the market positioning of authentic handmade products made by artisans while ensuring adherence to sustainable and ethical practices. So far, Craftmark has touched the lives and crafts of more than 1,78,635 artisans, Additionally, Craftmark has certified more than 286 entities practicing more than 174 crafts.

AIACA ensures a smooth and efficient verification process before awarding Craftmark to enterprises/Collectives/Master artisans of Craftmark. This is achieved through teams and associates spread all over different states, who oversee that the products are made while respecting the traditional practices/process of the craft and the hard work of the artisans. In this Financial year, 22 associates verified more than 41 enterprises for Craftmark, covering almost 56 Crafts.

Presently, it has 76 active members. Out of these 76 members, more than 54% of groups are artisan-based enterprises. A detailed categorization of membership profiles includes-

- 41 artisan-led organizations
- 27 production-based organizations
- 8 designer-led organizations

MEMBERSHIP PROFILE

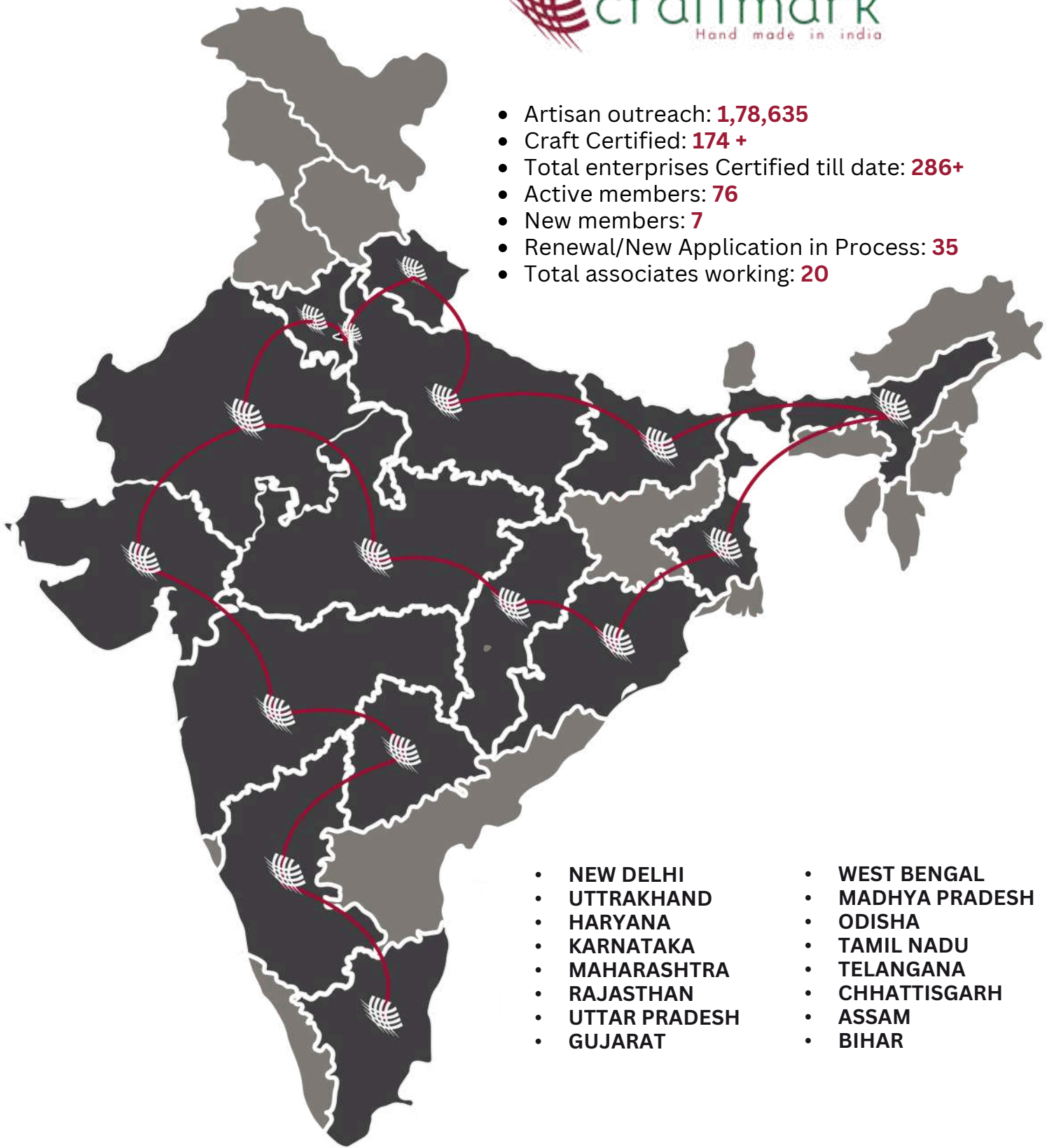


Craftmark members span across 16 states, including New Delhi, Uttarakhand, Haryana, Karnataka, Maharashtra, Rajasthan, Uttar Pradesh, Gujarat, West Bengal, Madhya Pradesh, Odisha, Tamilnadu, Telangana, Chhattisgarh, Assam and Bihar.

In the year 2023-24, Craftmark witnessed a growth in its artisan outreach with the inclusion of 7 new members along with 18 membership renewals.



- Artisan outreach: **1,78,635**
- Craft Certified: **174 +**
- Total enterprises Certified till date: **286+**
- Active members: **76**
- New members: **7**
- Renewal/New Application in Process: **35**
- Total associates working: **20**



- NEW DELHI
- UTTRAKHAND
- 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
Jawaja Leather Association	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
Aadyam	Vijay Joshi	Ek Katha
Porgai Artisans Association	Belun Hasta Silpa Kuthi Society	Burhani Mubarakpur Weaves
Kadam Haat	Mehera Shaw Textiles Pvt. Ltd.	Almora Craft Design Studio LLP
(Beer Singh) Veer Singh	Asha - Aid and Survival Handicrafts	Samoolam Crafts.
Leeway	Hastkaar by Bhartesh Vaibhav	Devbhumi Natural Products Producers Company Ltd.

CURRENT CRAFTMARK MEMBERS

Sirohi Samaritan Foundation	Happy Faces Foundation	Samuday Crafts Private Limited
Twenty Nine Designs Pvt. Ltd.	Namrata Primary Co-operative Society	Swaniti Enterprises
Bhagwandas Retail Pvt Ltd.	Shri Nityanand Education Trust	Kosala
Artisans Alliance Jawaja-Weavers Division	Surajmujkhi	Animedia Works
Miharu	Crafts Aqueduct LLP	Pratibhamandal Nyas
The Hans Foundation	Aasmani By Arundhati	Kuparkabi Ceramic Design Studio
Rajasthani Creation	GCART	Greenwear Fashion Private Limited
Prashast	Country Clay	Simranpreet Kaur
Macrme Décor Craft Private Limited	Rajendra Shyam	Shwet
Ajanta Arts	8Finity Enterprises LLP	Tisser Artisan Trust
The Kala Store	Punarjeevana Trust	Sarsawati Mahila sansthan
Dharohar		

CRAFTMARK ASSISTIVE SERVICES

In addition to enhancing the market positioning of the Certified enterprises, AIACA also supports Craftmark members through Craftmark Assistive Services. These include providing visibility and facilitation of market linkages with both B2B buyer and B2C buyers through various channels.

This year **Craftmark members were linked with many B2B buyers including Big brands** like Rangсутra,Avantra,ACDT(Fabindia),Suta, Small brands/stores like Kriti Creations, Kamala,Green Handlooms, Ecom platforms like Qalara and B2B Exhibitions like EPCH-IHGF Autumn23.

B2B channels

Participation of members was facilitated in many B2B exhibitions

Avantra by Trends- Two Craftmark members, **Sadhna and Bhartesh Vaibhav** were linked to Avantra's women's wear team in the stitched category which have stores all across the country proving to be an efficient platform culminating tradition, craftsmanship, and fashion.

ACDT(Fabindia)- Craftmark member **Gcart** was linked to ACDT which is a registered trust to assist in the social upliftment of the artisans and craftsmen community in India with the provision of education, vocational training, hygiene and nutrition, etc and further supported by FabIndia under their CSR mandate.

Itokri- Craftmark member **Somnath Karmakar** has started working with Itokri which is a Gwalior-based E-Commerce portal for providing authentic Indian Handicraft and Handlooms products sourced from nearly 10,000 artisans all across India.

Gocoop- Craftmark members, **Shwet and Gcart** were onboarded on Gocoop which is an e-commerce platform dedicated to promoting and celebrating Indian handlooms and crafts while empowering the artisan communities.

Kriti Creations- Craftmark member Punarjeevana Trust was linked to Kriti Creations, a brand that offers handcraft products through its online portal.

Kamala- Craftmark member **Shwet** has been linked to Kamal which is the Crafts Shop of The Crafts Council of India offering a wide range of authentic crafts and textiles, handmade in India.

Green Handlooms- Craftmark members **Kamli tribes** and **KGU** were linked to Green handlooms which is a startup focussed on the export of the handcrafted products along with domestic exhibitions.

Ecommerce platforms

Qalara- It is an online B2B marketplace platform for responsibly produced home and lifestyle products from all over India. Craftmark members Happy Face Foundation, Alankaran Designs were linked to Qalara.

Exhibitions:

AIACA also partnered with a lot of exhibitions and facilitated the participation of its members in the same. Various linkages were made with the Craft Councils and Invest India to facilitate the participation of members in various exhibitions.

B2B Exhibitions

EPCH-IHGF Autumn23

is a National level B2B event where a lot of International and Domestic buyers participate to forge linkages with Craft based enterprises. The Fair is organized by EPCH and stalls are only allotted to the EPCH members only. AIACA procured a stall to facilitate participation of three Craftmark members- Avani, Punarjeevana Trust and VWAS. Support was extended to the participating members for setting up the stalls and interacting with buyers.

B2C Exhibitions

Participation of members was facilitated in 17 B2C exhibitions and onground support was extended to them for stall setup and other activities like billing, etc. Total sales generated through exhibitions were Rs 28,44,035.

Morpankhi- Its a exhibition conducted twice a year. Participation of VWAS was facilitated in Morpankhi exhibition happened in Delhi 's Agha Khan hall in August 2023 from 21-25th. Total Sales generated were 28,100.

Craft and Folk Arts Utsav- This is an event organized by Craft Council West Bengal in collaboration with Birla Academy of Arts and Culture in Kolkata from 1-10th November, 2023 at Birla Academy of Arts and Culture. Its an annual event of CCWB. Participation of 5 Craftmark members was facilitated in this exhibition, generating an overall Sales of INR 2,84,212 participated. The following members participated

- Mubarakpur Weaves
- Belun Hasth Shilp
- Samuday Crafts
- VWAS
- Somenath Karmakar



Artisan Sutra Mumbai-This was organized by Rotary club Juhu on 22-23rd December 2023..It was a craft based fair- Ek katha participated in this and made a sale of Rs-55,000.

Poush Mela CR Park - is an annual mela organized by Bangiya Parishad CR Park to celebrate the Poush Sankranti at Mela Ground CR Park New Delhi from 12-14th January 2024. In this VWAS participated and made a sale of Rs-11,500.



Gocoop Go-Swadeshi fairs- These are the monthly events organized by Gocoop at different places. The participation was facilitated for Hyderabad and Pune locations. Shwet made a sale of Rs-25,000 and Tarini made a sale of Rs-73739. The total sales made was Rs-98739.

Sasha Fair Trade Fair- is an annual event organized by Sasha in Kolkata every year at the Ice Skating Rink. This happened in the month of March 2024 from 8-11th March. In this Mubarakpur Weaves(Rs-138000), Monami Foundation(Rs-60,000)participated and Grenwear participated.On field support was provided to set up the stall,making the props arrangements and billing. Total sales made in this event was Rs-2,46,000. A collaboration was done with Sasha for this event to promote Craftmark. Here Craftmark standee was placed at the entrance along with the main poster of the event.



Mahindra Sanatkada festival is an annual event that happens at Lucknow in the month of February from 2-6th February. In this Tarini(Rs-250000),Surajmukhi(350000),VWAS(Rs-25,111),Kumaun Grameen Udyog(Rs-1,92,060) participated. On field support was extended to the groups by AIACA team for making the arrangements. Total sales made Rs-8,17,171.

Craftkatha- A buyer seller meet was organized as a part of Craftkatha in which 23 groups participated.

Sadhna, KGU, Monami Foundation, Bhartesh Vaibhav, Vho India, Eco Tasar, Krishna Karrupur Kalamkari, Oormanipoof, VWAS, Mubarakpur Weaves, Happy Threads, Sirohi, Tarashankar Panchangram Sewa Samiti, Chowhatta Kantha Stitch Society, Punarjeevana, Kamli Tribes, CSWS, Tana Bana Samooh, Himalayan Blooms, Aagor participated. Kota Women Weavers, Khushiram Pandey and Aadil Khatri participated in the Authenticity segment.

31 buyer participated in this including buyers like Suta, Taneira, Rangсутra, Gocoop, Okhai and Lal10. Total retail sales of Rs-216232.

Fairytales is a national level wedding exhibition that happened at Bikaji Cama place in Delhi in the month of March 2024 on 8-9th. this VWAS participated and made a sale of Rs-55,000.



Australian High Commission event- This was a one day event organized at the Australian High Commission on Womens' day where products from Kamli Tribes were displayed. Total sale of Rs-18650 was made. This was on 8th of March, 2024.



Ecommerce platforms- Okhai,Flourish,Megastore,itokri and Gocoop,Mystore(ONDC platform) were linked to various Craftmark members.Okhai- Kamli Tribes,VWAS,Alankaran Designs, Sandura,Aagor,Kota Women Weave,8finity were linked to Okhai. Megastore-VWAS and kamli tribes were linked to megastore, itokri- Rajasthani creations,Shwet,VWAS,Mubarakpur Weaves,Somenath karmakar were linked. 16 members including Indianyards,kamli tribes,VWAS,Shwet,VHO,Surajmukhi,Aasmani by Arundhati,Asha Cotton fab,Alankaran Designs,Aagor,happyface Foundation,Mubarakpur weaves,RN potteries,CSWS,Punarjeevana and VWeave were linked to ONDC platform.

Additionally, members were linked to various Programs

1. **Walmart Vridhhi program** being extended to the members. This is a supplier development program aims to expand their domestic capabilities.
2. **Craftmark Collaboration** notes on itokri ,Kalakriti and Flourish and ONDC Mystore. In this the Craftmark members were tagged with the Craftmark tag on Flourish and groups were placed under the itokri x Aiaca collaboration section separately on iTokri. Craftmark members were placed under SIDBI section tagged as Craftmark members.
3. **Veer Singh** was invited to do a demo of his craft at Atmanirbhar Bharat Utsav 's DPIIT Pavillion. His work was well appreciated there and he made a retail sale of Rs-25,000. This event was attended by a lot of minister. Mr.Piyush Goyal,the Minister Of Textiles in the previous cabinet of ministers also visited this event.
4. 5 Craftmark members-**Apindra Swain,Tapas Kumar Jana,Monami Foundation and Touchy exports** were benefited through International Sales worth INR 21,15,922.26 . They were helped with packing,QC,export documentation and shipping.

Total Market Facilitation

Total Sales of INR **97,45,872** was facilitated through the above avenues. The generated sales benefitted **14 project groups** and **20 Craftmark members**.



ADVOCACY AND DIGITAL PRESENCE

ADVOCACY



Consumer Advocacy



Networking & Partnerships

AIACA utilizes its years of experience and exposure in the craft sector by actively engaging in advocacy domains through various programs, research workshops, dialogues, and seminars with multiple stakeholders. Through these initiatives and interactions, AIACA aims to vocalize the unheard voices of millions of artisans in addition to core issues of the sector at a larger platform while ensuring collaborative and meaningful discourses to leave an indelible mark on the lives of artisans and the craft sector as a whole.

CRAFT KATHA



AIACA launched its annual flagship event **Craftकथा** to promote the understanding regarding sustainability and authenticity of craft.

The nimble fingers of craftspersons carry the rich traditions of craft, turning them into a product that becomes a source of immense joy and beauty in the hearts of consumers. However, in recent times the synergy between producers and consumers is affected due to misrepresentation of crafts, lack of consumer awareness regarding crafts, and their inability to distinguish authentic handmade products from their counterfeit alternatives.

Craftकथा introduced by AIACA as an annual event, aimed to celebrate the authenticity and sustainability of Indian Handicraft and Handloom through a blend of compelling visuals, Craft demonstrations, expert sessions, and artisans interactions to increase the visibility of the artisans.

Mission: To catalyze growth for the Craft Sector by fostering awareness, appreciation, and support for crafts.

Vision: To strengthen the Craft Sector by increasing visibility, understanding, and pride regarding crafts among Indian consumers.

Objectives:

- To highlight the Sustainability aspect of the Craft Sector
- To highlight authentic products against their fake counterparts to create awareness

The same was reflected in the earthy palette and meticulous origami fold of the logo which amplified AIACA's vision to unfold stories of the craft and highlight the authenticity and sustainability in the Craft Sector, to address the growing misrepresentation of crafts in the evolving market.



The first Craftकथा event was organized on 23rd and 24th February, 2024 at Satyagrah Mandap, Gandhi Darshan, New Delhi. The theme for the event was "Textiles". The entire Venue was decorated with Sustainable Textiles and reiterated the commitment of the Craft Sector towards Sustainability.



Inauguration

CraftKatha, was inaugurated by H.E. Mr. Philip Green OAM, Australian High Commissioner to India. The Australian delegation met and interacted with various artisans and the High Commissioner tried his hands at Block printing, while understanding the process involved. He also announced a Small Grant to AIACA, under their Direct Aid Program (DAP), for upscaling a Kantha cluster in Birbhum district of West Bengal.

The Inaugural Session, held in the afternoon, commenced with a Welcome Speech from Ms. Roopa Mehta, President AIACA. The KeyNote address was delivered by Dr. Ritu Sethi, Founder trustee of the Craft Revival Trust, followed by a thought provoking and reflective address by the Guest of Honour Dr. Nidhi Pudhir, Vice President of Global CSR-HCL Foundation. Chief Guest Sh. Vijay Goyal, Vice Chairperson of Gandhi Smriti addressed the gathering, emphasizing on the importance of the CRaft Sector for India. A Film on AIACA's first Green Pilot in Uttarakhand was played, followed by a discussion on the publication: Creative Economy and Sustainable Development: The Context of Indian Handicrafts, wherein Ms. Sumitha Ghose , Founder Director- Rangasutra Crafts and Dr. Madhura Dutta - Culture & Development Specialist brought out the important aspects covered in the Book. The Session concluded with a Vote of Thanks by Ms. Meenu Chopra, Executive Director of AIACA.



Special Segments: The event reflected the stories, histories, and traditions of artisans rooted in the authenticity and sustainability of craft through the following activities:



Authenticity aspect of the Indian Handicrafts and Handlooms was highlighted through-

Craft झरोखा: Displaying craft processes

Crafts are a testament to the countless hours of hard work and patience involving transforming the alchemy of dyes, layering of colors, and intricacies of the designs. Through this activity, the visitors witnessed this transformative journey of colors, and shapes and developed a newfound appreciation for Banana Fibre craft from West Bengal, Bandhani from Kutch, and Sanganer Block printing from Rajasthan.



बूझो तो जाने: Unmasking magic of Handmade

In the embrace of traditional art, understanding the essence of "handmade" became pivotal. Through बूझो तो जाने, artisans interacted with consumers to make them understand the processes on the Crafts and ways to differentiate between Handmade and Machinemade for Crafts like Varanasi Weaving, Zardozi, Kota Weaving, Phulkari embroidery etc. It was a journey of appreciation, unveiling the soulful magic woven into every thread and design.



कला Class: Experiencing the patience and passion of Indian Craft

CraftKatha also provided a slow and intimate sanctuary for connection with the crafts through hands-on live Workshops by Master artisans of Kalamkari and Madhubani in collaboration with Me-Meraki. The Karrupur kalamkai workshop was conducted by Mr. Laxminarayan and the Madhubani workshop was conducted by ms.Priti Karn. They taught the participants to make natural colours and use them for their respective artwork. This led to a serene environment transcending words; where all were bound together by patience and passion to learn and celebrate these two artforms.



मेरी कहानी सुनो: Textile Wall

The Textile Wall of Craft Katha honored versatile textiles of different regions of India like Bandhani, Chikankari, Applique, Weaves from the women of Kota, Brocade, Cross stitch embroidery, Toda embroidery, Batik, Phulkari, Handloom weave among others. Stories and rich heritage held by each handloom piece were accessible through QR codes displayed along the same.



The contribution of the Indian Handloom and handicraft Sector towards Sustainability, both economic and environmental, was highlighted through-

Film Screening: **Stories of Sustainable Craft**

Films capturing the Highlights of 4 Green Pilots implemented by AIACA to create Green Value Chains were screened. The Films featured environmental sustainability, authentic techniques, and green practices of 4 Green and Textile-based enterprises. Each Film screening was followed by interactions with artisans, to inculcate a better understanding of their Value chains and Green interventions among the participants. The Films featured-

- Child Social Welfare Society, West Medinipur, West Bengal- Madur kathi
- Kumaon Grameen Udyog in Kasiyalekh, Uttarakhand -Handknitting
- Himalayan Blooms, Khetikhan, Uttarakhand- Knitting and crochet
- Sadhna in Rajasthan -Applique Tanka and Patch Work.

These film screenings became an interactive starting point to promote dialogue and exchange knowledge for adopting sustainable practices in the event.

Craft **हाट**: **Detour to Ancient Silk Road Souks**

At the heart of the event was Craft **हाट**, where 21 Craftmark members and AIACA supported enterprises displayed their products for B2B interactions. It provided an immersive experience of handmade creations and promoted appreciation, networking, and visibility of the products. The haat was also opened up for B2C customers for some time. It was visited by 31 B2b buyers who engaged in meaningful discussions with the craftsmen that laid the basis of their long term Partnership.



Event Outcome:

Consumer Awareness:

The event witnessed a footfall of around 250 -300 and was attended and appreciated by craft sustainability enthusiasts, craft enterprises, artisans, B2B and B2C buyers, designers, curators, design students, CSR professionals, Embassy Staff, and Government officials among others. This experience left a mark on consumer awareness and led to the prioritization of products aligned with values such as supporting artisans and environmentally friendly production methods, fostering positive change within the industry.



Marketing and visibility:

Participating artisans and sustainable craft brands gained greater exposure and recognition, leading to increased brand recognition, expanded market reach, validation of sustainable practices, networking opportunities, access to resources, and community engagement, ultimately catalyzing growth and sustainability. Craftkatha connected as many as 31 buyers with 25 enterprises which helped the artisans generate sales of INR 2, 16, 264.

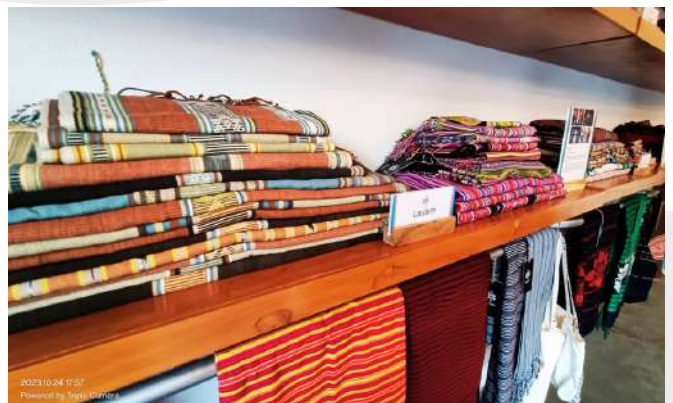
Greater alignment towards sustainability:

The event reiterated the Sustainable production practices followed by the Craft Sector by showcasing best practices and success stories. This initiative aimed to inspire others within the industry to adopt similar environmentally friendly methods, thereby contributing to a more sustainable overall approach to production.

AIACA invited to International Workshop on Tais Certification System, organized in Dilli, Timor Leste

On 14th December 2021, UNESCO announced that Tais, Timor-Leste's traditional textile has been enlisted as an Intangible Cultural Heritage in urgent need of safeguarding. Under the Tais Safeguarding Plan, Timor Aid was responsible for organizing an International Workshop on the Tais Certification System with the cooperation of Timor-Leste's Ministry of Commerce and Industry, UNESCO Jakarta, Indonesia, and UNESCO Antenna Timor-Leste. Based on the impact of Craftmark in India in upholding the integrity, quality, and authenticity of the craft while strengthening the market position of the Craft based enterprises, AIACA was invited to Timor Leste to conduct the International workshop on Tais Certification System, along with Torke CC, who focussed on the importance of creating the Certification system as a Brand.

The workshop was held on 24th and 25th October, 2023. The workshop commenced with an address by Dr. Ritu Sethi-Founder-trustee of the Craft Revival Trust on 24th October. Mr. José Manuel Ramos-Horta, The Honourable President of East Timor, delivered his address, thanking AIACA and Torke CC for supporting Timor Leste to conserve its Traditional textiles and reiterating the need for the same. The workshop was conducted by Ms. Meenu Chopra, Executive Director-AIACA, Ms. Neha Singh, Asst. Manager- Craftmark and Mr. Pedro Alegria from Torke CC. It was attended by representatives of the Members of the Intangible Cultural Commission of Timor Leste (MICCTL), major NGOs working in the Textile Sector of Timor, and the weaver communities.



Textile Masters Program for Cultural Exchange between India and Denmark

Introduction:

To foster and highlight cross-cultural exchange between India and Denmark to explore, and provide visibility to Indian crafts and artisans, the “Textile Masters Program” has been anchored as a collaboration between AIACA, the Danish Agency for Culture and Palaces (SLKS) and Danish Arts Workshops, supported by The Danish Ministry of Culture and Ministry of Foreign Affairs. The program led to interlinkage between five Indian Master Artisans and five Danish Artisans fostering an environment of mutual respect and mutual learning.

Artisans under the Program - Under this program,

Mr. Khushiram Pandey, a fifth-generation block printing artisan and designer from Chhipa Community, Sanganer, India on the art of Hand block printing worked with Ms. Anne Fabricius Møller, an esteemed textile designer and recipient of the Danish Art Foundation’s Honorary award from Denmark.

- Mr. Gaurav Choudhary, an Indian master artisan having 8 years of experience training artisans in Applique work worked with Ms. Begitte Lynge Andersen, a Danish textile designer.
- Mr. Adil Mustak Khatri, a fourth-generation artisan who revived his family tradition in Bandhani. Worked with Ms. Katrine Hoff, a Danish visual artist.
- Smt. Mahamaya Sikdar a two-time National Award winner worked with Ms. Sarah Brunnhuber, a Danish textile designer and weaver.
- Mr. Radhe Shayam Meher, a third-generation artisan who revived his family tradition in Ikat Weaving worked with Ms. Anne Bruun Kristianse, a Danish textile designer.

Workshops in Denmark

The 5 Indian Masters went to Denmark and conducted workshops for a larger audience of Danish artists.

- **Block Printing Workshop by Mr. Khushiram Pandey-** The workshop was conducted in Copenhagen from 4th to 8th September, 2023, wherein Mr. Pandey taught the nuances of Block printing to Danish artists.



- **Applique Workshop by Mr. Gaurav Chaudhary-** The workshop was conducted in Copenhagen from 11th to 15th September, 2023 by Mr. Chaudhary. The participants learnt the delicate technique of creating beautiful designs through Appliquework.



- **Bandhani Workshop by Mr. Adil Khatri-** The workshop was conducted in Copenhagen from 18th to 22nd September, 2023, wherein Mr. Adil mentored the Danish artisans to understand the techniques of Bandhani.



- **Kantha Workshop by Ms. Mahamaya Sikdar-** The workshop was conducted in Copenhagen from 25th to 29th September, 2023. The participants learnt the fine techniques of adorning a fabric with Kantha work.

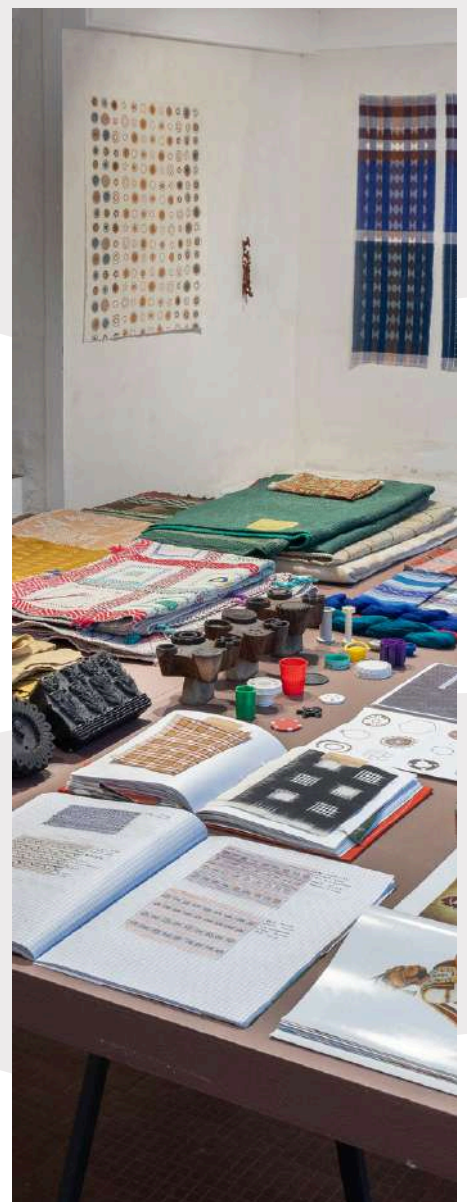


- Ikkat Weaving workshop br Mr. Radhe Shyam Meher- The workshop was conducted in Copenhagen from 2nd to 6th October, 2023. The Participants learnt the Ikkat dyeing techniques and tried their hand at Ikkat weaving, under the able guidance of Mr. Meher.

Exhibition of the textiles from AIACA's Textile Master Program by Danish Artists – De5IINDieN

An exhibition was organized in Copenhagen by the 5 Danish artists who came to India, by the name- De5IINDieN, literally translating as the “Five in India” This exhibition provided a display of the products made by them, integrating Danish techniques with the rich heritage of Indian craftsmanship.

This initiative not only Indian craft and artisans into the global light but also instilled an immense sense of confidence and pride among the artisans.



AIACA invited as a panelist in the E-Haat Conclave organized by HCL Foundation

HCL Foundation organized The My E-Haat Conclave as a national-level event to foster deliberations on issues relating to livelihoods promotion in the handloom and handicraft sector. This event was organized on 15th December 2023 at the National Craft Museum. The one-day Conclave brought all public and private stakeholders including Government Departments, Corporate Social Responsibility Bodies, NGOs, E-Commerce market players, and industry experts under one roof to carve the way forward through dialogue, discussion and incorporating recommendations.

Ms Meenu Chopra, the Executive Director of AIACA curated and Chaired the Panel on - Future of Craft Collectives in India. The other esteemed panelsits were-Dr. Sudhir Mahajan (Retd. IAS) -Chief Executive, NCUI (National Co-operative Union of India) ; Dr. Ananya Mukherjee- Vice Chancellor, Shiv Nadar Institute of Eminence , Mr. Vipin Sharma- CEO- Access Development Services; Ms. Sanchita Mitra, National Coordinator of SEWA Bharat and Dr. Tamal Sarkar-Sr. Advisor- FMC.



AIACA at ONDC Bharat Khulega Summit 2024

Ms. Meenu Chopra, Executive Director represented AIACA as a speaker at the Bharat Khulega Summit, Chapter 1 - Unleashing Digital Demand for Handloom, Handicraft and Food Processing Sectors of India, which holds immense promise in reshaping the landscape of Indian e-commerce. This vital initiative was spearheaded by the Open Network for Digital Commerce (ONDC), a Section 8 company, an initiative of the Department of Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce, Government of India, and was held on 29th January 2024 in New Delhi.

In the panel discussion titled "Kaleidoscope of Collaboration," she engaged with the audience regarding enterprise creation, deepening of the entrepreneurship ecosystem, and strategies to foresee integration of ONDC to accelerate the impact of the social sectors.

AIACA at the 14th FICCI Global Skill Summit



Ms. Meenu Chopra, The Executive Director was invited to represent AIACA as one of the panelists for a session under the 14th FICCI Global Skills Summit, held at Federation House, Tansen Marg, New Delhi on the 20th and 21st of September 2023.

She shared her profound insights and observations in the session titled “VIRASAT-Heritage “Vocal for Local: Go Global” surrounding the potential of Craft as the largest nonfarm rural sector, linkages for a conducive environment for the artisans, and convergences with national schemes. Other prominent speakers in the panel included Dr. Darlie Koshy, Chief Mentor at Central Bharat Sevak Samaj (CBSS), Ms. Saumya Mishra, Director- of International Business, Beauty & Personal Care, Myntra, Dr. Rajni Aggarwal, President, Federation of Indian Women Entrepreneurs and Mr. Gabriel Bordado, Skills Specialist, International Labour Organisation.

AIACA at the Second edition of International Craft Summit, Jajpur 2024



AIACA participated in the second edition of the International Craft Summit in Jajpur which serves as a platform for bringing together craft experts, artisans, and representatives from international organizations creating a rich ecosystem of knowledge, traditions, and creativity. It was held in Vyasnagar City, Jajpur district from 12th - 14th January and included a plethora of activities like keynote speeches, panel discussions, interactive sessions for skill sharing, exhibitions showcasing craft, networking opportunities, immersive craft tours and cultural evening to celebrate the global diversity of the artistry.

Ms. Meenu Chopra, Executive Director of AIACA curated and moderated a Panel titled “A Tapestry of Trust: Exploring the Landscape of Authentication System in Crafts” comprising speakers like Ms. Roopa Mehta, CEO of Sasha, Mr. Siva Devireddy, Founder of GoCoop, Ms. Anurag Rana, (Founder) Trustee of Mon Ami Foundation and Mr. Badrinath Misra- VP- Network Expansion-ONDC. They spoke widely on the need for authentication for maintaining a sustainable and ethical network of craft enterprises that respects the craft and the artisan alike.

AIACA at Bharat Tex 2024

Ms. Meenu Chopra, Executive Director of AIACA, was invited to Bharat Tex 2024, Global Textile Expo organized by ONDC at Yashobhoomi Convention Centre, Dwarka, New Delhi. She represented AIACA as one of the panelists for the Digital Public Infrastructure Forum on 28th February 2024, sharing her experiences and observations on the lines of unleashing business opportunities with Open Network for Digital Commerce. Others among the panelists included Mr. Prafful Poddar, Chief Product Officer at Shiprocket, Ms. Kriti Aggarwal, Co founder of Mystore, Ms. Slony Gambhir, Founder of Very Much Indian, Mr. Vaibhav Sharma, Founder of Shwet, and Mr. Satish from Sri Vidhya Handlooms.



AIACA shares its views on “Social Commerce and Women Entrepreneurship” in NASSCOM Foundation’s roundtable conference

NASSCOM Foundation, in collaboration with LEAD at Krea University, planned to conduct a detailed research study on “Leveraging Technology for Social Commerce and Market Linkages” over 24 aspirational and other non-aspirational districts spread all across India to understand social commerce adoption and challenges among women entrepreneurs, especially in Agriculture, Art and Handloom, Manufacturing Processing and Retailing.

Preceding the research, a roundtable conference was organized on 12th October 2023 at Nasscom Foundation, to substantiate the research intent. Ms. Meenu Chopra, Executive Director, AIACA, was invited to the roundtable discussion to present her valuable insights and experiences on social commerce and women entrepreneurship in rural areas.

AIACA participated in the interactive session with the Department of Technical Education, Skill Development and Employment, Government of Madhya Pradesh

With the evolving nature and needs of the economy, vocational education and skill-based training have become pivotal. One such policy intervention titled “Mukhya Mantri Seekho Kamao Yojana” has been introduced by Govt. of Madhya Pradesh to provide skill training to the educated but unemployed youth of Madhya Pradesh.

Aligning with the vision of skill development and youth empowerment, AIACA was invited to an interactive session with Shri Puneet Kaura, Chairman, CII, Delhi State Council and Managing Director & CEO, Samtel Avionics Limited, Shri Manu Srivastava, IAS, Additional Chief Secretary, Department of Technical Education, Skill Development and Employment, Govt of Madhya Pradesh, Smt Yashodhara Raje Scindia, Hon'ble Minister for Sports & Youth Welfare and Technical Education, Skill Development & Employment, Govt of Madhya Pradesh, Shri Harjinder Singh, IAS Director, Directorate of Skill Development Madhya Pradesh among others on 7th July 2023 at New Madhya Pradesh Bhawan, Chanakypuri. Therein Ms. Meenu Chopra, Executive Director AIACA proposed to initiate the courses related to skilling in the Handicraft Sector to expand the area of intervention of the proposed Global Skill Centre in Madhya Pradesh.

AIACA's representation at the CII National Task Force on Rural Development & Migrant Workforce - 2023-24

CII National Taskforce on Rural Development and Migrant Workforce has been constituted as a High-level Stakeholders' Forum to steer the policy work of CII for creating an ecosystem of enterprises to strengthen the human capital of the rural economy and its overall development. Ms. Meenu Chopra represented AIACA as a member of the National Taskforce on Rural Development and Migrant Workforce She also continues to share her recommendations in the sub-committee of Rural Employment and Livelihood.

Invitation from Grant Open House to AIACA

An invitation was extended to Ms, Meenu Chopra, Executive Director, AIACA, and Mr, Arjun Kumar, Senior Finance Manager, AIACA by U.S. Embassy, New Delhi on 20th July 2023 at Daniel Tavern Hall, Hotel Imperial to understand the funding landscape and modalities of receiving fund from to strengthen the future collaboration on skill development, community development and sustainability of the environment between the two organizations.

AIACA organized the Mosaic Cultural Heritage Program with Dell Technologies to raise consumer awareness

To raise awareness and inculcate a deeper sense of connection with Indian craft and the artisans, AIACA organized a series of workshops under “Cultural Heritage Program” for Mosaic ERG of of DELL. Two workshops were held during the year-

Talk with artisans:

A Virtual workshop was organized on 3rd may 2023, wherein around 250 DELL employees interacted with Mr. Vijay Joshi- Phad artisan and Ms. Savitri Devi- Wheat Grass artisan. Both the artisan helped the participants to get a better understanding of their Crafts.

DIY Madhubani Tote bag Painting Workshop:

1. A Virtual workshop was organized by AIACA on 11th October wherein the creativity of the participants were channelized through a DIY activity. Tote Bags were stitched with Fabric weaved by weavers of Barabanki and sent to various DELL offices. Master artisan Ms. Narmada Devi shared some Madhubani motifs that were shared with DELL. The employees traced the motifs of their choice on the Tote bags and brought them to the workshop, where the Master artisan guided them to do Madhubani painting. She guided them to connect intimately with each brushstroke of Madubani art, to create beautiful Tote bags. The painted bags were sent back to AIACA and were donated to communities.

The Dell Technologies logo is centered at the bottom of the page. It features the word "DELL" in a bold, blue, sans-serif font, followed by "Technologies" in a lighter, grey, sans-serif font. The logo is set against a white background with decorative wavy lines in shades of grey and red.

SOCIAL MEDIA

AIACA's objective to optimize its strong presence in Digital Space



AIACA optimizes its strong presence in social media to bridge the gap between producers and consumers and build greater trust among them through craft awareness, consumer advocacy, and promotion of the artisans and their products. This has been amplified through engaging visuals and impactful storytelling of the craft, new creations, and hands that work tirelessly to preserve the same.

The growth-driven social media campaigns like #CraftmattersforEarth, #myloomstory, #Kalakapitara #Craftkatha #Womenincrafts voiced out stories of around 8,359 artisans where 1,676 were male and 6683 were female and had reached out to an audience base of 3, 35, 645 people across all social media platforms.



6,56,654

DIGITAL OUTREACH

AIACA had an overall engagement of 6,56,654, spanning Instagram & Facebook- with 3,45,666 consumer engagement, YouTube with 2,73,112 impressions, LinkedIn with 31,934 viewers and others.

SOCIAL MEDIA CAMPAIGNS

1-#CraftmattersforEarth

The #CraftmattersforEarth campaign aimed to promote awareness about the relevance of crafts for the environment, as well as the sector's commitment to a greener planet and sustainability. The campaign included vivid imagery and case stories of the generations of artisans, sustainable practices and green practices used by them in their enterprise to maintain a balanced synergy with sustainable environment-friendly aspects of Indian handicrafts.



2-#MyLoomStory was dedicated to mark the heritage of Handloom weaving in India, celebrated each year on the 7th of August. The campaign served a twofold purpose of raising awareness for handloom products and connecting the audience with their roots and memories associated with handlooms. Under this campaign, a contest was also launched where the audience was encouraged by our team members to share their loom stories. Ms. Ritu Saket Varma's loom story touched all the hearts and was among the best entries. As a token of appreciation, she was given our Craftmark certified Handicraft.

3-#KalaKaPitara

This campaign was launched to introduce the exclusive Diwali range of Craftmark members and AIACA supported enterprises through our social media pages. The platform was utilized to increase their visibility and boost their marketing with the help of new and engaging visuals and animation reflecting Diwali's festivities.





4- #Craftkatha

This campaign was launched for the promotion of Craftकथा, an annual event to uphold the sustainability and authenticity of the Handloom and Handicrafts Sector of India. Drawn from the earthy palette of the logo, each post did not only unravel a story but also communicated the important whereabouts of the event like the itinerary, speaker session, special segments, craft haat among others to maintain a smooth channel for information dissemination.

5- #womenincrafts

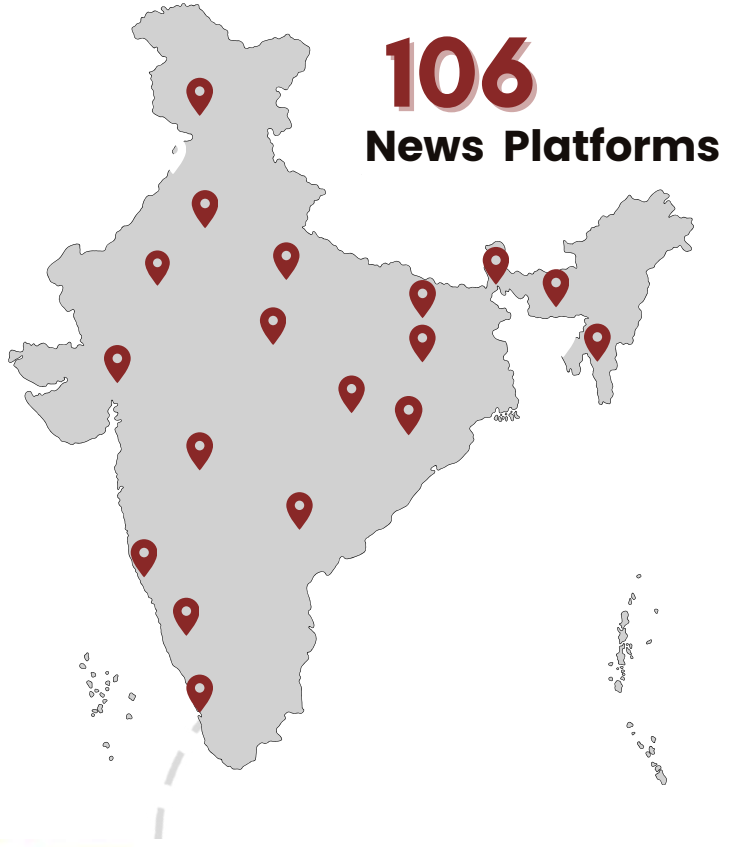
This campaign with the tagline of “Shifting perspectives, fuelling empowerment” celebrated women artisans, entrepreneurs, and other dignitaries connected with the craft field, their contribution towards the enhancement of livelihoods for other artisan communities, and in the preservation of the Indigenous crafts. This also included stories of how the women fought against all the odds and men stood with them to fuel their empowerment leading to a collaborative step towards gender equality. The audience engagement on how we all could support women artisans and entrepreneurs along with giveaways was added to create an impactful and reflective campaign.



MEDIA COVERAGE

ALL INDIA COVERAGE INCLUDING-

- WEST BENGAL
- GUJARAT
- RAJASTHAN
- ASSAM
- PUNJAB
- TAMIL NADU
- UTTRAKHAND
- UTTAR PRADESH
- NAGALAND
- SIKKIM
- JHARKHAND
- ODISSA
- PUNJAB
- MIZORAM
- MAHARASHTRA
- CHHATTISGARH
- TRIPURA
- MEGHALAYA
- JAMMU
- HARYANA
- KERALA
- BIHAR
- CHHATTISGARH
- GOA
- HIMACHAL



AIACA'S FIRST EDITION OF CRAFT KATHA INAUGURATED BY MR. ANDREW GILES, THE HONORABLE MINISTER OF MULTICULTURAL, AUSTRALIA

THE NETWORK
In a celebration of India's rich tapestry of handlooms and handicrafts, AIACA (All India Artisans and Craftworkers Welfare Association) proudly announced the inaugural edition of Craft Katha, a pioneering event dedicated to honoring sustainability and sustainability in the country's craft sector. This ground-

Craft Katha aims not only to underscore the sustainable livelihoods development, and Certification, AIACA endeavors to ensure the growth and vibrancy of this sector, while simultaneously improving the standard of living for artisans and crafts workers. Craftmark, developed by AIACA, stands as the nation's sole certification enterprise and an outreach of 250,000 mark, a global platform that authenticates quality in its craft.

another step in the same direction. "Craft Katha witnessed an inspiring journey of mobility showcased in collaboration with Eco Green

ANI
South Asia's Leading Multinews News Agency

Google Play App Store

National Entertainment Sports World Business Health Science Tech

AIACA's first edition of Craft Katha inaugurated by Andrew Giles, Minister of Multicultural, Australia

ANI | Updated: Mar 14, 2024 14:32 IST

VMPL

New Delhi [India], March 14: AIACA (All India Artisans and Craftworkers Welfare Association) proudly announced the inaugural edition of Craft Katha, a pioneering event

ThePrint

POLITICS GOVERNANCE ECONOMY DEFENCE

AIACA's first edition of Andrew Giles, Minister

Mar 14 10:30am, 2024-03-14 10:30am IST

INDIA NEWS NATION

INTERNATIONAL SOURCE BUSINESS INTERNATIONAL CRIME SPORTS AGENT NEWS APPROVAL

AIACA's first edition of Craft Katha inaugurated by Mr. Andrew Giles, the Honorable Minister of Multicultural, Australia

Mr. Andrew Giles, the Honorable Minister of Multicultural, Australia

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Mr. Andrew Giles, the Honorable Minister of Multicultural, Australia



BOARD OF DIRECTORS

BOARD OF DIRECTORS

AIACA has been running successfully under the guidance of our esteemed 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. Shilpa Sharma
Vice President

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 Dutta
Treasurer

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.



Ms. Meenu Chopra **Secretary**

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. Gunjan Jain **Member**

Gunjan Jain is a Delhi based textile/craft designer working with handmade textiles and crafts in rural India since 2008. 'Conservation through Creativity' became her mantra which one can see in her work with several craft projects she has been a part of ever since, that involved going to the grassroots level and collaborating directly with weavers and artisans. She specialises in Odisha weaves under her social enterprise & textile label 'Vriksh Designs'. Gunjan was awarded the 'Vogue India Fashion Fund for Designer of the Year' under the saree category in 2016 and UNESCO award for 'Significant Innovation in Traditional Textiles' in 2022. For Gunjan, working with craftspeople has been a discovery of herself, her art and a way of life.



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.



Mr. Sujay Suresh **Member**

Sujay S is Co-Founder and CEO of Zwende. A truly unique and mostly automated process for modularization, digitization, customization and visualization. He worked as Global Program Manager at Syntel. He has done MBA from Indian School of Business. An entrepreneur at heart, extremely passionate about creating a change, and building ideas and businesses from scratch. This creative solution at Zwende, truly can empower the makers who 'Make in India'





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



Ms. Meera Goradia Member

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.



GOVERNANCE

In the last financial year, four governing body meetings were held periodically online or in a hybrid format. Additionally, the Annual General Meeting attended by 40 members was held on 20th September 2023 in a hybrid format.

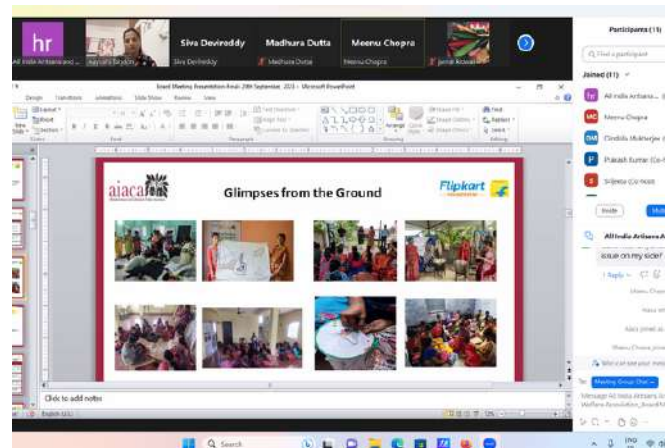
Governing Body Meetings & AGM

Governing Body Meetings

S. No.	Date	Mode	Members Present
1	12.05.23	Hybird	5 in- person and 3 Online
2	20.09.23	Hybrid	4 In-person 4 Online
3	15.01.23	Online	9
4	20.03.24	Online	7

Annual General Meeting

S.No.	Date	Mode	Members Present
1	20.09.03	Hybrid	40





AIACAns

LIFE AT AIACA

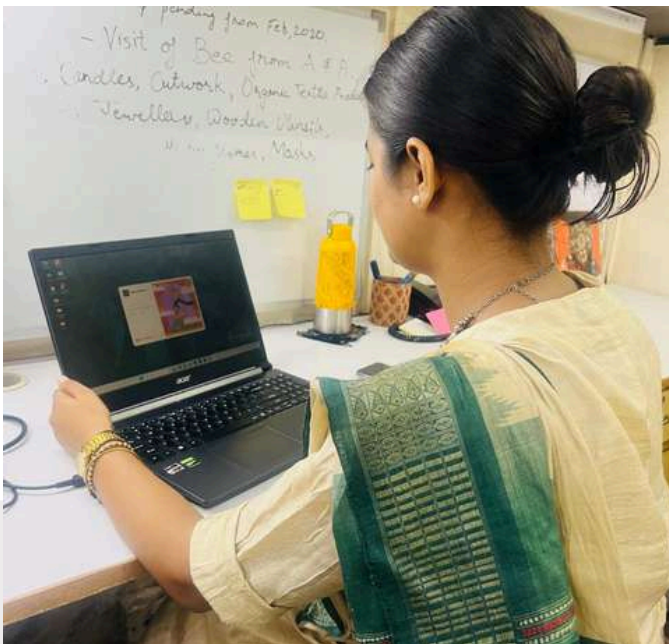
As an organization, AIACA is committed to enabling market-led growth for Craft-based enterprises and promoting a higher quality of living for artisans and craft workers. Each team member brings in their unique experience and perspective to carry forward this mandate. In FY 2023-24, AIACA had 17 team members working in the office and 9 team members working on the field. The attrition rate of AIACA stood at 29.4%. The detailed profile of the in-office team was as follows:

Employee Strength as on 31st March 2024

Sr.No.	Names	Designation	Gender
1	Meenu Chopra	Executive Director	Female
2	Prakash Chandra Tiwari	Manager HR & Admin	Male
3	Arjun Kumar	Senior Finance Manager	Male
4	Shweta Chandra	Lead- Communications	Female
5	Neha Singh	Assistant Manager – Craftmark	Female
6	Oindrila Mukherjee	Manager - ESP & Marketing	Female
7	Aayushi Tandon	Project Manager	Female
8	Srijeeta Saha	Project Manager	Female
9	Prem Kumar Gupta	Project Manager	Male
10	Shaksham Pal	Project Manager	Male
11	Abhinash Nayak	Assistant Manager-Accounts	Male
12	Shiv Nath Roy	Assistant Administration	Male
13	Nancy Negi	Executive-Craftmark	Female
14	Prakash Kumar	Coordinator - Market Support & Programs	Male

Sr.No.	Names	Designation	Gender
15	Manoj Kumar Singh	Office Assistant	Male
16	Mrinal Sahani	Field Executive	Male
17	Shariq Abbas	Project Coordinator	Male
18	Madhu Bala	Project Coordinator	Female
19	Aslam	Field Coordinator	Male
20	Suvetha S.M.	Field Coordinator	Female
21	Sujithra D.	Field Coordinator	Female
22	Jamaluddin Ansari	Field Coordinator	Male
23	Irshad Ali	Outreach Worker	Male
24	Md Aslam	Outreach Worker	Male
25	Nusrat Jahan	Outreach Worker	Female
26	Altamash Alam	Outreach Worker	Male

Throughout the year, AIACA rolled out various internship opportunities in partnership with esteemed institutions from all over India. Over the past year, 19 students from the National Institute of Fashion Technology, Symbiosis School of Liberal Arts, Footwear Design and Development Institute, Delhi University, Indian Institute of Craft and Design, and Narsee Monjee Institute of Management Studies were mentored by the team members in the area of Craftmark documentation, design development, social media marketing, design communication, community engagement, capacity assessment, marketing, promotion and management of craft-based events like CraftKatha depending on their respective interests and background.



This structured mentorship and a professional environment not only provided them with a glimpse of the craft sector but also equipped them with the know-how and skills necessary to thrive as young and innovative professionals.

Sr.No.	Names	University/ Institutes
1	Shravani Abhijit More	NIFT, Gandhinagar
2	Sheuli Banerjee	Symbiosis School for Liberal Arts
3	Shweta Singh Baghel	FDDI, Noida
4	Johan J Chirackel	Delhi University
5	Aalokini Mili	IICD , Jaipur
6	Rituja Sharma	IICD , Jaipur
7	Sukriti Singh	IICD , Jaipur
8	Muskan Jaiswal	IICD , Jaipur
9	Simrandeep Kaur	NMIMS, Mumbai
10	Mahak Bansal	NMIMS, Mumbai
11	Abhinav Khanna	NMIMS, Mumbai
12	Chirag Thakur	NMIMS, Mumbai
13	Swathi Shinoy	FDDI, Noida
14	Mansi Modi	FDDI, Noida
15	Roma Prasad	FDDI, Noida
16	Celin Rose	FDDI, Noida
17	Avishi Singhal	FDDI, Noida
18	Eshika Tomer	FDDI, Noida
19	Sneha Trehan	FDDI, Noida



FINANCIAL STATEMENT

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

BALANCE SHEET AS AT 31ST,MARCH,2024

CONSOLIDATED PROJECTS	SCHEDULE	AMOUNT IN INR	
		F.Y. 2023-24	F.Y. 2022-23
SOURCES OF FUNDS			
I. FUND BALANCES:			
a. General Fund	[01]	8,874,742.21	9,727,511.45
b. Asset Fund	[02]	383,381.88	417,314.88
c. Project Fund	[03]	641,583.27	6,514,373.13
II. LOAN FUNDS:			
a. Secured Loans		-	-
b. Unsecured Loans		-	-
TOTAL Rs.	[I + II]	9,899,707.36	16,659,199.46
APPLICATION OF FUNDS			
I. FIXED ASSETS	[04]	383,381.88	417,314.88
II. INVESTMENT	[05]	1,122,945.00	1,122,945.00
III. CURRENT ASSETS, LOANS & ADVANCES:			
a. Cash & Bank Balance	[06]	7,013,542.03	11,968,415.17
b. Other Current Assets	[07]	2,197,476.65	3,651,902.69
c. Grant Receivable	[08]	1,412,193.55	1,142,076.00
	A	10,623,212.23	16,762,393.86
Less: CURRENT LIABILITIES & PROVISIONS:			
a. Current Liabilities	[09]	2,229,831.75	1,643,454.28
	B	2,229,831.75	1,643,454.28
NET CURRENT ASSETS	[A - B]	8,393,380.48	15,118,939.58
TOTAL Rs.	[I+II+III]	9,899,707.36	16,659,199.46

Significant Accounting Policies and Notes to Accounts [28]

The schedules referred to above form an Integral part of the Financial Statement.

For & on behalf :
S. Sahoo & Co.
Chartered Accountants
FR No. 322952E

CA. (Dr.) Subhajt Sahoo, FCA, LLB
Partner
M No. 057426

Place : New Delhi
Date : 23/08/2024



For & on behalf :
All India Artisans & Craftworkers Welfare Association

Roopa Mehta
President

Meenu Chopra
Secretary

(Signature of Roopa Mehta)

(Signature of Meenu Chopra)



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

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST,MARCH,2024

CONSOLIDATED PROJECTS

AMOUNT IN INR

	SCHEDULE	F.Y. 2023-24	F.Y. 2022-23
I. INCOME			
Grants	[10]	28,096,419.55	20,211,326.00
Donation		160,425.21	20,820.50
Sales		4,474,693.98	671,009.21
Interest Income		438,551.00	576,984.00
Other Income	[11]	1,962,168.79	458,358.66
TOTAL		35,132,258.53	21,938,498.37
II. EXPENDITURE			
FCRA Project			
Australian High Commission	[12]	-	648,234.00
Australian High Commission- Kantha Saree: Towards a Bright Future	[13]	35,000.00	-
Misereor- Enabling Access to Social Entitlements and Enterprise	[14]	8,873,999.37	4,434,474.70
Misereor- Improving the socio-economic situation of artisan	[15]	223,000.00	-
Other Programme & Admin Project	[16]	671,896.49	1,107,113.51
Local Project			
John L. Bissell Foundation	[17]	280,000.00	45,000.00
Flipkart Foundation- Greening The Way Towards Success- Creating Sustainable Enterprise	[18]	3,174,547.00	25,000.00
HCL Foundation- Weaving a Life of Dignity for Handloom Weavers in Uttar Pradesh	[19]	8,517,177.00	5,762,603.10
TITAN Company Limited- Ensuring Sustainability of Cultural Craft Enterprise	[20]	6,033,814.00	3,983,495.00
Faizal and Shabana Foundation- Crafting Enterprise of the Future: The Women of Nabha	[21]	6,650,808.00	3,071,245.00
Swasti Society- TATA AIG Social Conversion Project	[22]	301,675.00	-
Other Programme & Admin Project	[23]	4,063,913.93	4,387,534.66
Cost of Goods Sold	[24]	3,031,986.84	391,701.11
Depreciation	[04]	98,673.00	96,183.62
Less: Depreciation transferred to Asset Fund		98,673.00	96,183.62
TOTAL		41,857,817.63	23,856,401.08
III. EXCESS OF INCOME OVER EXPENDITURE	[I - II]	(6,725,559.10)	(1,917,902.71)
IV. TRANSFERRED TO GENERAL FUND		(852,769.24)	(4,231,421.71)
TRANSFERRED TO PROJECT FUND		(5,872,789.86)	2,313,519.00

Significant Accounting Policies and Notes to Accounts [28]

The schedules referred to above form an Integral part of the Financial Statement.

For & on behalf :
S. Sahoo & Co.
Chartered Accountants
FR No. 322952E



CA. (Dr.) Subhajit Sahoo, FCA, LLB
Partner
M No. 057426



For & on behalf :
All India Artisans & Craftworkers Welfare Association



Roopa Mehta
President




Meenu Chopra
Secretary

Place : New Delhi
Date : 23/08/2024

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

RECEIPTS & PAYMENT ACCOUNT FOR THE YEAR ENDED 31ST,MARCH,2024

CONSOLIDATED PROJECTS	SCHEDULE	AMOUNT IN INR	
		F.Y. 2023-24	F.Y. 2022-23
RECEIPTS			
Cash & Bank Balance			
Cash in Hand		2,935.00	33,322.00
Cash at Bank		11,965,480.17	14,042,558.41
Fixed Deposit		1,120,355.00	1,065,262.00
Grants	[25]	27,826,302.00	21,521,394.00
Donation		160,425.21	20,820.50
Sales		4,474,693.98	1,059,001.21
Interest Income		438,551.00	579,366.00
Other Income	[11]	1,962,168.79	458,358.66
Loan Advance Received		2,034,615.12	97,688.28
Increase in Current Liabilities		339,244.47	-
TOTAL Rs.		50,324,770.74	38,877,771.06
PAYMENT			
FCRA Project			
Australian High Commission	[12]	-	648,234.00
Australian High Commission- Kantha Saree: Towards a Bri	[13]	35,000.00	-
Misereor- Enabling Access to Social Entitlements and Enter	[26]	8,873,999.37	4,360,594.70
Misereor- Improving the socio-economic situation of artisai	[15]	223,000.00	-
Other Programme & Admin Project	[27]	671,896.49	583,115.51
Local Project			
John L. Bissell Foundation	[17]	280,000.00	45,000.00
Flipkart Foundation- Greening The Way Towards Success-	[18]	3,174,547.00	25,000.00
HCL Foundation- Weaving a Life of Dignity for Handloom	[19]	8,517,177.00	5,762,603.10
TITAN Company Limited- Ensuring Sustainability of Cultu	[20]	6,033,814.00	3,983,495.00
Faizal and Shabana Foundation- Crafting Enterprise of the	[21]	6,650,808.00	3,071,245.00
Swasti Society- TATA AIG Social Conversion Project	[22]	301,675.00	-
Other Programme & Admin Project	[23]	4,063,913.93	4,387,534.66
Purchase of Stock		3,135,021.92	393,154.81
Grant Refunded to John L Bissell Foundation		-	2,100,000.00
Liabilities Paid		21,425.00	107,583.00
Loans & Advances Paid		208,596.00	321,441.11
Cash & Bank Balance			
Cash in Hand		7.00	2,935.00
Cash at Bank		7,013,535.03	11,965,480.17
Fixed Deposit		1,120,355.00	1,120,355.00
TOTAL Rs.		50,324,770.74	38,877,771.06

Significant Accounting Policies and Notes to Accounts [28]

The schedules referred to above form an Integral part of the Financial Statement.

For & on behalf :

S. Sahoo & Co.

Chartered Accountants

FR No. 322952E



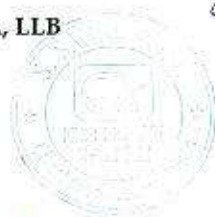
CA. (Dr.) Subhajit Sahoo, FCA, LLB

Partner

M No. 057426

Place : New Delhi

Date : 23/08/2024



For & on behalf :

All India Artisans & Craftworkers Welfare Association



Roopa Mehta

President



Meenu Chopra

Secretary

