

Annual Report

(2009-10)

“Thanagazi Carpet Cluster Development Project”



WE KEEP WEAVING OUR DESTINY

Partners:



District Industries Centre, Alwar

&

J A I P U R

EACH ARTISAN. AN ENTREPRENEUR.

Jaipur Rugs Foundation

G-250, Mansarovar Industrial Area, Mansarovar,
Jaipur 302020 (Rajasthan)

www.thanagazicarpetcluster.com / www.jaipurrugs.org

Contents:

- 1. Chairman’s Message.....
- 2. Preamble.....
- 3. Partners.....
- 4. Project Concept.....
- 5. Activities Undertaken.....
- 6. Other Initiatives.....
- 7. Achievement so far (Facts & Figures)
- 8. Future Plans.....
- 9. Case Studies.....

Chairman's Message



To all of our Stakeholders and friends who share in JRF's vision for the future, we offer our heartfelt gratitude. I am glad to express that with your guidance & support Jaipur Rugs Foundation is stepping ahead every single day. We started our journey with a dream to uplift underprivileged rural artisans & till date we are encompassing various segments in this aspect. We are driven by the passion of bringing a revolution; a passion of making rural lives different and worthy living.

We not only empower but also encourage the skills of entrepreneurship among the rural weavers (major focus on women) so that they can establish themselves and contribute in every way to this industry. Our core belief is in converting artisans into entrepreneurs for bridging the gap between the customers and weavers. This will result in better understanding of weavers about the requirement of customer and customer can sense the warm of emotions & feelings of weavers. Our team is continuously involved in structuring the rural weavers as self employed, self sufficient so that they can enjoy full freedom of their life.

Till the end of this financial year we have touched the life of and provided livelihood option to 40,000 weavers & spinners scattered in ten states of India. More than 95% of weavers are from SC\ST\OBC and 60% of them are women. These weavers are associated with us as major stakeholder.

Warm Regards
Nand Kishore Chaudhary
Chairman, JRF

Preamble

Thanagazi Carpet Cluster Development Project is an initiative of Jaipur Rugs Foundation in collaboration with Department of Industries (Government of Rajasthan). It explores the idea of providing a better livelihood opportunity consequently promising a better today and tomorrow. Thanagazi is an emerging hub of carpet weaving industry providing livelihood to thousands of artisans. Through this project an attempt is made to enhance the earning capacities of the artisans and create them social entrepreneurs.

Thanagazi Carpet Cluster is a tribute to all those artisans who have carried forward the legacy of carpet weaving and have kept the traditions alive through classic designs. We specialize in hand-knotted rugs we have continued to perfect techniques and carry forward the rich heritage of designs.

We operate as an extended family and welcome each talent that showcases creativity, leadership and commitment. Our mission is to develop a secured community that grows with changing times and to deliver every customer the skills sets of each craftsman.

The project objective includes mobilization, capacity building, hand-holding and marketing linkages, formation of 300 SHGs and finally creating a cluster of 3000 carpet artisans in Thanagazi.

For this purpose a set of activities were planned i.e. setting up of artisans' assistance centre, artisans' mobilization & formation of SHGs, skill training & skill up-gradation, market linkages, and guiding SHGs to form perfect federations.

Partners

District Industries Centre:

The main function of the Department is to promote small scale industries and marketing of their products. The Department also promotes handicraft & handloom products, and caters to the welfare of the artisans. There are 34 District Industries Centers functioning in the State and 7 sub-centres at Balotra, Phalodi, Abu Road, Beawar, Makrana, Kishangarh and Falna. These centres have been set up to cater to the needs of small scale industries of the area.

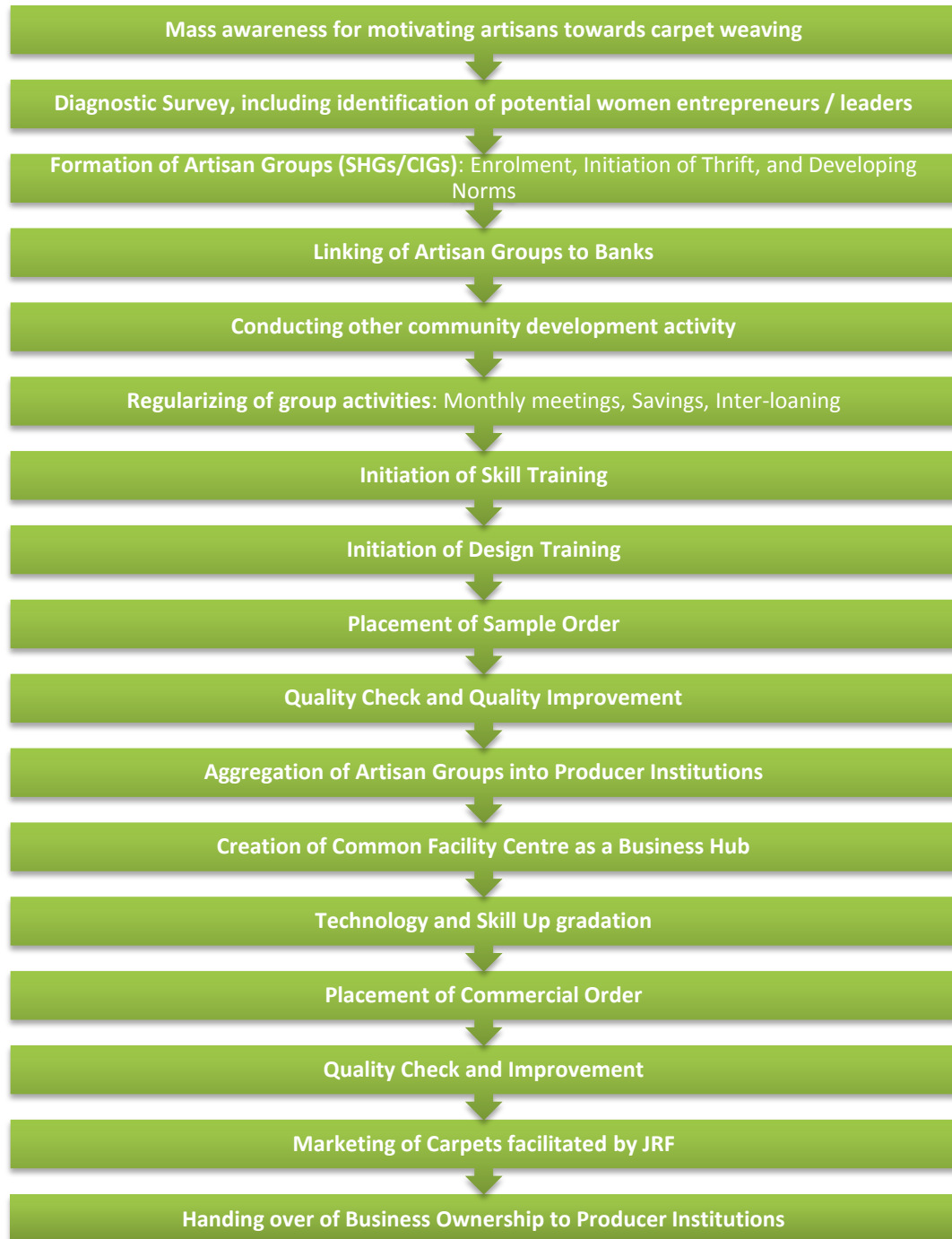
The main functions of the Department are promotion of small scale industries, to assist in the marketing of their products, development of salt areas, handicrafts artisan development, development of handloom, etc. The Department also provides various concessions and facilities and assistance for setting up of industrial units in the State. Registration of SSI units under the scheme of Government of India is one of the main functions of the Department.

Jaipur Rugs Foundation:

With a mandate to achieve equity for the communities in which artisans live, by increasing opportunities for employment, employability & entrepreneurship among the poorest of the poor - tribal, SC/ST, BPL & other backward communities through cluster development, skill up-gradation, design inputs, market linkages, technical support including provision & ownership of handlooms and establishment of rural business hubs Jaipur Rugs Foundation (JRF) was launched in the year 2004 and got registered in 2005. JRF aims to develop rural artisans in a way that enhances their earning capacity and sustain better quality of life, transforming them into successful entrepreneurs and providing them with sustainable livelihoods.

Project Concept

Cluster Concept



We believe that one determined person can make a significant difference, and that a small group of determined people can change the course of history.

Activities Undertaken during '09-10

Artisan Assistance Centre: An Artisans assistance center was established in Thanagazi in April 2008 for better implementation of the cluster activities. The Center comprises of 3 rooms set of a rented flat in Thanagazi equipped with basic & essential furniture along with one computer. Appointed staff as per approved plan is as follows:

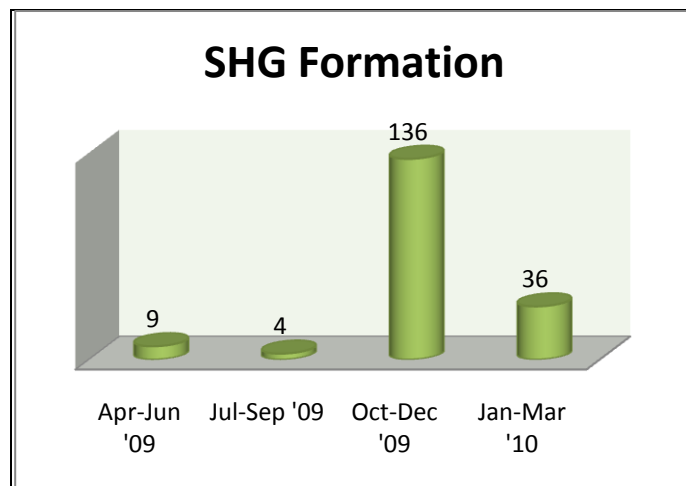
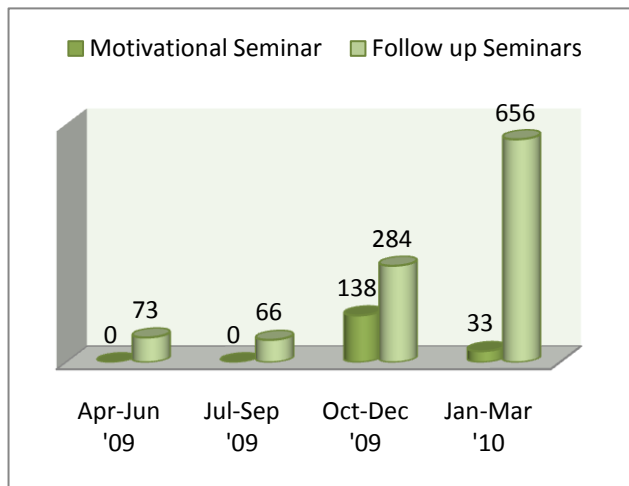
Project Coordinator – 1

Field Coordinators – 4

Formation of SHG Groups: As per our cluster Model the first step of the project is to identify the artisans especially women and form their SHGs. SHGs are the main empowering tool at the rural level, which encourage, empower and finally a tool to sustain them.



To form a SHG, Motivational Seminars and Follow up Seminars are required. The following bar charts show the progress of work under the project, where each bar belongs to a particular quarter of the year.



Trainings: After forming SHGs these groups are trained through a series of skill training programs focused at imparting carpet weaving skills and technological up-gradation. It aims at training them adequately in design development and using looms as well as enhancing the existing skill sets of the weavers. Trainings lead to improve production and productivity and resulted in an increase in earnings based on quality.

As per the plan two types of training was scheduled i.e.

- Skill & Design Training for new artisans -3 months
- Skill up-gradation for existing artisans -1 month



We conducted only skill up-gradation training for 270 artisans after approval from GM Alwar.

During this year we couldn't conduct Skill & Design Development trainings due to non availability of looms.

Marketing Assistance

Exposure Visit: Dharampur (Gujarat) dated 16th Nov to 20th Nov '10

To show a working model and provide the information of the overall process of weaving high quality carpets, 15 artisans were selected for exposure visit. It includes all the processes of wool sorting & washing, carding, spinning, carpet knotting, trimming, washing and drying finishing etc.



Fairs & Exhibitions: Fairs prevail the opportunity to reach the end consumer directly and showcase the efforts and patience of weavers which makes the carpet so attractive.

During this year we have participated in two fairs i.e. Indian International trade fair, Delhi and Luxurion World 2009, Mumbai.



Buyer Seller meet: The Buyer Seller meet was organized by FICCI. It started on 19th April and ended on 21st April '09 with the aim to display the carpet products in front of buyers and also inform them about the quality of products.



RTDC Stall: As per the approved project plan JRF put a Stall at RTDC Hotel Tiger den, Sariska under which we exhibited the products made by Thanagazi Carpet Cluster. It creates greater possibility of increasing the visibility of Cluster’s products through this initiative.



Producer Company: With an objective to form a producer Company, a meeting was organized for all the presidents of SHGs. Agenda of the meeting was to discuss various problems and their potential solutions as faced by the SHG’s and also to hold talks in relation to formation of an independent weavers’ federation and subsequently to have assurance from the presidents for the same. After that meeting a name for Producer Company has decided i.e. “Thanagazi Carpets” now JRF is on the process to electing members for hand handling the producer company.



1
2

Other Initiatives:**Health Camps**

During the tenure of Thanagazi Block this is been observed that health conditions and unawareness on health related matters of people, is a major and critical issue which is coming forward as a big obstacle in the way of their development.

Looking towards these circumstances JRF organized two Health Camps in Thanagazi Block one is in Thanagazi on 9th August and second one is in Pratapgarh on 13th February with collaboration of Santokba Durlabhji Memorial Hospital.

**Art Competition**

Looking towards the holistic approach, education is a crucial component for development of children. JRF has organized an Art Competition for four middle schools of Narhat village on 23rd January.

- The competition is open to children of 3 middle schools of Narhat.
- The On-the-Spot Painting Competition was attended by more than 300 children of Narhat village.
- Children are free to choose the theme/subject they are interested in, or like most, for their paintings.
- Facilitators of JRF were divided into four groups to facilitate the Competition.

- Collection and Evaluation of drawings were done by JRF facilitators and prize distribution was done on 26th January.



Dastkar Diwas

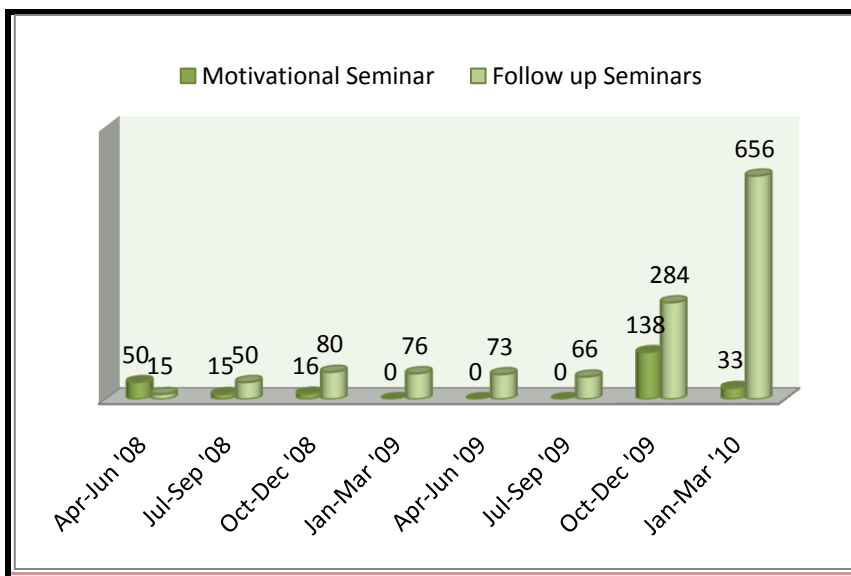
The purpose of organizing this event is to enhance the skills and the capacity of all *DASTKARS* and strengthening hand of artisans.

Under Carpet Cluster Development project of DIC (Department of Industries, Government of Rajasthan) and JRF (Jaipur Rug Foundation) Dastkaar Diwas has been celebrated in Narhet. In celebration every artisan was invited irrespective of domain of expertise. Various events like dance and singing by female candidates, school children performance, sports activities (Tug of War, Matka Phod) were conducted to make celebration interactive and participatory. Awards have been endowed to artisans and field executives, managers to appreciate their contribution. Importance of artisan in production chain was conveyed via video clippings. Initiation of Dastkaar Diwas celebration will prove as milestone toward success of project and meet the vision.



Achievement So far

Facts & Figures:

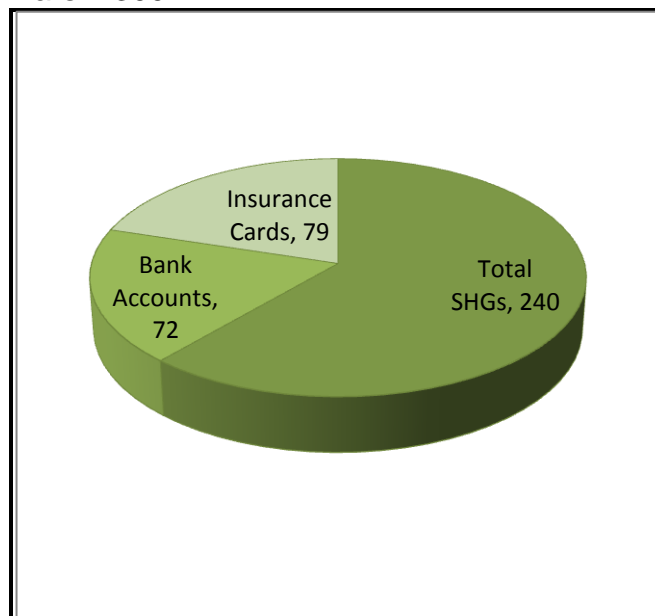
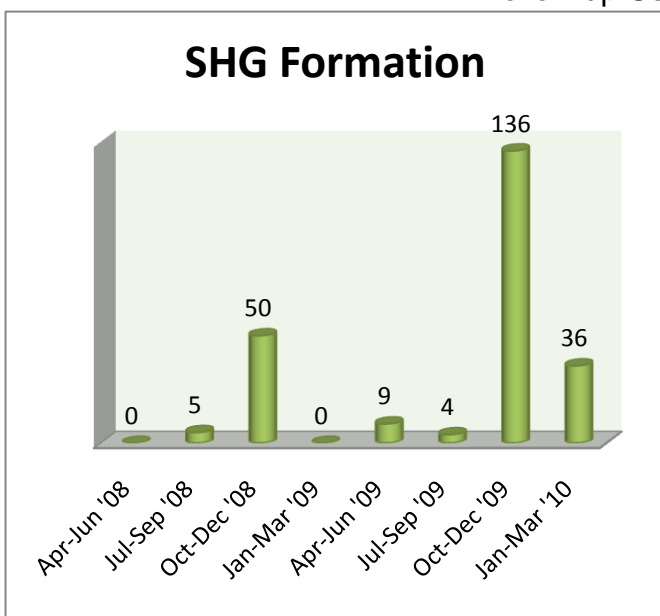


Current Status (April 08-March 10)

Motivational Seminars: 252

Follow up Seminars: 1300

SHG Formation



Current Status (April 08-March 10)

Total SHGs: 240

Bank Accounts Opened: 72

Insurance cards: 79

Future Plans

- Linkages and collaboration with large export houses like Jaipur Rugs Company Pvt. Ltd and others.
- Planning for Common Facility Centre (CFC). This CFC will acquire raw material on its own, it will consist of design development department, repair and finishing section and showroom where foreign buyers and clients will be entertained directly which will lead to direct market linkage. Profit will be shared by cluster members.
- Widening the range of products.
- JRF will assist the Cluster in obtaining loan for infrastructure and looms.

Activities planned in next 2-3 months

- Identification and skill design training of 500 new artisans
- Skill up-gradation training of 270 artisans is in process
- Formation of more SHGs
- Exposure visits planning
- Strengthening already formed SHGs
- Grading of SHGs

Case Studies



Khairatilal is a successful weaver cum entrepreneur from Piplai village in Thanagazi, Rajasthan. Earlier, he used to work as a single weaver selling his produce to greedy middlemen in his village. He was not having sufficient expertise to try out new techniques in carpet weaving. In his village, the main profession prevalent among the villagers was farming. They predominantly grew wheat, maize and barley during the period January-March. They had to sit idle for the rest of nine months. Even the earnings from farming proved to be dicey due to the gamble of monsoons.

Some years ago, representatives of Jaipur Rugs visited Khairatilalji's village. Gradually, people started working with the representatives. Of late, the pilot project started by this organization has been gaining momentum in this village. Self-help groups are being formed consisting of a combination of both men and women, with no bar on age and caste (according to him). The villagers are free to decide on their group members.

He earns around Rs.150 per day for his average working time of around 8 hours. Second-hand machines required for weaving carpets cost in the range of Rs.5000-6000. He had money to buy this machine, so he bought it from the company. Those who cannot afford to buy these machines can work on the machines owned by the company. Those who want to buy the machines through loans can also do so because the company is working for fulfillment of their credit needs with the help of SHG Credit Linkage through banks. As per him, the banks charge 12% interest rate on these loans as the loan amount itself is only in the range of Rs.5000-6000. If the weavers work on their own machines, their payment per square feet will be much higher than if they work on company's machines. Since, he had prior experience in weaving carpets alone, he had to undergo training for only 26 days. During this period, he was paid Rs.50 per day.



Kesri Devi could never see up the world in full, she was blind from birth. She had a long story of struggle and challenges with additional handicap of being from the disadvantaged Schedule Caste sections. She is married to Rameswar Raigar, used to be a daily labour, from village Pachpadi, Thanagazi Tehsil. She has nine children of which 6 are girls and 2 are boys. The children dropped their formal education and were sitting idle. 4 of her daughters are married and the 2 unmarried daughters- Asha Bai (19 years) & Sita Bai (18 years) learnt weaving of hand-knotted carpets and started weaving on contractors looms. The working conditions were harsh and the payments for the job works were erratic and low. Their monthly income was on average Rs. 1400 to 1600 only. The contractor used to resort to heavy deductions on the ground of poor quality of carpet. With the launch of the Thanagazi Carpet Cluster Program, Asha and Sita were selected as potential artisans for group formation and the skill up-gradation training programme through their participation in motivation seminar and follow-up meetings organized by the project coordinator and allied persons. Both became active members of the SHG group “Mata Self Help Group.” Regular meetings of the group raised the awareness level of the group on health, education and livelihood problems.

In December 2008 Asha & Sita were selected to attend a one month duration skill up gradation carpet training conducted by Jaipur Rugs Foundation. They were trained in the color, design and the weaving techniques by Master Trainers. It raised their awareness about the quality of carpets woven. The Cluster related interventions led to many positive impacts on the family of Kesri Devi. Due to the training, the quality of carpets woven by Sita and Asha improved which led to increase in their monthly income to Rs. 2500 on average. The raised income encouraged them to construct shed for the Carpet loom and sending the boys to the government schools. With the interventions of the social workers, books, uniforms and school bags were also provided by the school. For the blind Kesri Devi, she was helped by the social workers to be availed of the Bus pass for free commuting on State Transport