JAIPUR

Each Artisan, An Enterprenuer

Jaipur Rugs Foundation
Success Story / Case Study

Champa
Ratangarh, Churu

"Everyone has the power of transform the world; the key is to search within and discover your power"

-: Mahatma Gandhi

Success Story

Champa is a 26 year old woman who bears strike resemblance to any young, simple and shy Indian village woman. She lives in Lachersar village of Ratangarh block in Churu district with her husband, four daughters, a son and her sister-in-law's daughter. A family as big as hers was being looked after by her husband who was involved in agriculture for four months of the year and worked either as local or migrant laborer for the rest of the year. His income could barely manage to keep his family alive. Since Champa was educated (10th pass), she also worked as Anganwadi worker in her village and provided complete support to her husband in managing their family.

In June 2007, Champa came in contact with Jaipur Rugs during the company's livelihood initiative in Ratangarh through her SHG group called Jyoti Samaan Ruchi Samooh. The SHG group was one those groups which the company had planned to involve in its carpet weaving training programmes. Majority of the members of Champa's group were quite aged and it was felt during the mobilization process that they will not be able to connect well with the programme. During these interactions, the immobilizers and training managers saw Champa taking quite an interest in the work. But since she alone could not be involved in the training, the staff asked her to mobilize women of her age to join the training sessions and take up carpet weaving as a full fledged livelihood activity. Since Champa was young, educated and had the understanding of the importance of the training programme, she reacted very positively and assured the company representatives that she will definitely mobilize woman for the trainings.

Within one month, 18 women who were mobilized single handedly by Champa joined the training programme. During this one month, through constant interactions with the company officials and the village women, Champa got to develop such in-depth understanding of the work that she volunteered to initiate the training in the back yard of her own house. With the approval of her husband, 6 training looms were installed in her house and 18 women started getting trained on carpet weaving. Initially, Champa also took the training for one month, but her responsibilities as the Anganwadi worker caused her to drop out. But she

never remained aloof. Since the training was taking place in her own house, she always motivated the trainees to learn the art of carpet weaving and the benefits they could reap out of it. The training finished in three months and the women became full-fledged skilled carpet weaving artisans.

Today, those 18 artisans have grown to 22. Champa single handedly manages the training program in the absence of the company officials apart from her regular job as AWW. This has proved to be an income booster for her family. She is paid the rent at the rate of Rs. 5 per square feet carpet prepared by a single artisan. Today her individual monthly income has increased from Rs. 1000 to Rs. 1800 which will go up to Rs. 3000 in the coming next couple of months. Although the activity generated income for Champa's family, she never compromised on the quality of the carpet being produced by the artisans.

Before getting associated with the company, Champa could manage to feed her children. The association may not have added heaps to her monthly income, but has helped her grow as an effective mobilizer and leader and also groom the inner laid self-confidence in her. The village, the district, the state, the country and the world that Champa is part of, need more people like her to effectively link people with sustainable livelihood.