

ENGAGE.DEVELOP.SUSTAIN

# Annual Report

2021-2022



 JAIPUR RUGS  
FOUNDATION

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**Every moment is a new opportunity to start with; it is never too late to change the undesired.**

**NK Chaudhary**



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# MESSAGE FROM THE FOUNDER

The Indian social sector plays an important role in the growth and development of the country and its economy. In the last two years, as the world went through a pandemic, we closely witnessed the actual impact of social sector organizations. The situation in rural India was quite devastating during the second wave. Everyone including the weaver community faced the brunt of Covid-19 pandemic. Therefore, in the past year, Jaipur Rugs Foundation relentlessly worked towards handling the consequences of the pandemic in rural areas. Right from health and education to skill development and upliftment of social status, every aspect was dealt with sincere efforts.

By joining hands with remarkable social development organizations like Corporate Rebels Foundation, Feeding India by Zomato, HCL Foundation, Goonj, Vision Spring, etc. we organized various programs focused on skill development, healthcare, nutrition, and dignified living. Together, we were able to achieve our individual goals of social upliftment and community welfare.

In the year 2021-22, we were able to benefit our weaver community with not just skill development but a diverse range of projects that focused on their overall development. Our skill development projects have helped us transform villages across Rajasthan and Uttar Pradesh. We have been able to train thousands of women in rural areas to bring livelihood to their doorstep through these programs. However, our collaboration with organizations like Feeding India and Goonj gave our work a new dimension. Programs like Project Baala gave us a fresh perspective and new ways of intervention to help women in rural areas. Zomato's Feeding India helped us in reaching over 13,000 beneficiaries affected by the pandemic with ration kits. Our association with Corporate Rebels Foundation and HCL Foundation helped us in effectively executing women empowerment through livelihood and leadership programs that bring sustainable livelihood opportunities for women at their doorstep in areas where it is hard for them to even come out of their veils, let alone the villages.

**NK Chaudhary**





## VISION

To create a society where equality, justice, and peace prevail through socio-economic development providing an opportunity for all.

## MISSION

To serve as a social innovator promoting the cause of artisans by providing them with job opportunities resulting in an uplifted rural society

## PHILOSOPHY

Our purpose of existence is carefully connected to the Sustainable Development Goals of creating a better and more sustainable future for all our artisans across 767 villages in 5 states.

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# ABOUT JAIPUR RUGS FOUNDATION

Jaipur Rugs Foundation is a non-profit organization established in 2004 with the vision of empowering and enhancing the skill-set of artisans under the leadership of Mr. Nand Kishore Chaudhary. Built on the bedrocks of love and compassion, it works on the philosophy of totality, by creating an ecosystem that empowers artisans to develop their creative capacities and sustain them as a part of an entire movement of empowerment.

The overall work mandate of Jaipur Rugs Foundation is to reach out to remote rural areas and establish bonds with the underserved communities, especially women, thus enabling them to start weaving not just rugs but also their own lives. Such weaving of lives is done through two intertwined verticals: 'entrepreneurship development and 'social development'. The entrepreneurship development vertical spotlights the economic well-being of the artisans and their communities through skill development training, leadership development and sustainable livelihood support. The social development vertical advances their social well-being through field interventions and linkages with government schemes.

Imbued in traditional finesse handicrafts, the Jaipur Rugs Foundation endeavors to bring handmade art crafted at the grassroots to a global platform to be celebrated and obtain its well-deserved stature. We believe in the power of collective action and work closely with communities creating an outward spiral globally.







## A CULTURE OF COMPASSION

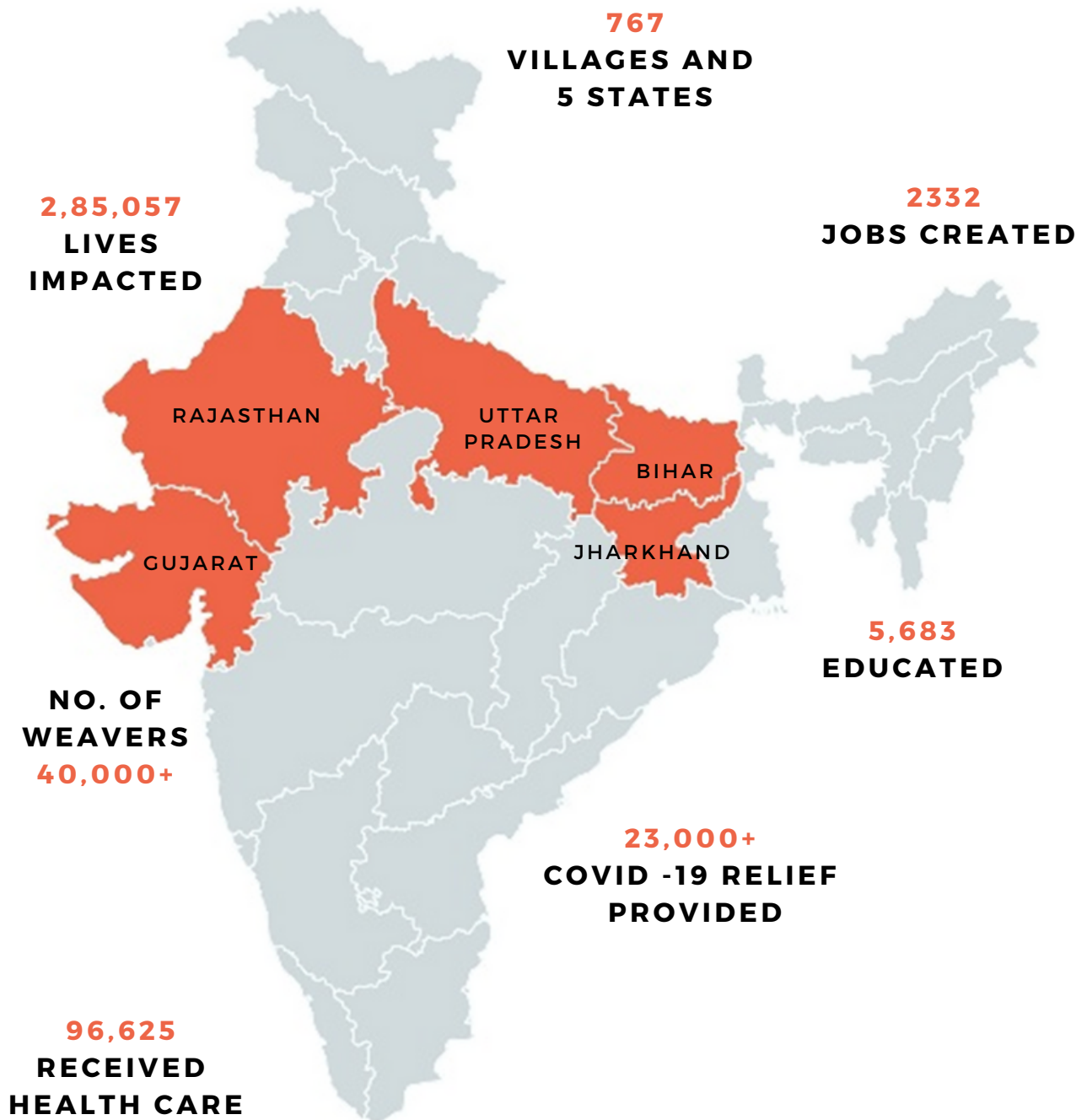
Foundation's philosophy of compassion initiates by building deep work around empathy, kindness, love, and simplicity. Serving those who knot happiness for us – our artisans and their families have been central to our Jaipur Rugs family, and we believe that it is not us but they who script our progress.

To act with empathy made us break boundaries, helped us transform lives, and created an environment of empathetic progression. We intend to spread the power of empathy. We plan to engage with those who believe in sound intervention spreading the importance of empathetic living.



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# OVERALL IMPACT





## ENGAGE

- Health and Well-Being Programs
- Alternate Education
- Government Linkages and Financial Inclusion
- Weaver Engagement Program



## DEVELOP

- Skill Development
- Skill Upgradation
- Grassroot Leadership Development



## SUSTAIN

- Jail Project
- Manchaha



In 2015, leaders from 193 countries came together to face the future. Jaipur Rugs Foundation is one of the foundations working to fulfill the SDGs by 2030. Present in 5 states, and 767 villages, we focus on making goals a reality. There is ample evidence that in the past 15 years of functioning various social programs and intervention implemented for villages showed that we have helped impact global goals positively.

**WE ABIDE BY THE FOLLOWING SUSTAINABLE GOALS...**







**"By working with Jaipur Rugs, we aren't just earning money but also respect and dignity."**

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# ENGAGE



Jaipur Rugs Foundation partnered with some well-established organizations and conducted health and well-being programs for our artisan community. The main drive behind these programs is to provide quality healthcare facilities to the artisans and enhance them to lead a healthy life with prosperity.



# ENSURING PERFECT VISION FOR THOSE WHO WEAVE INTRICACY IN OUR RUGS



With more than 65% of the Indian population living in rural areas, access to quality healthcare is one of the most challenging tasks for the community. Faultless vision remains an utmost necessity for our artisans. Due to the lack of Primary Healthcare Centers (PHCs) and eye care centers, there is an increased risk of delayed medical diagnosis, leading to complicated issues such as cataracts, life-long blindness, etc.

Vision spring creates access to affordable eyewear at any place. It is essential as a clear vision creates opportunities for increased earnings, learning, safety, and civic participation, which leads to an improved quality of life. Being a social enterprise, it holds its mission and business goals in constructive tension. Jaipur Rugs Foundation partnered with Vision Spring for a social development project focused on conducting eye check-up camps across 242 villages. The program facilitated eye screening and glass distribution across all Jaipur Rugs Foundation locations in India.

<b>States covered</b>	Rajasthan, Gujarat, Uttar Pradesh
<b>Duration of program</b>	2021-2022
<b>No. of eye screenings</b>	23,204
<b>No. of glasses distributed</b>	11,508



# IMPARTING MENSTRUAL HEALTH EDUCATION AND AWARENESS AMONG ARTISAN COMMUNITY – PROJECT BAALA

Despite the country progressing towards a better future, numerous social taboos still need attention. Stigma attached to menstruation is one such taboo that is surrounded by myths and taboos in India. In rural India, menstruation is considered a challenge to gender equality. Resources estimate that less than 20% of women in India use sanitary pads. Most rural women lack awareness or are too poor to buy the essentials.



<b>Implemented states</b>	Rajasthan & Uttar Pradesh
<b>No. of kits distributed</b>	2550 kits
<b>No. of lives impacted</b>	2550 +

Jaipur Rugs Foundation implemented Project BAALA as an innovative menstrual health solution, primarily in rural areas. The project involved organizing workshops that educated women regarding menstrual health and hygiene. Usage instructions were provided along with reusable cotton pads distributed among women weavers. Through the program, over 2550 sanitary kits were distributed across Rajasthan and Uttar Pradesh.

# MARCHING TOWARDS A HUNGER-FREE ARTISAN COMMUNITY THROUGH COLLABORATION WITH FEEDING INDIA



Despite rapid economic growth in the past few years, there is a significantly large portion of the population who are struck by hunger daily. Due to the COVID-19 pandemic, a large part of our community has been going to bed without knowing if they will be able to afford a meal for their family the next day. Additionally, there was a significant downfall in agriculture production because of less rainfall.

Jaipur Rugs Foundation works to empower artisans to escape the precincts of poverty and hunger by creating sustainable market-based solutions. Feeding India, a non-profit by Zomato, is dedicated to making India hunger-free. Jaipur Rugs Foundation collaborated with Feeding India to provide essential food support to underserved communities in the form of raw grains. Over 12,000 ration kits were distributed across Rajasthan and other locations with 13000+ lives impacted.

<b>Implemented state</b>	Rajasthan
<b>Duration of program</b>	2021-2022
<b>No. of kits distributed</b>	Family Kit - 2000 Single kits - 10,000
<b>No. of beneficiaries impacted</b>	13000+

# AN INITIATIVE TO RELIEVE ARTISANS FROM THE ADVERSITIES OF WINTER

Although winters in Rajasthan are the right time for tourists to visit, they pose a difficulty for people in rural areas. People living in rural parts and below the poverty line find it hard to afford warm clothes to battle winters with small amounts of disposable income. The inaccessibility to winter clothes makes them prone to seasonal illnesses and exacerbates the existing chronic diseases. A few individuals lose their lives to unbearable cold every year as well.



<b>Region of implementation</b>	Rajasthan
<b>Commencement of program</b>	2021- 2022
<b>No. of kits distributed</b>	2000+
<b>No. of lives impacted</b>	10,000+

Jaipur Rugs Foundation collaborated with Goonj to protect the artisan community from the insufferable cold by distributing winter kits among them. Goonj engages with the poor and involves them in evolving their own solutions to address identified problems, with dignity. It is open to new ideas rooted in the community experiences. These kits included winter clothes and blankets for the artisan families. Sessions on digital literacy preceded the drive to spread awareness about online schemes.



# OUR LITERACY DRIVE ALTERNATIVE EDUCATION PROGRAMME (AEP)



Jaipur Rugs Foundation partnered with Jenny Jones Foundation, which helps its weavers by making them self-sustained and ensures education, especially to women and children, to break the chains of poverty. The Alternative Education Program aims to provide functional literacy to the artisan community (comprising of reading and writing skills), Numeracy (basic number crunching), making them aware of the public welfare schemes & services, and other essential life skills like financial and health education.

This functional literacy program will help them scale their skill sets and lead to better-earning prospects shortly and to embark upon their entrepreneurial journey. Due to the COVID-19 2nd wave in India, it was a daunting task for us to carry on the program, but at the same time, it was an opportunity to make the community aware of and stay untouched from the pandemic.

Education has become one of the primary needs alongside food, shelter, and clothing in today's world. With more than 65% of the Indian population residing in rural parts, poverty is significantly prevalent across areas. Education is one of the solutions for poverty, unemployment, healthcare improvement, etc., which will eventually contribute to achieving sustainable development goals.

<b>Region of implementation</b>	Uttar Pradesh
<b>Duration of program</b>	2021-2022
<b>No. of enrollment</b>	162

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# WEAVER'S ENGAGEMENT PROGRAM (WEP)



The Weaver Engagement Program is established to build the weaver's capacity, as they can understand their role and responsibility, can be self-reliant, and sustain their livelihoods. Additionally, it began with the need for engagement with the artisan communities to enhance their connection with Jaipur Rugs and make them understand the intricacies of work. Also, we assist the weavers gain an idea about the Company, its culture and values, types of customers and the journey of Founder Mr. NK Chaudhry through storytelling. By making the weavers look at the finished carpets, we aim to instill a sense of self-realization in them and ensure that weavers become capable of producing zero defect carpets without any wastage and delivering it on time.

The year 2021 - 2022 witnessed more than 1000 weavers benefitting from this program. This initiative also allowed artisans to step out of their cities for the first time and explore the outer world. It instilled a sense of ownership, motivation, and creativity, which transformed into globally laudable carpets.

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# GOVERNMENT LINKAGES AND FINANCIAL INCLUSION

## ARTISAN IDENTITY CARDS:

The artisan identity cards are Aadhar card-linked photo identity cards that enable artisans to get the Central or State government benefits they are entitled to. These cards are provided by the Development Commissioner (Handicrafts). It acts as an official proof of identity to the artisans providing a benefit from government schemes related to skill training, marketing, insurance, etc. During the year 2021 - 2022, we were able to facilitate issuance of 3422 artisan cards to our weavers.





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# GOVERNMENT LINKAGES AND FINANCIAL INCLUSION



## PRADHAN MANTRI SHRAM YOGI MAAN-DHAN (PM-SYM):

Ministry of Labour and Employment, The Government of India launched PM-SYM for providing social security and old age protection to unorganized social workers. Under this scheme, the underprivileged received a minimum assured pension of Rs.3000 per month after attaining the age of 60. In 2021 - 2022, Jaipur Rugs Foundation facilitated enrollment of 88 of its weavers for the PM-SYM scheme.

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# GOVERNMENT LINKAGES AND FINANCIAL INCLUSION

## e-SHRAM cards:

Ministry of Labour & Employment has developed an eSHRAM portal for creating a National Database of Unorganized Workers (NDUW). The database linked with Aadhaar has the personal details of workers. It is the first-ever national database of unorganized workers. During 2021 – 2022, Jaipur Rugs Foundation facilitated provision of 2791 eSHRAM cards to its weavers.





## DEVELOP

Women empowerment is a factor in achieving sustainable economic growth, social development, and environmental sustainability. We at Jaipur Rugs Foundation partner with various organizations to provide nonfarming livelihood opportunities for rural women through hand-knotted rug weaving skill development and grassroots leadership development. Our mission focuses on creating a source of sustainable livelihood at their doorstep to empower them to lead independent and dignified lives.



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# WOMEN EMPOWERMENT THROUGH LIVELIHOOD AND LEADERSHIP DEVELOPMENT (WELL)

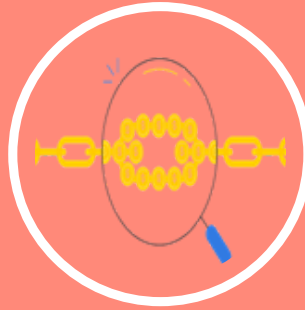
Even though women constitute nearly half of the total population in India, there prevail significant differences in their representation among the public vis-a-vis men. A vast majority of rural women are denied many characteristics such as equality, inclusiveness, etc. Additionally, the COVID 19 pandemic and lockdowns had a devastating impact on the marginalized communities, rendering people jobless. Many rural women are denied right to equality.

Jaipur Rugs Foundation partnered with established organizations, addressing the impact of COVID-19 on marginalized communities of Rajasthan and Uttar Pradesh. It provided effective skillsets to avail stable employment opportunities at the doorstep. Women Empowerment through Livelihood and Leadership Development (WELL) intervention was initiated to establish the following.





**WOMEN  
EMPOWERMENT  
THROUGH  
FINANCIAL  
INDEPENDENCE**



**COMPREHENSIVE  
MARKET-LINKED  
VALUE-CHAIN  
DEVELOPMENT**



**MARKET-LINKED  
LIVELIHOOD AT  
THE DOORSTEP  
OF ARTISANS**



**SELF-  
EMPLOYMENT  
THROUGH  
ADVANCED SKILL  
DEVELOPMENT**



**FAIR AND  
TIMELY WAGES  
AND  
WELL-BEING**



**REDUCTION IN  
MIGRATION**



**LEADERSHIP  
SKILL  
DEVELOPMENT  
IN WEAVERS,  
ESPECIALLY  
WOMEN**



**DIRECT  
DOMESTIC AND  
INTERNATIONAL  
MARKET  
LINKAGES**

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# WELL INITIATIVE IMPACT

Women are vulnerable and unemployed, possess learning capabilities, zeal to adopt new skills and ways to enhance their capabilities. The project WELL in this area is considered an important tool to address the issues prevailing. It would also strengthen the families of rural belts by providing them a sustainable source of livelihood at their doorstep.

In Rajasthan, Jaipur Rugs Foundation (JRF) partnered with Corporate Rebel Foundation (CRF) and Small Industries Development Bank of India (SIDBI) and implemented the WELL project in Rajasthan. In Uttar Pradesh, JRF continued its collaboration with HCL Foundation for the 2nd year and implemented the WELL project in 3 blocks belonging to Hardoi district - Kothawan, Ahirori, and Sursa. In partnership with Collective Goods Foundation and HSBC, JRF implemented WELL project in vulnerable communities of Budaun district in Uttar Pradesh.

The regions selected for the WELL project were on basis of lack of employment opportunities and poor educational status of people, particularly among women. The primary source of income in these regions is agriculture which is dependent upon weather conditions. The project WELL in this area addresses the issues prevailing. It would also strengthen the families of rural belts by providing them a sustainable source of livelihood at their doorstep.



**RAJASTHAN**



**UTTAR PRADESH**



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## JOURNEY OF TRANSFORMATION

Born in a family of 6 brothers and sisters, Roli's father was the only earning member of the family. Roli started working as a weaver and learned the skill of carpet making. However, her love, passion, and dedication to work shaped her into becoming a Bunkar Sakhi. According to Roli, women must come forward and make efforts to stand on their own feet financially. Roli's determination has made women come out of their houses and also engage other women in the art of carpet weaving through the WELL project. She managed to become independent and earned a place for herself in the society.



“दुनिया में सबको आगे बढ़ने के अवसर परमात्मा ने दिए हैं, उस अवसर का उपयोग इंसान को खुद करना है। भविष्य में कालीन के काम के अंदर बहुत आगे देखना चाहती हूँ और ज्यादा से ज्यादा महिलाओं को इस काम में जोड़ कर मदद करूंगी।”

- **रोली, बुनकार सखी**  
**हरदोई, उत्तर प्रदेश**

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## JOURNEY OF TRANSFORMATION



There are 6 members in Reshma's family, including herself. Her husband generates income through farming and working. However, due to the pandemic and subsequent lockdown situations, the family faced hardship in making ends meet. Reshma always felt the need to help her family financially. She learned a new skillset of carpet weaving which would allow her to earn at her doorstep. She aims to utilize the money earned from carpet weaving to educate herself further.

“मुझे हमेशा अपने परिवार की आर्थिक मदद करने की जरूरत महसूस हुई। मैंने कालीन बुनाई के रूप में एक नया कौशल सीखा जो मुझे अपने दरवाजे पर कमाने में मदद करेगा। मैं इस पैसे का उपयोग परिवार की जरूरतों को पूरा करने के लिए कर रही हूँ।”

- रेशमा  
बदायूँ, उत्तर प्रदेश



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# SUSTAIN

A firm's focus on the goal of sustained development and empowering the weaver community, along with the guiding light of founder's vision of dignity and compassion for these artisans, Jaipur Rugs Foundation introduced the Jail Project and Manchaha awards.



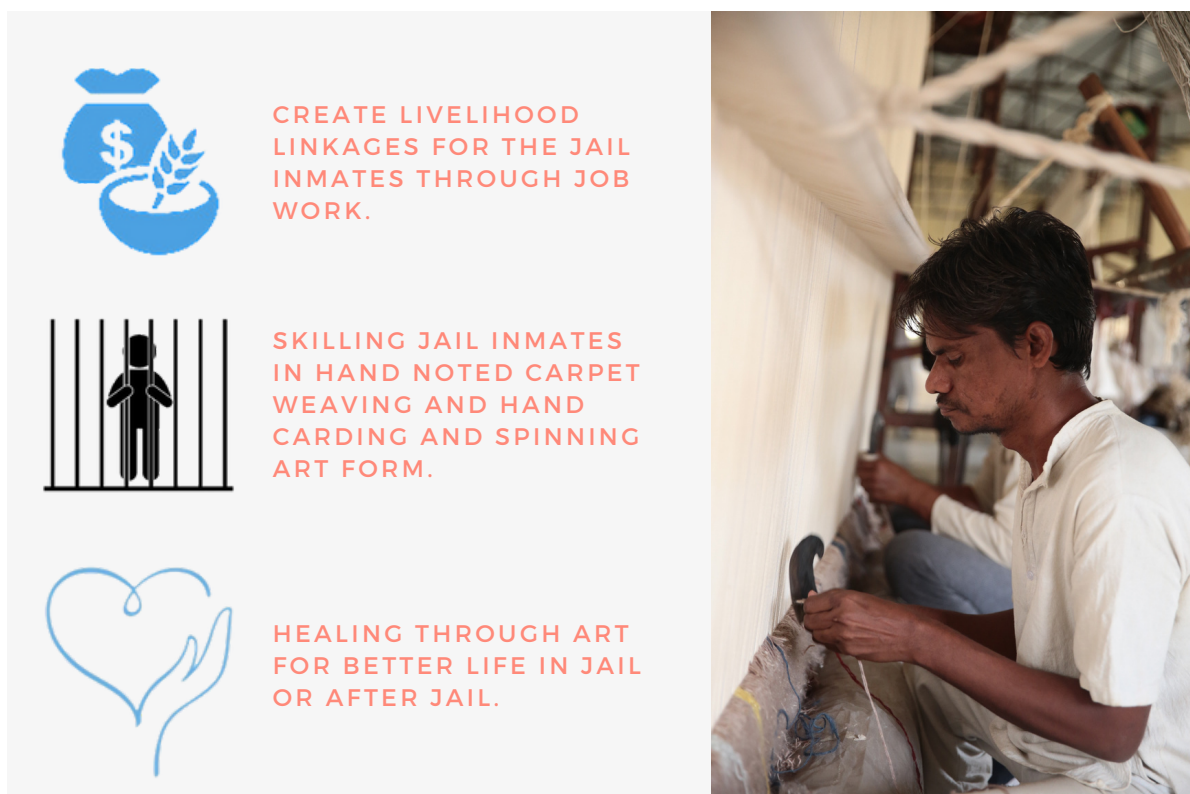


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# THE JAIL PROJECT- PRACTICING REMORSE THROUGH THE ART OF THE CARPET WEAVING


Jaipur Rugs Foundation being an inclusive development practitioner commits to channelising imagination of Jail inmates. The capacity to imagine brings motivation, which then converts into prestige and the prosperity of each individual if nurtured appropriately. There are many instances in India, where inmates work to keep themselves busy and develop satisfaction via productivity. However, the work seems to be drudgery to them because of exclusion from the backward and forward linkage leading to underutilizing the potential of inmates. We tap into this latent potential by adhering to its socio-economic development model.


Jaipur Rugs Foundation is currently implementing the project in Jaipur central Jail, Bikaner Jail, and Dausa Jail with 200+ beneficiaries. We aim to accomplish our objective through this initiative.




The infographic consists of three vertically stacked icons on the left, each with a corresponding text block to its right. The first icon is a blue money bag with a dollar sign and a leaf, representing livelihood. The second icon is a black silhouette of a person behind vertical bars, representing jail inmates. The third icon is a blue outline of a hand holding a heart, representing healing. To the right of these icons is a photograph of a man in a white shirt sitting on the floor, focused on weaving a carpet on a loom.

 **CREATE LIVELIHOOD LINKAGES FOR THE JAIL INMATES THROUGH JOB WORK.**

 **SKILLING JAIL INMATES IN HAND NOTED CARPET WEAVING AND HAND CARDING AND SPINNING ART FORM.**

 **HEALING THROUGH ART FOR BETTER LIFE IN JAIL OR AFTER JAIL.**



# MANCHAHA AWARDS



Our social innovation to unleash the design creativity among artisan communities leads to the representation of artisans on national and international platforms. This innovation was named “Artisan Originals” which later became “Manchaha” meaning “Expression of hearts”. Every Manchaha design symbolizes the story of its creator as it binds their emotions, character, and dreams together. Manchaha awards came into existence around 2018. From 2021 to 2022, 215 Manchaha awards were distributed, thereby bringing countless stories to life. This year, artisans were presented with products that truly remained a necessity for them till then. They were awarded their choice of essentials such as a Refrigerator, Washing machine, Gold coin, Almirah, etc. depending on the prize amount. The event opened doors of appreciation to every artisan who came forward to weave their dreams and inner thoughts in the most intriguing manner.



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## WAY FORWARD



The 'doorstep livelihood' model of Jaipur Rugs was conceptualized 40 years ago for the development of Artisan communities after recognizing that the rural people rely on multiple income sources and that risk management is central to their livelihood strategies. The Foundation reaches out to the grassroots populace and initiates a dialogue about opportunities for becoming skilled Artisans in the carpet value chain which in turn provides them with sustainable livelihood as well as social development facilitation. Jaipur Rugs Foundation focuses on introducing more programs and campaigns that will aid covid affected population with the mindset to make the rural community more resilient from any external factor. Together we are stronger.



# PARTNERS AND COLLABORATIONS

Jaipur Rugs Foundation values partnerships and collaborations, and recognizes that social partners have become the most critical themes of social policy, particularly in respect of the delivery of health and social care. Partnership at Jaipur Rugs Foundation defines a shared commitment, where all partners have a right and commitment to participate primarily in uplifting the state of rural artisans in India. Antecedents of partnership at Jaipur Rugs Foundation are as follows: individual, local and national initiatives, commitment to the shared vision about the joint venture, willingness to sign up to create a relationship which will support that vision, and also value cooperation and respect what other partners bring to the relationship.



## JAIPUR RUGS