

A woman wearing a white headscarf and a patterned dress is shown from the chest down, working on a rug. She is using a wooden tool to work on the wool. The scene is lit with warm, golden light, creating a dramatic atmosphere. The background is dark, making the woman and her work the central focus.

# ANNUAL REPORT 2022-23

 JAIPUR RUGS  
FOUNDATION



“Ever since we started working with Jaipur Rugs Foundation, it has given us a lot of courage, financial Independence and helped us gain dignity along with self-confidence. It has given us a voice and helped us overcome our fears. I could never imagine that I would be able to speak so freely in front of so many people, without my veil.”

**Anju Devi, Artisan Aspura, Rajasthan.**

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# WHO WE ARE

## VISION

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

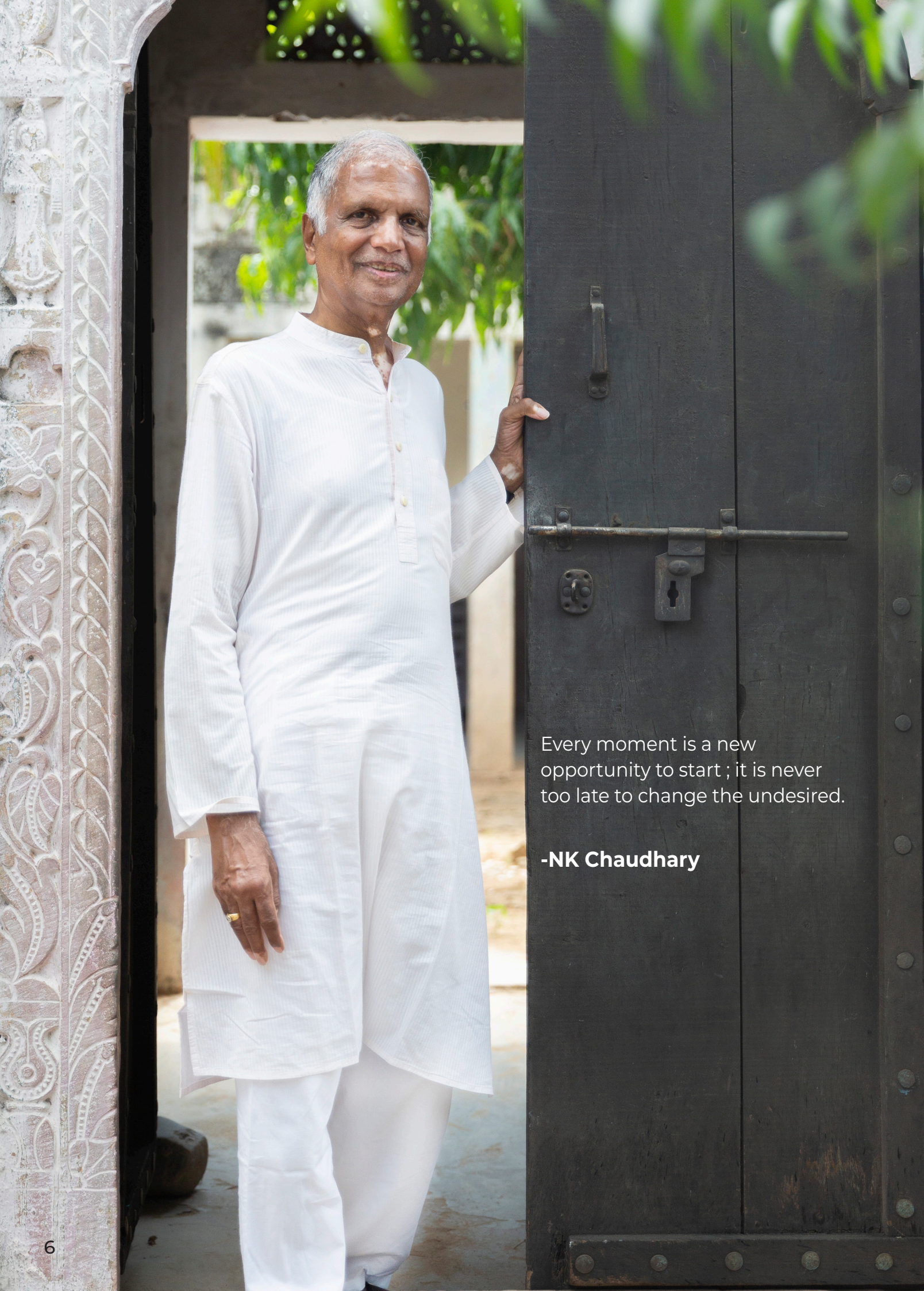
## MISSION

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

## Our Values

Integrity, Simplicity, Humility, Empathy & Shared Wisdom





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

**-NK Chaudhary**

# MESSAGE FROM THE FOUNDER

Over the years of creating Jaipur Rugs, I realized that business is a way of living and not a balance sheet that gives out profits. For this very reason, I have always followed my heart and not targets.

The Jaipur Rugs Foundation operates on the philosophy of totality, creating an ecosystem that empowers artisans. Our focus lies in Entrepreneurship Development and Social Development. Our mission is to unlock the potential of artisans by providing them sustainable livelihoods through various skill development initiatives. Keeping this vision in our hearts we actively engage in dialogue with rural communities, making them aware of the opportunities which are eagerly waiting for them to turn their lives upside down.

During the year 2022-23, our foundation tirelessly dedicated its efforts to address the repercussions of the pandemic in rural areas. We tackled various aspects ranging from healthcare and education to skill development and the upliftment of social status. Collaborating with exceptional social development organizations such as Feeding India by Zomato, Royal Rajasthan Foundation, HCL Foundation, Goonj, PEHEL Foundation, CRISIL Foundation, Lenskart and more, we organized a multitude of programs with a focus on skill development, healthcare, nutrition, and dignified living. Our skill development initiatives have brought about transformative changes in villages across Rajasthan and Uttar Pradesh. Through these programs, we have trained thousands of women in rural areas, bringing livelihood opportunities right to their doorsteps.

We remain committed to our vision of creating positive change in the lives of rural communities, and we look forward to continued partnerships that will drive social impact and upliftment for all.

**NK Chaudhary**



## A Culture of Compassion

The Foundation's philosophy of compassion is rooted in the cultivation of empathy, kindness, love, and simplicity. It is through these values that we establish meaningful connections and make a positive impact in the lives of others. Our focus has always been on serving those who bring happiness into our lives - our talented artisans and their families, who are integral members of the Jaipur Rugs family. We firmly believe that it is their contributions and experiences that shapes our progress, rather than our own actions alone.

By embracing these values we have been able to surpass limitations and transcend boundaries. This approach has enabled us to transform lives and foster an environment of continuous growth driven by empathy. Our intention is to extend the power of empathy beyond our organization and into the broader community. We are henceforth determined to engage with individuals and groups who share our belief in the transformative potential of compassionate intervention.



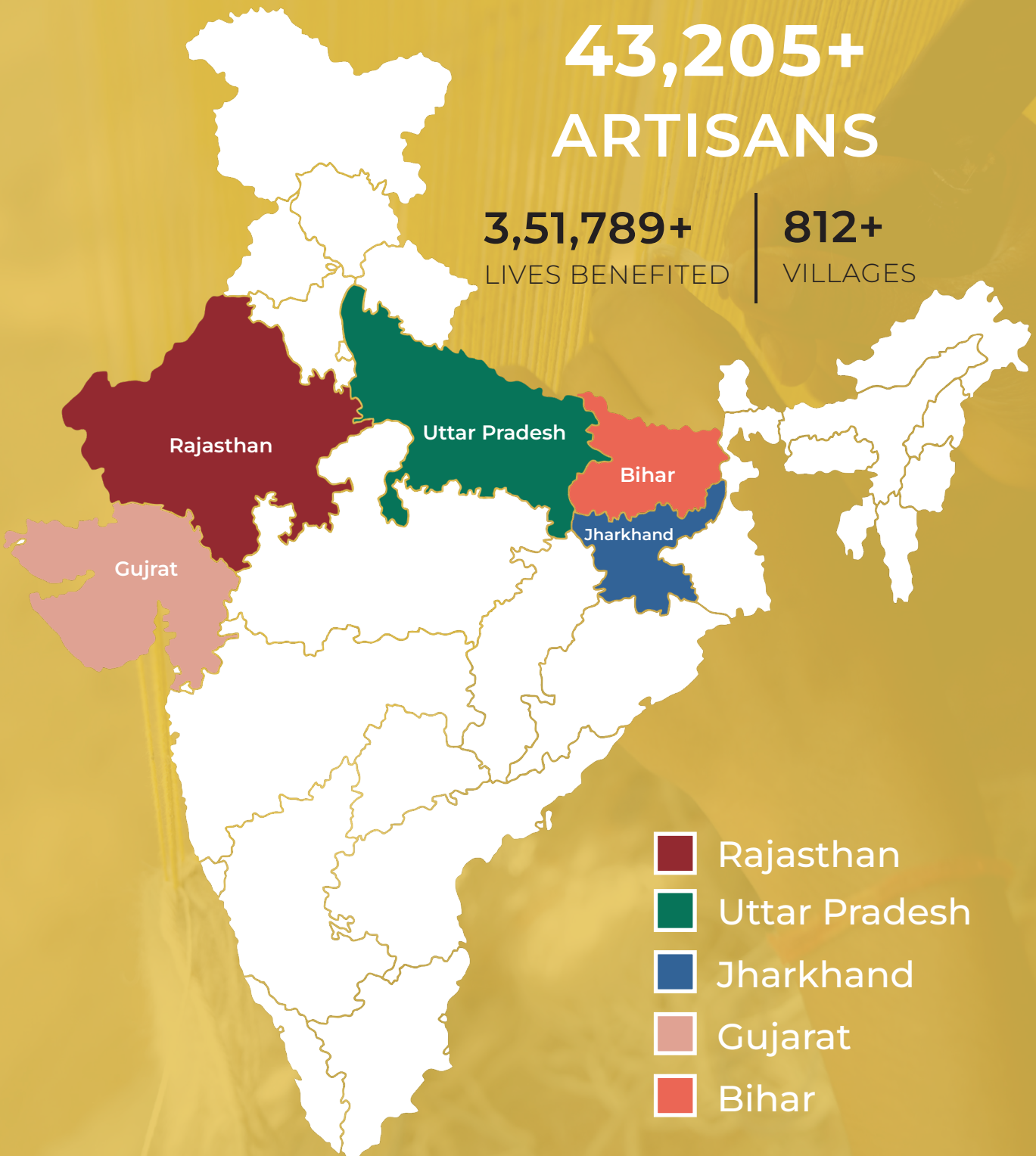


# OUR REACH & IMPACT SO FAR

**43,205+**  
**ARTISANS**

**3,51,789+**  
LIVES BENEFITED

**812+**  
VILLAGES



**52,277+**  
Livelihood  
Opportunities  
Created

**18,194 +**  
Assisted With  
Government Sponsored  
Social Entitlements

**1,48,455+**  
Lives Touched by  
Door-To-Door  
Healthcare



# SDGs

## WE FOCUS ON

Established by the United Nations in 2015 as part of the 2030 Agenda for Sustainable Development, the Sustainable Development Goal (SDG) aims to address the world's most pressing economic, social, and environmental challenges to achieve a more sustainable future for all. The SDGs build upon the success of the Millennium Development Goals (MDGs) and encompass a broader range of issues.

Jaipur Rugs Foundation stands as one of the foundations dedicated to achieving these Sustainable Development Goals (SDGs) by 2030. Operating across 5 states and reaching out to 812 villages, our primary objective is to transform these goals into tangible realities.





Our Collaborations Goes Beyond Mere Financial Gains; It Fosters A Sense Of Honor & Self-Worth For Our Communities.

# OUR PROGRAMS



WOMEN  
INTERMENT



**MENSTRUAL  
HYGIENE**



**EYE  
CARE**




**GENERAL  
HEALTH CARE**

# Our Impact This Year

## 2022-2023







**1,581+**  
Livelihood  
Opportunities  
Created

**2,690+**  
Assisted With  
Government Sponsored  
Social Entitlements

**51,830+**  
Lives touched  
by Door-to-door  
healthcare

**45+**  
New Villages  
Across 2 States  
(Rajasthan & Uttar Pradesh)



## SKILL DEVELOPMENT

Jaipur Rugs Foundation through its Skill training programme connects the unemployed or underemployed women from disadvantaged groups and communities with the sectors which have large growth potential in terms of revenue generation and employability. The staggering population underutilized in the market because of a lack of opportunities and training are upskilled, uplifted, and mainstreamed to be a part of the country's growth story.

# WOMEN EMPOWERMENT



**1,581**  
Weavers  
Trained

**7,083**  
Sustainable  
liviHood



# THE MANCHAHA PROJECT

Celebrating  
Artistic Brilliance

**TAUFA**  
by Manju Devi



Manju's "**Taufa**" is a special gift for her daughter, portraying her motherly love as she weaves her manchaha. When Manju started weaving her manchaha she and her daughter Kareena, had a daily routine in which Kareena used to share her happenings of the whole day with her mother after coming back from school. Manju used to silently listen to her daughters innocent stories with utmost interest while weaving her manchaha. One day Kareena came home from school, and excitedly started sharing about the new thing she learned that day- The Christmas festival! Impressed by Kareena's description of the holiday, especially her detailing about Santa's gifts under the Christmas tree and the beautiful decor of the tree with shimmering lights and candies, it started forming beautiful images in Manju's mind giving her an idea to weave her Manchaha as a Christmas celebration and surprise her daughter. She delicately weaved a Christmas tree, adorned with lots of shiny diamonds, standing on a majestic mountain. A magical river ran through her design, and at the bottom of the rug, she lovingly portrayed colorful boxes to represent the special gifts for her daughter. To make it even more special, she wrote her daughters' initials and the name of her eldest, Kareena, into the pattern. When Kareena saw her mother's completed manchaha she jumped with joy and hugged her mother for this surprise. Manju's heart was overwhelmed with love and her daughter's reaction making her manchaha one of a kind.



# A Voyage of Transformation

## Leheriya Khet

by Maina Devi



**“Leheriya Khet”** translates to **“waving farm”**, and reflects the artisan’s love for the fields that feeds her ancestral land. The delicate details on her carpet include motifs of grains and vegetables while blending in subtle layers of colors. Maina Devi’s love for nature and the beautiful reciprocation of her thoughts turn the incredible quality of design into an intricate manchaha. Whenever she goes to the fields, she feels the waving harvest, the natural patterns of the soil, and the wind that blows through the fields, giving her a sense of calmness.

The fresh scent of the air she breathes fills her heart with joy. She was fully immersed in the moment, and her art becomes a powerful expression of the awe she feels for the world around her. **“Leheriya Khet”** is the one manchaha that evokes her gratitude for the motherland that feeds her children and nourishes them with life and energy. That miracle of life on earth has been captured in her exquisite manchaha. As she worked on her design, Maina Devi was reminded of the many blessings in her life.



## WELL PROGRAM

(women empowerment through livelihood & leadership)

Even though women constitute nearly half of the total population in India, there are significant disparities in their representation compared to men, especially in rural areas. Rural women often face a lack of equality, inclusiveness, and access to opportunities. The COVID-19 pandemic and subsequent lockdowns further exacerbated these challenges, leading to widespread unemployment among marginalized communities. Unfortunately, many rural women continue to be denied their right to equality.

Recognizing the need to address these issues, Jaipur Rugs Foundation joined forces with established organizations to tackle the impact of COVID-19 on marginalized communities in Rajasthan and Uttar Pradesh. Their partnership aimed to provide effective skill sets and create stable employment opportunities right at the doorstep of those in need.





The WELL Program aims to teach the art of hand-knotted carpet weaving to the women of rural areas and make them financially independent by ensuring further livelihood opportunities.

**THE PROJECT HAS BEEN DESIGNED TO ACCOMPLISH THE FOLLOWING:**



# HIGHLIGHTS 2022-23

## PNB Housing Finance Limited- Pehel Foundation

In collaboration with Pehel Foundation which is a subsidiary of PNB Housing Finance Ltd. (PNBHL) and Jaipur Rugs Foundation (JRF) the project was implemented as an initiative to strengthen the economy of the most vulnerable community from Jaipur District of Rajasthan. In order to preserve the folk art and traditional craftsmanship of weaving, Jaipur Rugs Foundation and Pehel Foundation worked on reversing the trends and empowering the rural people at their doorstep.

The proposed intervention aimed at addressing the key gaps in the carpet value chain in a holistic and replicable manner as to ensure viable non-farm livelihood options for socially excluded communities.



**120**  
Weavers  
Trained

**07**  
Village  
Reached



**SAROJ**

### FULFILLING FAMILY ASPIRATIONS

Saroj, once a stone worker in Tigariya village, underwent a transformative journey. she mastered weaving in six months. Her income increased from Rs. 2000-3000 /- month to Rs. 8000/- month, offering newfound freedom and self-worth.

Achieving financial independence, Saroj envisions a promising future for her family. Her earnings have lightened the load of household expenses and significantly contributed to her children's education. Supported by her husband, Saroj's weaving pursuits have opened doors to her dreams of transforming their home into a beautiful brick home, all made possible by her hard-earned income.

## HCL Foundation

According to the 2011 census data, female literacy stands at a mere 53%, highlighting the pressing need to overcome the existing social structures and limited livelihood prospects that hinder women’s empowerment and impede holistic development goals. To tackle this challenge, Jaipur Rugs Foundation implemented the Women Empowerment through the WELL initiative. This endeavor aimed to provide sustainable and accessible livelihood opportunities for women in the Kothawan block of Hardoi District, Uttar Pradesh, following a thorough feasibility study.



The success of the WELL initiative in Kothawan led to its expansion into two additional blocks, namely Ahirori and Sursa, within the Hardoi district. This expansion aimed to combat widespread poverty resulting from a lack of employment opportunities in the region. Rural women in the Hardoi district primarily relied on irregular income from traditional embroidery work known as “Chikankari/Karhai,” which depended on fluctuating domestic market demand and offered minimal financial returns. The WELL project emerged as a fitting solution to address this prevalent issue by providing a sustainable livelihood source directly to the doorsteps of these women.



**ANITA DEVI**

### ADVOCATING FINANCIAL INDEPENDENCE IN HER VILLAGE

Anita Ji, a 37-year-old weaver from Hardoi, UP, and her husband struggled for income despite their efforts in crochet-making and wood collection. Through the collaboration of HCL Foundation and Jaipur Rugs Foundation, Anita learned weaving, finding a path to consistent earnings. She set up a loom at home after training. Her journey inspired other women to join and become financially independent. Despite her husband’s illness and eventual passing within a year of weaving, Anita persevered, supporting her children through her craft. Weaving became her solace, ensuring timely carpet deliveries.

## RAJASTHAN ROYAL FOUNDATION (RRF) & MUTHOOT PAPPACHAN FOUNDATION (MPF)

Women's empowerment plays a vital role in achieving sustainable economic growth and social development. Unfortunately, marginalized communities often find themselves trapped in a cycle of poverty due to various factors. One major obstacle is the limited availability of employment opportunities resulting from a lack of marketable skills. This challenge becomes even more pronounced when these communities reside in underdeveloped areas where only a few livelihood options exist.



To address this pressing issue and provide sustainable livelihood opportunities for women in the villages of Jaipur and Sikar districts in Rajasthan, Royal Rajasthan & Muthoot Pappachan Foundation and Jaipur Rugs Foundation joined forces as partners to make a difference. Their collaborative efforts aim to uplift and empower these women by creating avenues for economic independence and self-sufficiency.



**MAMTA**

### MEETING RIGHT OPPORTUNITY AT THE RIGHT TIME

Mamta, a hardworking farm laborer, endured years of harsh sun and meager pay. Fate introduced her to hand-knotted weaving at the right time just as her husband's accident left him jobless. Amidst adversity, she embraced weaving, supporting her kids. With dedication, her earnings rose from Rs. 3,000 to an impressive Rs. 9,000, securing education for her kids and household needs. Weaving empowered her, gradually repaying debts and restoring her financial control. Her story shows seizing chances can truly transform lives, reinforcing her faith in the power of opportunity.

# CRISIL FOUNDATION, DIDWANA RAJASTHAN



With the determination to break the chain of poverty and provide women with opportunities to thrive, the CRISIL Foundation & Jaipur Rugs Foundation are currently running Women Empowerment through livelihood & Leadership Development (WELL) with a vision to build a more inclusive & equitable society. By investing in the potential and capabilities of women in Didwana Rajasthan, they are not only transforming individual lives but also paving the way for the holistic development of entire communities

## BHARTI'S PATH TO STABLE SOURCE OF INCOME

Just like most women from her village, Didwana, Bharti was also involved in farming. As a mother to 2 children, she faced a tough time running the household. However, as is the nature of agricultural work, she faced the challenge of working under the scorching sun while still struggling to earn a consistent income. Her husband works as a mechanic but doesn't earn much, making it difficult for the family to make ends meet.

Things turned around for her when she became a part of the skill development program initiated by Jaipur Rugs Foundation and CRISIL Foundation in Didwana. Through this program, she acquired the art of skill weaving. It has been 6 months since and she has found a regular source of income allowing her to contribute to household expenses more than her husband. She loves this work as she can do it from the comfort of her home, manage her household chores and children and bond with other women working with her. She finds fulfillment and joy in carpet weaving, making it a meaningful and sustainable livelihood option for her.



**BHARTI**

The Social Innovation & Design Lab Supported by RRF, MPF & implemented by Jaipur Rugs Foundation at Aspura, Rajasthan, is a pioneering initiative aimed at fostering social innovation and sustainable development in the rural community. The project focuses on harnessing the creative potential of local artisans and designers to address social challenges, promote economic empowerment, and preserve traditional craftsmanship.

## HIGHLIGHTS

### YARN PLAY

Artisans were taught about the various yarns and the qualities that are used for the weaving of a carpet, and what can be made using different qualities and types of yarns. This helped artisans understand how the quality of yarn can change the entire dynamics of the final product and how they can inculcate them in their weaving patterns.



### DYEING

Jaipur Rugs dyeing team in Jaipur invited the artisans to showcase the different dyeing techniques that are used for the dyeing of the yarns used in the weaving of carpets. Trainee artisans also explored tie-dye dyeing, random dyeing, and more techniques & tried the same with their fellow artisans.

### INSPIRATION VISIT TO GYAN MUSEUM

Our Artists visited Gyan Museum in Jaipur to get inspiration and perspectives from the craft and art displayed at the Museum.



## OUTCOME & IMPACT



**BUGLI**

Bugali is a 20-year-old artisan. Her life story is poignant, as she took on the responsibility of supporting her family after losing her father at a young age. Weaving has given her hope and a source of livelihood, and she strives to incorporate the beauty of her surroundings into her work, with a desire to weave for the rest of her life.

## TOTIYAA BUGLI'S DESIGN LAB STORY

Bugali's art piece is a stunning tribute to nature, with a beautiful depiction of a female red parrot, or "Totiyaa". The bird's shape is intricately woven using yarns, creating a feather-like effect that gives it a lifelike appearance. The use of shades of brown adds depth and dimension to the piece, while the vibrant hues of red, orange, and pink in the bird's head make it a true standout.

The weaving techniques employed in the piece are masterful, with loops and cut piles of different lengths perfectly used to create a sense of texture and movement. Overall, Bugali's art piece is a testament to her creativity and skill, showcasing her ability to bring the beauty of nature to life through her art.





**AANCHI DEVI**

Aanchi is a 37 years-old artisan from Aspura and has been associated with Jaipur Rugs for 15 years. She is a mother to 5 children and her husband works as a daily labourer. She is a keen observer. She looks around for inspiration and tries to put her thoughts into her rugs. She overcame her family problems through weaving, which became a therapeutic outlet for her. She channeled her determination into her craft and left behind her worries on the loom. Her hard work paid off, allowing her to build a home from her earnings.

## **CHANDRA KALA -**

### Aanchi Devi's Design Lab Story

Aanchi Ji's art piece, "Chandra Kala," is a stunning depiction of the ocean and moon. She has weaved an ocean that shimmers under the moonlight, woven with exquisite detail and precision. The waves of the ocean are layered and textured. What makes the artwork particularly intriguing is the depiction of a broken moon. One half of the moon is a deep, dark blue, woven in high piles, while the other half is composed of multiple hues that suggest a moon from another galaxy. Aanchi ji has also included a scorpion tail in the ocean, which adds a symbolic dimension to the artwork. The scorpion tail is a powerful symbol of danger, but it is also associated with transformation and growth. Overall, Aanchi Ji's artwork is a stunning tribute to her talent and creativity.





## EXHIBITION

The Social Innovation & Design Lab implemented by Jaipur Rugs Foundation at Aspura, Rajasthan, is an innovative project that combines traditional craftsmanship with contemporary design thinking to drive social change and economic empowerment. By fostering collaboration, creativity, and sustainable solutions, the Lab strived to create a positive and lasting impact on the community, preserving heritage, and promoting a brighter future for all.



This exhibition is a testament to the beauty of growth, the magic of learning, and the profound impact it can have on our lives. It serves as a gentle reminder that we are all artisans in our own right, constantly evolving and shaping our own unique masterpiece.

# Aatmanirbhar Bharat

## An Unprecedented Experience

Paving the way for a sustainable cultural economy, Indira Gandhi National Centre for the Arts (IGNCA), Ministry of Culture, Govt. of India has set up Aatmanirbhar Bharat Centre for Design to empower our indigenous craftsmen & give their art a global platform.

Our 2500-year-old rug weaving practice is a testament to our rich culture, & we are proud to showcase it through our talented artisans at the Red Fort premises.

As Jaipur Rugs Foundation strives to turn artisans into artists, we're honored to be a part of this initiative toward creating a self-reliant India, where our weavers are given an opportunity to weave Manchaha Rugs at the Red Fort Gallery.

**120**  
Artisans Visited

**124**  
Rugs Woven





# Project LEAD

## Leadership Exchange & Artisan Development

The LEAD project was a unique collaboration between the Central Saint Martins (CSM) London and Jaipur Rugs Foundation (JRF), where 24 weavers from JRF were paired with 24 students from CSM. The aim of the project was to promote cultural exchange, co-creation and cross-learning between the weavers and the students, with a focus on developing new designs and innovative approaches to carpet weaving.





## OUTCOMES

CULTURAL EXCHANGE

DESIGN SKILL EXCHANGE

DIGITAL LEARNING &  
MARKET KNOWLEDGE

LEADERSHIP & CONFIDENCE

EXHIBITION IN LONDON

# THE JAIL PROJECT

## FREEDOM MANCHAHA



125+

Inmates Trained

05

Jails Covered

Jaipur Rugs Foundation is working with jail inmates through The Jail Project. The philosophy behind the project is - In the prison facilities, inmates have limited access to opportunities to spend time meaningfully. Their potential is undermined, eventually leading to unwillingness to work. Through this initiative, our aim is to address the difficulties experienced by inmates, providing them with a renewed sense of hope & a more optimistic outlook on their lives.

## OBJECTIVES OF THE PROGRAM

- To create livelihood linkages for the jail inmates through job work.
- Skilling jail inmates in hand knotted carpet weaving and hand carding & spinning.
- Healing through art for a better life in jail or after jail.

# INSPIRING TALES OF **ACHIEVEMENT**

## CHANGU MANGU

By Sonu, Vijay & Anil, Central Jail Dausa



Sonu (26) is from Jaipur. He is married and is a father of a little girl, 'Payal'. While Vijay (26) is from Bihar and Anil (25) is from UP. These three weavers share a strong bond of friendship. It is through weaving that they celebrate the bond and bring it together in the form of designs, colors and patterns.

Changu Mangu is a funny term in Hindi and is how the weavers describe their rug. They wanted to give their rug a playful name just as their relationship. The rug is filled with a lot of playful elements ranging from the balls with flowers protruding out of them. Sonu found this concept extremely innovative and weaved it into the rug. Moreover, he has also weaved in bindi, cosmetics, jewelry as he was reminiscing his sister-in-law who had a cosmetic shop.

While Anil weaved a gift box, vibrant stars along with colorful 'barfi' because he has a sweet tooth. Further in pursuit of designing a palace, Anil designed a fort. In addition to that, there are three plus symbols which denote each one of these friends. They have also woven clouds and their shapes as they imagine when they gaze at the sky



## YAARANA

By BP Singh, Kaabil & Zamaal Badhshah, Central Jail Dausa



BP Singh (23) is from UP and has been in jail for around 2.5 years now. Kaabil (50), from Rajasthan, got married earlier and is a father of 3 boys and 2 girls while Zamaal Badhshah (34) belongs to Bangladesh. They share a room together and have been weaving together for the past 1.5 years. They learnt the art in the jail itself. Out of the three, Zamaal is really joyful and loves to sing to his friends at night.

Yaarana meaning friendship is how the three weavers describe their rug. BP Singh loves to play cricket and was reminiscing his young days while weaving the rug. Kaabil says, "Zamaal used to scold us with love whenever we used to make some errors on the rug but he would fix it."

The rug has designs of balls, kites, dots, lines and hearts symbolizing their friendship and love for each other. Moreover, there are some incomplete designs which showcase their efforts. They even weaved some motifs they call as time pass patterns which they made out of joy. The rug incorporates vibrant colors in harmony which are a reflection of their personality.

# LEADERSHIP DEVELOPMENT

The Bunkar & Katwari Sakhi is a community engagement program that serves artisans with the opportunity to lead through their community, but also beyond their primary role.

Bunkar Sakhi & Katwari Sakhi is unique because it combines two of our favorite things: Weaving / Spooling Leadership.

We believe that artisans who can guide within their community and also have the desire to reach new heights are given a chance to lead through this training program.



**50+** BUNKAR SAKHIS

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**10+** KATWARI SAKHIS





2  
States  
Covered

4,000+  
Weavers  
Traveled

## PATHWAY TO ENTREPRENEURSHIP

The Jaipur Rugs Foundation's Exposure Visit program was a key differentiator in our strategy to reconnect artisans with their work. The community of rug weavers in India had been disconnected from the business of their art for decades, and they had remarkably little idea about the impact they made through their work. We connect them to the larger ecosystem where they can understand the intricacies of each step in creating rugs and see how their work contributes to the success of our brand.

**4,000+ Artisans brought to Exposure Visits**





## **SOCIAL DEVELOPMENT**

The Jaipur Rugs Foundation focuses on social development in rural areas, particularly for artisans and weavers. The foundation's initiatives include education support, healthcare programs, community development projects, sustainability efforts, and cultural preservation. Their goal is to uplift rural communities by improving living conditions.



**15**

Villages Covered

**1,798+**

Pads Distributed

## MENSTRUAL HYGIENE

At Jaipur Rugs Foundation, we are committed to promoting menstrual hygiene and empowering women in the communities we serve. We recognize the significance of addressing this essential need and have taken significant strides to make a positive impact.



## GENERAL HEALTH CARE

The foundation collaborated with various multi-specialty hospitals to provide free health checkups, medicines & referral services for multiple illnesses.

**31**

Health Camps  
Conducted

**31**

Villages  
Covered

**7,388**

Beneficiaries  
Reached





## EYE CARE

With the support of Vision Spring we are supporting eye screening among rural artisans and others in their surroundings.

**296**

Villages  
Covered

**41,037**

Beneficiaries  
Reached

**13,500**

Prescription  
Glasses Distributed

# HUMANITARIAN AID

In a collaborative effort with Zomato India, Jaipur Ration Foundation (JRF) spearheaded a vital initiative across 202 villages in Rajasthan.

The Dry Ration Kits distribution program aimed at alleviating post-COVID-19 distress among grassroots artisans. Generously supported by Zomato India, the kits included essential staples, providing nutritional security and empowering artisans to rebuild their lives. This joint endeavor not only addressed immediate needs but also fostered resilience, marking a significant step towards community recovery in the challenging aftermath of the pandemic.

**202**

Villages Covered

**4,927**

Dry Ration kits  
Distributed





## SOCIAL SECURITY

Despite a plethora of welfare programs offered by the government, many individuals remain unaware of the opportunities that await them.

Through the Digital Mela initiative, we are committed to transforming the lives of rural artisans and the wider village communities by bridging the digital divide and connecting them to essential government welfare schemes.





## NEW INITIATIVE

### DRISHTI DIDI

We have worked together to provide free power glasses to individuals in need. This initiative aims to address vision issues and ensure that everyone has access to appropriate eyewear, regardless of their financial circumstances.

What sets this collaboration apart is its sustainability and community engagement. As part of our commitment to empowering women, we have trained a select group of women in every village to become our dedicated “Dhristi didi’s” or vision ambassadors. These women play a crucial role in conducting basic eye tests and pre-assessments, eliminating the need for individuals to stand in long queues during the eye care camps.



दकिशोर चौधरी

मैन - जयपुर रम्स फाउंडेशन

फाउंडे



## HEALTH CARD

274

Villages  
Covered

2,500

Beneficiaries  
Reached

1,607

Cards  
Distributed

Our initiative to distribute Health cards (Kaleen Kaarigar Swasthya Card) to provide FREE health services to hardworking artisans in Rajasthan has been featured in Dainik Bhaskar.

In collaboration with Dr. Pankaj Singh Foundation and NIMS University, this initiative aims to provide healthcare services to our hardworking artisans in various districts of Rajasthan. By providing them with Health cards, we hope to elevate the dignity of our artisans and improve their overall quality of life.

## सरस्वती स्कूल सराय बावड़ी, आमेर में निशुल्क चिकित्सा परामर्श शिविर का सफल आयोजन

### गौरव महिमा

आमेर। जेएनयू मेडिकल कॉलेज व हॉस्पिटल जगतपुरा जयपुर एवं

जयपुर रम्स फाउंडेशन के संयुक्त तत्वाधान में दिनांक 30 अक्टूबर 2022 प्रातः 9:30 बजे से दोपहर 2:00 बजे तक निशुल्क मेगा चिकित्सा परामर्श शिविर का आयोजन किया गया। सरस्वती पब्लिक उच्च माध्यमिक विद्यालय सराय

बावड़ी, जयपुर में आम जन के हितार्थ यह आयोजन किया गया। शिविर में जेएनयू हॉस्पिटल के सुप्रसिद्ध विशेषज्ञों फिजीशियन, हड्डी व जोड़ प्रत्यारोपण रोग, कान नाक गला रोग, प्रसूति और स्त्री रोग, शल्य चिकित्सक, फिजियोथैरेपिस्ट, नेत्र रोग, नवजात शिशु व बाल रोग द्वारा निशुल्क परामर्श

व ब्लड शुगर, ईसीजी, ब्लड प्रेशर की निशुल्क जांच की गई व निशुल्क दवा वितरण की उपलब्धता जयपुर

बेहतर स्वास्थ्य के लिए स्वास्थ्य शिविर का आयोजन भी करवा रहे हैं।

इस शिविर में 323 रोगियों का विभिन्न बीमारियों के लिए परामर्श दिया गया, 27 रोगियों को निशुल्क उपचार हेतु अस्पताल रेफर किया गया और जिसमें से 6 मरीजों को जेएनयू हॉस्पिटल में भर्ती होकर इलाज के लिए ले जाया गया।

रम्स फाउंडेशन द्वारा की गई। जयपुर रम्स फाउंडेशन के संस्थापक नन्द किशोर चौधरी जहाँ हर घर रोजगार के मुहिम के तहत कालीन बुनाई के माध्यम से आजीविका उपलब्ध करवा रहे हैं वहीं जयपुर नेशनल यूनिवर्सिटी मेडिकल कॉलेज के साथ मिलकर सभी कामगारों के

जयपुर रम्स फाउंडेशन के प्रबंधक सामाजिक विकास विनोद कुमार ने बताया कि शिविर में स्थानीय विद्यालय के प्रधानाचार्य सतीश कुमार शर्मा, जयपुर रम्स के अध्यक्ष, योगेश मुकेरिया, सुनील, महेश टेलर इत्यादि ने इस आयोजन में सक्रिय सहयोग किया।



## 6 माह की ट्रेनिंग के बाद 25 महिला वीवर्स ने बनाए 'मनचाहा रग्स'



सिटी रिपोर्टर। प्रदेश के आसपुरा गांव की 25 महिलाओं ने रंगबिरंगे सूत के उपयोग आकर्षक डिजाइन में रग्स बनाने की ट्रेनिंग ली। 6 महीने की ट्रेनिंग के बाद 18 से 60 वर्षीय महिलाओं ने अपनी जीवन के उतार चढ़ावों को रग्स में पिरोया है। इन महिलाओं ने 'मनचाहा रग्स' नाम से ये सीरीज तैयार की। कुल मिलाजुला कर 25 महिला वीवर्स ने एक-एक वॉल रग बनाया। शुकुवार से रॉयल राजस्थान फाउंडेशन, जयपुर रग्स फाउंडेशन के सहयोग से शुरू 'वीविंग ड्रीम्स' प्रदर्शनी का महिलाएं हिस्सा बनीं। मानसरोवर स्थित जयपुर रग्स में 15 मई तक चलने वाली प्रदर्शनी में कम पढ़ी लिखी मगर नया सीखने और आगे बढ़ने की ललक रखने वाली ग्रामीण महिलाओं ने तैयार किया है। सुबह 11 से शाम 7 बजे तक विजिटर्स निःशुल्क प्रदर्शनी देख सकेंगे।

## ग्रामीण महिला डिजाइनरों के हाथ से बुने कालीनों की प्रदर्शनी शुरू

जयपुर/का.सं.। वर्ष 2021 में जब पूरा देश कोरोना से जूझ रहा था और लाखों नागरिक आजीविका की अनिश्चितता से जूझ रहे थे, तब रॉयल राजस्थान फाउंडेशन और जयपुर रग्स फाउंडेशन ने ग्रामीण महिलाओं के लिए एक कार्यक्रम शुरू कर उन्हें प्रशिक्षित करने के साथ ही घर-घर आजीविका प्रदान करने का अभियान शुरू किया था। उन्हें बुनकर बनाने के लिए प्रशिक्षण दिया गया और चयनित बुनकरों को कालीन डिजाइनर बनाने की कोशिश की गई।

इस अभियान को सफलता मिलती तो मुद्दूट पप्पाचन फाउंडेशन के समर्थन से इस पहल को आगे बढ़ाया। इस पहल के माध्यम से फाउंडेशन ने अपनी तरह की पहली सोशल इनोवेशन एंड डिजाइन लैब की स्थापना की, जिसमें नामी डिजाइन विशेषज्ञों से परिचय कराया। कौशल प्रशिक्षण में डिजिटल साक्षरता को जोड़ा और अन्य डिजाइन कार्यशालाओं का आयोजन कर उनके कौशल को बढ़ाने पर ध्यान केंद्रित किया। इस साझेदारी के माध्यम से



राजस्थान की 250 ग्रामीण महिलाओं को आय का स्थायी स्रोत मिला है, जिसमें 50 महिलाएं सोशल इनोवेशन एंड डिजाइन लैब के माध्यम से इंटरनेशनल रग डिजाइनिंग में ग्रेजुएट हो चुकी हैं। राजस्थान के आसपुरा गांव की महिला बुनकरों की कलात्मक क्षमताओं को बढ़ाने और उन्हें कलात्मक दृष्टि के साथ एक बेहतरीन कारीगर बनाने के लिए कलर प्ले, यार्न प्ले, टेक्स्चर प्ले और इसी तरह की विभिन्न वर्कशॉप्स का आयोजन किया गया। इस पहल के बेहतरीन परिणाम के तौर पर इन डिजाइनरों की रचनात्मक

यात्रा से बने उत्पादों को प्रदर्शित करने के लिए वीविंग ड्रीम्स नामक एक प्रदर्शनी शुरू की गई है। प्रदर्शनी में 25 मनचाहा रग्स होंगे। पारंपरिक तकनीक और आधुनिक डिजाइन पट्टियों का उपयोग कर इन्हें तैयार किया गया है। रॉयल राजस्थान फाउंडेशन के चेयरपर्सन रंजीत बार ठाकुर ने कहा कि हम अपने डिजाइनरों की ओर से उनके दैनिक जीवन से प्रेरणा लेकर बनाए रग्स को प्रदर्शित करने को लेकर रोमांचित हैं। ये सिर्फ रग्स नहीं हैं, यह उनकी कला के नमूने हैं। इस कार्यक्रम के जरिये हमारे डिजाइनर अपने घरों से काम करते हुए अंतरराष्ट्रीय स्तर पर ख्याति प्राप्त करने में सक्षम हैं। जयपुर रग्स के सीएमडी नंद किशोर चौधरी ने कहा, मैंने हमेशा यह विश्वास किया है कि कारीगरों को बेहतरीन कलाकार बनाया जा सकता है। राजस्थान के आसपुरा गांव के हमारे डिजाइनरों की उत्कृष्ट कलाकृतियों को देखकर मुझे गर्व है। वीविंग ड्रीम्स-रू39 प्रदर्शनी 15 मई तक जी-250, रीको इंडस्ट्रियल एरिया, मानसरोवर, जयपुर में आयोजित की गई है।





किशोरी. अजबगढ़ में हुए शिविर में मरीजों की जांच करते डॉक्टर।

## अजबगढ़ में चिकित्सा शिविर में 311 लोगों को परामर्श दिया

किशोरी कस्बे के समीपवर्ती गांव अजबगढ़ के भारत निर्माण राजीव गांधी सेवा केन्द्र पर शनिवार को जेएनयू मेडिकल कॉलेज व हॉस्पिटल जगतपुरा जयपुर एवं जयपुर रस्स फाउंडेशन के संयुक्त तत्वावधान में सुबह 10 बजे से दोपहर 2 बजे तक निशुल्क मेगा मल्टी स्पेशलिटी चिकित्सा परामर्श शिविर का आयोजन किया गया। इस शिविर में 311 रोगियों का विभिन्न

प्रकार की बीमारियों के लिए चिकित्सकों ने परामर्श दिया व 37 रोगियों को निःशुल्क उपचार के लिए रेफर किया गया। जयपुर रस्स फाउंडेशन के प्रबंधक सामाजिक विकास विनोद कुमार ने बताया कि शिविर में अजबगढ़ सरपंच ने दीप प्रज्वलित कर शिविर का शुभारंभ किया। इस दौरान जयपुर रस्स के दिलीप शर्मा, मदन कोली, महेश टेलर, पप्पू आदि का सहयोग रहा।

## चिकित्सा शिविर में 610 मरीजों का उपचार



मैड | ग्राम पंचायत नवरंग पुरा मुख्यालय पर सरपंच मीनाक्षी देवी की मौजूदगी में एक दिवसीय निशुल्क चिकित्सा शिविर का आयोजन किया। शिविर में 610 लोगों की निशुल्क जांच कर दवाइयां वितरित की। सरपंच मीनाक्षी देवी ने बताया कि लोगों के लिए चिकित्सा शिविर का आयोजन किया गया, शिविर में पहुंचे मरीजों की चिकित्सकों ने जांच कर 610 मरीजों का उपचार किया।

# चिकित्सा शिविर में 324 मरीजों की जांच

भास्कर न्यूज | सावर

निर्मला कोठारी महाविद्यालय सावर तथा जेएनयू मेडिकल कॉलेज एवं हॉस्पिटल जयपुर के संयुक्त तत्वावधान में निशुल्क मेगा मल्टीस्पेशलिटी चिकित्सा परामर्श एवं जांच शिविर का शुभारंभ निर्मला कोठारी कॉलेज सावर में जेएनयू के सीनियर लॉईजिंग ऑफिसर राजेंद्र मिठारवाल, कॉलेज निदेशक लॉयन एस एन न्याती, कॉलेज के अध्यक्ष अभिषेक कोठारी, कोषाध्यक्ष अविनाश कोठारी, जेएनयू मेडिकल यूनिवर्सिटी के चांसलर डॉ. संदीप बख्शी द्वारा दीप



प्रज्वलित कर किया गया। कॉलेज के सचिव अवननीश न्याति ने बताया कि विशेषज्ञों ने 324 मरीजों की जांच एवं परामर्श किया जिसमें से 32 मरीजों का चयन किया गया।

निर्मला कोठारी कॉलेज के निदेशक, अध्यक्ष तथा कोषाध्यक्ष ने सभी 12 चिकित्सकों एवं 13 नर्स कंपाउंडर को माला पहनाकर समृति चिन्ह प्रदान करते सम्मान किया।

# AUDIT REPORT

## 2022-23

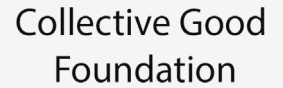
JAIPUR RUGS FOUNDATION					
G-250, RIICO Mansarovar Industrial Area, Jaipur					
BALANCE SHEET AS AT 31st MARCH 2023					Amount (Rs.)
PARTICULARS	SCH. NO.	AS AT 31.03.2023		AS AT 31.03.2022	
		DETAILS Rs.	AMOUNT Rs.	DETAILS Rs.	AMOUNT Rs.
<b>I. SOURCES OF FUNDS</b>					
Corpus Fund	1		702,197		702,197
Capital Fund	1		5,339,905		6,281,350
General Fund	1		(7,310,431)		(10,222,279)
Unspent Project Balances	2		2,447,153		992,566
Unsecured Loans	3		20,207,000		22,057,662
<b>TOTAL</b>			<b>21,385,824</b>		<b>19,811,496</b>
<b>II. APPLICATION OF FUNDS</b>					
<b>Fixed Assets</b>	4				
(A) Gross Block		16,675,310		16,675,310	
Less: Depreciation		11,335,405		10,393,960	
Net Block			5,339,905		6,281,350
<b>Current Assets, Loans &amp; Advances :</b>					
(A) Cash & Bank Balances	5	6,211,126		1,338,848	
(B) Other Current Assets	5	2,099,889		2,188,315	
(C) Receivable Project Balances	2	16,057,355		14,550,433	
		24,368,370		18,077,596	
<b>Less:Current Liabilities</b>					
(B) Payable against Expenses					
- For Projects		8,193,102		4,431,500	
- For HO		129,349		115,951	
Net Current Assets			16,045,919		13,530,146
<b>TOTAL</b>			<b>21,385,824</b>		<b>19,811,496</b>
ACCOUNTING POLICIES & NOTES ON ACCOUNTS	7				
For Jaipur Rugs Foundation				In terms of our audit report of even date	
				For Kalani & Company	
				Chartered Accountants	
				FRN 000722C	

JAIPUR RUGS FOUNDATION			
G-250, RIICO Mansarovar Industrial Area, Jaipur			
INCOME AND EXPENDITURE A/C FOR THE YEAR ENDED 31 MARCH 2023			
			Amount (Rs.)
PARTICULARS	SCH. NO.	Current Year 2022-23	Previous Year 2021-22
<b>(A) INCOME</b>			
By Donation Receipts			
- Domestic		4,072,001	1,414,039
By Other Income- Interest and other income		104,032	163
By Drawn from Project balances to the extent of available sanction	2	27,813,962	8,469,920
By Drawn from FCRA Project balances to the extent of available sanction	2	-	763,429
By Receipts for CSR Activities	2	3,424,607	2,835,005
<b>Total (A)</b>		<b>35,414,602</b>	<b>13,482,556</b>
<b>(B) EXPENDITURE ON OBJECT OF THE TRUST</b>			
To Project Expenses (FCRA)		-	763,429
To Skill Development Training		496,534	301,434
To CSR Activities			
(a) Education (Alternative Education Project)	2	1,344	316,823
(b) Health Activities	2	1,340,108	1,086,068
(c) Linkage with Govt. Schemes	2	40,453	154,211
(d) Skill Training	2	2,020,862	1,255,102
(e) Food Travelling Expenses	2	21,840	22,801
To HCL Project Phase 2	2	-	8,071,037
To RRF Project	2	-	81,600
To RRF Project-2	2	3,086,191	-
To Crisis Foundation	2	641,128	-
To Pahel Foundation	2	3,692,586	-
To HCL Project Phase 3	2	20,394,057	-
To SIDBI Project	2	-	317,283
To Balance not recoverable from projects	2	-	236,490
To Depreciation	4	941,445	820,689
To Other Administration and Operational expenses	6	767,650	957,130
<b>Total (B)</b>		<b>33,444,199</b>	<b>14,384,097</b>
<b>Excess of Income over Expense</b>		<b>1,970,404</b>	<b>(901,541)</b>

# PARTNERS & COLLABORATORS

At Jaipur Rugs Foundation, we hold partnerships and collaborations in high regard, understanding their significance. We understand that social partners have become vital in shaping social policies, especially when it comes to providing essential health and social care services. For us, partnership means a collective dedication, where all stakeholders have the right and obligation to actively participate in uplifting the lives of rural artisans in India. We recognize the value of working together to create positive change and improve the state of rural communities.





JAIPUR RUGS



JENNY JONES  
ART ON THE FLOOR



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Mansarovar Industrial Area, Jaipur-302020, Rajasthan, India

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Contact: +91 1413987400,+91 1417103400



**Engage. Sustain. Develop.**

In the most remote corners of India, lie a world of the most unique artisans that can share to us the beauty of that world.