



# The ARC Impact

2017-18

## Sowing the Seeds of Change:

- Medical Centre – 1,200 patients treated
- Education Assistance – INR 2,50,000 to 100 children
- The E-Academy – 34 children enrolled
- The Tuition Projects – 45 children enrolled
- Investment in Producer Capacity Building – INR 19,20,000
- 4 Medical & Health Awareness Camps across our centres
- 12 Trainings for 116 artisans across our centres
- 2 Trainings for 31 producers

## Asha Resource Centre (ARC)

**Asha Resource Centre** aspires to effectively use the resources available for the development of artisans, producers and staff of Asha Handicrafts Association and to make a meaningful impact on the lives of artisans and their families through fair trade practices and its social welfare programs.

## Fair Trade Advocacy



**World Fair Trade Day** was celebrated on 13th May'2017 under the “Agent of Change” theme.



Asha Handicrafts Staff participated in the **Mumbai Marathon** held on 21<sup>st</sup> of January'2018 at Mumbai with the aim of spreading awareness about Fair Trade to almost 44,000 participants & spectators.



## Building Capacity

### 1 OPPORTUNITIES FOR DISADVANTAGED PRODUCERS



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*To Grow together, we need to strengthen our roots.*

### 2 TRANSPARENCY & ACCOUNTABILITY



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### 3 FAIR TRADE PRACTICES



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*"I was able to deliver Quality Products on time because of the assistance I received from Asha Handicrafts."*

*-Ajmal, U.P. Dastkar*

#### ARMS

(Assistance for Raw Material Supply)

Under this Project, **5 Producer** groups were assisted with Advances totaling

**Rs. 9, 75,000**



*"With Asha Handicrafts' assistance, I purchased machinery, which enabled me to expand my product range."*

*- Usman, Suleman Handicrafts*

#### PAID

(Producer Assistance for Improving Deliveries)

Under this Project, **2 Producer** groups were assisted with Advances totaling **Rs. 2, 75,000**



*"With the grant I received from Asha Handicrafts, I have purchased a generator which has allowed me to continue production even during the regular power cuts"*

*- Arif, AR N ART*

#### PIE

(Producer Improvement & Empowerment)

Under this Project, **2 Producer** groups were given grants totaling **Rs. 2,00,000**





## Producer / Artisan / Welfare Worker Trainings

Producer Training was successfully conducted for **18 of our top producers** in Asha's office at Vasai, on the 19th & 20th of December 2017, where they were exposed to **Export Market Scenarios, Current Designs & Trends, Quality & Legal requirements for exporting handicrafts, the Importance of timely delivery, GST (Goods & Service Tax—a new & complex government tax structure) requirements & Finance** by Asha's staff. A special session was also conducted by Mr Stanley Mehta on Communication, Time management & Servant Leadership.

Training for **Welfare Workers** was conducted on 21st of December, at our office, where they were groomed to be more effective in carrying out **Business as well Social & fair Trade Activities**.

**12 Artisan Trainings**, involving 116 artisans, from our **5 centres**, were conducted on **Fair Trade Awareness & its benefits**.

A workshop on **leadership, quality products and timely delivery** was conducted for 16 producers at Saharanpur on 13th October 2017 by Mr. Rajesh Kumar and Mr. Kunal Vishisht.



*Ploughing the  
fields of  
Knowledge*





## Social & Welfare



Medical Camps, with free check-ups, health awareness and Medicines, were carried out at Saharanpur, Jaipur, Agra & Moradabad for **120** Artisans, Producers, their families and the community.



**52** Artisans families were assisted with House / kitchen repairs, Construction of Toilets, installation of water filters, Safe wiring & Lights, acquiring Gas cylinders & stoves, Table Fans, Mixer / Grinders, Umbrellas etc.

*Sprinkling the waters of love through the Community.*



Work place safety & working conditions were improved at **48** Producers workshops by providing them with Fire extinguishers, First Aid Box, Masks, safety glasses, proper wiring & Lighting, Ventilation, clean drinking water etc.



Under Asha's Medical Centre - Ancillary Social Health Activity (ASHA) medical consultation & assistance was provided to more than **1,200** patients belonging to the artisan community from Saharanpur.



**11** Farmers were provided financial assistance to purchase Udad Dal seeds so that they will be prepared to grow the crop the following season and ensure a continuous supply to Asha Handicrafts





**Educational Assistance** amounting to **Rs. 2,50,000** was provided to **100 children** belonging to 95 Artisans from 26 of our Producers



The E-Academy project is proud to have imparted education & training related to the use software like MS Office, Tally, Photoshop, etc. free of charge to 34 children of our artisans.



Funds received from SERRV amounting to **US\$ 500** were utilized to provide **School Uniforms, Books, Bags & Shoes** to **23 children** from Jaipur & Sarai Tarin.



**Solar Lanterns** have been provided to the families of **40 Artisans** from Saharanpur & Sarai Tarin with funds of **US\$ 1300** from SERRV.

***Helping our young flower buds Blossom.***



The Tuition Projects has helped **45 under-privileged children** from Jaipur & Moradabad stay in school & complete their education.



## Impact on Business

**Pankaj Kumar** from Agra once studied in our E-academy project but today, he teaches young children at the E-academy as well as runs the family handicraft business (2nd generation).



*Dedication & Determination have . . . .*



ARC provided a grant to the children of 2 producers, **Ms Manisha**, our producer **Roshan Singh's daughter** and **Ms Falguni**, our producer **Satish Anand's daughter** to buy Laptops. This has enabled them to assist the family business in effectively managing all correspondence and order dispatches.





**Mr. Arvind** who was a student of our E-academy project is now our main supplier of Durries from Agra.



**Salman** from Sarai Tarin, who was provided educational support from ARC, is now pursuing a post graduate degree while running the family business and supplying products to ASHA (2nd generation)

*.... borne the Fruits of Success*



## Impact Stories



### Creative Craft Exports

Creative Craft Exports was started by Muzaffer Hussein in 2010. Muzaffer recalls from the earliest time of setting up his export firm, working with Asha Handicrafts Association and their stringent requirements. He is thankful for the opportunity he received so long ago & continues to work successfully with us. He supplies us with recycled material products, jewellery, bone handicraft and other miscellaneous handicraft products and is very happy to be a supplier of Asha Handicrafts Association. Even though his business is growing day by day, Muzaffer wants to be the best & most reliable supplier out of Asha's various suppliers.

Muzaffer has 3 children, all of whom are studying. He has promised himself that all 3 of them will be well educated. A promise which he says is his motivation for working hard. He prays for a bright future for Asha Handicrafts and for good business for us & our clients in the near future.



### Women's Empowerment

Asha Handicrafts Association is a proud supporter of Gender Equality & Women's Empowerment. At Asha Handicrafts, every person is given an equal opportunity for growth & success. This is easily seen in our 3 senior Managers who have worked hard to earn their positions & proved that they are up for any challenge. This year, on International Women's Day, our management took the opportunity to personally thank each staff for their ongoing contribution to our business.





## Kanchan Soni

Kanchan Soni is 20 years old and works with one of our producer groups at Jaipur, Rajasthan. Kanchan has had a hard life and has struggled to reach where she is today. She is one of seven children and has five sisters and a brother. Kanchan lost her father in a vehicle accident when she was just 10 years old. This forced her mother & elder sisters to take care of and provide for the family. For six years her mother pushed herself to put food on the table for her children, all the while making sure they studied. When all seemed to be going well for the family, in 2013 Kanchan's mother was diagnosed with Stage 4 cancer. The money her family earned was now spent on her mother's treatment. Kanchan soon could not afford to study further. Her mother fought hard, but unfortunately lost the fight against cancer in 2014. Her 3 married sisters now live with their new families, while she looks after her younger sister and brother who are studying in school. Her sisters assist her financially to some degree, so that their younger siblings can complete their education.

Kanchan has been working with one of Asha Handicrafts' producer groups for the last 2 years and is excellent at her job as a quality inspector, checking every item diligently. She wants to continue working with this group and hopes to grow within the company.



## Community Building

Asha Handicrafts, as a part of our social objectives, invest in developing strong artisan & producer communities across our centers through various activities, with the support of our welfare workers. We believe this enables our artisans and producers to work better together & grow bonds of trust & friendship.

One such activity is our annual Christmas Get Together. This get together is held at each of our centers, organized & hosted by our welfare workers. Each center's get together is specifically tailored to the local communities by our welfare workers and includes food, music and of course gifts.

This type of get together allows our welfare workers, producers, artisans & their families to get to know each other better in an informal setting. This has not only brought the community together, but has strengthened our business relationships.





**GUARANTEED  
FAIR TRADE**

Asha Handicrafts Association is a 'Guaranteed Fair Trade Organisation' under the World Fair Trade Organisation (WFTO) Guarantee System.

What is a 'Guaranteed Fair Trade Organisation'?

The WFTO Guarantee System (GS) is a revolutionary Fair Trade system that is credible, clear, and affordable.

The primary goal of the GS is to improve Fair Trade practices in the supply chain. It is an accountability and development tool for organisations.

The GS is not a product certification system. It is an assurance mechanism that Fair Trade is implemented in the supply chain and practices of the organisation. Members that passed the GS process attain the 'Guaranteed Fair Trade Organisation' status and may use the WFTO Label on their products.

- Excerpts from [WFTO website](http://www.wfto.org)



**asha handicrafts  
association**  
*Ideas handcrafted*

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