

SOCIAL IMPACT

2021



FOOD FOR ARTISANS

The "Feeding the Family" projects distributed food & other essentials to 1,955 artisans' families of 9,009 individuals across the craft centres

WORK TO SURVIVE

Asha Handicrafts Association worked with our buyers for extended delivery times and ensured that sufficient work was provided to artisans to ensure they could take care of their families.

HEALTH & SAFETY

51 thermal Scanners, 5215 Masks & 30 Hand sanitizer stands & other Personal Protection Equipment was provided to our artisans. Training on preventive measures & general hygiene was also provided to the artisan groups

"SEEING MY ARTISANS & THEIR FAMILIES HAPPY GIVES ME HOPE FOR THE FUTURE"

Satish Dhiman

I remember starting working with Asha in the year 2000, with just 2-3 artisans for my first order of Rs. 2000 for 100 pieces of a home decor product. Today, I work with around 70 artisans and specialize in wooden board games. This journey of growth over the last 2 decades, is with help & support of Asha. The lives of the artisans I work with have changed for the better. Right from the workshop improvements, the education assistance, all the way to providing us with food & other essentials during the COVID-19 pandemic, Asha has looked after all of us..



HELPING ARTISANS NAVIGATE THE PANDEMIC



“Due to the lockdown nothing was available at the local market. My family & I didn’t know how we would survive. Asha saw our difficulties & helped us by providing us with food.”

– *Artisan Rajan*



“I was extremely worried when they announced the lockdown because I was scared for my family. How would I take care of them with no work? If Asha had not provided us with these rations (Food packs), me & my family would be no more.”

– *Artisan Ayyoub*

“ I am always doing that which I cannot do, in order that I may learn how to do it. ”
– *Pablo Picasso*

SPARKING CREATIVITY WITH HOPE

At a time when the light of the world was diminished, Asha worked with producers from Kashmir to spark their creativity by providing them with molds & other raw materials for making papier-mâché products. Our designers worked with producers to provide them with new product ideas with designs for new product development.



Our design & quality team also worked with a producer at Saharanpur, where they developed 6 brand new wooden games. Orders for this newly developed game have provided much needed work for these artisans, helping them look after their families in a better way.

FUELING HOPE

When life was at a standstill, our team at Mumbai worked closely with artisans for quality assurance & timely delivery. Making available additional advances allowed producers to restart operations and complete orders on time.

Our marketing team coordinated with producers to ensure they were provided with sufficient work.

To further improve their quality, a plating unit was set up for one of our jewelry producers at Jaipur.

The team also worked to assist one of our textile producers at Agra to set up a new workshop to provide artisans with a safe working environment.



BUILDING A COMMUNITY WITH HOPE



TEACHING HOPE

The pandemic stopped all walks of life, including schools. Educating artisan children has always been close to Asha's heart. We at Asha go the extra mile to ensure that, young girls especially, have access to a complete formal education.

Through our education initiatives, education assistance was provided to the children of 70 artisans across our different craft centers to continue their education even during the pandemic lockdown.



HOPE FOR A GREEN & HEALTHY FUTURE



For the safety of our artisans, our Medical Center at Saharanpur was temporarily closed during the COVID-19 lockdown. However, we are pleased to have re-opened this free medical service from February 2021.



Asha's evergrowing concern for the environment prompted us to plant 70 Mango tree saplings. These will not only look after the environment, but provide sustainable wood for handicrafts.

"If you light a lamp for somebody, it will also brighten your path." – Buddha

