



**Creative Handicrafts**

*Empowering Women, Changing Lives*

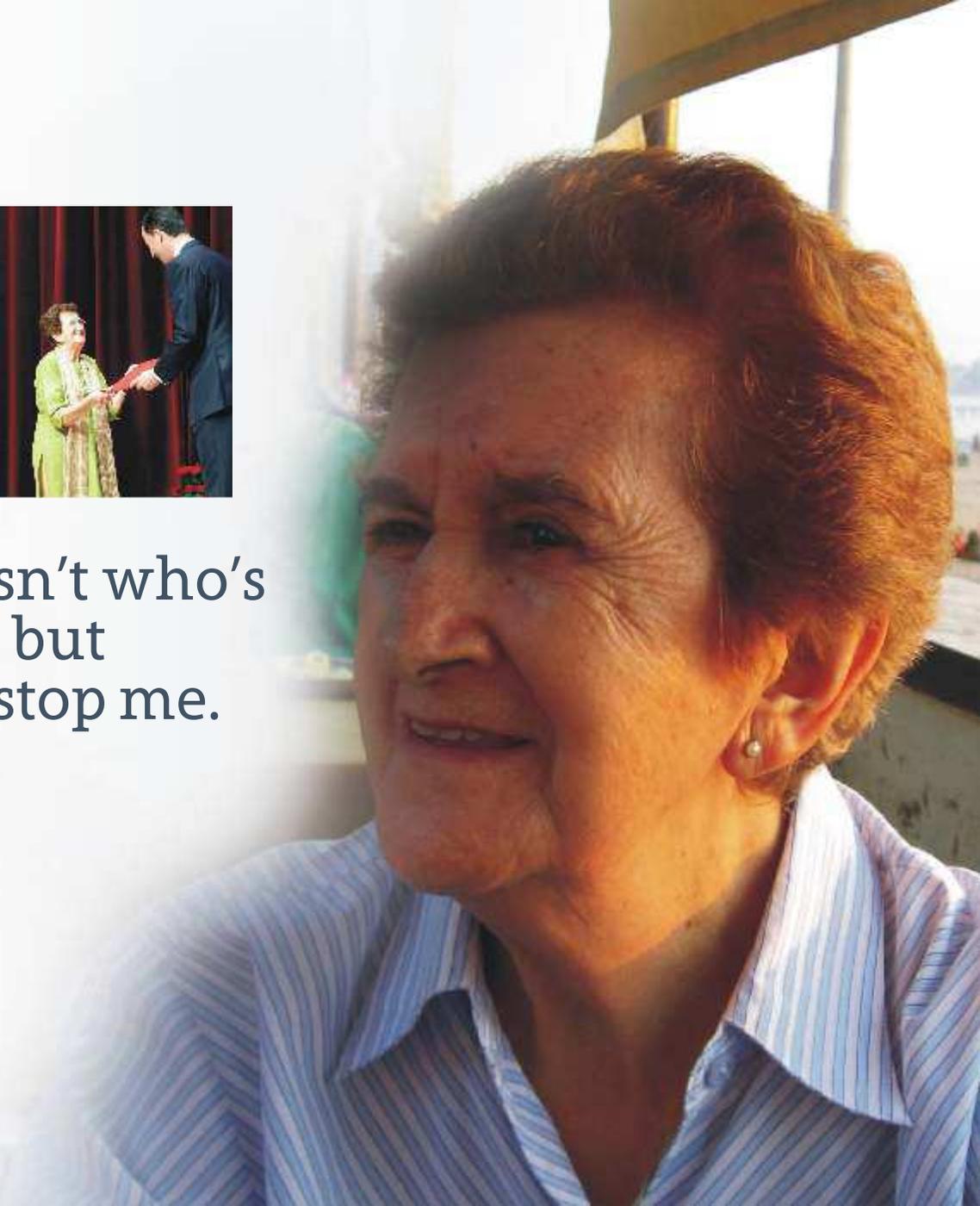
# ANNUAL REPORT 2016-17





The questions isn't who's going to let me, but who's going to stop me.

AYN RAND



# Contents

5	Introduction
6	Letter from the Chairperson
7	Message from the Director
9	Mission, Vision, Values and Objectives of CH
10	Events
12	CH Social Outcomes 2016-17
13	Economic Justice
17	Health Program
18	Education of Children
20	Freedom from Violence
23	Sales in 2016-17
24	Looking Ahead
25	Partners and Collaborators
26	Governing Board
27	The people behind the scenes





Here's to strong women  
May we know them, May we be them,  
May we raise them



# She believed she could, so she did

Creative Handicrafts (CH) is a Fair Trade organization that strives to change the world, one woman at a time. Since its inception in 1984 and registration in 1994, CH has evolved into a social enterprise that trains and employs women in apparel manufacturing and leads them towards financial independence. Gainfully employing unskilled disadvantaged women in production of export quality garments requires a good amount of skill training which is the hallmark and identity of CH. CH spearheads also a cooperative that sells cooked food and provides catering services which financially supports all the women who are a part of it. Over the years CH has gained its identity as a women's organization that trains and employs women who are empowered to earn a fair wage for themselves and build their families and society at large.

The next vulnerable section of the society that CH is involved with is the children from the slum communities. The Child Development Center (Balvikas Kendra), day care center and pre-schools are reaching out to more children who are otherwise denied a conducive environment of learning. Every year a batch of students graduate and leave while a fresh batch joins to avail the benefits of these centers.

The Saving and Credit groups provide saving and credit facilities to disadvantaged women who otherwise have minimal access to the same. Apart from this the focus during the past few years has also been to train them on topics that primarily revolve around gender equality and gender based violence. With this training a lot of cases relating to domestic violence have been surfacing and women are coming out of the closet seeking intervention in their violent life situations.



# Letter from the Chairperson

I would like to take the opportunity in this Annual Report to share some of my insights on one of the core principles of Creative Handicrafts which is close to my heart.

It has become a custom with us for the past few years that as part of our Diwali program we all gather together and light hundreds of diyas to form our CH logo. This little ceremony is not only a beautiful spectacle to witness but provides a deep meaning; touching everyone who is part of that little ceremony.

To me it signifies a core value of CH that it is not formed of just one person or a few individuals but hundreds of women and a few men together. Each one plays a different role with varied responsibilities but the role is important and absolutely essential for CH to be whole. There is no one less significant or more significant as each one has a little diya (a little earthen lamp) and as each diya shines as brightly as the other, it manifests to us the truth that all are equal at CH. The women beneficiaries, the social workers, the designers, the accountant, the administrative staff, the training center teachers...all work shoulder to shoulder at CH making the organization what it is today. It is because of this principle, that I, being a beneficiary could one day become the Chairperson of the board of trustees of this organization.

It is my desire for the years ahead that this principle of equality shall not change and remain etched in stone, not just for those associated with us, but in the society and world that we live in; that we may always remain inclusive, maintain equity, be open to new ideas and people, and finally keep the poor and marginalized close to our heart.

Lalita Pawar  
Chairperson



# From the Director

I am happy to present another report of all the activities, aspirations and dreams of a few hundred people associated with this beautiful organization, Creative Handicrafts, that we are in love with. Creative Handicrafts has been on the growth trajectory for the past 15 years and has never looked back thanks to a group of wonderful people that include the trustees, women beneficiaries and a highly motivated and hardworking bunch of young turks, our staff members.

In the last report, I had briefly touched upon a pressing problem that disturbed the conscience of all associated with Creative Handicrafts, the prevalence of violence against the women who are our beneficiaries and stake holders. We wanted to achieve a zero level of violence against women associated with us and a team of 6 social workers, activists and trainers specialized in matters concerning women and women empowerment have been working relentlessly for the past two and a half years to end this menace and uproot the same from the households of the women members. The result has been very positive. We are seeing a change in mind sets, we are seeing women speaking out, we are seeing men sensitized, we are seeing children saying that violence is unacceptable...

The first major achievement of this project was that we could create a sense of discomfort among women with regard to the existing violent situation and violence was thus recognized and reported on a regular basis. The next phase was to work with the women, their husbands and children towards the creation of a family atmosphere that is healthy. A number of training programs for men and women separately and together, for children in groups and individually, family interventions, legal interventions, etc. helped reduce the prevalence of violence among the women immensely and to a level of zero among the women associated with us.

The challenges during this journey were many; ranging from resentment among men to non-belief among women that something could be done about their plight. However, our team was convinced that women should not face any violence and it had to end. I am happy to share my appreciation for the staff and the entire team that worked on this project.

2016-2017 was comparatively a better year in terms of business, new contacts, sales, projects, etc. The sales grew by almost 17% in comparison to the previous year. The saving and credit program, program with children, and other capacity building programs... all saw tremendous growth. The women have been able to take home a better *ex gratia* during Diwali thanks to the hard work put in during the previous year. Over all a happy year and we hope for better years ahead.

We are looking forward to the continued support of all our stake holders, partners in fair trade, benefactors, funders, and friends around the world.

Thank you,

Johny Joseph  
Director



# Mission

Creative Handicrafts aims to build self-sustainable and self-reliant communities through economic and socio-cultural empowerment of unskilled and disadvantaged women.

# Values

To be a fair-trade organization by maintaining and implementing fair trade principles and practices.

To be open and inclusive and not to discriminate on grounds of religion, caste or language.

Taking affirmative action on behalf of women who are disadvantaged and unskilled.

# Objectives

To provide opportunity for disadvantaged women to become economically self-reliant.

To social and economically empower women.

To tackle social and environmental issues and to provide local services to the members of the cooperatives and for people living in the slums.

To provide basic education and educational assistance to the children of slum communities.

When women support each other incredible things happen



# Events



## SPREADING LIGHT

Diwali is a time of great joy at CH for multiple reasons. Diwali is the time when women get a share of the overall profit that CH was able to make which amounted to approximately 3 times a woman's monthly salary. There is also a celebration during which all the staff and beneficiaries come together and let loose to celebrate with games, music and dance. This year's Diwali theme was Roshni (means light) because Sr. Isabel brought light into the lives of many people and coming together to celebrate reminded us of our responsibility to spread this light.

## HOLLYWOOD STAR AT CH

Famous Hollywood actress Ms. Joanna Lumley visited Creative Handicrafts as part of a shoot for a documentary on India. She is famous for her roles in movies such as The Wolf of Wall Street and The Avengers. She really appreciated the work being done and spent time interacting with the women in the cooperatives. She also wired a considerable amount to support our program for women and children. We remain thankful for her visit and generosity.



## THE JAPANESE FASHION CONNECTION

Saroj Kamble and Rosy Solanki were invited by our buyers People Tree and Sisam to Japan. They made presentations at trade shows, shops and plazas on Fair Trade & organic fashion and its impact on women's lives in India through Creative Handicrafts. It was an amazing experience for them to be exposed to a new culture and to see how the garments produced at CH were so well received in the fair tradeships.

## **AUSTRIA AND INDIA, LINKED THROUGH FAIR TRADE**

Kimberly Miranda was invited by our buyers, EZA Austria, to visit their organization and their shops. They wanted their consumers to be informed about how necessary and important it is to purchase Fair Trade organic garments and how their buying activity can have a direct effect on Fair Trade producers such as those working at Creative Handicrafts. Kimberly shared that each woman's life has a special story to tell and taking these stories from India to the Austrian public definitely created an awareness on the importance of buying Fair Trade certified garments.



## **ANNUAL GENERAL BODY MEETING**

Every year CH conducts its Annual General body Meeting. It is a time to account for all the events held during the year. All the women beneficiaries, the staff and trustees attended the AGM. The statement of account and annual report was presented by the Trustees and Director and a discussion followed with regard to improvements to be brought about during the subsequent year. As usual, certificates to the women who graduated and joined the cooperatives were distributed and the women were welcomed to the CH family formally.



## **ALL FOR FUN AND FUN FOR ALL**

Once a year all of CH comes together for the annual picnic. This year we went to the Shangrila resort. The unlimited buffet and seemingly endless waterslides were reason for thorough enjoyment. The picnic is an excellent team building exercise and the entire family of CH returned home with a sense of camaraderie and companionship.



# CH Social Outcome 2016-17

## IMPACT MADE ON WOMEN & CHILDREN THROUGH CREATIVE HANDICRAFTS

**270**

Number of women who were provided means of livelihood in cooperatives on a full time basis

**400**

Number of women who were provided means of livelihood on a part time/ seasonal basis.



**135**

Number of children who were impacted through pre schools

**303**

Number of sessions organized for women empowerment and capacity building programs



**189**

Number of children benefitted from day care

**218**

Number of children who underwent health check ups

**150**

Number of children who were sponsored in their education

**6**

Number of pre-schools operated

**510**

Number of customers served through Asli Food on a daily basis



**119**

Number of Saving and Credit Groups

**45**

Number of women provided training for stitching

**119**

Numbers of Sales and Exhibitions organized

# Economic Justice



Creative Handicrafts has 12 income generation cooperatives and 2 training centers. All efforts are being made to make the skill training given at the training center more effective so that the women are absolutely equipped and skilled before they join one of the cooperatives. After careful examination, our module for the training center has been revised and a new module is put in place. In addition, trainers of the training center are receiving periodic refresher trainings to match the demands of the cooperatives.



Noor was in deep economic crisis when she approached CH. No one in her home was working for 3 months. She had a small baby and they were living by taking loans. She joined the CH training center. She kept her baby at the crèche and her husband started looking for work. She completed her training and joined one of the cooperatives. She is a very good tailor now and enjoys her work. Moreover, her family can now afford food, clothing and shelter because of her earnings. Just recently her husband has also found a job. Noor is happy as things are finally looking up for her.



Asli food continues to provide lunch parcels and take orders for catering as well. Right from the procurement of vegetables, cutting, cooking, packing and delivery, all this is done by the women that work in the group. Asli food is expanding and reaching out to more customers and making more delicious food.



# Marketing and Sales

## MARKET PROMOTION

**Some of the new promotional activities initiated at the retail outlets did increase footfall and turnover of the shops. To name a few of the promotional activities:**

- Discounts were replaced by gift vouchers. Gift vouchers equivalent to the discount were given to each customer who purchased from any of our retail outlets. These could be redeemed in the next purchase. This kept the customers hooked to our outlets.
- Get a new friend to the shop and get a discount offer.
- Pamphlets were given to different youth groups. Customers had to present the pamphlet with a stamp on it and accordingly a donation was made to the youth group.

**Apart from this, our customers were constantly updated with offers and products through whatsapp, facebook, twitter and email.**



## CORPORATE EXHIBITIONS

CH is invited around the year by various corporates, charitable organizations and colleges to set up stalls to exhibit and sell products as part of their corporate social responsibility initiative. This is what some of the renowned organizations had to say about us:

*Our employees loved the clothes design and everything that was on the display. We appreciate such talent and would encourage all the women who work so hard to bring the best in the products.*

**Assistant Manager - Human Resources  
at Mullenlowe Lintas Group**

*It was a pleasure having you participate at our school Mela. It is our constant endeavour to support a noble cause like the one your organization is doing. We look forward to a long and enriching association with you.*

**Kalpavruksha School**



Organizations that partnered with us to set up our stall and sell our products on their premises.

#### **CORPORATES**

Express towers Nariman point  
Mothilal Oswal Towers  
RPG House Worli  
Mahindra Towers  
Kaya Ltd  
Novartis Worli  
Godrej Infotech  
CCI Cricket club  
Axis Bank  
Nirlon Park  
Times square Marol  
Edelweiss House  
HSBC Goregaon  
JP Morgan  
Crisal House  
L&T Powai  
HSBC Peddar Road  
HSBC Juhu  
Standard Chartered  
Sealed Air

Endurance International  
HSBC Powai  
Aranca Powai  
Wizcraft Entertainment  
US Consulate  
Amazon  
Nilkamal  
Social Service League Fair  
9X Media  
Graffiti Fest  
Angel Broking  
Tata Motors  
Art etc

#### **COLLEGES**

SM Shetty College  
Sophia College  
St Xavier's College  
IIT Powai  
Tata Institute of Social Sciences

### **DELHI EXHIBITION**



CH visited Delhi to participate in the Fair Utsav Saket organized by the Fair Trade Forum India. The six day fair was handled by Dina Nadar and Ashwini Shinde. Buyers from different organizations and countries visited our stall and were keen to work with Creative Handicrafts and took our contact details for further partnership. CH received an opportunity to cater to a different customer base and was appreciated for the quality and designs of the garments. It was also a good opportunity to get to know other Fair Trade organizations that participated in the event.



# Saving and Credit Groups

The Saving and Credit groups were started to provide a means for women to save and take loans when required without depending on money lenders. The women save money on a monthly basis and can take loans after the completion of 6 months of saving at a very low rate of interest. At present there are 119 saving and credit groups. The total saving are Rs. 89, 77,302/- . This loan money is usually used for their children's education, entrepreneurial activities, medical emergencies, etc. CH remains very proud of this program as it has been able to release women from the clutches of loan sharks.



# Health is wealth

It is better to prevent medical exigencies rather than finding a cure. Regular health camps are held with the women and children beneficiaries to eliminate any health hazard that the women and children are exposed to. This was of great importance to the women as they belong to the low income groups and cannot afford to go for health check-ups as a preventive measure. Due to the pressing need to cover many other basic expenses such as food, clothing and shelter there is a strong tendency to not pay attention to health issues. These health camps which are done for free, identify and treat basic health problems and caution and notify health issues that require further investigation which is done almost for free.

79 children of the Child development center, 58 of the creche and 81 of the pre-school children benefitted from the free health camp. All the women benefitted from the free eye check-up camp.



# Education of Children



## CHILD DEVELOPMENT CENTER

130 children are part of the child development center. It helps the children from slum communities to develop their overall personality. The children receive food, educational sponsorship, and healthcare. There are teachers to assist them with their studies. The children who are part of this are of the age group 4 to 16 years .

## CRÈCHE

The crèche has 59 children. It is specifically designed so that the beneficiaries of CH could have a safe place to keep their children while they work. Children are cared for and are provided with nutritious food. School going children are helped with their studies and smaller kids are cared for. The crèche also makes it possible for mothers to breast feed their babies or check on them when needed because it is located next to the cooperatives where the women work.



## SPONSORSHIP

150 children's education expenses are met through the sponsorship program. Sponsorship program has been initiated and supported to help children and their families break the cycle of poverty. The program is exclusively for the children of the women who work at our cooperatives to make sure that no offspring of our women are deprived of education for lack of economic resources.

## PRE SCHOOLS

CH runs 6 preschools with 135 children. These pre-schools have been started in the slum communities and tribal hamlets to impart basic education & nutritional assistance to children where there is no other NGO or government agency doing the same. It caters to children in the age-group of 3 to 5 years, with the aim of preparing these children for formal school. Its main aim is to ensure that every child is enrolled into a school at the right age.

A sports day was held for the children of the pre-schools which gave an opportunity for the children of the pre schools to come together. Children were taken to a water park for one day picnic where they enjoyed different water rides. Different festivals were celebrated with children such as Diwali and Christmas in which the children sang songs, ate delicious snacks and had lot of fun. A career guidance seminar was organized for older children to help them understand the various courses that are available for them so that they can focus on their studies better. All the trainings as part of the 'Freedom from violence' project was held with all the children in these groups.



Isabel Martin Scholarship is awarded every year since 2014. There is a selection process in which the girl child of a woman working with us who has excelled academically is chosen. Her higher education is completed paid for through this scholarship till she completes her education. In the year 2016-17 Reena Singh, the daughter of Chandra Singh was awarded this scholarship. She is doing her BSc in Hospitality and Hotel Administration.

# Freedom from gender based violence



## CHANGING PERSPECTIVES TOWARDS GENDER AND VIOLENCE

Violence against women is absolutely on the rise. To change this situation it is important that there is dialogue with men, women and children for them to understand the perspectives and attitudes in the society that propagate this violence. The project aims to help people take a deeper look at their patriarchal mind sets and cultural norms in order to change their outlook on violence against women. The project found that it is the wrong perspective on gender that nurtures violence against women. It is also desired that these groups take a stance against the same. Therefore several trainings were held with the beneficiary groups. Each of these training was held for over 1000 women, 800 men and 1200 children. Some of the topics covered with various groups are below.

COUPLES	WOMEN	CHILDREN	COMMUNITIES
Violence free marriage	Perspectives on gender and sex	Understanding gender and sex	Domestic violence a public issue
Responsible Parenting	Identification of types of violence	Growing up	Against female feticide
	Safety of women in public spaces	Breaking gender stereotypes	
	Empowering girl children	Identification and prevention of child sexual abuse	
MEN	Self defence	Addictions	
Masculinity	Identification and prevention of child sexual abuse	Understanding violence	
Patriarchy	Collective strength of women in stopping violence	Taking a stance against violence	
Safety of women in public spaces	Breaking myths behind reproductive health	Self defence	
Alcoholism and violence	Awareness on laws for women facing violence		





Kala's husband was an alcoholic. He would come home and beat his wife and children. His daughters were all teenagers, he would throw them out of the house even in the middle of the night, in a drunken fit of rage.

One night as he was physically assaulting his family, one of his daughters called the police helpline 103. Soon the police arrived and arrested him. The CH social workers were called. Kala gave her husband an ultimatum that he had to quit his drinking and violence or she would take him to court and have him punished. He was put in an alcohol de-addiction center. It has been 2 years. He doesn't drink anymore and the violence in their home has stopped. He knows that Kala is no longer the same woman who bore violence for 20 years. She was emboldened and wasn't scared to take her life into her hands. He also knew that she was no longer alone. She had many to support her. Her life is completely different now.



**Many women facing violence have approached CH and intervention is made in each of the cases. This intervention has been in the form of using legal provisions, approaching the police, counselling, providing shelter, providing employment, etc**

Creative Handicrafts has been working on getting women justice through the Protection of Women from Domestic Violence Act 2005. CH is working with the government appointed protection officer and legal aid cell to get justice for women affected by domestic violence. Many cases that have come to CH are in court asking for protection for the women, maintenance, custody, etc. These cases are working out well to safeguard the rights of the women.





## Sales turnover for the past 3 years

YEAR	DOMESTIC	EXPORTS	TOTAL
<b>2016-17</b>	1,17,20,343	10,53,81,783	11,71,02,126
<b>2015-16</b>	81,93,135	8,27,93,718	9,09,86,854
<b>2014-15</b>	89,53,979	7,83,07,630	8,72,61,609

# Looking Ahead

CH has a number of well-wishers, partners and benefactors both in India and abroad and all of them come with a number of suggestions for the future of CH. All our new initiatives, be it Asli Food, production of garments, opening of shops, projects, capacity building programs, etc. ... they all branched from these suggestions received from our well-wishers.

We have been asked time and again, "why don't you utilize the opportunity to expand sales in the domestic market? India is a huge market and you do not seem to exploit the same". We are present in the domestic market but in a very small fashion. The whole world is opening their shops in India and so it is shameful that CH continues to look for market elsewhere.

Another stream of thinking that is doing the rounds with the stake holders of CH, ranging from trustees to beneficiaries of CH is the possibility to CH expanding its wings to reach out to more women who are in need of livelihood. However, this is possible only with a considerable growth in market share.

A think tank team has been put in place to look at the possibility of creating a brand of CH that will be present pan India. It has been proposed to initiate a study to see the possibility of reaching out to more women in difficulties in different parts of India and then going into the domestic market with a brand with the aim of meeting the demand for quality ethnic apparels in the domestic market. The aim is to reach out to more Fair Trade producers by expanding the domestic market share.

We will go back to all our partners and benefactors to help us realize this dream of reaching out to many more who are in need of our helping hands.



# Partners and Collaborators



**Bibico-UK**

**CCFD-France**

**Les Amis de JNN-France**

**La Joyeuse Vauge-Belgium**

**Comunidad de Madrid-Spain**

**CTM Altromercato-Italy**

**Demalogica-USA**

**El Punte-Germany**

**EZA-Austria**

**Fair Trade Company-Japan**

**Fair Trade Forum India-India**

**Fundacion Isabel Martin - Spain**

**Intermon - Spain**

**Manos Unidas-Spain**

**Mata Traders-USA**

**Missionaries of Christ Jesus-India and Spain**

**Monoprix-France**

**Monshowroom - France**

**People Tree- UK**

**Serrv International-USA**

**Setem-Spain**

**Sisam-Japan**

**Society of the Divine World-India**

**Traidcraft-UK**

**Tramundi- Spain**

**Twine-Taiwan**

**WFTO-Netherlands**

**WFTO Asia- Philippines**



# Governing Board



**LALITA PAWAR**  
President



**ELIZABETH POOJARI**  
Secretary



**PAMELA FERNANDEZ**  
Treasurer



**JOHNY JOSEPH**  
Executive Director



**JACINTA CANIS**  
Trustee



**LAXMI DEGVEKAR**  
Trustee



**TANGARANI NADAR**  
Trustee



**JOSANTONY JOSEPH**  
Trustee



**BEULA JOSE**  
Trustee

# The people behind the scenes





## Creative Handicrafts

*Empowering Women, Changing Lives*

D. P. Road, (Road No. 11), MIDC, Off Mahakali Caves Road,  
Andheri East, Mumbai 400 093. India.

Tel: +91 22 2837 3096, 2832 4692 | Fax: +91 22 2837 9268

Email: [info@creativehandicrafts.org](mailto:info@creativehandicrafts.org)  
Website: <http://www.creativehandicrafts.org>

