

2021-2022

ANNUAL REPORT

-PREPARED BY-



**Handloom
Foundation**

2032, NAYABAD, P.O. AND P.S.- PANCHASAYAR,
KOLKATA- 700094, DISTRICT- SOUTH 24
PARGANAS, WEST BENGAL

www.handloomfoundation.org

Message from the Desk of President



Friends,

It is a rare opportunity to congratulate all our members present today in this Annual General Meeting of *Handloom Foundation*, situated at 2032, Nayabad, P.O. and P.S.- Panchasayar, Kolkata- 700094, District- South 24 Parganas, West Bengal, India, and I am presenting before you the Annual Report along with the audited statement of account for the financial year 2021-22.

Zeal is with us and the integral pattern of addressing issued related to Handloom and other social issues, only what we need is community support physical, economic,

intellectual and whatsoever befitting to our moving ahead. Perhaps we shall come up with our ventures successful one fine morning. Nay! We must reach our cherished dream in the bright morning of the oncoming time.

During the year 2021-22 our organization has helped many artisans and their families get back to their livelihood, helped and influenced several people in the field of Handloom across the globe through our YouTube channel and many more activities that will be mentioned in this annual report.

I express my sincere thanks and gratitude to all our members, wellwishers, different donor agencies, panchayat and local leaders, local govt. institutions and obviously the common people for extending their assistance and support for enhancing our activities and to make them meaningful.

-With Warm Wishes-

Debal Banerjee
(President, Handloom Foundation)

INTRODUCTION

Handloom Foundation was founded by some educated and dedicated social workers with a view to develop the status of the Handloom Industry and also to provide necessary help and assistance to the people associated with Handloom. Besides that the organization is also engaged with several activities that are beneficial for the society and the common people. The organization is playing an important role for the upgradation of Handloom Industry and improving the livelihood of the people associated with it. The organization is registered under Indian Trust Act, 1882 as amended. The motto of the organization is "Promoting Sustainability for a Better World".

VISION AND MISSION STATEMENT

Handloom Foundation envisages that Handloom becoming bigger industry in India and people who are associated with it has their livelihood improved. There will not be difference on nationality, religion, sex, color, rich and poor in the society. Human equality as mutual dignity, love, respect, sincerity, correctness and self-confidence will be maintained and local destroyed culture should be revived.

To achieve its goal it has and will undertake programmes and projects for creating awareness on Importance of Indian Handloom in terms of climate resilience, Public Health and employment generation. Besides that it has and will also work for Relief of the Poor, Elimination of Child Labour, Sanitation and Rural Health, Education for the downtrodden and poor, advancement of literary, culture, scientific and technical education, vocational training programme for the youths, gymnasium programme, children and women, welfare programmes for the aged, sick, destitute and undertaken programmes for the welfare of disabled persons and other various programmes as the society needs.

OPERATIONAL AREA

The organization is at present working at backward areas and villages in the district of South 24 Parganas in West Bengal and also several other nearby districts. The areas where we focus is definitely a backward region in the state, where majority of the population doesn't have proper income and depends on handloom, agriculture etc. for their livelihood.



TARGET GROUPS

Underprivileged, economically backward section of the society with the priority to the destitute women and distressed children, older persons, disabled persons and students are the target groups of Ava National Charitable Trust. During the year 2020-21, the organisation has covered 1600+ poor people through its multifarious development activities.

ORGANOGRAM OF THE ORGANISATION

HF (Handloom Foundation), is governed, managed and controlled by an executive committee consisting of two executive members including one women member and several volunteers across the nation. It is managed by a team of experts comprising professionals from different sections of the society engaged in planning, coordination and implementation of various programs and communicate with various agencies related to the respective programs. The members of the executive committee are elected by the general members in the annual general meeting every year. The governing body then selects its office bearer's i.e. key signatories. The secretary has the role and function in all the affairs viz. daily routine work, administration, policy, finance, and strategies and in statutory works. The governing body sits together once in two months to make the policy and the strategies including financial and statutory works to implement its welfare activities successfully.

POLICY INITIATIVE

The organisation has given top priority on sustainable development through people's participation for creation of a permanent institution which will keep its eyes on all round development of the rural poor people. The goal is to create a revolving fund by formation of a large number of self-help groups and collection of regular savings for self-reliance, self-sufficiency and empowerment of the rural poor people.

MAN POWER

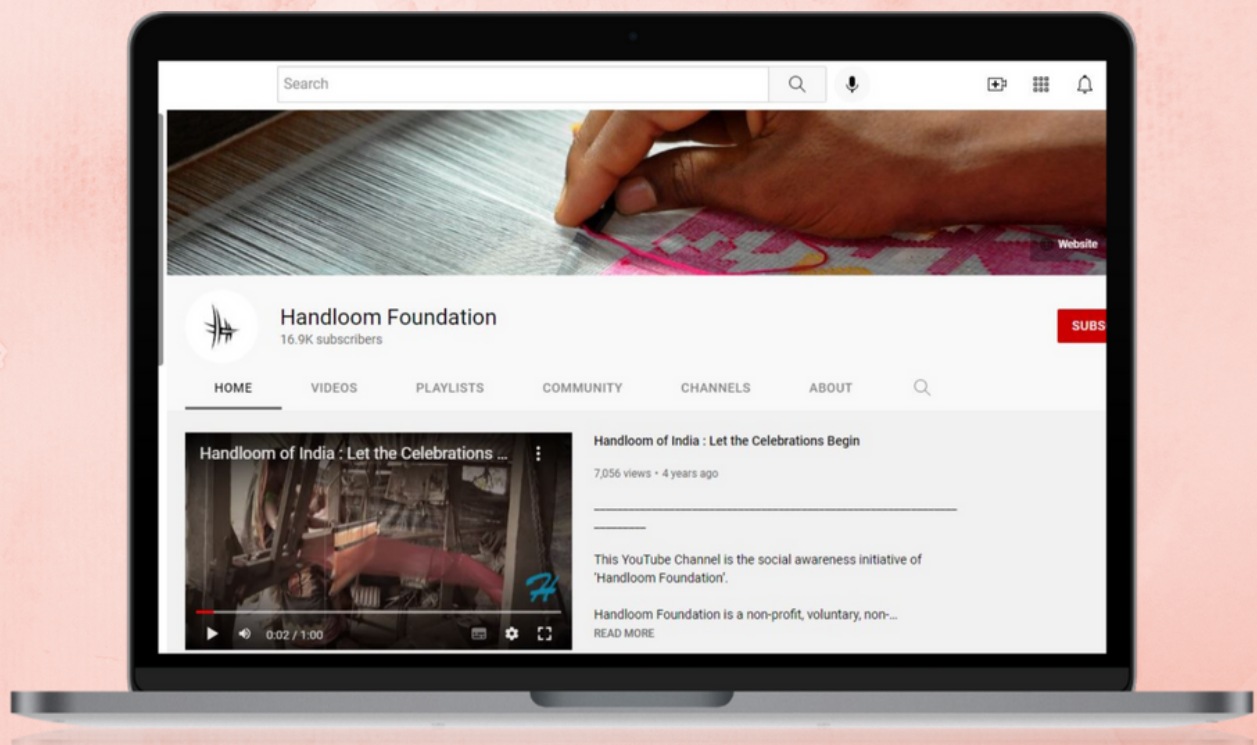
The organisation has already got sufficient qualified, trained and experienced man power who are quite capable of implementing different social welfare and community development programs.

A BRIEF RESUME OF ACTIVITIES OF THE ORGANISATION DURING 2021-22

Handloom Foundation has implemented different types of handloom related and other types of socio-economic welfare activities during the year 2021-22 which has been mentioned hereunder in brief:

1. HANDLOOM FOUNDATION YOUTUBE CHANNEL

We have created and currently Running a YouTube channel by the name of Handloom Foundation (youtube.com/handloomfoundation) having active subscriber of 16,700+ during the year 2021-22 for public awareness on Indian Handloom. In the channel we cover craft authenticity, Material Purity and public awareness on importance of Indian Handloom as sustainable textile. We also aware people about Importance of Indian Handloom in terms of climate resilience, Public Health and employment generation.



Scan this QR code to visit
our YouTube channel

2. SUPPORT TO ARTISANS AND THEIR FAMILIES

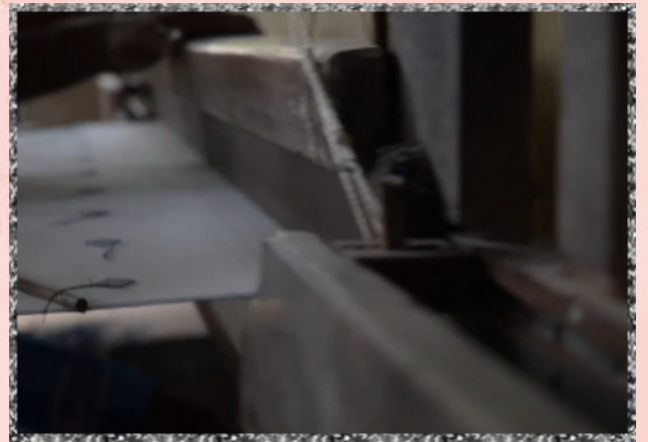
During the year 2021-22 Financial Year, we have provided help and support to 25 Artisan Families. Due to the wave and rise of COVID-19 Pandemic the Artisans left weaving as they were getting less orders and also bearing losses which they can't afford. Our organization helped them get back their livelihood by getting them orders from various clients.



3. MUSLIN JAMDANI REVIVAL PROJECT

Many textile traditions of our country as well as our state is becoming obsolete due to western approach. There are number of factors leading to the decline of Jamdani including cheaper yarn import from Europe which is not quality wise as good as Jamdani but very cheap. Another reason is that the artisans in this sector doesn't earn much. Therefore, we have started the "Muslin Jamdani Revival Project" this year. We have helped many artisans under the project and addressed their problems and helped them making more sales. We have also made videos on myths and misconceptions and facts about Jamdani and Muslin in our YouTube channel to help people clear their myths and know some unknown facts about it. Go to <https://www.youtube.com/watch?v=M0vPE5mzpDI> to watch the trailer of "Revisiting Muslin" or you can also scan the QR code below to watch it.



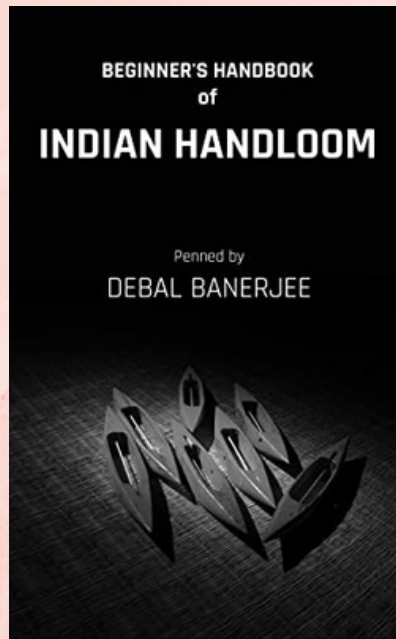


4. PUBLISHING BOOK

In the year 2021-22 Financial Year, we have published a book named "BEGINNER'S HANDBOOK OF INDIAN HANDLOOM" available on Amazon Kindle. Link: <https://www.amazon.in/dp/B09VML83SM>. This book has been written by Debal Banerjee and published by Handloom Foundation with the motive of providing technical knowledge about Indian Handloom Textile in an organized manner. Till the end of the year, the book has received a fabulous rating of 5 out of 5 stars on Amazon.

Scan this QR Code to view the book on Amazon





Cover Page of the Book

5. HELP TO POOR DURING COVID-19 PANDEMIC

The major outbreak of COVID-19 (Coronavirus Infected Disease-2019) pandemic has affected many poor lives in India. Their source of income has been closed and their earning has stopped. It is causing significant financial crisis for them and they as well as their dependents are suffering this. They need a helping hand to overcome the problems caused by the pandemic. Our organization has distributed free dry ration and hand wash to many poor families and also has held an awareness campaign to aware the people of the locality about the virus and how to keep themselves protected against it.



ACKNOWLEDGEMENT

We have undertaken various programmes to improve the Indian Handloom sector and relief and help and support for the artisans and poor people in the areas of West Bengal state to benefit the artisans associated with Indian Handloom and poor people who needs help.

For the development of limitation our institution the role of the following administration individual and organization encouragement support and cooperation have widen the part of progress of institution. We sincerely hope to get the same encouragement and necessary cooperation from all concern in future.

CONCLUSION

I hope bright future activities of the organization. We have decided to implement so many programmes but due to non-availability of fund we are unable to implement a numbers of programmes. I thank all the members of the institution and request to co-operate to run the institution smoothly.

Debal Banerjee
(President, Handloom Foundation)