



Handloom  
Foundation



# ANNUAL REPORT

2022-2023

-PREPARED BY-

HANDLOOM FOUNDATION

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

[www.handloomfoundation.org](http://www.handloomfoundation.org)

# MESSAGE

## FROM THE DESK OF PRESIDENT



**Debal Banerjee**  
(President, Handloom Foundation)

I am honored to address you as the President of Handloom Foundation for the year 2022-23. Our focus this year is to raise social awareness about fake handloom products and promote the purchase of genuine handloom items directly from artisans. We will connect directly with the crowd through exhibitions and online platforms, enabling consumers to appreciate the artistry and heritage embedded in every handloom creation. We remain committed to helping and supporting poor artisans by providing financial aid, skill development programs, and better market opportunities. In addition to our efforts in the handloom sector, we will extend our assistance to other marginalized communities, addressing their healthcare, education, and livelihood needs. We also aim to support handloom start-ups and foster innovation through research, development, and implementation. Lastly, we are dedicated to providing education to underprivileged children, as we believe it is a powerful tool for transforming lives. Together, let us create a more inclusive society and celebrate the beauty of handloom.



# Introduction

The Handloom Foundation is a dedicated organization committed to preserving and promoting the rich heritage of handloom weaving. Established with the goal of uplifting the lives of artisans and preserving traditional craftsmanship, we strive to create a sustainable and inclusive ecosystem for the handloom sector. Our foundation actively works towards empowering artisans by providing financial aid, skill development programs, and access to better market opportunities. Through various initiatives, including social awareness campaigns, exhibitions, and online platforms, we aim to educate consumers about the significance of authentic handloom products and the impact of supporting artisans directly. Additionally, we extend our support to other marginalized communities, promote research and innovation in the field of handloom, and provide education to underprivileged children. With a strong commitment to social responsibility and cultural preservation, the Handloom Foundation endeavors to make a lasting impact in the world of handloom weaving.



## Vision and Mission Statement

Our vision is to be a leading organization in the preservation, promotion, and empowerment of the handloom sector. We envision a world where the rich heritage of handloom weaving is cherished, artisans thrive, and the beauty of handloom is celebrated globally. Through our initiatives and collaborations, we strive to create sustainable livelihoods, foster innovation, and preserve the cultural legacy of handloom for generations to come.

Our mission is to uplift the lives of artisans and marginalized communities by providing them with financial aid, skill development programs, and better market opportunities. We are committed to promoting social awareness about the significance of authentic handloom products and empowering consumers to support artisans directly. We actively engage in research, development, and implementation to modernize the handloom sector while preserving its authenticity and traditional craftsmanship. Additionally, we extend our support to education and healthcare initiatives for underprivileged children and communities, aiming to create a more inclusive and equitable society. Through our efforts, we strive to create a sustainable ecosystem that empowers artisans, fosters innovation, and promotes the enduring beauty of handloom.



## Operational Areas

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

Our organization primarily targets three key groups: artisans, consumers, and underprivileged communities. We aim to uplift the lives of artisans by providing them with financial aid, skill development programs, and better market opportunities. We also target consumers, raising awareness about the significance of authentic handloom products and encouraging them to support artisans directly. Additionally, we extend our support to underprivileged communities, focusing on education, healthcare, and livelihood development to create a more inclusive and equitable society. By addressing the needs of these target groups, we strive to make a meaningful impact in the handloom sector and beyond.

## Organogram of the Organization

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 Handloom Foundation implements a comprehensive policy initiative that encompasses various aspects of the handloom sector. Our policy focuses on promoting authentic handloom products, supporting artisan welfare, encouraging innovation and research, fostering sustainable practices, and promoting fair trade. Through this initiative, we aim to create an enabling environment for the growth and development of the handloom industry, ensuring the preservation of traditional craftsmanship while embracing modern techniques and technologies.

# Man Power

The Handloom Foundation is driven by a dedicated and skilled workforce. Our team consists of passionate individuals who are committed to the organization's mission and values. Our manpower includes experts in the field of handloom, artisans, project managers, researchers, marketing professionals, and administrative staff. Together, our diverse and talented team collaborates to implement various programs, initiatives, and policies that empower artisans, support communities, and promote the handloom sector. Through their expertise and hard work, our manpower plays a pivotal role in achieving the goals and objectives of the Handloom Foundation.



# **A BRIEF RESUME OF ACTIVITIES OF THE ORGANISATION DURING 2022 - 23**

Handloom Foundation has implemented different types of handloom related and other types of socio-economic welfare activities during the year 2022-23 which has been mentioned hereunder in brief:

## **HANDLOOM FOUNDATION**

Handloom Foundation has implemented different types of handloom related and other types of socio-economic welfare activities during the year 2022-23 which has been mentioned hereunder in brief:

### **1. SOCIAL AWARENESS ABOUT FAKE HANDLOOM PRODUCTS:**

At Handloom Foundation, we recognize the significance of raising social awareness about the prevalence of fake handloom products in the market. Through our dedicated efforts, we strive to educate consumers and artisans alike about the importance of authentic handloom items and the adverse impact of purchasing counterfeit products.

To effectively spread awareness, we have established a vibrant presence on various platforms, including our YouTube channel. Through engaging and informative content, we showcase the intricate craftsmanship of genuine handloom creations and the cultural heritage they embody. We also shed light on the detrimental consequences of supporting fake products, emphasizing the value of purchasing directly from artisans to ensure fair trade practices and sustainable livelihoods.

Our social awareness campaigns aim to empower consumers to make informed choices and support the preservation of traditional handloom practices. By leveraging the reach and accessibility of our YouTube channel, we inspire a wider audience to appreciate and invest in authentic handloom products, fostering a sense of pride in contributing to the well-being of artisans and the handloom industry as a whole. Together, we can create a community that values authenticity and celebrates the enduring beauty of genuine handloom creations.

Visit our YouTube Channel by Scanning this QR Code



## 2. DIRECT TO CROWD



Handloom artisans often find themselves in a challenging situation, facing financial constraints that hinder their ability to produce their beautiful creations. They also lack access to valuable insights into current market trends, making it difficult for them to align their products with consumer demands. As a conduit connecting these artisans with their potential customers, we've introduced an innovative crowdfunding production system.

This approach enables end consumers to take part in the production process by pre-ordering handloom items. By doing so, they are essentially covering the production costs, which benefits both the consumers and the artisan families. Customers get access to high-quality handloom products at the production cost, ensuring affordability and quality. Simultaneously, artisans receive timely payments for bulk production, thereby gaining the financial stability needed to potentially launch their own production businesses. This innovative model not only guarantees consumers top-notch products but also empowers artisans by giving them the means to build their own sustainable production enterprises.

### **3. HELP AND SUPPORT TO POOR ARTISANS**

The Handloom Foundation has been unwavering in its commitment to providing help and support to poor artisans who are the backbone of the handloom industry. We understand the challenges and hardships faced by these talented artisans who often struggle to make ends meet due to financial constraints and limited access to resources.

Our organization takes a multifaceted approach to assist these artisans. We provide them with direct financial aid to address immediate needs, ensuring they can meet their basic requirements and support their families. Additionally, we offer comprehensive skill development programs, helping artisans enhance their craftsmanship and adapt to modern market demands. By equipping them with new skills and knowledge, we empower artisans to not only preserve their traditional techniques but also innovate and diversify their product range.





Furthermore, we actively work to improve market access for these artisans, facilitating better market opportunities and fair trade practices. This ensures that their handcrafted products reach a wider audience, translating into increased sales and better livelihoods. Our initiatives also include creating platforms for artisans to showcase their work, both online and through exhibitions, enabling them to connect directly with consumers.

In essence, our approach is rooted in empowering these artisans to become self-sufficient and independent. We believe that by extending a helping hand and providing the necessary support, we can uplift the lives of these artisans and preserve the rich tradition of handloom weaving for generations to come.

## **4. RESEARCH, DEVELOPMENT & IMPLEMENTATION IN THE FIELD OF HANDLOOM**

The Handloom Foundation is dedicated to advancing the field of handloom through rigorous research, development, and the practical implementation of innovative ideas. We understand that for the handloom sector to thrive and remain relevant in a rapidly changing world, continuous evolution and modernization are essential.

Our organization actively invests in research, delving into the intricacies of handloom weaving techniques, materials, and market trends. By doing so, we aim to identify areas of improvement, innovation, and adaptation that can breathe new life into this age-old craft. Our research is not only focused on preserving tradition but also on exploring how to merge tradition with contemporary demands and preferences.

Development is a pivotal aspect of our work. We work closely with artisans and experts to refine techniques, develop new designs, and improve the overall quality of handloom products. This involves experimenting with various materials, exploring sustainable practices, and introducing technology where it can enhance productivity without compromising the artisanal touch.

Implementation is the practical realization of our research and development efforts. We actively encourage the adoption of innovative practices and techniques among artisans. This might involve providing them with updated tools and equipment, helping them access new markets, or facilitating collaborations to scale their businesses.

In sum, our commitment to research, development, and implementation in the handloom sector reflects our dedication to preserving tradition while embracing innovation. Through these efforts, we ensure that the handloom industry not only survives but thrives in the modern world, providing artisans with the tools and knowledge they need to create exceptional, in-demand products while preserving their cultural heritage.





## 5. HELP TO POOR PEOPLE

The Handloom Foundation recognizes that its commitment extends beyond the handloom community, encompassing a broader responsibility to help the underprivileged. We actively engage in initiatives to support and assist impoverished individuals and communities in various ways, not limited to the handloom sector.

Our organization channels its efforts into a range of activities aimed at improving the well-being of the underprivileged. This includes financial assistance for those struggling with poverty, access to healthcare for those in need, and educational support to empower individuals to break the cycle of poverty.

By providing monetary support, we aim to alleviate financial burdens, making it easier for families to meet their basic needs and improve their quality of life. Our healthcare initiatives ensure that vulnerable populations have access to essential medical services, which is often a lifeline for those who cannot afford healthcare on their own. Simultaneously, our educational support programs create opportunities for individuals to gain the knowledge and skills they need to secure better livelihoods and build a brighter future.

By focusing on the needs of the underprivileged, we contribute to the overall betterment of society. We believe that a holistic approach, addressing both the handloom sector and the broader social issues faced by marginalized communities, is essential to create a more equitable and inclusive world. Through these initiatives, the Handloom Foundation strives to make a positive impact on the lives of those less fortunate.

## 6. SUPPORT TO HANDLOOM START UPS



The Handloom Foundation is deeply committed to fostering innovation and sustainability within the handloom sector. An integral part of our mission is providing support to handloom startups, recognizing them as key drivers of growth and vitality in the industry.

Our organization actively encourages and assists budding entrepreneurs who are passionate about venturing into the world of handloom. We offer mentorship programs, expert guidance, and financial support to help these startups flourish. This support extends to various aspects of their business, from refining their product designs to marketing strategies and financial planning.

Furthermore, we facilitate networking and collaboration opportunities within the handloom community. By connecting startups with experienced artisans and industry experts, we create a fertile ground for knowledge exchange and inspiration, enabling these new ventures to flourish.

By supporting handloom startups, we aim to inject fresh energy and innovative ideas into the industry. We believe that these startups not only preserve the tradition of handloom but also infuse it with contemporary relevance, ensuring its continued growth and success. Through this initiative, we hope to see more vibrant and sustainable businesses thriving in the handloom sector, ultimately benefiting the artisans and the industry as a whole.

## 7. EDUCATION TO POOR CHILDREN

The Handloom Foundation is deeply committed to the cause of education, and we recognize that access to quality education is a powerful tool for transforming lives. With this understanding, we have initiated programs aimed at providing education to underprivileged children.



Our education initiatives primarily focus on children from impoverished backgrounds, offering them the opportunity to access education that might otherwise be beyond their reach. We collaborate with educational institutions and organizations to provide scholarships, learning materials, and access to schools. We also extend our support to programs that facilitate after-school tutoring and mentorship, ensuring that these children receive the academic guidance they need to excel.

We firmly believe that investing in the education of underprivileged children not only empowers them to break the cycle of poverty but also contributes to the overall betterment of society. By equipping these young minds with knowledge and skills, we nurture their potential, giving them a chance at a brighter future.

Through our education initiatives, we aspire to create a positive and lasting impact on the lives of these children, providing them with the tools they need to pursue their dreams and become contributors to their communities and society at large. The Handloom Foundation is dedicated to making education accessible and empowering these young minds to reach for the stars.

## Acknowledgment:

We sincerely thank all our stakeholders who made the year 2022-23 a success. From our dedicated artisans to our generous donors, we're deeply grateful for your unwavering support.

## Conclusion:

In 2022-23, the Handloom Foundation continued to drive positive change. With our steadfast commitment and your ongoing support, we eagerly anticipate making an even greater impact in the future. Thank you for being a part of our journey.

Debal Banerjee  
(President, Handloom  
Foundation)