



Handloom
Foundation

ANNUAL REPORT 2023-2024



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www.handloomfoundation.org

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Message from **President**

Debal Banerjee

(President, Handloom Foundation)



The Handloom Foundation embarked on a successful journey in 2023-24 to reignite the passion for authentic handloom creations. We combated the prevalence of imitations by directly connecting consumers with the gifted artisans who breathe life into these textiles.

Captivating exhibitions and robust online platforms were promoted, allowing consumers to develop a deeper appreciation for the unmatched artistry and rich heritage embodied in each handloom piece.

But our commitment extended far beyond beautiful fabrics. We championed the cause of underprivileged artisans by providing them with financial aid, skill development programs, and access to wider markets.

Our vision stretched beyond the threads themselves. We reached out to other marginalized communities, offering a helping hand in areas of healthcare, education, and livelihood opportunities.

Innovation remained at the forefront! We actively supported handloom start-ups and wove the future through research, development, and implementation of new ideas.

Education was woven into the very fabric of our mission. We provided opportunities for underprivileged children, empowering them to transform their lives.

Together, we embarked on a beautiful journey. We celebrated the magic of handloom and collectively weaved a more inclusive and empowered society.

Thanks to all our Members, Volunteers and Wellwishers.



The Handloom Foundation is more than just a preservationist; it's a loom actively weaving a brighter future for artisans, tradition, and the entire community. Driven by a desire to empower these skilled craftspeople and ensure their heritage-rich craft thrives, the Foundation provides financial aid, skill development programs, and access to markets that value their work. But their impact extends beyond the loom. Social awareness campaigns, exhibitions, and online platforms become needles, educating consumers about the importance of authenticity and the transformative power of their support. Their vision encompasses the holistic well-being of marginalized communities, offering a helping hand in various areas. They don't shy away from innovation, constantly seeking ways to keep the art form relevant through research and development. Recognizing education as the golden thread of progress, they empower underprivileged children as well. The Handloom Foundation's unwavering commitment to social responsibility and cultural preservation ensures their work leaves a lasting and impactful mark on the world of handloom weaving.

Vision & Mission



VISION

Weaving a future rich in heritage, prosperous for artisans, and celebrated globally for its beauty.

MISSION

Empowering artisans, communities. Financial aid, skills, markets. Championing handloom's future: education, innovation, heritage. Beyond the loom: education, healthcare for a brighter future. Weaving a sustainable legacy, thread by empowered thread.

OPERATIONAL AREAS



The Handloom Foundation prioritizes underserved communities in West Bengal, particularly those in South 24 Parganas and surrounding districts. These regions face economic challenges, with most residents relying on handloom weaving and agriculture for their basic needs.

TARGET GROUPS



The Handloom Foundation weaves a web of empowerment for three vital groups. For artisans, financial aid, skill development, and market access become tools to build a brighter future. Consumers are educated about the value of authentic handloom, fostering a direct connection with the creators. Finally, the Foundation extends its loom to underprivileged communities, providing threads of support in education, healthcare, and livelihood opportunities. This holistic approach strengthens the entire handloom ecosystem, ensuring its beauty and cultural significance endure.

ORGANOGRAM



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POLICY INITIATIVE



The Handloom Foundation conducts a multi-pronged attack to revitalize the handloom sector. We champion authenticity, promoting genuine handloom products. Artisan well-being is paramount, with initiatives for support and skill development. Innovation and research weave the future, while sustainable practices weave a responsible path. Finally, fair trade ensures artisans reap the rewards. Through this comprehensive approach, the Foundation fosters a thriving handloom industry, preserving traditions while embracing progress.

MAN POWER



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ACTIVITIES 2023-24

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1. SOCIAL AWARENESS ABOUT FAKE HANDLOOM PRODUCTS

During the 2023-2024 year, the Handloom Foundation strategically utilized its YouTube and Instagram channels to combat the concerning rise of fake handloom products and advocate for the beauty and cultural significance of authentic pieces. We developed engaging video series that captivated viewers with the intricate craftsmanship and rich heritage woven into genuine handloom textiles. This content served a dual purpose: celebrating the art form while simultaneously educating viewers on how to identify and avoid counterfeit products. The detrimental impact of fakes on artisans' livelihoods and the handloom industry's future were brought to light, fostering a sense of responsibility among viewers. Furthermore, our channel actively promoted fair trade practices by directly connecting viewers with artisans, fostering a sense of community and empowering viewers to make informed purchasing decisions. To ensure the campaign's effectiveness, we meticulously analyzed audience engagement metrics. This data provided valuable insights, revealing a positive shift in viewer sentiment. There was a growing appreciation for the unique qualities of authentic handloom and a commitment to supporting the artisans who preserve this time-honored tradition. The YouTube channel proved to be a powerful tool for raising awareness, fostering a community of passionate supporters, and ultimately, empowering the handloom industry to thrive.



www.youtube.com/@HandloomFoundation =>



www.instagram.com/handloomfoundation =>



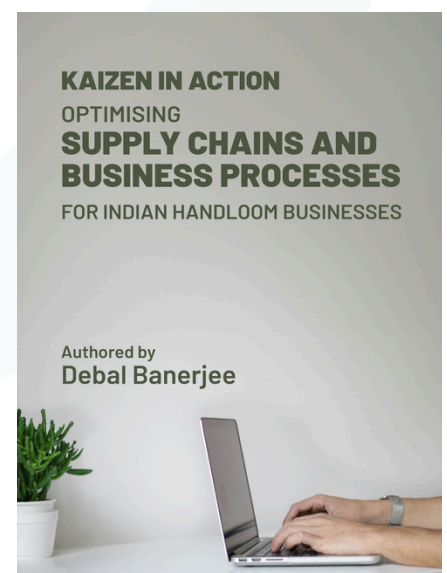
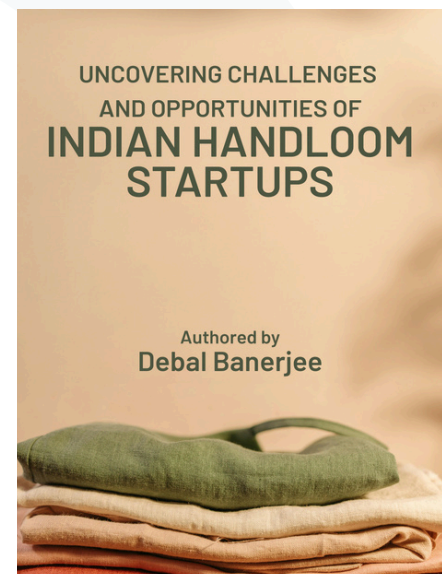
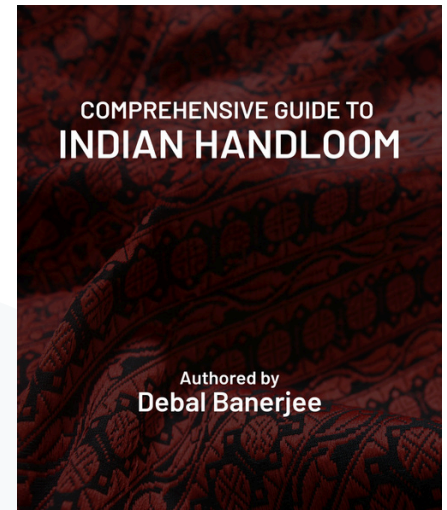
2. PUBLISHING OF BOOKS FOR HANDLOOM ENTHUSIASTS

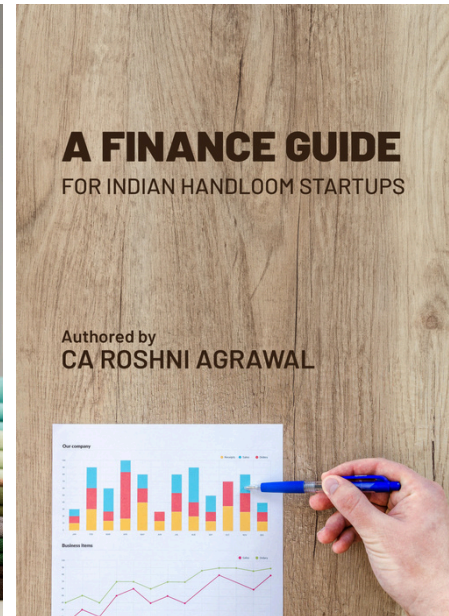
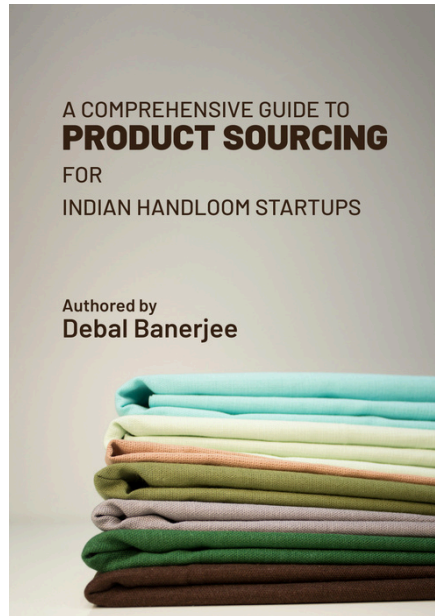
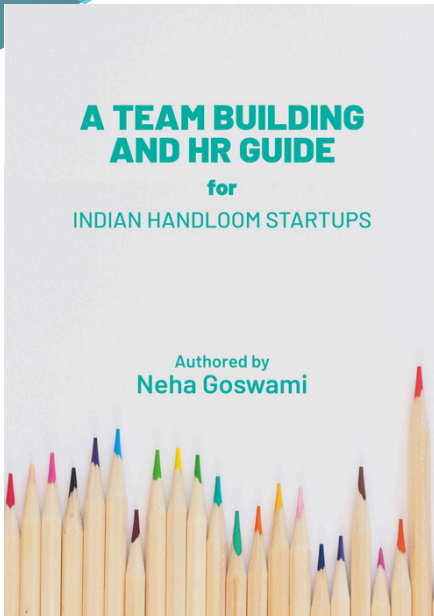
In a dedicated effort to empower handloom enthusiasts and aspiring entrepreneurs, the Handloom Foundation embarked on a significant publishing project during the 2023–2024 year. This initiative resulted in the release of a comprehensive series of six books, each tackling a crucial aspect of the Indian handloom industry.

Book Titles:

- **COMPREHENSIVE GUIDE TO INDIAN HANDLOOM** (Author: Debal Banerjee)
- **UNCOVERING CHALLENGES AND OPPORTUNITIES OF INDIAN HANDLOOM STARTUPS** (Author: Debal Banerjee)
- **KAIZEN IN ACTION: OPTIMISING SUPPLY CHAINS AND BUSINESS PROCESSES FOR INDIAN HANDLOOM BUSINESSES** (Author: Debal Banerjee)
- **A TEAM BUILDING AND HR GUIDE for INDIAN HANDLOOM STARTUPS** (Author: Neha Goswami)
- **A COMPREHENSIVE GUIDE TO PRODUCT SOURCING FOR INDIAN HANDLOOM STARTUPS** (Author: Debal Banerjee)
- **A FINANCE GUIDE FOR INDIAN HANDLOOM STARTUPS** (Author: CA Roshni Agarwal)

This series of publications serves as a valuable addition to the Handloom Foundation's ongoing efforts to promote and revitalize the Indian handloom industry. By providing aspiring handloom entrepreneurs with a knowledge base on various facets of the business, the Foundation empowers them to navigate the industry with confidence and contribute to the sector's sustainable growth.





3. PATHSHALA: AN ACTIVE LEARNING INITIATIVE FOR POOR STUDENTS

The Handloom Foundation is committed to empowering underprivileged communities through education. During the 2023–2024 year, we significantly expanded our impactful initiative, Pathshala, an active learning program designed to support children from economically disadvantaged backgrounds.

Building upon the success of the inaugural center launched last year, the Foundation strategically opened two additional Pathshala centers this year. The first new center was established in Fulia, providing a much-needed educational resource for the local community. Recognizing the educational gap in the region, we strategically chose Fulia as the initial expansion location. Following this success, we further expanded our reach by opening a second center, also located in Fulia. To ensure a wider impact, the third center was established in Shantipur, a neighboring town with a significant population of underprivileged children.

Through these strategic expansions, the Handloom Foundation's Pathshala initiative is now actively supporting students in three locations across West Bengal. This growth signifies the Foundation's dedication to providing quality education to a wider population of deserving students.



4. GO TO SCHOOL

In line with its commitment to empowering underprivileged communities, the Handloom Foundation implemented the impactful "Go to School" initiative throughout the 2023-2024 year. This initiative directly addresses the needs of students from economically disadvantaged backgrounds by providing them with essential educational resources.

The program ensures that financial constraints do not become a barrier to learning. Through "Go to School," the Foundation distributed crucial materials to 920 students in need. This included essential supplies like study material, textbooks (where necessary), and stationery items. Additionally, the program provided school uniforms for students who required them, fostering a sense of belonging and inclusivity within the school environment.

By providing these essential resources, the Handloom Foundation's "Go to School" initiative empowers underprivileged students and removes roadblocks on their educational journey. This program fosters a more equitable learning environment and paves the way for a brighter future for hundreds of students.



5. SUPPORT TO POOR AND OLD CITIZEN WEAVERS



The Handloom Foundation recognizes the invaluable contribution of weavers to the preservation of this traditional art form. During the 2023-2024 year, the Foundation implemented a vital program to support the well-being of these artisans. The initiative focused on providing financial assistance to cover medical expenses for underprivileged and elderly weavers.

Understanding the financial constraints faced by many weavers, particularly those in their later years, the Foundation offered critical support to nearly 120 weavers. This financial assistance helped alleviate the burden of medical costs, ensuring that these skilled artisans could prioritize their health and well-being.

6. DIRECT TO CROWD

The Handloom Foundation is dedicated to empowering weaving communities across India. One of the ways we achieve this is through innovative initiatives like our recent direct-to-crowd program. This program was a success story, providing much-needed work for 52 weaver families. By connecting them directly with consumers, we ensured they received fair compensation for their skills and the beautiful handloom products they create.

However, even successful projects can encounter unforeseen challenges. In this case, the direct-to-crowd initiative experienced project losses of ₹1,20,000. Thankfully, due to the generosity of our donors and the strength of our cash collection fund, we were able to compensate these losses. This demonstrates the crucial role your continued support plays in our mission. When you contribute to the Handloom Foundation, you're not just helping weavers find work – you're directly enabling the long-term sustainability of these essential programs.

The positive impact of this direct-to-crowd initiative fuels our commitment to finding new ways to empower weavers. We're constantly striving to expand our reach, connecting more weavers with a wider customer base. We're also developing innovative marketing strategies to promote handloom products even more effectively. Finally, we're working towards building a financially secure future to ensure the long-term sustainability of our programs.



Future Outlook and Goals

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The Handloom Foundation envisions a future where weavers thrive. We'll expand our reach, promote effectively, and secure lasting support to empower these artisans for generations to come.

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Acknowledgement

This year (2023–24) was a resounding success for the Handloom Foundation, and it wouldn't have been possible without the help and support of our donors, volunteers, artisans and supporters! We extend our heartfelt thanks to every artisan, donor, volunteer, and supporter who played a crucial role in our journey. Your unwavering commitment fuels our mission to empower weaving communities and preserve this beautiful art form.

Conclusion

The year (2023–24) marked a significant milestone for the Handloom Foundation. Thanks to the unwavering dedication of our artisans and the incredible support of our donors, we've empowered weaving communities and ensured the legacy of handloom thrives.

Looking ahead, we're fueled by optimism. We envision a future where handloom's brilliance reaches a wider audience, weavers flourish, and this cultural heritage endures. Your continued support is essential. Thank you for being a part of this journey. Together, let's weave a brighter future for handloom.