



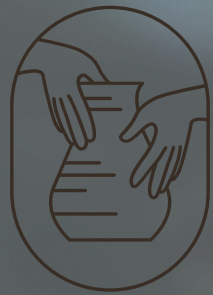
Impact REPORT

2022-23



Mission

Strategy



Preserve



Protect



Promote



Trade



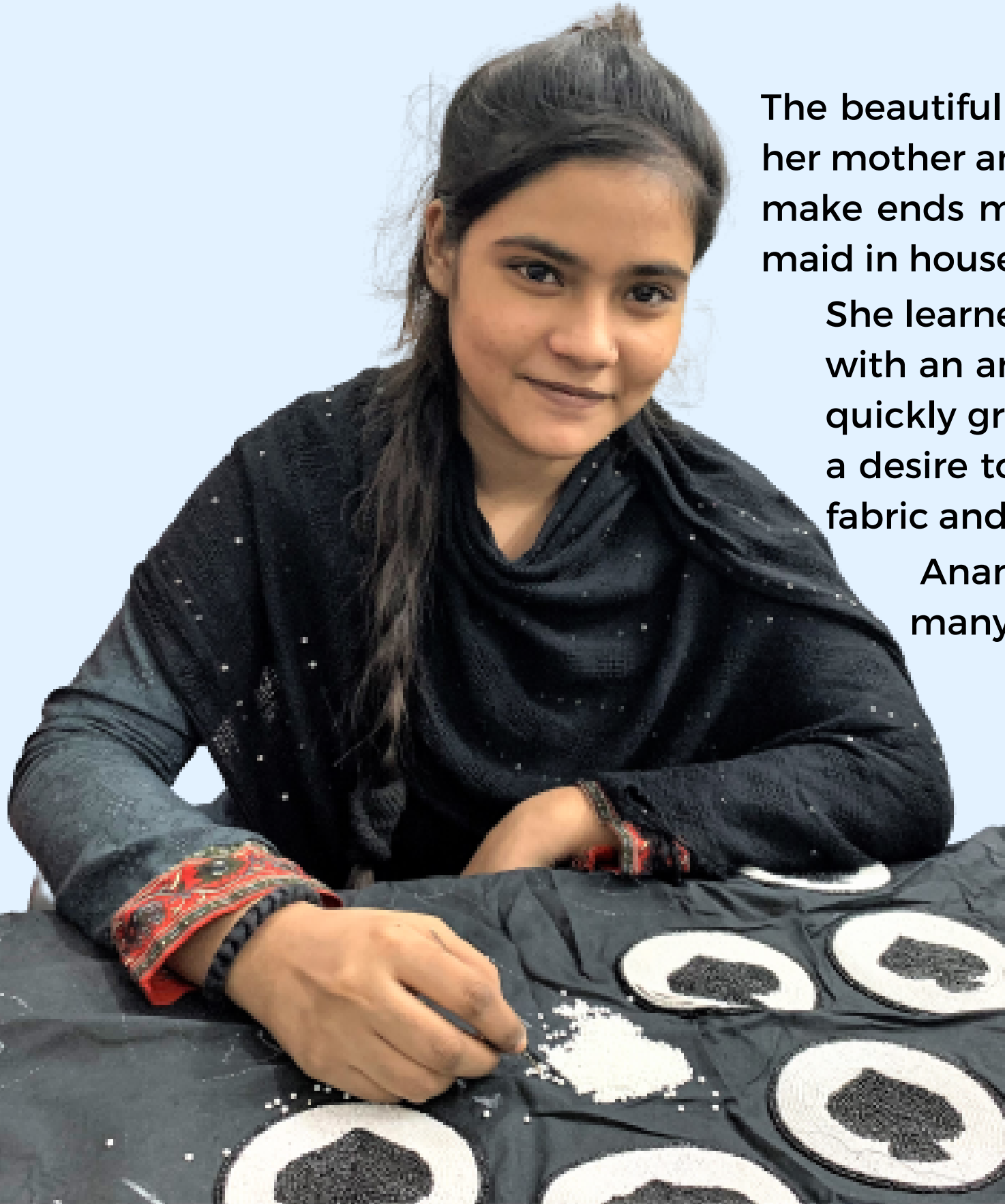
Train



Transform



Meet Anam

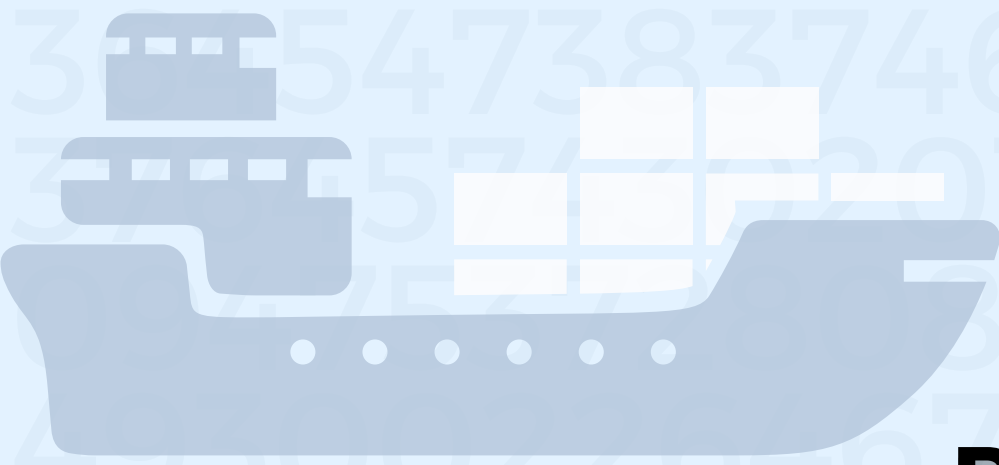


The beautiful young 22-year-old Anam lives in a rented room in the slums of northeast Delhi with her mother and brother. The sudden passing of her father left the family in severe financial crisis. To make ends meet, Anam had to discontinue her studies and support her mother who works as a maid in houses.

She learned stitching from her mother as a child and worked on this skill. Having secured work with an artisan group for Asha Handicrafts, Anam's life began to turn around for her good. She quickly grasped the various skills of embroidery, alterations, finishing with stitching. Filled with a desire to bring joy to her mother, she works everyday with colourful beads, threads, needles, fabric and mood boards.

Anam is thrilled as she sees the final products that she creates everyday along with so many other woman artisans such as jewellery, jewellery boxes, coasters etc.

Asha Handicrafts Association creates a pathway for women artisans such as Anam to become independent and income generating members of the family. Working with a Fair Trade organisation has kept her from being exploited as she receives fair and timely wages. Anam's work instills self-worth along with emotional and financial independence. Asha Handicrafts Association is a part of Anam's life, empowering her to determine her own choices in building a meaningful life and a promising future. Her resilient attitude in the face of difficulties has brought her to a place of 'Hope'. With Asha Handicrafts Association she continues her journey of triumph in the face of challenges. Today she stands in a place of confidence aware of her potential and value, inspiring many young women in her surrounding community.



4,50,000
Products Exported



10
Countries

25
Clients



Our Reach and
Impact

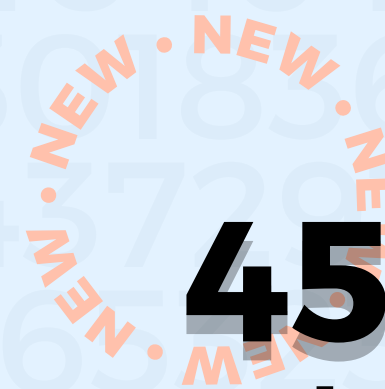


55
Producers

585
Artisans



4535
New Product Designs



48
Years of existence



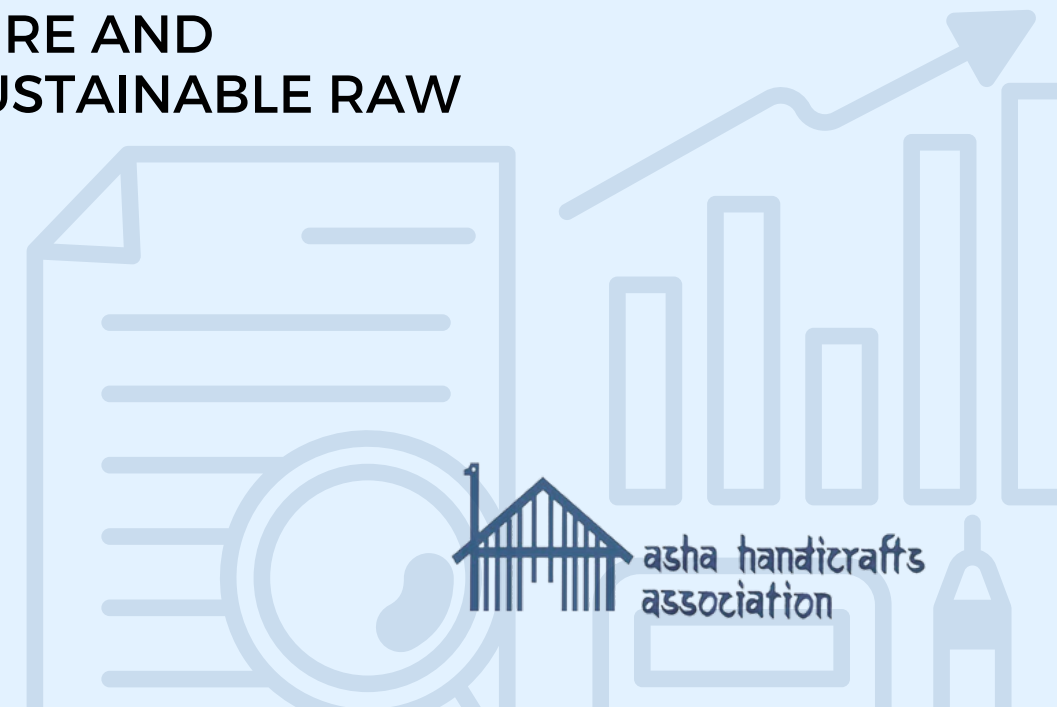


FACILITATING *Skill Development*

ANNUAL ARTISANS MEET AND
ON SITE TRAINING FOR SKILL
UPGRADATION



ASSISTANCE FOR BUILDING
INFRASTRUCTURE AND
PROMOTING SUSTAINABLE RAW
MATERIAL



PRESENCE ON AN INTERNATIONAL MARKETING PLATFORM- BIRMINGHAM FAIR



INTERNATIONAL DESIGN INTERVENTION & EXPOSURE

Craft PROMOTION



CRAFT SOURCING

19 new artisans group were taken on board

Uplifting THE ARTISANS



Health and safety

Improved working conditions and safety measures like fire extinguishers, first aid boxes, clean drinking water were provided.

01

E-Sharm

Through this government scheme, Asha Handicrafts helped artisans get social security.

02

Women Empowerment

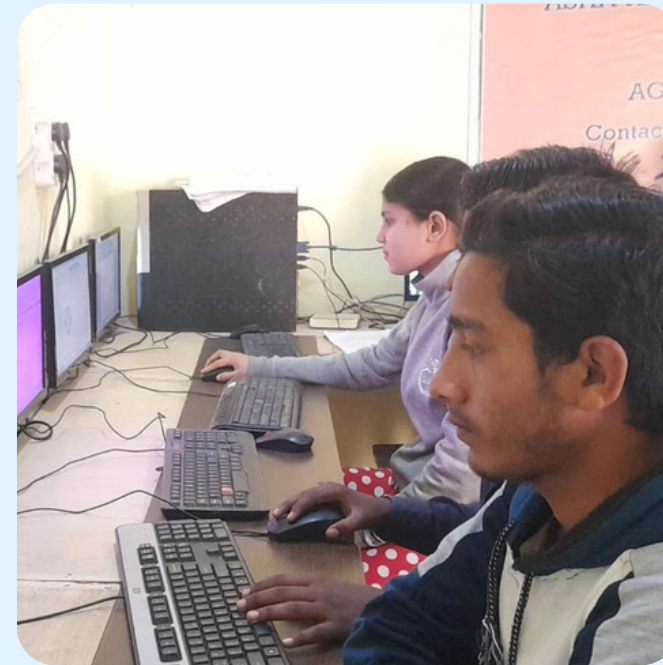
Asha Handicrafts celebrated this year's International Women's Day with the theme 'She Leads The Way' with all our women artisans.

03



A Better *Education* for a Better *Tomorrow*

Asha aims at the enhancing not only the intelligence aptitude but also the emotional aptitude of children of artisans' and hence continued with tuition centers at Jaipur and Sarai Tareen and E-Academy- computer education at Agra for imparting practical skills and life skills alike.



171

students supported with financial assistance for continuing formal education

60

children benefitting from tuition projects

10

Girl child Scholarships

40

children benefitting computer skills from E academy project



Appreciation & Recognition

Acknowledged by SERRV

Asha Handicrafts Association was certified as a SERRV Better World Verified Partner for 2022-2023, for achievement in providing sustainable employment, resources, rights, and vision for small-scale artisans.

More than 200 Artisan Families are provided with free medical consultation in Saharanpur every year

2 Artisans were provided with financial assistance to bear the cost of hospitalization for chronic diseases.

Health Services



AN OATH OF *Sustainability*

We at Asha are committed to working toward the betterment of society as a people, as well as a place to live in. We initiated plantation drives, the 'Wheels for change' campaign and drawing competitions to spread awareness on the importance of sustainability and improving lives of artisans at the same time.

"I used to walk for 45 minutes every day to commute to my workplace, but now with the gift of a bicycle, I reach my workplace in 15 minutes and also save money for my children's education," says beneficiary artisan Farzana Begum.



52

Trees were planted by artisans

50

Bicycles were distributed to artisans across the country.



Fair Trade Advocacy

by celebrating World Fair Trade Day on 14th May 2023, awareness sessions and workshops.

400 Artisans and the Asha staff were educated about fair trade practices and climate change.

About **3000** students at educational institutions like NIFT, Amity, NTTR have been made aware of the Indian handicrafts and fair trade practices.





Smiles for every Artisan
A s h a H a n d i c r a f t s

