

IMPACT REPORT 2023-24



18 Craft Clusters 72 Artisan Groups 1000+ Artisans

ECONOMIC RESOURCES UTILIZED TO **UPLIFT ARTISANS !**

\$ 96386



Asha Handicrafts Association is a brand with a “Hope” for artisans from India, where Ideas are handcrafted into beautiful and luxurious life style products.

Our vision and mission is to provide marketing support to our artisans through a sustainable global market and help them to preserve the art and craft of India.



17 major artisan groups attended the "Annual Artisan Training"



Craft Elevation – Discovering New Artisans" with craft promotional visits to 3 centres.



.Empowering over 200 Artisans with ongoing on-site trainings in Quality, Innovation, and Efficiency.

Reviving interests and protecting generational skills !

CREATING CONNECTIONS **CRAFTING CHANGE !**



Artisan Impact Stories and Product Insights provided to 14 buyers to promote artisans and their craft.



3 Global buyers visited craft centres witnessing firsthand craft processes and selecting product samples.



Welfare workers function as hope ambassadors, collaborating with 51 artisan groups from various craft centers in India.



2 wooden producer groups benefit with interest-free advances for raw material procurement, and suitable machinery with equipment.

Building positive connections can get you to places, you can't reach alone !

Health and Safety Initiatives benefitted 30 artisans groups. 34 first aid kits, 27 fire extinguishers, 5 exhaust fans, 34 LED lights, and 22 water coolers provided.



5 water purifiers provided to artisan families ensuring the access to clean and safe drinking water.



119 artisans availed of the Health and Blood Check up Camps held at Jaipur and Moradabad.

124 Artisans were supported with the Free Eye check-up Camps organized at Saharanpur & Agra.

1000+ artisans visit the ASHA MEDICAL CENTRE at Saharanpur to benefit from the free consultations and medications .

He who has health has hope and he who has hope has everything !



55 artisans from 7 different craft centers, benefit from 'WHEELS FOR CHANGE' program.

200 sapling planted during the 'Tree Plantation Drive' at major craft centres.



300 Handicraft artisans participated in the 'Health Awareness Program on Tobacco Sensitization'.

"Acting now for a greener tomorrow ! "



131 children of artisans receive Educational Assistance .

6 Girl Child are supported with scholarships to pursue higher studies.

21 students complete the MS Basic course through Asha's E-Academy from Agra.



Ms. Manisha Jani, an external WFTO auditor conducted Asha's fair-trade audit successfully, ensuring the WFTO Guaranteed Members status since 2014.



Asha Handicrafts participation in Gifts World Expo 2023 providing a platform for collaboration, networking, and showcasing our work to a wider audience.



World Fair Trade Day 2023 was celebrated on May 13, under the theme "Reimagining the Economy: Regenerative Businesses for the Future."

PLANTING TREES TODAY, SUSTAINING TOMORROW!

Total of 202 trees were planted at the Asha Regional Centre in Saharanpur.



WE COULDN'T HAVE DONE IT WITHOUT YOUR SUPPORT AND PARTNERSHIP.

