



asha handicrafts
ASSOCIATION

COMPUTER TRAINING

BY

ASHA HANDICRAFTS ASSOCIATION

AT

ASHA, UTTAR PRADESH

BB. Mr. Victor--09837135381



asha handicrafts
association



Annual Report - 2026

A year of Resilience, Dignity and Growth



CHAIRMAN'S MESSAGE

Dear Members, Partners, and Friends,

The financial year 2025-26 has been one of the most challenging years for businesses across the world. Geopolitical uncertainties, disruptions in global supply chains, inflation in key export markets, and rising logistics costs created an unpredictable trading environment. Like many organisations in the handicraft sector, Asha Handicrafts faced these challenges with determination and resilience.

At the beginning of the year, we committed ourselves to remain steadfast in our mission, irrespective of the external circumstances. I am grateful that, through God's grace and the unwavering dedication of our Board, management, staff, artisan partners, and buyers, we remained true to our purpose of creating sustainable livelihoods through Fair Trade while strengthening the organisation for the future.

This year also marked a historic milestone as Asha Handicrafts celebrated its Golden Jubilee, commemorating fifty years of empowering artisan communities and preserving India's rich craft traditions. The celebrations were a fitting tribute to the artisans whose skills and perseverance continue to inspire our work. I sincerely congratulate Team Asha for organising this memorable event with great professionalism.

I am equally pleased with the significant progress made on the Asha Resource Centre (ARC) at Saharanpur, which will become a lasting investment in the welfare, capacity building, and future of our artisan communities.

While the global business environment continues to remain uncertain, I am confident that Asha Handicrafts will continue to adapt with resilience, integrity, and innovation. Our strength lies not only in the products we create but in the values we uphold and the lives we touch.

On behalf of the Governing Board, I extend my heartfelt gratitude to our members, artisan partners, customers, donors, employees, and well-wishers for their continued trust and support. Together, we will continue to build a stronger future for artisans and uphold the enduring mission of Asha Handicrafts.

Mr. Geogi Eapen Zachariah
Chairman

CEO'S MESSAGE



As we reflect on the year gone by, it is evident that Asha Handicrafts continues to operate in an increasingly complex and challenging environment.

Global supply chain disruptions, rising input costs, inflationary pressures, shifting market dynamics, and uncertainties in international trade have tested organizations like ours in unprecedented ways. Alongside these external pressures, our artisan communities continue to face livelihood challenges, increasing costs of living, and growing vulnerabilities that directly impact the ecosystem we have carefully nurtured over decades.

Yet, challenging times often reveal the true strength of institutions built on strong values and collective commitment.

At Asha, our response this year has been guided by resilience, adaptability, and an unwavering commitment to our mission of creating sustainable livelihoods with dignity for artisan communities. We have focused on strengthening operational efficiency, maintaining financial discipline, improving supply chain responsiveness, exploring new market opportunities, and continuing innovation in product development while keeping our artisan partners at the centre of every decision.

What encourages me most is the commitment shown by Team Asha, our artisan partners, buyers, Board members, and well-wishers who continue to believe in the purpose we collectively serve.

As we move forward, we remain confident that by staying rooted in our values while adapting to changing realities, Asha Handicrafts will continue to grow stronger and remain a beacon of ethical and responsible trade.

Mr. Rajesh Kumar
Chief Executive Officer

ASHA'S GOLDEN JUBILEE CELEBRATION



**Celebrating 50 years of purpose,
dedication, and impact. Asha's
journey stands as a testament to the
power of empowering artisans and
transforming lives.**

GM'S MESSAGE



“Moving Forward with Confidence”

This year has been challenging for the global export business. Economic uncertainty, changing customer needs, rising costs and declining Fair Trade Market have affected our business. In spite of these challenges, we have done well and continued to move forward.

Our performance has been possible because of the strong relationships we have built with our customers over many years and the hard work and commitment of our entire team. We have continued to serve our existing customers while also looking for new customers, new markets and new business opportunities.

During the year, we continued to develop products in our main categories such as Souvenir gifts, Wooden Board games, home décor, jewellery and Christmas products. We have tried to understand what our customers need and develop products that are attractive, useful and reasonably priced.

We also understand that the market is changing. Going forward, we need to improve our product development, reduce costs, improve delivery times and look at better production methods. Where suitable, we will explore some machine-assisted tools for production while continuing to maintain the USP of Handmade, quality and values of our Fair-Trade work.

The coming years will require us to work more closely as one team. Marketing, Product Development, Production, Quality and Finance must work together to give our customers better products, better service and faster responses.

Our focus for the future will be simple – retain our existing customers, find new customers, enter new markets, develop better products and increase our sales.

I am confident about the future of Asha Handicrafts. We have more than 50 years of experience, strong customer relationships, skilled artisans and a committed team. These are our biggest strengths.

I sincerely thank all our customers, board members, artisans, suppliers and staff for their continued support and hard work. Despite the difficult global situation, we have done well this year, and together we can do even better in the years ahead.

“Challenges are what make life interesting; overcoming them is what makes life meaningful.”

**Mr. Ivan Carvalho
General Manager**

STORY OF TRANSFORMATION



Mohammad Rahil

A Story of Growth



Mohammad Rahil, owner of Perfect Handicrafts, grew up learning metalwork from his father, who started the unit in 1976. What began as a traditional family craft gradually became Rahil's passion, as he moved from basic fabrication to creating unique handcrafted products from wrought iron.

His journey took a turning point in 2006 when he collaborated with Asha Handicrafts. With regular orders, advance payments, and exposure to Fair Trade practices, Rahil gained financial stability and the confidence to grow his business.

Over time, this support transformed his life. Rahil was able to purchase his own plot of land and build a fully equipped workshop, creating a stable and organized production space. Today, he provides regular employment to 7–8 artisans, ensuring fair wages, safe working conditions, and dignity for everyone involved.

During the COVID-19 crisis, when livelihoods were at risk, Asha Handicrafts extended crucial support by providing financial assistance and food supplies to Rahil and his artisans. This timely help ensured that their families were cared for during a period of great uncertainty.

Committed to sustainability, Rahil uses recycled metal and environmentally responsible methods in his work. He strongly believes in Fair Trade, ensuring that all those connected to his business receive their fair share.

From a small artisan unit to a stable and growing enterprise, Rahil's journey reflects the powerful impact of long-term support—transforming not just his own life, but the lives of many artisans working with him.

JOURNEY OF EMPOWERMENT



Sandhya Devi

A Story of Resilience and Dignity



Ten years ago, Sandhya Devi migrated from Bihar to Jaipur with the hope of creating a better future for her family. To support the household, she worked from home doing thread-cutting work while her husband, Govind Shah, earned a modest income through garment printing. Despite their hard work, meeting the family's needs was often a challenge.

A turning point came when Sandhya became associated with Asha Handicrafts. Through Asha's artisan's group, she received training in felt crafting and spent a year mastering the skill. With determination and dedication, she transformed herself from a home-based worker into a skilled artisan and today proudly works as a Master Crafter, earning respect and a stable income for her family.

Asha Handicrafts' support extended far beyond livelihood opportunities. During the COVID-19 pandemic, Asha provided ration support to help the family through a difficult period. The organization continues to support the education of her three children each year, helping them pursue their dreams. Asha also provided a bicycle for the family's daily use and a water purifier, ensuring access to safe drinking water at home.

When her husband underwent a stomach operation last year, the financial stability and confidence Sandhya had gained through her association with Asha Handicrafts helped the family navigate the challenge with strength and resilience. Today, Sandhya's journey stands as a powerful example of women's empowerment. Through the combined support of livelihood development and social welfare initiatives from Asha Handicrafts, she has become a source of strength for her family and an inspiration to other women striving for a better future. "When a woman is empowered with skills, opportunities, and support, she not only transforms her own life but also creates a brighter future for generations to come."

GLOBAL PARTNERSHIPS



EZA, Austria



Shared Earth, UK



Rize, UK



Rehab's Rope, USA

EXPANDING HORIZONS



El Puente



TTV USA



Rahab's Rope



Serrv



Carrooka



Uber Games

Empowering Artisans for Growth, Resilience, and Dignified Livelihoods.

In April 2025, Asha Handicrafts Association took a significant step towards strengthening artisan livelihoods by organizing an intensive one-week skill development programme at its Vasai office in collaboration with Carrooka Games Ltd., UK. The training was led by renowned experts Ms. Georgina Furnival and Mr. Jack Thomas Furnival, who introduced artisans to the craft of designing and producing handcrafted wooden board games for the international market.

This initiative represented more than just a training programme—it was a gateway to innovation, resilience, and new market opportunities. Through practical, hands-on sessions, artisans enhanced their expertise in wood selection, precision cutting, finishing techniques, quality assurance, and export-ready packaging. By successfully developing sample products that met international standards, participants gained confidence to diversify their production capabilities and compete in global markets.

The programme has created a promising new avenue for marketing and exports, enabling artisans to move beyond traditional and seasonal product lines. By acquiring contemporary skills and adapting to changing market demands, artisans are better equipped to withstand economic uncertainties and build long-term resilience.

This intervention reflects Asha Handicrafts Association's unwavering commitment to skill upgradation, product innovation, market expansion, and the creation of sustainable livelihood opportunities. By empowering artisans with new competencies and access to emerging markets, Asha continues to foster economic growth, self-reliance, and dignified livelihoods for artisan communities.



GROWING TOGETHER - PRODUCER TRAINING



A two-day Capacity Building Training was conducted at Asha House, Vasai, for 32 handicraft producers to enhance their skills and market readiness. The programme covered design development, digital marketing, financial planning, costing, MOQ, lead-time management, quality assurance, sustainability, and export compliance. Interactive sessions encouraged innovation and the development of new product concepts aligned with market trends. Participants also gained insights into Fair Trade markets, export documentation, and emerging regulations such as EUDR. The training strengthened producers' capabilities, confidence, and alignment with Asha Handicrafts' ethical and market-oriented practices.

STRENGTHENING SKILLS FOR BUILDING RESILIENCE



Skill Development Training for Zari Zardozi Artisans by Asha Handicrafts

A skill development training programme was conducted for Zari Zardozi artisans to enhance technical skills and quality awareness. The training covered quality control, improved production techniques, and export-compliant labelling and packaging practices. Participants gained practical knowledge to improve product quality and market readiness. The programme strengthened artisan confidence and reinforced Asha Handicrafts Association's commitment to capacity building and quality excellence.

PATHWAYS TO EXCELLENCE



Building Resilient Leaders for a Stronger Future



TOGETHER WE THRIVE



Festivals are a time to celebrate our shared spirit, resilience, and togetherness.



HONOURING DEDICATION

MR. LEO D'SOUZA
35 YEARS



MR. MAHENDRA KUMAR
30 YEARS



MR. VICTOR HARRIS
20 YEARS



MR. ROBIN DANIEL
15 YEARS



MS. HEMANGI DABRE
10 YEARS



MR. DAVID TUSCANO
10 YEARS



MR. RAJESH PATEL
10 YEARS



MR. RUPESH KHEDSARKAR
10 YEARS



A HEARTFELT GOODBYE



MR. LESLIE LEWIS
25 YEARS

"With sincere appreciation for your years of loyalty and excellence, we wish you good health, happiness, and success in this new journey called retirement."



MR. BISWAJIT DAS
26 YEARS

ASHA RESOURCE CENTRE, SAHARANPUR

A Dream in making - ARC Building Construction Progress



The Asha Resource Centre (ARC), Saharanpur, reached a key milestone with the successful completion of its construction.

The site has been officially handed over by the contractor, and is now ready for the final finishing phase.

Once operational, the Centre will serve as a hub for artisan training, entrepreneurship, and community development.

VISIONARY LEADERSHIP

GOVERNING BODY MEMBERS



MR. GEOGI ZACHARIAH
CHAIRMAN



MR. SURESH MATHEWS
VICE CHAIRMAN



MR. JAMES VARGHESE
SECRETARY



MR. MAX FERNAND
TREASURER



MR. LESLIE RAJKUMAR
MEMBER



MR. DARRYL BRAGANZA
MEMBER



MRS. NEETA MINZ
MEMBER



MR. RUPENDRA KUMAR SINGH
MEMBER



MR. VIJAY THANGIAH
MEMBER



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FAIR TRADE

Sedex | **SMETA**
SMETA 4-PILLAR CERTIFIED FACTORY

CFBP
COUNCIL FOR FAIR
BUSINESS PRACTICES
HAR GRAHAK KI AWAAZ

**FAIR TRADE
FORUM
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