



**CHITRIKA**

Artisan Development Foundation

# Annual Learning Document 2009-2010

Draft



**Chitrika** – Artisan Development Foundation



**CHITRIKA**

Artisan Development Foundation

## **OUR MISSION**

“Enhancing the livelihoods of the artisans in Andhra Pradesh”

## **OUR VISION**

“Achieving economic and social well being of 1 lakh artisans by 2020”

## **OUR VALUES**

Working with the artisans not on “art”

Integrated value-chain approach

Working on “mass products”

Working through “Conscientious business model”



## INDEX

<b>S.no</b>	<b>Particulars</b>	<b>Page</b>
1	Summary Table for 2009-2010	4
2	We Are	5
3	As We Move	7
4	Domain Wise Performance	8
5	Future Plan	12
6	Ponderings	13
7	Our Team	14
8	Legal Identity	15
9	Audited Statements	17
10	Annexure – Craft - The Scenario	22

**Summary for the Year 2009-2010**

<b>Particulars</b>	<b>Details</b>	<b>Amount</b>
<b>Funding sources</b>		<b>Rs. 9.2 lakhs</b>
	Grants	Rs. 6 lakhs
	Donations	Rs. 2.5 lakhs
	Consulting	Rs. 67,000
	<b>Number</b>	
<b>Consulting assignments</b>	National/International organizations	4
<b>Staff</b>		7
	<b>Details</b>	<b>Figures</b>
<b>Producer Enterprises</b>	Producer Enterprises (PE)	<b>3</b>
	Direct Artisan reach	<b>120</b>
	Production (value) of PE	<b>Rs. 17.9 lakhs</b>
	Sales (PE)	<b>Rs. 12.84 lakhs</b>
	Training programs	<b>1</b>
	Cooperative Assessment	<b>1</b>
	Member Funds (3 enterprises)	<b>Rs. 6,100</b>
	Exhibitions (Independently organized)	<b>7</b>
	Member Deposits (3 enterprises)	<b>Rs. 1.04 lakhs</b>
	Member Long Term Deposits (3 enterprises)	<b>Rs. 61,892</b>



# CHITRIKA

Artisan Development Foundation

We are

*Chitrika* - Artisan Development Foundation promotes self-managed and self-sustaining institutions of artisans, supporting livelihoods of 10,000 artisan households directly and 100,000 artisans indirectly by 2020. Chitrika was started with the core objective of working with the artisan rather than the art and has still stuck to the same values. The journey was started with a vague idea of “helping” the artisan and now the idea has been transformed into an institution that believes in the inherent capacity of the artisans to learn and become a key player in the market. We work towards balancing markets, aesthetics and producer concerns for bettering the choices for producer as well as the consumer.

## Strategy

Towards achieving the goal Chitrika recognizes importance to collaborate and work with various stakeholders across the value chain of weaving and artisan production sub-sectors using partnerships at various levels.

With a **well-integrated** approach and an adequate dose of investment in building and nurturing the human resources, we are looking at improving the income and human capital at the community level. This will sustain and help scale-up the interventions for the artisans. The basic idea is to provide better living to the artisan either through the **existing livelihood** or through **alternative livelihoods** as per the choice of the artisans. The organization will work to rectify the channels that fail to benefit the artisans or reach only partially due to inefficiencies in the delivery channel. **Strengthening** the producer business institutions and building institutions like producers’ companies, artisan common interest groups, partnerships, private companies in each of which artisan **stake and control** will be the central focus. Building a **marketing channel that is owned** by the artisans is one of the crucial interventions to **create space** for producers in the market. Chitrika will reach out to the artisans through **direct implementation** and through **partnering with other artisan NGOs/Government/CBOs**. It will support and groom professionals at each level either through its own pool of human resources or through partnerships where handholding support will be provided to the staff of the NGOs.

Chitrika will primarily work in Andhra Pradesh covering five artisan livelihoods by the year 2020. In the next 10 years it will improve the livelihoods of 10,000 artisans in Andhra Pradesh. By reaching out to 10,000 artisans it will emerge as the largest development agency, within civil society, working for artisans in India.

Currently Chitrika is working with two weaver cooperatives in Srikakulam and a lacware cooperative in Etikoppaka covering 60 artisan families and 120 artisans



## As We Move.....

The year has been marked by balancing the management systems internally and externally. Stabilising the functions, clear demarcation of the domains in Chitrika, negotiating with the societies to take-up newer responsibilities/challenges and lending firm shape to the systems has been the key achievements of the year. The organization has since its inception continued its efforts in strengthening the systems at the enterprise level. Sri Umachandrasekhara MACS (SUCCS) would complete four years by November 2010, is being able to manage the internal systems, governance of the enterprise and building marketing potential on its own. The other Producer enterprises are still in the process of evolution.

### Key Milestones & Challenges

Although Chitrika started with a steady pace, five years since its inception it has now grown wiser in terms of its activities as well as initiatives. Working from scratch was not an easy task and Chitrika over the years has borne the fruits of its endeavour and dedication in the form of three producer enterprises with the few more to join in soon. At each and every step Chitrika was confronted with the challenges of establishing and setting the systems right internally into the organisation/ producer enterprises as well as externally. Chitrika was able to stand and overcome the challenges to a great extent because of its well built team of professionals and the cooperation shown by its producer enterprises.

### Milestones

#### Firming-up the internal systems by way of:

- Drafting employee friendly policies and review systems to draw and retain aspiring individuals willing to contribute their best skills in the well being of the artisans, creating conducive work environment.
- Inculcating more professionalism in the approach of the producer enterprises
- Technical interventions for establishing Garmenting unit at producer level and forming a Design committee to initiate product innovation and diversification
- Strengthening the marketing impetus of producer enterprises by establishing “Rural Outlet” beginning at Rajam by Sri Umachandrasekhara MACS (SUCCS)
- Explorations to form new clusters particularly one at Kancharam has been done
- Building a Forum with people from other producer enterprises, market players and policy makers. In this context Chitrika is planning to organize a State Level Symposium exclusively for Handloom Cooperatives in the first quarter of 2010-2011

#### Way Forward:

Chitrika still has a long way to go and the real journey has started now. Confident of its approach from the experience gathered over the years, Chitrika has many aspirations to fulfil- aspirations of not its own... but of the several thousands of artisans.....



### *Establishing external systems would include*

- Exploring new avenues for marketing like Corporate and Institutional tie ups, Exporters, Retailers, Distributors. Chitrika is also open to the idea of collaborating with other craft NGOs for marketing. To promote the enterprise at Etikopakka Chitrika has ventured into the concept of Corporate Gifting.
- To increase our financial partnership network, looking for finance options from new resources would also be a major challenge.

## Domain wise performance



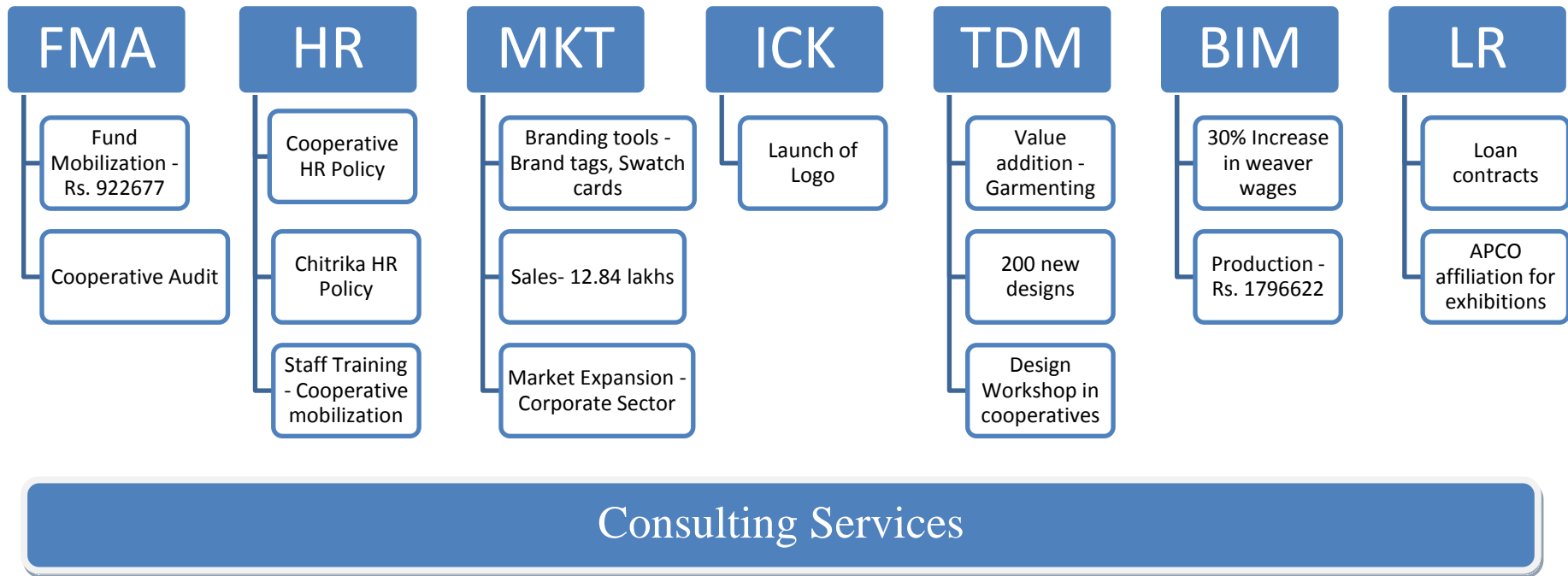
Chitrika has seven domains that work in an integrated manner to support the needs of artisans, Chitrika supported artisan related institutions and other external entities involved in crafts livelihoods. All the functions in each domain are purely support functions and are not substitute to the involvement of the artisans. Capacitating the artisans as managers of their institutions is the key driver in developing these domains.



**CHITRIKA**

Artisan Development Foundation

Domain Wise Progress 2009-2010







## Consulting Assignments:

Consulting assignments are carried out by all the domains across the year

The prime purpose of taking up consulting assignments is to enable knowledge sharing; to be in line with the changing situation of artisan livelihoods and to indirectly address issues that may go unheard. Through these insightful learnings, Chitrika aims to design and build successful interventions in the artisans' livelihood. Chitrika believes that taking up artisan livelihood related projects and getting associated with others in the same line will enable the Chitrika in contributing to the sector in a constructive manner.

To add on to these, it is one way of generating revenues for the organization. As a long-term plan, Chitrika wants to implement a model where in the strategic team would generate its own salaries. Service portfolio of Chitrika includes services to artisans, artisan collectives and organizations working with artisans.

### Assignments done in 2009-2010



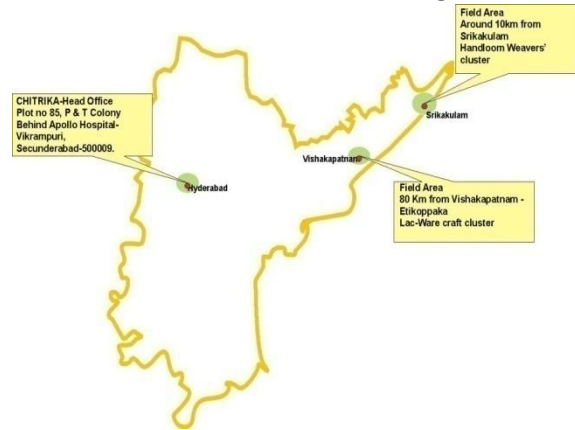
\*Independent study taken up by the CEO



## Field focus

This year was a learning experience where most of Chitrika's efforts went towards stabilizing the internal management systems in the producer enterprises for scaling up in 2010-2011. The main focus was on consolidating the activities in the cooperative and on exploring issues other than cooperative promotion.

Chitrika has been witnessing a gradual improvement in the way the producer enterprises have transformed in all these years. From playing the role of mere producer, the members have shown collective participation in decision making process. Having an institutionalized structure has helped the members to think of their livelihood at a collective level.



### Producer Business Enterprises

#### Sri Umachandra Sekhara MACS (SUCCS) (Origin: November 2006)

Sri Umachandra Sekhara MACS (SUCCS) is located in a village named Devaravalasa, in G. Sigadam mandal, Srikakulam District. With 38 members, the enterprise is run and managed by the members and internally elected board. With three years of consistent learning efforts and ownership, today SUCCS as a group has developed the ability to plan, execute and understand the variances. The members strategize their plans related to production and are also creating market space with adequate number of exhibitions. The enterprise has also opened a shop in Rajam Mandal Headquarters. The enterprise has three full time employees who take care of the sales and administration. The society in a way has become a model for the other weavers to get inspired.

Performance of SUCCS				
#	Head	2009	2010	Remarks
1	Membership	36	38	
2	Production in Value		Rs. 6.4 Lakhs	
3	Sales		Rs. 8.3 Lakhs	
4	Net Profit		Rs.0.4 Lakhs	
5	Member funds		Rs. 3800	
6	Member deposits		Rs. 76504	
7	Loan outstanding		-	There is no loan outstanding

#### Sri Nava Durga MACS (Origin: August 2008)



Around 120 kilometers from Vishakapatnam, Sri Nava Durga MACS is located in a village named Bodham in Rajam Mandal. This producer enterprise is known for its quality weaving. Taking Sri Umachandra Sekhara MACS (SUCCS) as a model, this enterprise evolved as a group with members who render a high quality production.

Performance of SNDCS			
#	Head	Number	Remarks
1	Membership	15	
2	Production	Rs.4.3 Lakhs	
3	Sales	Rs.3.5 Lakhs	
4	Profit	Rs. 0.6 Lakhs	
5	Member funds	Rs. 1400	
6	Member Deposits	Rs. 18862	
7	Loan outstanding	Rs. 3.5 Lakhs	

#### **Etikoppaka MACS (Origin: October 2008)**

Etikoppaka is a village located 65km away from Vishakapatnam, Andhra Pradesh. This village has more than 225 families working on lacware. Etikoppaka MACS as a collective group produces lac ware items. This enthusiastic group comes out with new sample designs too. Etikoppaka is also one of the Rural Tourism sites. This project is in its nascent stage and being implemented by Chitrika.

Performance of E'MACS			
#	Head	2009-10	Remarks
1	Membership	7	
2	Production value	Rs. 1.3 Lakhs	
3	Sales	Rs. 1.3 Lakhs	
4	Loss	Rs. 0.2 Lakhs	
5	Member Funds	Rs. 900	
6	Member Deposits	Rs. 9530	
7	<b>Loan outstanding</b>	<b>Rs.75519</b>	

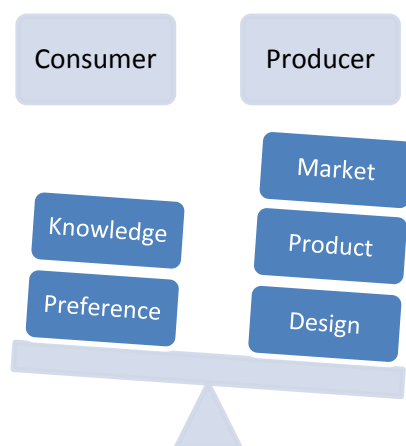


## Future Plan

1	Number of New Cooperatives	5 Cooperatives, 250 Artisans
2	Grants	Rs.30 Lakhs
3	Loans	Rs.50 Lakhs
4	Cooperative Market Reach	Rs. 60 Lakhs
5	Consulting	Rs. 8 Lakhs
6	Projects	
	Support for Existing Cooperatives	
	Rural Tourism Project – Etikoppaka	
	Customer Education	
	Opinion Leaders Education	
	Knowledge Material for Producers	
	Greening the Value-Chain	
	Social Angle - Women Weavers	
	Linking with Existing Cooperatives	
7	Staff	15
8	Annual Budget	Rs. 30 Lakhs
9	Inventory Management Systems – Cooperatives	1
10	Research Studies	
11	Newsletter Publication	1
12	Symposium of Best Practices in Handloom Cooperatives	1
13	Garmenting Management	
14	Computer – Enabling the Cooperatives	

### Balancing Act

Working for the development of artisans and bringing in improvement in their livelihoods, Chitrika understands the need of the organization to link and work with other value chain actors who directly or indirectly affect the livelihood of artisans. Under this context Chitrika looks forward to work from two different ends- one that of the consumer and the other that of the producer. Through interventions, Chitrika plans to balance the inequities in the sector and thus make both the ends meet at an equal platform.





Within the cooperative network that will be promoted, all the key stakeholders need to be educated. Systematic and serious efforts will be undertaken for trainings and skill development of the artisans and their representatives in the cooperatives.

## Ponderings

Chitrika like other NGOs faces extraordinary challenges which are different to those faced by the Government and the private sector. Often functioning in an isolated and unsupported environment, we are faced with a set of complex and interrelated challenges relating to our organisation's change mission, increased pressure for accountability and transparency, the need for unquestioned integrity, to maximise limited resources, and the ability to network and position our organisations in an uncertain external and political environment.

- The major constraint that the co-operatives are facing at present is the availability and affordability of raw material and credit. The price of yarn and wood used by artisans are steadily increasing. Contrary to that is the unavailability of credit for purchase of the raw materials. Where will the artisans go? The national and state governments do have several schemes pertaining to production inputs. Lack of information to weavers regarding various policies and schemes is no less a significant cause for the dwindling fortunes of the weaver community. Even government departments and implementing agencies related to handloom suffer from inadequate information and data resulting in a widening gap between policy formulation and implementation. Then why draft policies for namesake when they do not benefit the artisans at least for procuring raw materials.

There is a need to develop efficient models of delivering raw materials by the Government. Policies alone cannot help serve the artisans.

- NGOs are perceived as unprofessional even pathetic. They are not expected to have professional services as much as grant is driven. Being professional would mean being market driven, offering services that could be priced. But one must understand when you are artisan driven the pressure of the market is always there. The consumer is on you all the time. You can't sell at any price you wish for example but at a lower price. When you are business driven you have to meet targets, inventory, billing and stock levels. There can be no sloppiness. You have to be accountable to the weavers- see what sold last season, what was ordered, what they prefer in yardage.
- Not all the programs that we organize would be implemented, as we have to get proper approval from the government for our projects. In addition, it is a fact that not all the projects that are planned and developed would be approved. With a check point at every level it becomes challenging to work in such an environment.
- Chitrika has been working with existing cooperatives in terms of enriching the quality and standards of work. While the growth of the cooperatives in terms of managing the institution or be it looking at the larger picture collectively has been immense. External



resources are more concerned with the numbers of Chitrika, focusing on the scaling up activities. In this scenario, quality of the output is often measured in terms of scaling up numbers, where as efficiency and transparency in the way of utilizing the funds are not noticed. Thus the quality of work done by the existing producer enterprises and Chitrika as a facilitator goes unnoticed.

## Our Team

Designation	Staff	Domain
CEO	Vijaya Switha Grandhi	
Manager	Saurav Rath	Marketing Management
Manager	P S Rajeshwari	Technology & Design Management
Manager	Yamuna	Information Communication & Knowledge Management
	Manas Kumar Behera	Finance Management & Administration
Senior Executive	B Ravi Kumar	Finance Management & Administration
Senior Executive	Savitri	Business Institution Management
Executive	Ratna Kumari	Finance Management & Administration

## Employee Reflections

- *Increase of responsibilities has given me scope to learn new things and handle different situations - B. Ravi Kumar*
- *Being at Chitrika has helped me explore areas that I have never been into and has provided scope to improve my skills - Yamuna Prakash*
- *Because of the existing systems in Chitrika, the work progress in different domains is evident to all the employees- making work more transparent irrespective of the hierarchy - P S Rajeshwari*
- *Evolving strong internal and external management systems will be the key challenge in the coming years when the organization is going to scale-up its activities – Vijaya Switha*



## Legal Identity

- Chitrika is registered under Andhra Pradesh Societies Act, 2001 on 5th October 2005. The Registration number is 1603 of 2005. Memorandum of Association and Articles of Association are available on request
- Chitrika is registered under section 12A of the Income Tax Act, 1961 and with DIT (Exemptions), Andhra Pradesh under section 80G, valid till March 2009 (Reg.No. 1605-07)
- Chitrika is in the process of getting registered under Foreign Contribution (Regulation), Act, 1976. Field Investigations are under the process

### Our Board

#	Name	Occupation/Designation
1	Mr. V.Madhusudhan Chairman	M.Com, Development Professional, Director of Access Livelihoods Consulting India Private Limited; has more than 10 years of experience with Producer Business Enterprises
2	Mr. Abhiram Katta Treasurer	ACA, PGDM –IIM (B) Presently working as a consultant in HSBC, Hyderabad
3	Mrs. Vijaya Switha Grandhi Secretary	PGDRM IRMA, Development Professional, founder of <i>Chitrika</i> , has more than 5 years experience in artisan livelihoods
4	Mr. Ashis Panda	PGDRM IRMA, Development Professional, has 5 years experience in with Producer business enterprises involved in organic farming
5	Mr. Rajendra Shaw	Cinema -FTI, Pune, Communication Professional, Founding member of <i>Center for Development Communication (CDC)</i> , Hyderabad
6	Mr. Gopi Krishna	TISS, Development Professional, is a founder of <i>Mitan – Crafts Company</i> and has more than 20 years experience in artisan livelihoods
7	Ms. Jhansi	Post Graduate in Women’s Studies, Development Professional, has more than 13 years experience in working with various livelihood projects across Andhra Pradesh. Currently with Irrigation Department, Govt. of AP

### ACCOUNTABILITY AND TRANSPARENCY

- ❖ No remuneration, sitting fee or any other form of compensation has been paid since inception of Chitrika to any board member
- ❖ The following reimbursements have been made to board members:
  - Travelling expenses to attend board meetings –



- Travelling expenses to Ms. Switha Grandhi, CEO during the year for monitoring field activities and training – Rs. 19298
- No other reimbursement have been made to any board member
- ❖ CEO's remuneration: Rs. 20,000/- p.m.
- ❖ Remuneration of three highest paid staff members
  - Rs.15,000/- p.m.
  - Rs.8,000/- p.m.
  - Rs.6500/- p.m.
- ❖ Remuneration of lowest paid staff member: *Rs.3000/- p.m.*
- ❖ Staff Details: (as on March 31<sup>st</sup> 2010)

Gender	Paid Full Time	Paid Part Time	Paid Consultants	Unpaid Volunteers
Male	3	0	0	0
Female	4	0	0	0

- ❖ All directors are volunteers giving their time pro bono. They are not included in the details above
- ❖ Distribution of staff according to salary levels

Slab of gross salary (in Rs) plus benefits paid to staff (per month)	Male staff	Female staff	Total staff
Less than 5000		1	1
5,000 – 10,000	1	2	3
10,000 – 25,000	1	2	3
25,000 – 50,000	-	-	-
50,000 – 1,00,000	-	-	-
Greater than 1,00,000	-	-	-
Total	2	5	7

- ❖ Total cost of national travel by all staff during the year: Rs. 97237
- ❖ Total cost of international travel by all staff during the year: *Nil*

#### OUR BANKER

- Andhra Bank, Tirumalgherry branch, Secunderabad –500009

#### OUR AUDITORS

- M/s. Swamy and Seshadri





**CHITRIKA**

Artisan Development Foundation

**Audited Statements**

**BALANCE SHEET AS AT 31ST MARCH 2010**

<b>LIABILITIES</b>	<b>AMOUNT Rs.</b>	<b>AMOUNT Rs.</b>	<b>ASSETS</b>	<b>AMOUNT RS</b>	<b>AMOUNT Rs.</b>
<b>CAPITAL FUND:</b>			<b>FIXED ASSETS:</b>		
OPENING BALANCE	337554.00		COMPUTER	1348.00	
LESS: EXCESS OF EXPENDITURE OVER INCOME	66910.50	270643.50	LESS: DEPRECIATION		1348.00
			FURNTURE	1800.00	
			LESS:DEPRECIATION	180.00	1620.00
<b>LOANS:</b>	370000.00	370000.00	TABLES	6922.00	
			LESS:DEPRECIATION	692.00	6230.00
<b>CURRENT LIABILITIES &amp; PROVISIONS:</b>			<b>CURRENT ASSETS</b>		9198.00
SALARY PAYABLE	88129.00	88129.00	<b>LOANS &amp; ADVANCES</b>		
			ADVANCES	508355.50	
			DEPOSITS	30886.00	
			CASH IN HAND	1760.00	
			CASH AT BANK	178573.00	719574.50
		728772.50			728772.50



# CHITRIKA

Artisan Development Foundation

## RECEIPTS AND PAYMENTS STATEMENT FOR THE PERIOD ENDED 31ST MARCH 2010

RECEIPTS	GRANTS	OTHERS	TOTAL		EXPENDITURE	OTHERS	TOTAL
TO OPENING BALANCES:							
CASH ON HAND	7379.00	302.00	7681.00		BY SALARIES	191273.00	576887.00
CASH AT BANK	33192.00	53000.00	86192.00		BY CONSULTING CHARGES	13683.00	47010.00
TO GRANTS INCOME	605000.00		605000.00		BY TRAINING EXPENSES	0.00	14556.00
TO DONATIONS	250610.00		250610.00		BY TRAVELLING EXPENSES (7272+22307)	29579.00	30560.00
TO CONSULTING INCOME	0.00	67067.00	67067.00		BY OFFICE RENT	46967.00	71267.00
TO SERVICE INCOME	0.00	56747.00	56747.00		BY POSTAGE	14941.00	15844.00
TO INTEREST	331.00	1311.00	1642.00		BY APWW SSTUDY	0.00	5391.00
TO MISC. INCOME	8.00	2365.00	2373.00		BY CLUSTER LEVEL EXPENDITURE	78740.00	86592.00
TO DEPOSITS	10725.00	0.00	10725.00		BY GRANTS UTILISED - SDTT	0.00	36932.00
TO LOANS FROM OTHERS	-70000.00	360000.00	290000.00		BY AUDIT FEE	10515.00	5515.00
TO SALARIES PAYABLE	88129.00	0.00	88129.00		BY PRINITNG & STATIONARY	12169.50	16857.50
TO ADVANCES	9053.00	0.00	9053.00		BY TELEPHONE	0	0.00
TO INTER UNIT ADVANCES		7215.00	0.00		BY BANK CHARGES	2000.50	2164.00
					BY INTERNSHIP	1000.00	2043.00
					BY DONATION UTILISED - GIVE	0.00	41131.00
					BY OFFICE MAINTENANCE	15028.00	20159.00
					BY SUBSIDY - LAPTOP	0.00	5000.00
CARRIED FORWARD	934427.00	548007.00	1475219.00		CARRIED FORWARD	415896.00	977908.50

CONTD..2..



# CHITRIKA

Artisan Development Foundation

BROUGHT FORWARD	934427.00	548007.00	1475219.00	BROUGHT FORWARD	415896.00	977908.50
				TO INTEREST	0	5891.00
				BY RENT DEPOSIT	0.00	1500.00
				BY SURVEY EXPENSES	1399.00	3877.00
				BY WEBSITE CHARGES	0.00	11010.00
				BY INTERNET	8076.00	13234.00
				BY RECRUITMENT EXPENSES	5657.00	11896.00
				BY FABRICS/GARMETNS (15447+3960)	19407.00	19407.00
				BY EXHIBITION CHARGES	950.00	950.00
				BY LEGAL CHARGES	1000.00	1000.00
				BY MEETING & REVIEW	4304.00	4304.00
				BY INTER UNIT ADVANCES	0.00	0.00
				BY ADVANCES	36385.50	39728.50
				BY DEPOSITS	4211.00	4211.00
				BY STAFF ADVANCES	0.00	33000.00
				BY LOAN PAID OF MR. RAMANUJAM	45000.00	45000.00
				TO ACCOUNTS PAYABLE	0	121969.00
				BY CLOSING CASH BALANCES		
				CASH ON HAND	3177.00	1760.00
				CASH AT BANK	2544.50	178573.00
TOTAL	934427.00	548007.00	1475219.00	TOTAL	548007.00	1475219.00



**CHITRIKA**

Artisan Development Foundation

**INCOME AND EXPENDITURE STATEMENT FOR THE PERIOD ENDED 31ST MARCH 2010**

EXPENDITURE	GRANTS	OTHERS	TOTAL		INCOME	OTHERS	TOTAL
	AMOUNT Rs.	AMOUNT Rs.	AMOUNT Rs.		AMOUNT Rs.	AMOUNT Rs.	AMOUNT Rs.
TO SALARIES	385614.00	191273.00	576887.00		BY GRANTS INCOME	0.00	605000.00
TO CONSULTING CHARGES	33327.00	13683.00	47010.00		BY DONATIONS	0.00	250610.00
TO TRAINING EXPENSES	14556.00	0.00	14556.00		BY CONSULTING INCOME	67067.00	67067.00
TO TRAVELLING EXPENSES	981.00	29579.00	30560.00		BY SERVICES INCOME	56747.00	56747.00
TO OFFICE RENT	24300.00	46967.00	71267.00		BY INTEREST	1311.00	1642.00
TO POSTAGE	903.00	14941.00	15844.00		BY MISCELLENOUS INCOME	2365.00	2373.00
TO AP WW STUDY	5391.00	0.00	5391.00		BY EXCESS OF EXPENDITURE OVER INCOME	329199.00	66910.50
TO CLUSTER LEVEL EXPENDITURE	7852.00	97630.00	105482.00				
TO GRANTS UTILISED - SDIT	36932.00	0.00	36932.00				
TO AUDIT FEE	0.00	10515.00	10515.00				
TO PRINTNG & STATIONARY	4688.00	12169.50	16857.50				
TO ADMINISTRATION EXPENDITURE	23309.00	22903.00	46212.00				
TO BANK CHARGES	163.50	2000.50	2164.00				
TO WEB SITE - CHITRIKA	11010.00	0.00	11010.00				
TO OFFICE MAINTENANCE	5131.00	15028.00	20159.00				
TO SUBSIDY - LAPTOP	5000.00	0.00	5000.00				
TO DEPRECIATION	872.00	0.00	872.00				
TO DONATION UTILISED - GIVE	33631.00	0.00	33631.00				
<b>TOTAL</b>	<b>593660.50</b>	<b>456689.00</b>	<b>1050349.50</b>		<b>TOTAL</b>	<b>456689.00</b>	<b>1050349.50</b>



# CHITRIKA

Artisan Development Foundation

	GRANTS	IG	GRA	IG
<b>SD:GRANTS UTILISED EXPENSES</b>				
DISSEMINATION WORKSHOP	12932.00			
CONSUMER STUDY	290.00			
INSTITUTIONAL STUDY	23710.00			
	<u>36932.00</u>			
<b>ADMINISTRATION EXPENSES</b>				
MARKETING	2478	1399		
EXHIBITION- EXPENSES		950		
FABRIC		-3443		
INTERNET	5158	8076		
LEGAL CHARGES		1000		
MEETINGS & REVIEWS		4304		
RECRUITMENT	6239	5657		
RESOURCE FEE		1000		
SAMPLE GARMENTS		3960		
INTENSHP	1043			
AUDIT FEE	-5000			
GIVE - PAYMENTS	7500			
INTEREST PAID	5891			
	<u>23309</u>	<u>22903</u>		
<b>CLUSTER LEVEL EXPENSES</b>				
<b>ETIKOPPAKA</b>				
SALARIES	-1068	7576		
OFFICE OVERHEADS	290	4005		
RENT	500	2750		
TRAVEL	10526	23291		
	<u>A</u>	<u>37622</u>		
<b>PONDURU</b>				
RENT	500	5500		
SALARIES	-264	4000		
SUPPORT TO DEVARAVALASA	-7440	1631		
TRAVEL	4808	28052		
OVERHEADS		1835		
	<u>B</u>	<u>41018</u>		
	<b>A+B</b>	<b>78640</b>		
<b>DETAILS FOR ADVANCES:</b>				
STAFF ADVANCES			2043	
ATCHUTA RAO			-434	
NILENDU			600	
RAJESHWARI			2981	
RAVI KUMAR			-386	
SAVITRI			5600	
VIJAYA SWITHA			6659	
SSL. SAVITRI				
LOAN TO MANAS				
ADVANCES RECEIBALES CO OPS			2999	
ADV ALCI			2000	
CO OP FIXED LOAN			10000	
CO OP GENERAL LOAN			30600	
CO OP WORKING CAPITAL			418404	
			<u>481066</u>	
<b>DETAILS FOR DEPOSITS</b>				
RENT			12500.00	
TELEPHONE			500.00	
TDS			16386.00	
			<u>29386.00</u>	



## Annexure

### Craft - The Scenario

Crafts Sector in Andhra Pradesh is well entrenched in rural areas. Each district in Andhra Pradesh boasts of some form of craft. Also if one looks at the variety of handlooms and handicrafts, AP offers rich diversity. The famous crafts of Andhra Pradesh can be divided in the following broad categories: Metal, wood, leather, stone and cloth-based crafts.

In Andhra Pradesh, weaving is the largest craft sub-sector. Data, institutions and schemes of government are more comprehensively designed for the weavers. Data is not available for other crafts. APCO – federation of handloom primary cooperatives and Lepakshi – marketing arm for handicrafts are the two key institutions working on marketing of the crafts. The traditional route of master craftsman as a key design, marketing and finance channel exists even to this day. The issues plaguing the sector are similar across all the crafts but vary in degrees. The market for most of the handicrafts in AP is export oriented and has good margins. In the case of handlooms, the market is declining for some of the clusters.

#### Quick look at the facts

Past interventions in Crafts sector were able to contribute in a limited way for the growth of the sector. The interventions were not so successful because of the following reasons-

- a. Lack on integrated services covering the entire value-chain,
- b. Lack of registered institutional structures managed by producers,
- c. Control of market by intermediaries,
- d. Lack of market information on changing consumer needs,
- e. Lack of concerted efforts to work on improvements in technology and
- f. Inadequate financial flows (supporting long term investment and working capital needs) into the sector.

Though there is infrastructure, relevant schemes and existing best practices in marketing by private sector, there is a systemic failure in improving crafts livelihoods. Particularly in artisan livelihoods balancing markets, aesthetics and producer concerns is a key challenge. Both modern replacements and traditional articles coexist and compete in the market. Does saying no to modern replacements means saying no to natural technological progression? Are we protecting the dated techniques? Or is it only the issue of correcting the market structures? The main challenges in the crafts sector are:

1. Making crafts viable at producer's level so that it meets the growing aspirations.
2. Developing value-addition units to support improvement in realization of the producer and to control costs of end products.
3. Integrating complementary technologies to improve productivity and working conditions.
4. Integrating market information systems so that the producer is aware of changing market and consumer needs.
5. Developing viable institutional structures addressing the issues of distributive justice in favour of artisans and making them the key player in the value-chain