



Development Initiatives

Affirmative Action

Weaving Success Stories: Jaipur Rugs



Skills Training at Jaipur Rugs

CII adopted a Code of Conduct on Affirmative Action four years ago, to encourage industry to draw members of the Scheduled Castes and Scheduled Tribes into the country's economic growth story.

Many member companies have launched enabling and empowering programmes to act in consonance with this voluntary code of conduct. Jaipur Rugs, who manufacture a wide range of high quality, handmade carpets, is one such company.

Jaipur Rugs has undertaken various employment generating initiatives under the agenda of Affirmative Action ever since its adoption of the CII Code of Conduct on Affirmative Action in 2007. In addition to providing employment to those who belong to the Scheduled Castes and Scheduled Tribes, the company also focuses on the alleviation of poverty and women's empowerment. To this end, the company has identified key communities from the Below the Poverty Line (BPL) category, unskilled, unemployed and uneducated people, rural women, and SC/STs. As many as 40, 000 underprivileged jobless people have evolved into carpet artisans by this measure.

Jaipur Rugs works directly with the artisans to remove the middlemen from the supply chain, as exploitation of artisans by middlemen is common in the carpet industry. The company brands its products with a Rug Mark which means that the company is strictly against child labour. Over 70 percent of the weavers associated with Jaipur Rugs are women. Around 95 percent of them belong to SC/ST/OBC and 80 percent are illiterate. The majority of the target beneficiaries were BPL category before associating with the company.

Project	SC/ST Beneficiaries
Carpet Weaving Unit	24
Short Term Skill Training Programme for Carpet-Finishers	112
Thanagazi Carpet Cluster Development	997
Rural Business Hubs on Carpets and Rugs (9 Villages)	44
Carpet Weaving Cluster Development Programme	31
Shortterm Skill Training Programme for Carpet-Finishers	224
Carpet Weaving Assistance to Rural Women in Non-Farm Development	24
Short Term Skill Training Programme for Carpet-Finishers	13
Rural Business Hubs on Carpets and Rugs (3 Villages)	107
Rural Business Hubs on Carpets and Rugs (3 Villages)	50
Computer-Aided Carpet Design Awareness Programme	36

Jaipur Rugs has a Social Entrepreneurship Model through which it has institutionalized CSR throughout its business strategies, operations, initiatives and production.

This restructuring of production processes is taking place irrespective of the costs involved if they take forward the company's commitment to provide sustainable livelihood to the underprivileged, by providing them skill development and enhancement training while adhering to global quality standards.

How does the programme work? The company identifies the underprivileged people interested in weaving who are then given training for skill building and skill upgradation until they become expert weavers. These weavers are then encouraged to form self-help groups, and a collective enterprise.

The company also assists the weavers through 15 add-on services, targeting the artisans and their families. These services include health and sanitation, education, micro-finance, solar energy based solutions, rainwater

harvesting systems, exposure visits, etc.

Jaipur Rugs has a presence in 10 states in India. It is a very good example of how CII's voluntary code of conduct on Affirmative Action has empowered and enabled those sections of our society who most need such interventions. Several projects have recently been launched so that SC/ST beneficiaries could get sustainable livelihood through employment or self-employment.

Carpet Weaving - Assistance to Rural Women in Non-Farm Development, Aoyimkum, Dimapur, Nagaland

- This project provides livelihood to 24 rural women by imparting skill development training, as well as production and design training

Skills Development Training, Gujarat

- Covers 30 weavers in Dabriamba
- Covers 24 weavers in Khatwani

ART

Art Exhibition at IETF

The Exhibition on Contemporary Indian Art, hosted by CII during the International Engineering and Technology Fair in New Delhi from 11 to 13 February with the support of the DIPP, drew a steady stream of appreciative visitors. These included Ms Kiran Choudhry, Minister for Excise, Taxation and Public Health, Haryana, Ms Sudha Pillai, Member Secretary, Planning Commission, Mr GK Pillai, Union Home Secretary, and Mr MH Khan, Director General, CAPART. Several groups of schoolchildren also viewed the exhibition.

Five major Delhi-based art galleries displayed the works of around 40 artists. The exhibits included a motorcycle fitted with a cannon titled Human Enemy Killer-the vehicle emits smoke that kills mosquitoes! Funky art-related objects such as mugs, kitschy cushions, and book lights, in addition to books on Indian art and culture, were also on offer.

The exhibition of Contemporary Indian Art demonstrated that India's new economic success has led to a new aspiration amongst Indians to engage with and acquire art.



Sudha Pillai, Member Secretary, Planning Commission with Chandrajit Banerjee, Director General, CII

