



Silver Jubilee
Ch
1985 -2010

Creative Handicrafts
Women's self employment center



ANNUAL REPORT 2010 - 2011

Life has no smooth road for any of us; and in the bracing atmosphere of a high aim the very roughness stimulates the climber to steadier steps, till the legend, over steep ways to the stars, fulfills itself.

W. C. DOANE



contents

5	About Creative Handicrafts
7	Message from the Founder
8	Message from the Chairperson
9	Message from the Director
11	Mission & Vision of Creative Handicrafts, Fair Trade
12	Fair Trade
13	Creative Handicrafts Social Outcome 2010-11
14	Increasing our Impact
15	Economic Justice
17	Essential Services of Education & Health
19	Gender Justice
20	Child Rights
22	Impact of Volunteers, Interns and Community
23	International Conference on Combating Poverty
24	Millennium Development Goals
25	Awards & Accolades
26	Sales in 2010-2011
27	Future plans
28	Governing Board
29	Partners & Collaborators
30	Our partners behind the scene





Creative Handicrafts (CH) is a social enterprise which believes in the economic sustenance and empowerment of women from disadvantaged communities. A recap of the journey of CH, takes us back to the year 1984, when the founder Sister Isabel, while working and living with the slum communities, realized the innate spirit and potential among the women in the slums. The skills that she had in stitching and toy making, she imparted to a small group of women. They used this newly acquired ability to make dolls and soft toys. These were sold outside schools and churches. The money made from these sales would be a financial help to the women in meeting their basic needs.

Creative Handicrafts has gone a long way since then by reaching out to a larger number of women, working in new slum areas and making high quality products. CH continues to focus on economic sustenance of women by imparting training to the women to produce garments, textile based handicrafts, soft toys and other utility items which are sold in boutiques, department stores and world shops (Fair Trade Shops) around the world. The ultimate objective of Creative Handicrafts is to build sustainable communities where respect for human person is held high and no differentiation or discrimination based on caste, gender or religion is prevalent.

CH, a signatory of the World Fair Trade Organization (WFTO), realizes that Fair Trade is the means to combat poverty in a market driven world. CH invites you to join the movement of Fair Trade which focuses not on making a few millionaires but millions of bread winners in our society.



from the founder of creative handicrafts

Dear Friends,

As I jot down these few lines my memory takes me back to those days when I was prompted from within, an inner voice, telling me to do something for the women who need my support and caring. This inner voice was the words of Jesus, "when you did these to your brothers and sisters you did it unto me". This inner voice always made it impossible for me to turn away from women in very difficult circumstances and doing nothing about it.

Today, after twenty five years of this journey with women from the slum communities, I feel very happy for the challenge that I took to initiate a self employment program 1984. It was a challenge and a struggle but worth taking seeing the impact that it made in the lives of many. I have seen the women changing and changing for better.

I have withdrawn myself from my active involvement in the organization and it is a delight for me to see the organization continue to pursue the mission that we set long ago. It is encouraging to see the organization reaching out to newer areas of work in the field of education and women empowerment. The organization has graduated to be a Fair Trade Organization and is today one that is looked upon as an example for economic development program for women. All these make me very happy and contented.

However,

I would like to see more happening. One thing that disturbed me the most has been the instances of women becoming prey to the money lenders. I have seen these predators descend upon them on the days when the women received their pay from CH. In years to come I would like to see CH reach out to more and more women in the slums and organize them to get out of this debt trap.

One problem that makes the woman absolutely vulnerable is the absence of a roof over her head. Most of the women in the slum communities do not have a house, however small that could be, and that makes her suffer all the atrocities meted out to her. I would like to continue to help women in any way possible to have a roof over their head.

Another area that CH needs to concentrate more in the years to come would be to socially empower the women. It is important that there is a change in their mind set and in their belief system which is oppressive in nature and only these changes could bring about a sustainable change in their lives. I would want CH to concentrate more on social empowerment of women in the years to come.

Thank you,

Isabel Martin MCJ

from the Chairperson of creative handicrafts

Dear Friends,

The year 2010-11 was a joyful one. Joyful because we shifted from our old small home to our new big home. Isn't that reason enough to be joyful? Definitely yes.

As I sit to pen a few lines, I recall the time when Sr. Isabel Martin started this project of empowering women with just the 3 of us and today we have multiplied to 300 and above. We had to face many difficulties and challenges in our journey to make a living and become self sufficient. Marketing and Sales were a big challenge initially, but with the strong motivation and encouragement of Sr. Isabel, we were able to do our best. Asli Food came into existence for women who were not able to sew. These women proved themselves by marketing and reaching out to many people.

Creative Handicrafts celebrated its Silver Jubilee last year. The journey of CH in the past 25 years along with all its difficulties and trials has borne fruit. Moving to a big place was not easy at all. We have been successful not only because of the unity and hard work of the women, but also the staff and able guidance of the management. Above all, it is our Founder – Sr. Isabel Martin who has been our inspiration and encouragement in this long journey. She is an angel in disguise for each and every woman of CH. May God Bless her with good health and peace always.

At a personal level I call myself lucky to be a member of this great big family and it was a privilege and honour to be the Chairperson of the Trust. I have learnt a lot from CH and grown to great heights.

In the by gone years the women were struggling to make a living but it feels nice to see that today the women are happy and satisfied. I was the Chairperson for a long time and learnt a lot during this tenure as Chairperson. I would like to give this opportunity to many more women like me to grow and it is my pleasure to handover this responsibility to one of the women of our organization. We have a long way to go. Many more challenges and hurdles to overcome. CREATIVE HANDICRAFTS is on its way to make its mark in the World Map. So let us remain united and continue to give our best to CH, our families and the society at large.

Mrs. Anjali Tapkire.

from the director

Dear Friends,

The year that passed by was a year to reckon with.

The “Women’s Self Employment Program” which had very humble beginnings completed 25 years in 2010.

I look back with a sense of accomplishment and contentment that from a modest beginning in 1984 CH has grown immensely to be able to reach out to hundreds of women and children in the slum communities who need our direct intervention in their struggle for survival.

It was a dream for the women, staff, Trustees and Sr. Isabel Martin to have a permanent infrastructure for Creative Handicrafts. The bygone year was the year that saw this dream realized. We salute the hundreds of partners and collaborators who constantly long for the growth and increased outreach of CH. They helped us realize this dream. The SVD congregation evinced tremendous amount of generosity in realising this dream and I wish to acknowledge the same.

The international conference that Creative Handicrafts organized on the occasion of its Silver Jubilee was an opportunity to bring together like minded organizations and individuals who want to join hands to combat poverty in a market driven world. It gave CH tremendous amount of visibility among the development organizations in India and abroad.

The Award, “Premio Principe de Viana De La Solidaridad 2010”, from the Government of Navarra, Spain gave the much needed recognition to Sr. Isabel and Creative Handicrafts, for its contribution to empowerment of women and poverty alleviation.

It is time now for CH to move to another level where it should impact more lives. The transformation that CH has been able to bring about in the lives of the women who are associated with it has been immense but still remains limited in number. There is a need to spread this impact to a wider community beyond the slums of Mumbai, beyond the state of Maharashtra to the rural women and children. This should be the agenda for CH for the next decade and I do hope that in the years to come more and more women and children in other parts of the country will benefit from our efforts.

It brings me immense joy to look back at another year of success in the life of Creative Handicrafts. This was possible because of the relentless efforts of the staff, the women, the continuous support of the governing board, and the hand holding of the donors and partners who are all very keen in the success of this organization.

Thank you,

Johny Joseph
Director



mission

Creative Handicrafts aims to build self sustainable and self reliant communities through economic and socio-cultural empowerment of unskilled and disadvantaged women.

values

To be a fair-trade organization by maintaining and implementing fair trade principles and practices.

To be open and inclusive and not to discriminate on grounds of race, religion, caste or sexual orientation.

Taking affirmative action on behalf of women who are disadvantaged and unskilled.

objectives

To provide opportunity for disadvantaged women to be economically self reliant.

To socially and economically empower women.

To tackle social and environmental issues and to provide local services to the members of the cooperatives and for people living in the slums.

To provide basic education and educational assistance to the children of the slum communities.



Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers.

Fair Trade organizations such as Creative Handicrafts have a clear commitment to Fair Trade as the principal core of their mission. They, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade. Fair trade members carry a distinctive logo of the World Fair Trade Organization (WFTO).

Fair Trade is more than just trading; it proves that greater justice in world trade is possible. It highlights the need for change in the rules and practice of conventional trade and shows how a successful business can also put people first.

CH Social Outcome 2010-11

IMPACT MADE ON WOMEN & CHILDREN THROUGH CREATIVE HANDICRAFTS

704

Number of women who were provided means of livelihood in co-operatives and on part time basis in 2010-2011

400

Number of women provided Mediclaim and healthcare checkups in 2010-2011



45

Number of sessions organized for women empowerment and capacity building programs in 2010-2011



37

Number of Saving and Credit Groups in 2010-2011

17

Number of women who provided livelihood through Asli Food in 2010-2011

136

Number of children who were sponsored in their education during 2010-2011

191

Number of children benefitted from Day Care

428

Number of children who were underwent health checkups in 2010-2011

20

Number of sessions organized for children during 2010-2011

232

Number of children who were impacted through Balwadis in 2010-2011



9

Number of Balwadis operated in 2010-2011

36

Number of women who provided training for tailoring in 2010-2011





increasing our impact

Since the inception of Creative Handicrafts in 1984, we have consistently worked towards reaching out to more women in newer slums and tribal communities. We have also raised the quality of the products of our income generating programs to match those of international standards. This makes our products more marketable, therefore providing room for more women to benefit from the CH income generation program.

We have also enhanced the benefits that each CH woman can avail of such as medical health cover, educational sponsorship for children, saving and credit facilities and social awareness programs. We strive to improve our work by reaching out to more disadvantaged women and by making concerted efforts to further empower each woman who is already part of CH. We always keep in mind that our work must be sustainable in the long run.

economic justice



FAIR TRADE PRODUCER GROUPS

At Creative Handicrafts, we look at Economic Justice as a starting point to bring about the overall empowerment of women. The target group of CH is disadvantaged women who are unskilled. CH works at giving these women expertise in tailoring and then using this ability to create beautiful garments and toys that are sold in India and around the world. CH connects these women and their products to the national and international markets .

The women that CH works with live in the slums and tribal areas. They often approach Creative Handicrafts directly because they are aware that CH is a women's organization that provides training in tailoring and that we run successful income generation programs. When we move into new slums and new tribal areas we give information about our organization and identify those who could benefit from our activities and work with them.

The tailoring training is for 6 months and once the women have picked up the skill they can join one of the CH cooperatives or garment manufacturing companies for employment. At present we run ten co-operatives that employ 154 women. Further we provide part time employment for 550 women from economically underprivileged backgrounds. We ensure that our products meet international standards. The high quality of services that we provide has ensured that we have consistent buyers who have helped us sustain our income generation program.



ASLI FOOD

Asli Food is an income generating program through which clean and healthy lunch parcels are delivered to around 400 customers on a daily basis. This project was started for the women who could not pick up the skills in tailoring. This program has successfully provided and alternate means of livelihood to 17 women.



SAVING AND CREDIT GROUP

There are many people in the slums who are heavily in debt. The habit of saving is still to catch up in many of these communities while borrowing money is a second nature to them. This has also led to a situation where poor people have become dependent on money lenders who provide money at very high rates of interest, causing them to sink deeper into the debt trap. Keeping these factors in mind, Creative Handicrafts started the Savings and Credit Group. Today, we have 37 groups with a total of 450 members.

The women who have become part of our Saving and Credit groups save money on a monthly basis. After 6 months of saving they are allowed to take loans which are proportional to their savings at a negligible rate of interest. The women use this money for various purposes such as renovation of their houses which are in dilapidated condition, investing in the education of their children, emergency medical needs, etc.

essential services of education & health

BALWADIS/ PRE-SCHOOL

We at Creative Handicrafts have observed that many parents who themselves did not have an opportunity to be educated are yet to understand the importance of imparting education to their children. Apart from this, malnutrition was also observed especially among children in many poorer communities. Keeping this in mind we started Balwadis in slum and tribal areas of Aarey colony. A trained teacher is in-charge of giving the children basic education and providing healthy food on a daily basis. This teacher is given refresher training periodically and provided teaching aid to make classes more interesting. Our core aim is to ensure that every child in the balwadi is enrolled into a school once their pre-school education is complete. We have witnessed significant success in this endeavor and all children from the balwadis have been enrolled into a school after completion of their pre-primary education. At present we run 9 balwadis through which we impact 232 children in these communities.



SPONSORING A CHILD

We believe that for the next generation to come out of the spiral of poverty, it is of utmost importance that the children who live in slums are educated. For this reason we started the sponsorship project under which the educational expenses of children are met. In this scheme one or more children of every CH woman is sponsored. This program also covers the children who belong to our Child Development Center and certain other children in the slums whose parents cannot afford their education. We believe this is an investment into their future.

In the year 2010-2011 we had 136 children being sponsored through the help of our partners and donors. It is our hope and desire to extend the sponsorship scheme to include more children from remote tribal areas and the poorer slums.



CRÈCHE/ DAY CARE CENTER/BALVIKAS KENDRA

We realized that the women who were working at CH had difficulty taking care of their children while they were at work. To solve this problem we started the crèche where our women drop their kids off before work and pick them up after work. In the crèche the children are helped with their studies, they can take rest and play. In the year 2010-11 we had 191 children who benefitted from the services of the crèche and this facility has improved the attendance of our women and also constructively engaged the children of these families.

HEALTH AWARENESS PROGRAMS

We hold various awareness programs on issues such as TB, HIV, cancer, etc with the women of Creative Handicrafts. We also hold health camps in association with Holy Spirit Hospital and cancer detection camps in association with Indian Cancer Society. Every year we hold a variety of sessions for the children in Balwadis, Day Care Centers and the Child Development Center. Similarly health checkups and adequate preventive measures for ensuring good health among women is also given top priority. Women who are part of CH and children from Balwadis are periodically provided with medical checks to ensure they are in good health.



AROGYA NIDHI (HEALTH MUTUAL FUND)

For the women who are working with Creative Handicrafts, we have a scheme through which we insure their health expenses and that of their families at a minimal premium. There are 3 types of health care plans. The women can choose to go for health coverage that ranges from Rs. 100,000 to 300,000.



gender justice

CH strongly believes in the equal rights of all individuals regardless of gender. As a part of our efforts for women's rights, we have organized a series of sessions and activities to empower these women from the slum and tribal areas. As an organization, CH works with women precisely because we understand that women as a gender face economic and social exclusion. In our efforts towards empowering women, workshops and sessions have been organized on the following topics:

Domestic Violence & Legal Awareness

Fire Fighting Sessions

Problems on Alcoholism

AIDS awareness campaign

Gender Equity & Equality

Receiving basic necessities like Ration Card

Hospital Exposure Visit

Right to Information sessions

Patients Rights Awareness

Sessions on team spirit, co-operation, support

First Aid Training Program

Personality development sessions

Most of these sessions are conducted on a periodic basis to enhance holistic development of women associated with Creative Handicrafts. Apart from these activities there is also an action research currently being done on 'The Socio-Cultural and Political Empowerment of Women in the slum communities of Mumbai'. The objective of this research is to identify areas of empowerment and to build a strategy to counter this lack of empowerment among the women.

child rights



CH has set up Balwadis, a Child Development Center and a Crèche which the aim of meeting the nutritional and educational needs of children. Apart from these, CH regularly organizes a whole host of different sessions and activities to provide children with the skills they deserve to reach their zenith. Some of the sessions being organized are :

Career Guidance Workshops

Exposure Visits

Personal Hygiene Sessions

Health Check Ups

Eye Check ups

Organizing photography, video and other competitions

Enhancing Skill Development

The sessions are conducted with the intention of complementing the services of education and nutrition that can enable children to avail adequate social capital to enable their empowerment. CH aspires to embody the values of self dignity, self worth and the sense of love among the children who are the future of these communities.





“ Thanks to Creative Handicrafts that the living condition of many of these women has improved drastically, however a lot remains to be done. CH through its activities gives hope for the future, especially with the attention paid to children's education. The experience has been truly enriching in understanding many of the social problems faced by the women in these communities. ”

***Maud Gervain, Intern,
France May-Aug 2011***

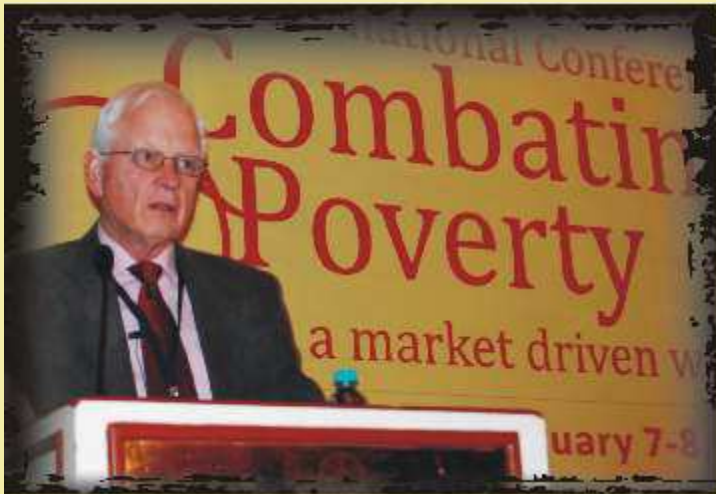
impact of volunteers, interns and students

Creative Handicrafts continuously seeks to involve individuals from across the globe to participate in the Fair Trade Movement which aims at making many bread winners and not just a few millionaires. Volunteers and interns actively contribute their expertise to support the work being done by Creative Handicrafts. Moreover it is often an enriching experience for them as they come into close contact with the harsh realities of those that live in the slums of Mumbai. CH has volunteers from different countries like Spain, France, UK, etc. Also, students from various colleges such as Nirmala Niketan and Tata Institute of Social Sciences link with CH as part for their college course.

“ It has been a pleasure working with you people, and sharing day by day all our experiences. And give all our love to the women. They are the reason for our work. ”

***Luna Hussein Lopez,
Madrid, Spain- September 20011***

international conference on combating poverty in a market driven world



The Combating Poverty Conference was an international conference organized by Creative Handicrafts on 7th and 8th February 2011 in Mumbai, India as part of the 25th year jubilee celebrations. It was envisaged in the light of the fact that many civil society organizations (CSOs) and other groups working for the marginalized and vulnerable are often at a loss as to whether or not to engage with the market, and if so what are the cautions that must be kept in mind. For many CSOs the 'market' is often seen as riding roughshod over the vulnerable in its desire to amass wealth. And yet the market has an increasing say in the way our world is run, and it cannot be wished away. In the light of this, a number of questions arise: Should those working for the disadvantaged cooperate with the market, or should they oppose it? Should they work to get the governments to control the market or should they condone laissez-faire approach of the state? Should they encourage wealth creation or focus only on distributive justice? So on and so forth.

Keeping this in mind, Creative Handicrafts shared the understanding gained over 25 years of experience about how to engage with the market effectively and how to use this to benefit the poor. This conference was part of the Silver Jubilee celebrations and CH collaborated with other like-minded institutions to foster knowledge creation in the area of the market and poverty alleviation. Hence the conference was organized by Creative Handicrafts, Tata Institute of Social Sciences, Fair Trade Forum and Mumbai Smiles.



millennium development goals



Creative Handicrafts works towards achieving the Millennium Developmental Goals within the context of its work

The organization continuously focuses on key aspects of Ending Poverty and Hunger by involving disadvantaged and unskilled women from the slums and tribal regions in Mumbai in income generating programs. This helps in their financial upliftment thus reducing the poverty and hunger in the communities that they live in.

Creative Handicrafts believes in the Universal Education of all children and with the help of several partners it is providing with sponsorship schemes for education of the children associated with CH.

Balwadis have been set up with the dual intention of ensuring that children are put into schools and are provided adequate nutritious food to ensure that they are healthy individuals. The Child Developmental Center and the Crèche also provide children with nutritious food and have periodic health camps to meet with the requirements of Child Health.

Creative Handicrafts is closely aligned with the objective of ensuring Gender Equality, apart from hiring women in need and providing with livelihood options CH regularly organizes a host of sessions with the intention of empowering women to their rights and equality in all aspects.

Maternal Health is taken care of by providing free gynecological checkups for women.

Regular workshops are organized with the women to give them awareness about diseases such as HIV/AIDS, Cancer, and Tuberculosis etc. CH constantly attempts at combating many of the fatal diseases by fighting the stigma attached to them by providing the information to familiarize them about these diseases and the cure available for the same.

CH aims at facilitating Partnerships across the Globe to fight poverty in a market driven world with the principles of fair trade which rightly aims at creating a society that has many bread winners and not just a few millionaires. .

CH ensures that all products are environment friendly and procedures used in production of the garments and soft toys are Environmentally Sustainable.

awards & accolades



PREMIO PRINCIPE DE VIANA DE LA SOLIDARIDAD, 2010

Creative Handicrafts and its Founder Isabel Martin Alonso was awarded the prestigious Premio Principe de Viana de la Solidaridad, 2010, on the 21st of April, 2010. The award has been granted to Creative Handicrafts for its 25 years of incessant work for the empowerment of women in the slum communities through skill training and Fair Trade. The award consisted of a citation and a cash prize of 40000 Euros.

Sr. Isabel Martin, the founder of Creative Handicrafts, received the award on 9th June, 2010 at glittering function organized by the Government of Navarra, Spain in Pamplona from the hands of the Prince of Spain.

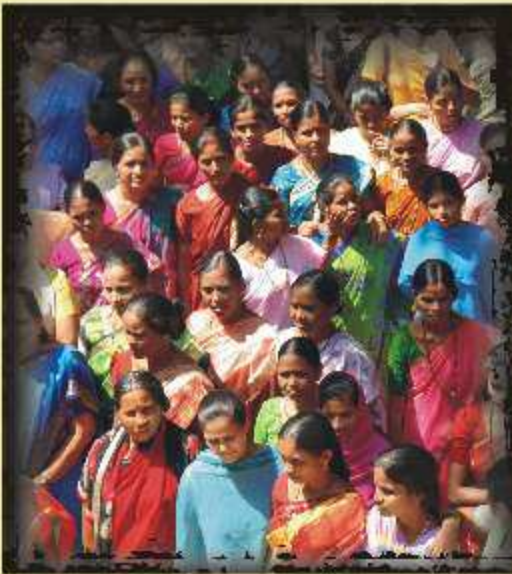


sales of products in creative handicrafts (2010-11)



Year	Domestic	Exports	Total
2008 - 09	20,68,440	3,92,09,395	4,12,77,835
2009 - 10	21,61,429	6,33,25,708	6,54,87,137
2010 - 11	23,03,664	6,33,11,354	6,56,15,019

future plans



NEW TRAINING CENTERS

Creative Handicrafts aims to set up new training centers for tailoring and embroidery in the coming year to provide skill training to more women. The aim would be to reach out to slums and villages where there is no economic development activities. It hopes convert these training centers into Fair Trade Producer groups.

MOVING INTO NEW AREAS

Creative Handicrafts aims to expand its income generation activities and other program into slums that are in poorer areas. This will benefit more disadvantaged populations.

STRENGTHENING THE SOCIAL EMPOWERMENT PROGRAM

A newly started action research on the 'Socio-cultural and political empowerment of women in the slum communities of Mumbai' will help identify the empowerment levels of CH women in comparison to other women from similar socio-economic backgrounds. The results of this research will be studied and steps will be taken to accelerate the conscientization of women so as to make them more independent, proactive members of society.

BRANDING OF CREATIVE HANDICRAFTS PRODUCTS

Fair Trade Forum India (FTFI) has been very forthcoming in branding the shops of members of FTFI. CH has actively been part of this branding exercise and hence, shop of CH will be co-branded with the brand of FTFI "Fair Trade India". This would allow CH to sell its products in all other shops owned by other members of FTFI and at the same time allowing products from other members to be sold in our shops.

governing board



Ms. Anjali Tapkire
Chairperson



Ms. Elizabeth Poojari
secretary



Ms. Pamela Fernandez
Treasurer



Ms. Kamala Amin
Member



Ms. Bindiya Negi
Member



Ms. Sidamma Naikodi
Member



Sr. Debra Rodricks
Member



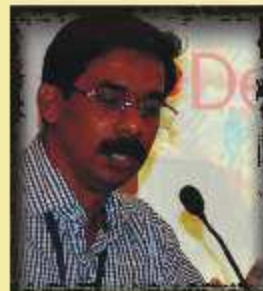
Ms. Caroline D'Souza
Member



Mr. Josantony Joseph
Member



Sr. Isabel Martin
Founder and Advisor

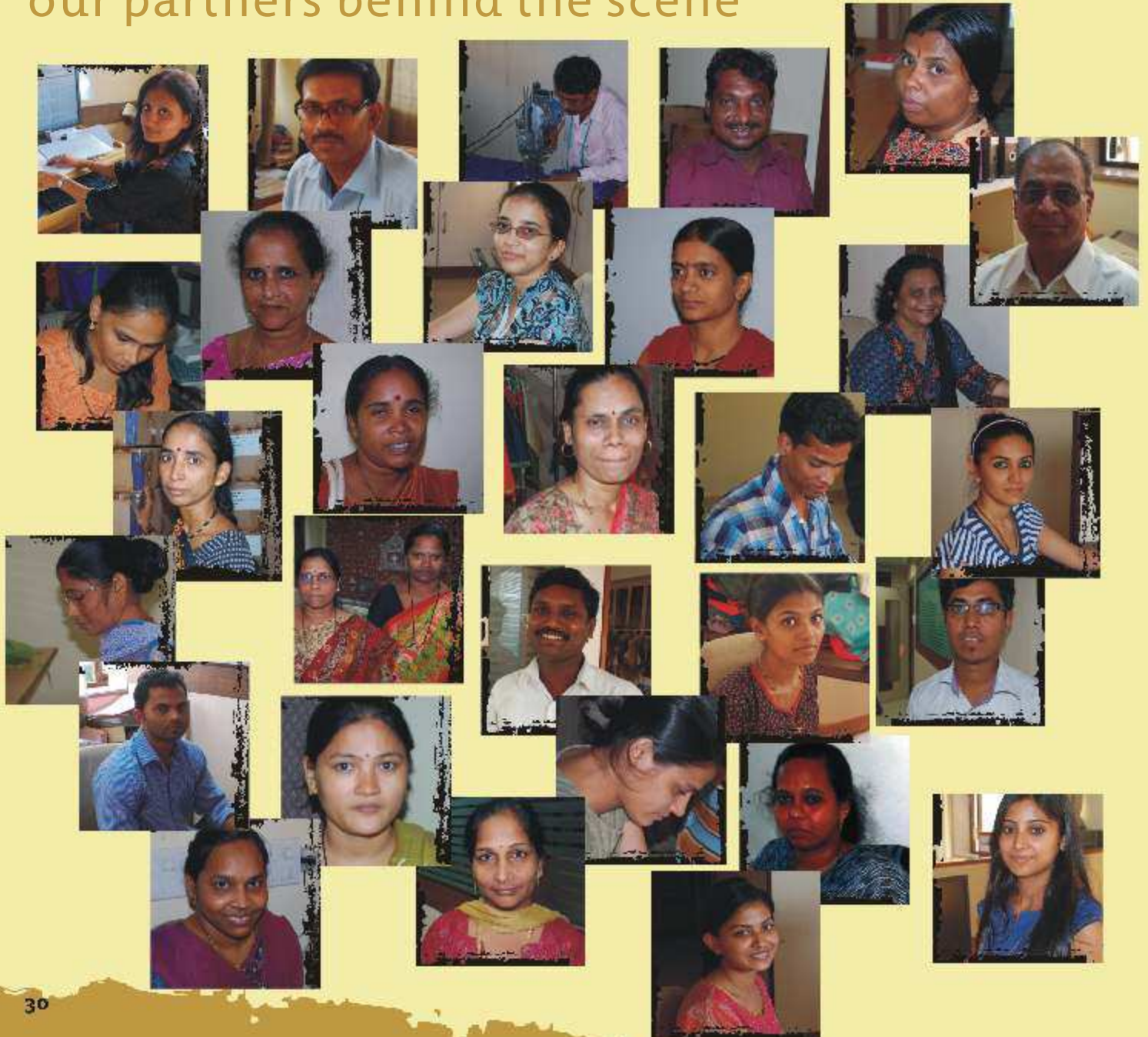


Mr. Johny Joseph
Executive Director

***Creative Handicrafts would like
to thank all its***
partners
and collaborators

Ananda Pascual Co.
Artisan Du Monde – France
Bibico - UK
Carrefour - Spain
Castilla y Leon - Spain
CCFD – France
Charity Alive Foundation – USA
Comunidad de Madrid – Spain
CTM Altromercato - Italy
Earth Divas – USA
El Puente - Germany
Enfant Du Monde – France
Fair Trade Forum India – India
Fluffy Duck - USA
Fundacion Heres – Spain
Hoss Intropia -Spain
Ideas - Spain
Intermon Oxfam – Spain
James Percy Foundation – Andorra
Les Amin De Jnn – France
Marigold – USA
Mata Traders – USA
Missionaries of Christ Jesus – India And Spain
Monoprix – France
Mumbai Smiles - India
Munduko Deiak – Spain
Olokuti - Spain
People Tree - UK
Pueblos Hermanos – Spain
Serrv - USA
Setem – Spain
Sisam - Japan
Society of the Divine Word – India
Solidar Monde – France
Somewhere - France
WFTO – Netherlands
WFTO Asia – Philippines

our partners behind the scene







Creative Handicrafts

Women's self employment center

D.P. Road, Off Mahakali Caves Road, MIDC, Andheri East, Mumbai - 400093. India.

Tel: +91 22 28373096, 28324692 Fax: +91 22 28379268

Email: johnnyjoseph@creativehandicrafts.org

Web: <http://www.creativehandicrafts.org>