



rangputra crafts India

- To create an enabling space in the market for craftspeople and artisans
- A space that is inclusive of all players in the chain - from the artisan to the retailer to the customer.
- To bridge the distance between the artisan and the final customer
- To generate sustainable livelihood options for craftspeople, based on principles of fair trade
- To provide design and marketing support to artisans.

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- A Producers Company
- inspired by the Amul model of cooperatives
- Wanted to avoid the 'welfare' approach that creates dependency
- Producers being shareholders in the company meant that they had a common faith in the future of their craft.

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- Registered on the 16th of December 2004
- Authorized and Paid up capital of 1 lakh
- Ten shareholders representing five artisan groups from different regions of the country and 5 individuals with different experience in the sector
- A Board with representation from both groups

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- Challenges
 - opening a bank account
 - Shortage of funds
 - Artisan producers did not have much to invest
 - Private investors unsure about the Producers company
 - Government departments and schemes difficult to access for new organizations
 - Likewise with Banks
 - Donor agencies unsure about our "profit" motives

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- Registered a Private Company
 - to raise money from private investors
 - enabled the running of the organization more like a business than a social venture
 - rigors of financial reporting demanded by the investors
 - growth in business due to support from one of our investors and our major buyer

Emerging issues

- the thinking is welfare oriented – which present opportunities as well as threats.
- Good for small initial social ventures that wish to get into business.
- The infusion of grants and subsidies from the state or others could lead to an absence of a healthy competitive spirit.

The vision and the underlying principles that guide an organization is most important.