

rangentra coape bein

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.

rangentra cap was

- 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

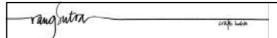
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- Registered a Private Company
 - to raise money from private investors
 - enabled the running of the organization more like a business than a social venture
 - rigors of financial reporting demanded by the investors
 - growth in business due to support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

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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.