

Producer Group Information:-

Producer Groups Details:

1. Name of the Group/Organisation:

Kumbaya Producer Company Limited

2. Address and Contact Details:

Jatashankar Village, Tehsil Bagli, District Dewas, Madhya Pradesh 455 227

Phone numbers: +91 7271275550 / 9977299843

3. Type of group:

- ☐ Self Help Group
- ☐ Rehabilitation and Training Unit
- ☐ Leprosy Colony
- ☐ Social Enterprise
- ☐ NGO
- ☒ Other: Producer Company

4. Type of skills used in production

- ☐ Weaving
- ☐ Spinning
- ☐ Dying
- ☒ Sewing/Tailoring
- ☐ Wood Carving
- ☐ Carpentry
- ☐ Papier-mache
- ☐ Book Binding
- ☐ Tatting
- ☒ Embroidery
- ☐ Block Printing
- ☐ Screen Printing
- ☒ Bead Jewellery
- ☐ Metal Jewellery
- ☐ Horn and Bone - Cutting, Polishing, Jewellery
- ☐ Knitting
- ☐ Soft Toy
- ☐ Basketry
- ☐ Batik
- ☒ Up-cycling and Recycling
- ☐ Other:

5. Food

Product Line

5.1 To Drink

☐ Coffee

☐ Juice/Syrup/Concentrate

☐ Other:

5.2 Cooking ingredients

☒ Honey

☐ Other:

5.3 Snack Product

☐ Chocolate

☐ Other:

6 Non Food

Product Line

6.1 Fashion

☒ Jewellery (bracelets, necklaces, & earrings)

☒ Clothes

☒ Personal Accessories (Handbag, Scarf & Hair-Band)

☐ Other:

6.2 Household

☐ Baskets

☐ Furniture

☒ Art or decorative items for home

☐ Stationary and Office material

☒ Kitchen textiles

☒ Bedroom textiles

☐ Other:

6.3 Leisure & Play

☐ Toys (Any toys for children stuffed or wooden)

☐ Other:

7. Name some of the products produced in your organisation -

Bags (rucksacks, sling bags, patchwork potlis), Clothes (Kurtas for men and women, straight trousers, dresses) and home linen (bed covers, cushion covers, table mats)

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8. Total number of women in production-

88

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9. Total number of men in production -

12

.....

10. Total number of producers in the unit -

100

11. Number of leprosy affected artisans in the unit -

0

12. Number of artisans whose family members are people affected by leprosy -

0

13. Number of artisans with disabilities -

14

14. Number of artisans with no disability -

86

15. Fair Trade affiliation -

- ☐ World Fair Trade Organisation (WFTO)
- ☐ Fair Trade Forum India (FTFI)
- ☐ Under MESH's fair trade monitoring system
- ☒ None

Business Details:

16. Sales to MESH last year (2018 - 2019):

Rs:

42000

17. Total sales of the group last year (2018 - 2019):

Rs:

8650000

18. Sales target to MESH this year 2019 - 2020:

Rs

200000

19. Total sales target of your organisation for this year 2019 - 2020:

Rs:

13000000

19. Sales target to MESH for 2020 - 2021:

Rs:

400000

20. Total sales target for 2020 - 2021:

Rs:

17500000

21. Apart from MESH, where do you sell your products:☒ Export (Non - MESH)☒ Indian Retail☒ Indian Wholesale☐ E - commerce☐ Other:**Activities Corner of your organisation:****22. Highlight any development or capacity building program organised by your group/organisation for the artisans during 2018 - 2019?**

Asian Heritage Training held by Kumbaya: (3rd-11th March): The Asian Heritage Foundation, started by Rajiv Sethi, reached out to Kumbaya to train 14 of their artisans in the art of basic stitching for an 8 day period. The trainees were artisans from West Bengal, Bihar, Madhya Pradesh from Madhubani and Jhabua districts. The trainees were taught how to stitch items such as Ladies' and Gents' Kurtas, Shirts, and Bags. They were also taught how to check for quality, and manage an assembly line of production. The training was a huge success and women had positive feedback for KPCL.

Year-long Training by Kumbaya

Kumbaya conducts three-month long trainings for skill building and livelihood empowerment through the art of stitching for women and people with disability at their 3 centres in Dewas district, MP. These trainings are entirely free of cost, and Kumbaya also provides a bus-travel allowance for people who travel from remote villages to attend the trainings. These trainings, taught by Kumbaya producers, cover the basics of reading a measuring tape to maintaining a sewing machine, and how to cut, stitch basics such as kurtas, men's shirts, petticoats and blouses. Till date, Kumbaya has trained over 1500 women who have gone on to work with Kumbaya or work independently in their areas.

23. Any development or capacity building program your group/organisation participated in 2018 - 2019?

Gond Painting Workshop: Well-known Gond artists Mr. Rajendra Uikey, Ms. Jayanti Uikey & Ms. Chandrakali Pusham spent fifteen days with Kumbaya and the SPS team from the 5th to the 20th of April 2018. The artists developed a new range by painting on Kumbaya products. All our producers took part in these workshops and learned the value, mythologies, and techniques of Gond art. We believe that a continued collaboration with these artists opens up new products and markets, which will help both, the Gond artists and Kumbaya.

24. New products, skills or equipment introduced in the year 2018 - 2019:

1. New Machines: a button sewing and button holing machine that allows us to add buttons to our styles autonomously, and improves our quality. A 12 kg washing machine that improves our capacity to wash and enhance fabric quality, a five thread overlock machine and four thread overlock machine for interlocking and stitching seams on fabrics like hosiery. An industrial cutting machine that allows us to cut a foot of fabric layers at one time puts us at a competitive advantage for wholesale orders.
 2. New Sample Team: Our new sample masters who have come with many of years of experience in the garment industry of Indore, have increased Kumbaya's capacity to work on new styles, and with designers around the world to create samples for them. Our sampling team has transformed our quality and efficiency of sample making on a large variety of styles, from garments, home décor and bags.
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25. Achievement/changes brought in the group during the year 2018 - 2019 -

1. Securing several international clients and increasing exports
 2. Securing TRIFED's wholesale orders for several cities such as Jaipur, Delhi, Dehradun, Mumbai, Bangalore, Chandigarh, Ahmedabad, Bhubaneshwar and Kolkata.
 3. Bringing assembly line production and enforcing stronger quality checks into all bhawans
 4. Procuring trademarks for our company's name
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26. Any special details you would like to tell us:

Images:

*Please share artisans story & images through email

27 Producer group picture (group picture of all the artisans):

*Please share latest group picture through email

28. Artisans at work (artisans picture in production):

*Please share latest images of artisans at work through email

29. Program pictures (events or activities pictures):

*Please share images of program/events through email

30. Artisans Case Studies (word document):

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