



**Maximising Employment To Serve the Handicapped  
(MESH)**



MESH, Marketing  
Capacity Building and  
Design.

*MESH designer and  
weaver training the  
women from Bethany  
Weaves.*



*Technical upgrades and new skills means more  
employment opportunities and a great feeling of  
pride especially if is your first certificate ever!*

### **Head Office and Delhi Shop**

Maximising Employment to Serve  
The Handicapped, MESH,  
5, Local Shopping Centre,  
Uday Park, New Delhi 110 049  
+91 11 26568048; +91 11 26965039  
E-mail: [contact@mesh.org.in](mailto:contact@mesh.org.in)  
Website: [www.mesh.org.in](http://www.mesh.org.in)

### **Hyderabad Shop (run by PSA)**

MESH  
Shop No. 8,  
NTR Gardens,  
Necklace Road,  
Hyderabad  
+ 91 9030774495  
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## Trading for Rehabilitation

**MESH is an Indian Organization committed to working with people affected by leprosy and people with disabilities.**

## Mission, Vision and Values

### Our Mission

To provide opportunities for disabled people and people affected by leprosy to achieve social and economic integration by trading.

### Our Vision

Self Sufficiency for our partners

(through fulltime work and links to retraining, education, health and sanitation for the people affected by leprosy and disabled people that supply MESH)

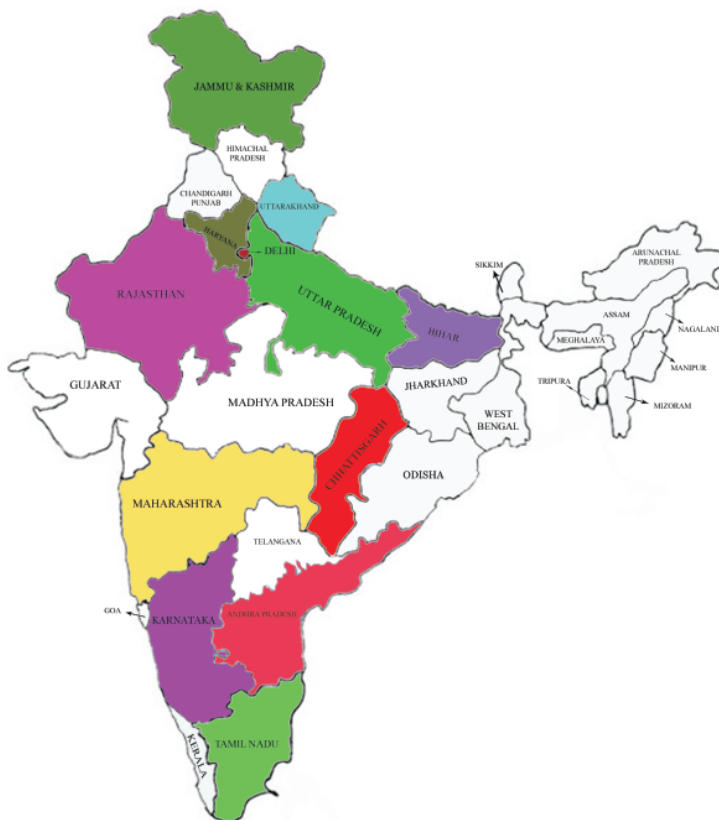
### Our VALUES

As members of the World Fair Trade Organisation (WFTO) and Fair Trade Forum India, we strive to practice and promote the Ten Principles of Fair Trade.

1. Creating opportunities for economically disadvantaged producers
2. Transparency and accountability
3. Fair Trading Practices
4. Payment of a fair price
5. Protecting Child Rights by ensuring no child or forced labour
6. Commitment to non-discrimination, freedom of association and gender equity
7. Ensuring good working conditions
8. Capacity building
9. Promoting Fair Trade
10. Respect for the environment

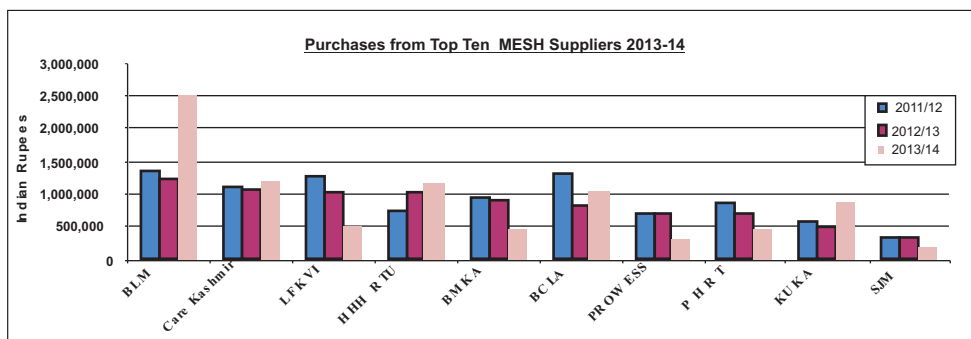
## MESH SUPPLIERS

**MESH works with approximately 700 artisans with disabilities or affected by leprosy, in 34 producer groups across 12 Indian states; selling their products from two shops in India and by export to 9 countries across the world and providing design and capacity building training.**



The coloured areas on the map above indicate the states where the producer groups that supply MESH are located

MAP NOT TO SCALE for representation purpose only





Name and Location of Producer Group supplying MESH	Amount Sold to MESH 2013/14	Name and Location of Producer Group supplying MESH	Amount Sold to MESH 2013/14
<b>TAMIL NADU</b>		<b>HARYANA</b>	
Blue Mango Trust	2,507,745.0	Bhart Mata Kusht Ashram	493,941.0
Prowess	291,050.0	Uma	21,070.0
Anandam Disable Handicraft - Shg	49,840.0	Moti Lal	1,980.0
Kshema Rehab Trg Centre	25,183.0	Genesis Knitters	1,245.0
S I H -R & L C Karigiri	9,260.0	<b>MAHARASHTRA</b>	
<b>JAMMU &amp; KASHMIR</b>		P H R T Centre Miraj	792,320.0
Care Kashmir	1,195,894.0	<b>DELHI</b>	
Mir Tariq & Brothers	52,400.0	Anand Mahila Mandal	186,155.0
Peoples Action Group For Inclusion & Rights	25,770.0	Amar Jyoti Charitable Trust	94,700.0
<b>KARNATAKA</b>		Very Special Arts	19,525.0
Hubli Hospital or The Handicapped RTU	1,156,307.0	Mukash Arts	12,720.0
Fr. Muller Charitable Institutions	193,516.0	Society For Child Development	3,000.0
<b>ANDHRA PRADESH</b>		Smriti Arts	1,800.0
Bethany Colony Leprosy Association	1,027,981.0	Aadi New Delhi	1,755.0
Jone Privadarshini Mahila Mandal	161,048.0	<b>UTTARAKHAND</b>	
Young Industrialists Project	15,342.0	Raphael Ryder-Cheshire International Centre	12,151.0
<b>UTTAR PRADESH</b>		KKM	0.0
Khadi Gram Udyog	873,287.0	<b>CHHATISGARH</b>	0.0
Khadim Handicrafts Artisans Welfare Association	46,808.0	Kiran Self Help Group	1,860.0
Kiran Society	27,506.0		
Setu	4,010.0	Kiran Self Help Group	
<b>BIHAR</b>		<b>RAJASTHAN</b>	
Little Flower K. & V. I. Leprosy Rehabilitation Centre	497,310.0	Sartak Manav Kusht Ashram	0.0

### About MESH Suppliers

One of the greatest challenges for MESH is the diverse nature of the producer groups with whom we work. Some groups are highly organized with very strong lines of communication, access to working capital and the ability to market their products themselves directly. They are easy to work with and are proving the most successful in their business with MESH. In contrast are the smaller groups of artisans who have a set of craft skills and a determination to use them to generate income for their members but who have very little formal education, struggle to communicate and may even have difficulty writing their own bills; they usually have very little working capital and little access to the market. We find innovative ways to work with them and are blessed with a staff team that speaks a range of Indian languages so that between us, phone conversations are possible where e-mails or letters will not work. Four leprosy colony producer groups are dependent on MESH for sales and we are glad that they feature year on year in the top ten suppliers and that they have been able to keep up with product demand in spite of their constraints.

A feature of Fair Trade is the willingness to provide pre-finance in the form of advance payments. As most of the groups supplying MESH struggle with working capital (indeed there are perhaps only five groups who have enough working capital to purchase raw materials without financial support) MESH provides advance payments to purchase raw materials for new orders.

### Shared Profits

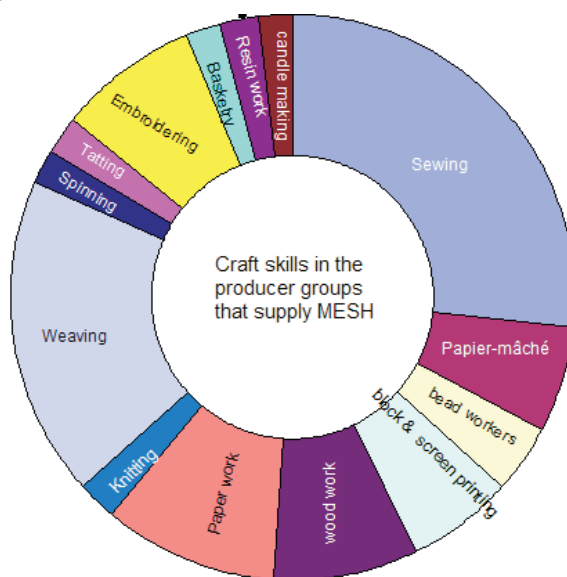
Little Flower KVI Leprosy Rehabilitation Centre, BMKA and JPMM have informed us that they share profits from production at the end of the year with their larger membership ensuring that the weakest and oldest in their leprosy communities are supported by those who are able to work.

*"Our master cutter is elderly and male but we choose to keep him in employment to provide him with income in his old age when he was unwell in the year one of our members cut for him but he was still paid as he needs the income and is loyal to us."*

N. Amaravathi, President Jone Pryadarshini Mahila Mandal (JPMM Women's society)

### Craft Skills

We are most proud of the range of skills of the artisans that supply MESH. Nine groups are multi skilled and make an assortment of different types of products.



The variety of products offered by the groups is broad and ranges from cheerful soft toys to sophisticated intricately embroidered pashmina stoles and includes home and fashion accessories, gifts and greetings cards, eco- friendly palm leaf and banana fibre products and an assortment of products made from up-cycled and recycled materials. MESH also stocks conference bags and folders made in rehabilitation units in Hubli, Miraj and Delhi.

PAGIR and Society for Child Development are committed to recycling and the use of waste. KUKA, BMKA and Bethany are more interested in ensuring sale of practical utilitarian products.

Little Flower wants to make sure that the silk spinners continue to have employment, whilst Care Kashmir wishes to keep alive the tradition of papier-mâché hand painting. Kiran Society, working with often severely mentally challenged young people in their school and outreach work appreciates the need for good wooden puzzles and games for all children.

### Growth and Development

We are seeing a number of the groups getting smaller as other opportunities become available for people with disabilities and as the old people directly affected by leprosy grow too old to work. With good new medication for early leprosy, people affected by leprosy in the present time no longer need to get disabled or disfigured and can stay in regular society and employment.

Little Flower KVI Leprosy Rehab Centre has a strength of about 48 artisans and capacity to make 22000 scarves in a year, they are currently only getting orders for between 5,000 - 8,000; their goal is to fill their unused capacity. LFKVILRC has also begun an extensive upgrade of their ways of working as a result of capacity building activities conducted by MESH in preparation for World Fair Trade Organisation membership. (See capacity Building section in this report)

*“Now we have a chain system for each department and are doing daily and weekly meetings with our all department heads and all our artisans and trying to solve all kinds of problems in this meeting”*

**Shiv Samuel Production supervisor LFKVILRC**

Society for Child Development provides employment for 97 men and women with disabilities. When SCD and MESH realised how poor their sales to MESH were in 2013/14 SCD said they would look at ways to bring a more relevant range of products to MESH and we undertook to work harder to promote their

wide range of Trash to Cash products including their unique coloured powders made from flower petals and incense sticks made by blind artisans.

The President of Jone Pryadarshini Mahila Mandal is always ready to encourage her members to take part in any kind of training or skill enhancement if it might lead to more work for her members. As a result they have learned how to make bunting, fine export quality cushion fillers and kurtis and are experimenting with a range of travel products including travel pillows. They have only sporadic work which is shared across 19 member self help groups in rotation, so they have much more capacity to fill.

Bethany Weaves (BCLA) had unutilised broad looms lying idle and women ready to learn how to make the warps and tie up the looms and weave without the assistance of the male worker whose knowledge was limited and who was growing old. MESH linked their spare capacity to a demand for kitchen linen that we were struggling to meet with BMKA and KUKA and offered to train the women and upgrade their looms to make the required quality (see MESH Design Studio section in this report). Ten women were trained and six have directly benefited with production work.



### The Artisans

Sixty six percent of the artisans MESH works with are women, and five groups are only for women, being women's societies or workshops



established to work only with women. Our special interest in women is in-line with Fair Trade Principles and also the Government of India stated aim to ensure that women are empowered both economically and socially and thus become equal partners in national development along with men. The reality is that it is often extremely hard for families to cope with members with disabilities or affected by leprosy and that is felt more keenly when the person is female. If a woman with leprosy or with a disability is able to earn and contribute to the family income she gains a precious advantage and a certain level of independence within the larger family.

Many of the groups MESH buys from are including people with disabilities, alongside other disadvantaged people. In the leprosy colony rehab. units the artisans are a mix of people affected by leprosy and their family members. Several of our supplying producer groups employ only people directly affected by leprosy or with

### Some Facts About Leprosy

Leprosy is a disease caused by bacteria  
It is completely curable

If leprosy is detected and treated early the person will not become disabled

The first sign of leprosy is often a small patch of pale, numb skin

It is not hereditary

Treatment is free in India

People affected by leprosy do not like to be called lepers

disabilities. It has been interesting to note that with the advent of a national rural employment scheme and in some states, improved social welfare provision for people with disabilities there has been a decrease in demand for employment making handicrafts in the sheltered workshop situation.

MESH also works with several individuals or families where leprosy or disability has limited their employment opportunities. MESH is glad to be able to support their wish to continue in gainful employment.

The artisans supplying MESH repeatedly ask for a steady flow of orders for their products so that they can be sure of regular income for food, shelter, clothing and health care and also plan and budget for the education of the children in their families and for home improvements and savings.

### Artisan challenges

There are many, regular logistic challenges facing the artisans. Blue Mango Trust has to run a bus to pick-up and drop their artisans with disabilities from the outlying villages otherwise they would not be able to come to work. Political upheaval in Kashmir with the associated curfews makes life difficult for Care Kashmir artisans. Frequent power cuts and temperatures reaching 45 °C would make any kind of work difficult but physical activities like weaving make it necessary for the weavers in BMKA and KUKA and BCLA to start early, take longer breaks in the hottest time and work until the evening light fails. Prowess soft toys have to be brought down the ghat road before they can be shipped out to MESH which is more than a thousand miles away to the north.

Whatever disability a person may have there is some kind of work he or she can do. Amongst the artisans in the groups that supply MESH are people who cannot hear, people with damaged, withered or twisted limbs including some fine wood carvers in



Hubli RTU who cannot stand upright but who must move on all fours. Tariq has muscular dystrophy

and yet produces beautifully embroidered Kashmir stoles.

There are blind incense stick rollers in Society for Child Development alongside mentally challenged men and women who weave or sort flower petals. In Kiran Society there are people with Downs

syndrome learning how to bottle jams and pickles. A man with spina bifida sews folding mediation cushions for Pagir in the high Himalayan city of Leh.

Rohit, who has cerebral palsy with its associated jerky involuntary movements and



who is also not able to talk, works in our Delhi shop stocking shelves, serving customers and banking the cash. For many of those people their association with MESH through their producer groups or directly, is the only opportunity they have for earning a

living.

We try and arrange for artisans to join us for meetings with buyers who may not have time to visit the workshops. Those are occasions to share their circumstances and talk directly about their products but also to better understand what the buyers want and for discussions about quality. There were meetings between BCLA and El Puente; Shiv from Little Flower and Tariq joined a team from Ten Thousand Villages USA for lunch and discussions.



## Little Flower Khadi Village Leprosy Rehabilitation Centre

Little Flower Leprosy Colony straddles the border between India and Nepal at the northern town of Raxaul in Bihar. Established more than 30 years ago with the help of Brother Christadas, a Catholic Brother the colony is home to more than 100 families many of whom are employed in the hospital, agricultural activities, dairy farm or school but by far the most successful income generation and employment unit in the colony is the Khadi Village Rehab Centre where 48 people, mostly women, are employed in reeling, spinning, dyeing and weaving of silk scarves for export. The centre is registered as a separate organization with aims and objectives to provide employment for social and economic rehabilitation and also to support the weakest leprosy affected member to a life of dignity. They have a proud history of sharing their profits with the larger leprosy community of Little Flower. In 2013-14 LFKVLRC gave more than Rs 800,000 to Little Flower Colony for the social welfare of those people in the community who are too old or disabled to work.

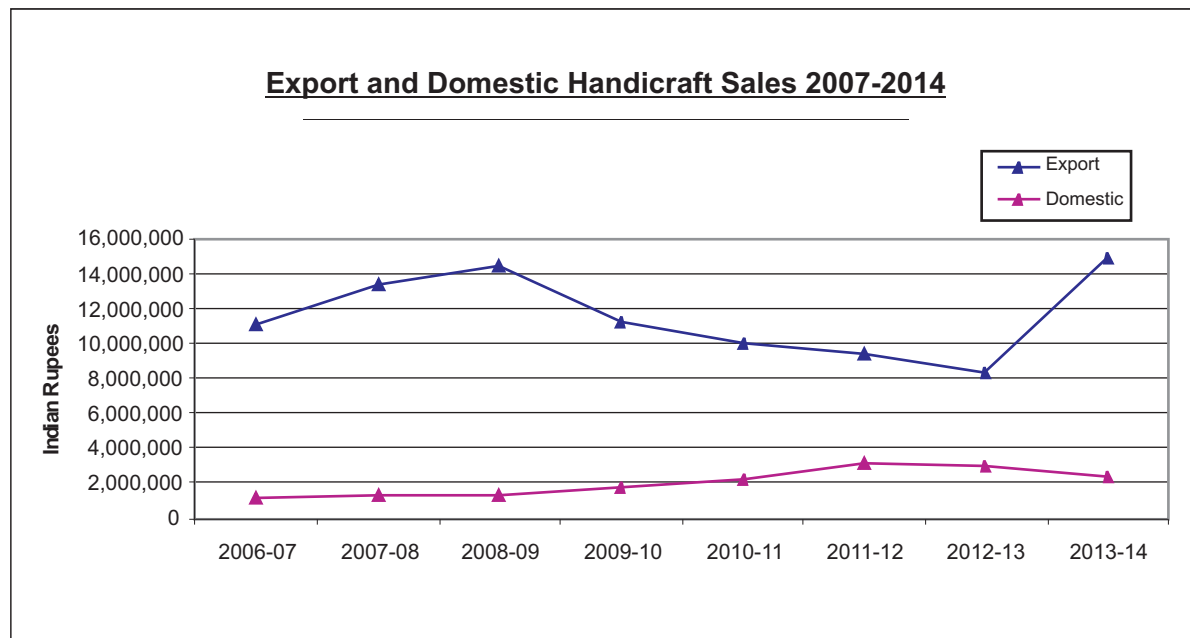
Their distinctive silk scarves in many wonderful colours are exported around the world and have been amongst the products that have attracted the most new business for exports in the year.

MESH markets the scarves, provides design support and trainings and at the end of the year has begun to build the capacity of the group ready for World Fair Trade Organisation membership and product labelling which will be completed in 2014-15.



### Sales

From the outset MESH has identified that assisting people affected by leprosy and people with disabilities to make products and then taking them to the right market and selling them is a good method of rehabilitation. Regular work and income for the artisans with disabilities ensures a place in the wider society and contributes to dignity and growth. The dual challenge for MESH is to keep a lively market for the products and provide training and skill enhancement to ensure that there is a steady flow of new products to keep customers interested and buying.



### Domestic Sales

In our last annual report we shared the fresh strategy to increase domestic sales through a project called Livelihood Security through Market Access (LSMA). It has three focus areas; capacity building, marketing and design; all three are intended to result in increased sales of products made by the artisans with whom MESH works. At the end of the second year an external evaluation of the project identified that 4 out of 5 of the producer groups surveyed had reduced their dependence on MESH and were doing more direct marketing, a trend which is in line with the goals of the project.

MESH's own domestic sales which had grown during 2012-13 fell again in 2013-14 whilst exports increased. The sustainability of the growth in domestic sales is questionable; the costs were very high for what was in fact only a marginal increase in sales. Such costs MESH would not be able to afford after the end of the project. In view of those observations the strategy was modified to increase MESH's online presence through existing online stores and to increase social media presence to encourage greater local footfall. MESH linked up with a new e-commerce portal called Buddha Solutions, run by a young person from the kind of demographic using e-commerce in India whose primary focus was a good portal for people with disabilities. MESH has many products on the site but sales have been limited and his open sharing of



the problems have helped us to appreciate that we would certainly find it very difficult to do e-commerce directly ourselves with any degree of success. We have also sold products through Itokri web portal and Tribal routes although the volume of sales remains very small.

MESH attended 21 outdoor (melas). By far the most successful for MESH are those organised by the American, French and Australian ex-pat communities in Delhi and the Blind School Mela which is a great Delhi institution. Sales in corporate offices are usually modest and do not lead to increased footfall in MESH Delhi or Hyderabad shops.

Wholesale business has increased and one new regular customer regularly orders large numbers of toy elephants from Hubli. We continue to sell to shops in Pune and Delhi.

Consignment sales started three years ago have been difficult to manage with poor record keeping causing confusion. MESH now focuses on providing consignments only to those groups that we can visit regularly for feedback, stock review and refreshment.

A team of volunteers from the American Embassy painted MESH shop as a way of remembering the tragic events of 9/11. They provided the paint and managed to do the job in a few hours freshening it up for the festival season.

For Women's Day on 8<sup>th</sup> and 9<sup>th</sup> March two women weavers from PHTRC in Maharashtra travelled to Delhi, set up their looms outside the shop and demonstrated their skills. In the Hyderabad shop women weavers came from BCLA to show how they weave the narrow *novar* tapes which are then stitched into bags. Invitations were distributed in the communities around MESH and by e-mail. They were joyful occasions with the shops decorated with bunting and hung with posters showing women artisans at work in various places across India.

The weavers attracted the attention of people who would not usually look into our shops. The response however was limited but a number of important and regular contacts have resulted in the Delhi shop.



The annual discount sale always attracts a lot of customers and is an opportunity for MESH to clear some stocks. Held in February it was advertised with leaflets distributed with the newspapers from door to door in the communities surrounding MESH.

Having tried without success for two years to increase footfall in the Delhi shop it was decided to rationalize expenditure by moving MESH office space from a rented location to the first floor of the shop and limit the selling area only to the ground floor. The transition has been successful although the difficulties of displaying such varied products in a limited space have still not been overcome.

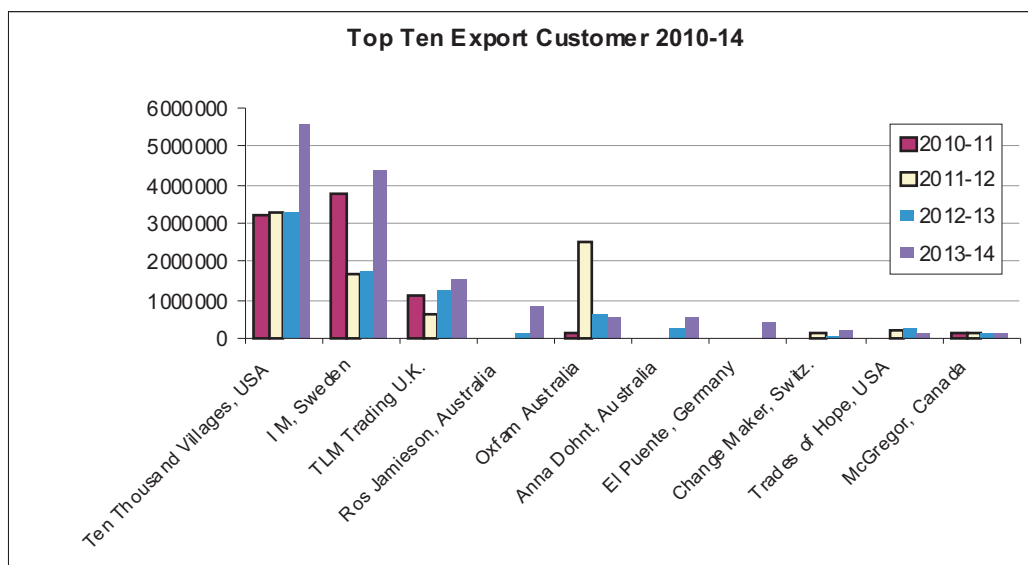
### MESH Sales Break Up 2013-14

Delhi Shop Sale	1105113.38	6%
Delhi Mela Sale	318519.40	2%
Hyderabad Shop Sale	167965.35	0.98%
Hyderabad Mela Sale	65386.00	0.02%
Domestic Wholesale	616172.05	4%
Sale Export	14879326.52	8%

### Export Sales

*Reported by Mathew K.K., Trading Associate, responsible for all export business*

It was a year that saw export sales grow by 44%. I must thank our Board Members, Executive Secretary, buyers and our little team of export department for their continued never ending support and pumping us with innovative ideas. Export represented 85% of all MESH business in 2013-14. This move is very encouraging and we want to keep this graph rising up steadily for a better and safe future of our artisans.



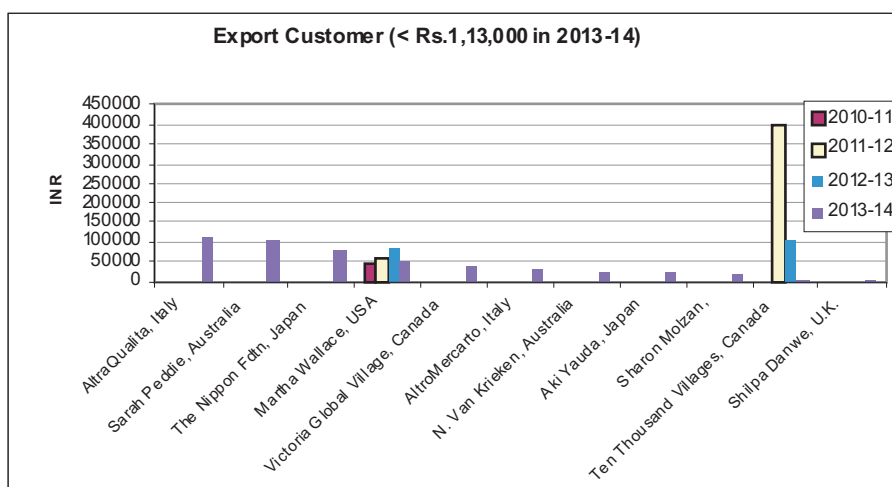
### Export Strategy

It has been MESH strategy to reduce dependence on existing International buyers by increasing focus on new buyers and the result is satisfying. Building strong working relations with the buyers and frequent visits and meetings with them has been found to have a significant impact on sales.

With the decline for table cloth orders MESH started thinking in different lines and in the process we came out with kitchen collection and other stitched items for our international customers. The result is encouraging and we are getting continuous orders which keeps our weavers busy.

Our endeavors to keep local tailors busy paid well with the order of 17000 products from IM Fair Trade in Sweden. Their designer developed a special collection named as Flowery Garden collection with a high quality range of products made in organic cotton which was rotary printed. MESH design team and tailors worked hard to meet this quality and finally we were able to supply what the buyer wanted and we reached a new height in our work.

The year started with a clear focus and the management was able to stimulate drive and determination to the team members who performed well and what happened was a good result.



## International Trade Travel

MESH and seven other Fair Trade organizations were invited from India to exhibit and to do an expert study tour by the government of the German State of North Rhine-Westphalia (NRW) and GIZ in Dortmund, Germany from September 6th to 8th 2013. Our participation helped us to establish business contacts with German and Dutch Fair Trade enterprises & provided an introduction to market structures of Fair Trade in Germany and the Netherlands. While we were in Europe we fixed meetings with following buyers:

- IM Fair Trade - Sweden
- El Puente GmbH -Germany
- CTM Altromercato - Italy
- Swallows in Northern Finland
- AltraQualita- Italy
- TLM Trading Ltd - U K

As a result to our meetings with above buyers, we received considerable number of orders from El Puente, Germany; CTM, Italy; Swallows of Finland and Altraqualita, Italy. to completion.

## Indian International Trade Fairs

For the first time MESH exhibited twice at the

Indian Gifts and Handicraft Fair at India Expo Centre & Mart at Greater Noida. The experience was good and we made some contacts from these exhibitions. One good contact we got from this fair was Noonday Collection from USA. We already made business with them and first shipment already rolled out from our ware house. As I am writing this report I am meeting this buyer again this week.

We also participated in the Indian Fashion Jewellery and Accessories show held in July 2013 in Greater Noida but with less success.

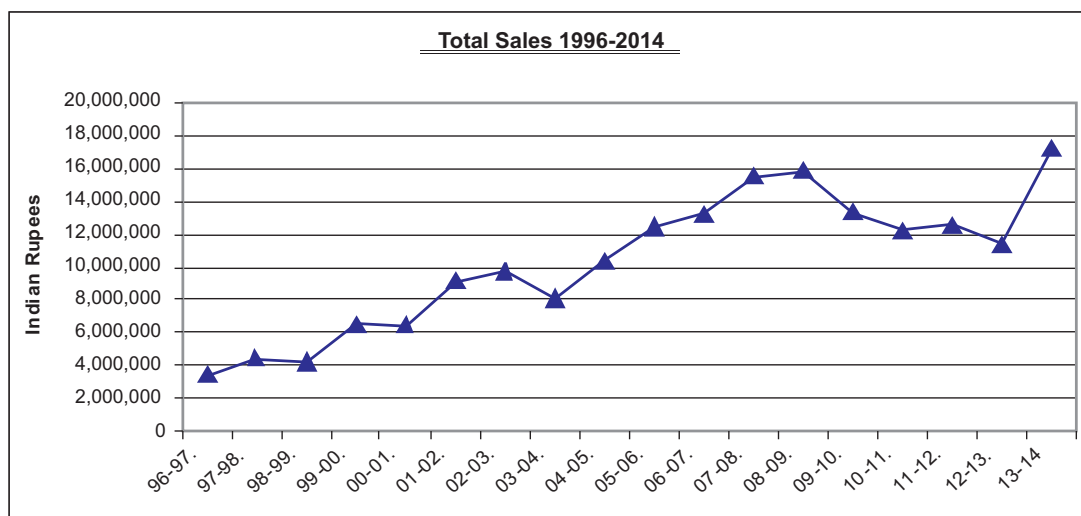
## Buyers visited us in MESH during 2013-14:

- Ten Thousand Villages- USA
- El Puente- Germany
- Noonday Collection- USA
- Oxfam Australia
- Martha Wallace- USA

On some occasions artisans were invited to meet the buyers and present their products. This helped the buyer to relate the product with the producer.

We are delighted to have had such good business with Fair Trade Down Under, a new small fair trade organisation with a heart for our work.





## MESH Design Studio

*Reported by K. Syamala Designer and Design Studio Manager*

**"This time I have learned so much about how to make different types of weaves and sew bags in different ways and shapes. I have learned much more than in earlier design interventions. I am confident now that we can handle any design requests you send us."**

**S. Kanakadurga, Bethany Weaves**

MESH DESIGN STUDIO is part of a project called Livelihood Security through Market Access (LSMA) which is funded by Sida/IM Soir, Sweden. The purpose of MESH Design Studio is to provide high quality design and product development support as an on-going service thereby allowing regular orders and increased economic security to the disabled people that supply MESH.

The Design studio is not only a place for design innovations, experimentation and workshops, but it is a place to store the designs developed over a period of time as archive, we have already seen buyers ordering from archive samples giving the products a longer life cycle.

MESH Design Studio also provides opportunity for design interns who get to experience working in an organization. We take forward

the skills imparted by them and launch the collections developed where appropriate.

Alongside teaching new techniques and designs and patterns to our artisan groups we train them to understand and interpret shade cards and specification sheets so that workshops conducted from a distance can also take place using the specification sheets, phone calls and the internet.

The impact of the Design Studio is measured quantitatively through orders of the products designed by the team. The products and techniques developed and taught in the studio belong to artisan groups and they may use them as they wish. Many groups now have a wide variety of products/patterns/styles as a result of the design interventions.

Design development is done in a variety of ways: 1. Through workshops in the field amongst the producers 2. By long distance using specification sheets, phone calls and E-mails 3. By way of continuous in-house weaving done by the weaving master on various kinds of looms in the studio During the year technical improvements and the supervision of a large production order have also been the responsibility of the design studio team.

**Field Workshops in 2013-14.** The designer and on one occasion designer and weaver travelled to the producer groups and worked alongside the producers for several weeks developing ranges, teaching new techniques or making technical changes to the looms.

Design Workshops in the Field	
Group	Activity
BCLA	Training & Weaving on broad and small looms and tailoring kitchen linen
JPM	Tailors kurti development, bunting
Little Flower	Weaving silk scarves. Tie and dye and dip dye scarves
	Introduction to Marino wool weaving
Kiran SHG	Embroidered bed cover range
	Embroidered runners and place mats
	Embroidered Kurti Panels
Anandam SHG	Banana fiber baskets



**Workshops Conducted in The Design Studio 2013-14.** Up to four artisans travel to Delhi and stay in low-cost hotels attending the studio each day to work on product development, teaching new techniques etc. Travel, accommodation and stipend costs are met from the LSMA project.

Design Workshops in the Studio	
Group	Activity
Delhi Tailors	Sewing Kitchen Linen with BMKA and KUKA Fabrics
KUKA/BMKA	Weaving of Kitchen linen Fabrics
Anand Crafts	Tatted hair clips, brooch pins and snow flakes
Anandam SHG	Teaching crochet and making jute and cotton crochet baskets

In-house Weaving Development by MESH Weaver
Kitchen linen weaves for BMKA and KUKA
Sampling for TTV USA
Tea towel range for Sustainable Threads
Experimenting with 10 single ready for organic cotton work
Woolen scarves on PHTRC table looms



## New techniques/merchandising and supervision

From November 2013-March 2014 we were busy supervising a large organic cotton sewing order for six individual tailors. Larger than they could manage at home, the order in specially commissioned printed fabric was cut, pressed, quality checked, labelled and then packed for shipping all in MESH Design Studio.

We have also procured raw materials for Anand Crafts, Anandam, for Bethany looms, Kiran Self Help Group, Champa and JPMM and have linked up a few with the dealers for future purchases.

Bethany's Broad loom weaving section had not been running since a few years and MESH had not been working with them in that unit. Since last year there were more kitchen linen orders for BMKA and KUKA than they could manage MESH offered to train a few women in Bethany Colony to make broadloom fabric to MESH standard, and to teach them how to make the warps without depending on the aging supervisor. We had to do a lot of technical changes in the weaving looms for easier functioning and were glad that the women were able to take up an order for export to El Puente in Germany.

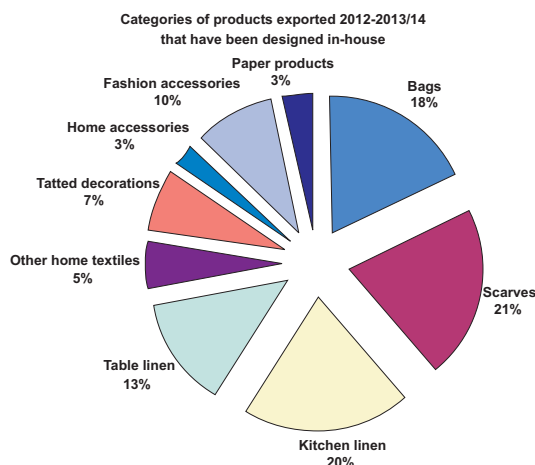


## Interns

Three interns worked in MESH Design Studio during the year. One was from NIFT Punjab who developed screen printed designs for laptop and mobile pouches and also traditional Indian saree designs for Champa group. Another was from our target community group who worked with JPMM with Kurti development and with embroidered panels from Kiran Self Help group. She also supervised sampling of Bethany bags in my absence and joined me for the basket making workshop in Anandam Self Help group. The third intern was a textile designer from Sweden who developed block-printed designs for Hubli Rehab unit and silk scarves in Little Flower.

In the last 4.25 years 16% of all MESH export sales have been designed in-house. Especially significant is the impact of design work on

- BMKA/KUKA - 9209 Kitchen linen products exported by MESH providing work for 14 weavers and 5 tailors.
- LITTLE FLOWER – 9527 scarves exported by MESH providing work for 48 weavers, spinners dyers and tailors.
- BETHANY COLONY – 8182 bags exported by MESH providing work for 80 weavers, tailors and finishers



## Little Flower Weaving Unit as an Illustration of how we work to Diversify Ranges

From the start the weaving and spinning unit in Little Flower leprosy colony was only using *eri* and *matka* silk to make scarves. They were making cotton bed sheets and towels for the local market.

- Limited range
- Present range is expensive
- Handspun eri silk has a unique feel which is not always appreciated

**This is very high risk! So. ...**

MESH Design Studio is encouraging product diversification in Little Flower



MESH Design Studio introduced *tusser*, *dupion* and *katia* silk

To diversify their range, I worked with the dyers teaching them tie and dye and dip dyeing to give a new look to their scarves. I also worked with Marino wool creating fine woollen scarves.



I taught them how to work with 10 single cotton yarn especially the starching process and use of the right reed for weaving. It was an experiment.

In future we can think of weaving organic cotton. I also made cotton tie and dyed yarn scarves.

We invited four tailors from Little Flower to spend ten days in MESH Design Studio to up-grade their skills and product finishes ready for more product diversification.

I have designed new packaging for one of their new cotton products that have gone for export.



**Impact**

- Reduced risk
- Maybe less expensive options
- More easily appreciated
- More options for customers to choose from

In the last 4 years MESH has exported 8452 silk scarves from Little Flower 98.7% were designed MESH Design team





### Capacity Building

The main focus of capacity building during the year has been on strengthening Fair Trade awareness amongst MESH supplier groups and assisting the groups to identify their critical success factors for better planning and performance.

#### MESH Annual Workshop

MESH conducted a three-day capacity building and network workshop in July 2013 which was attended by leaders from ten producer groups. Led by a team from Believe India the workshop provided a good opportunity for the groups to use the 7S Framework tool to understand their present position with regard to critical success factors and those success factors that are missing or weak and then paste in a list of actions to fill the gap.



A session of the new Fair Trade Monitoring System (FTGS) was the first introduction to some groups on the WFTO Fair Trade Guarantee Scheme and provided a basic background to help groups to understand the direction of Fair Trade in the future.

The workshop was vital to increase the network as a single unit with the various groups supplying MESH seeing where they can supply

raw materials to each other and, market products from other groups in their own regions.

It is encouraging that one of the participants, Little Flower Khadi & Village Leprosy Rehabilitation Centre took what they learned and began to apply them at once, writing their own 7S's analysis and plan, and later seeking additional support from MESH to learn how to prepare for WFTO membership.

Kiran Society has also begun to source products from other MESH suppliers for sale in their shop in Varanasi.

#### Fair Trade Workshops

Two 2-day workshops were conducted for two groups of artisans using participatory games and activities to build awareness of how each of the ten principles of fair trade can be followed in the group and how understanding the principles can lead to a better society. The response is always enthusiastic and in one community it has been noticed that disputes in the workplace amongst the women have reduced perhaps as an effect of the trainings.

#### FTGS Workshops in Little Flower

The first two of a series of three workshops was conducted in Little Flower Khadi & village Leprosy Rehabilitation Centre (LFKVIRC) with the most remarkable positive results. The artisans were all introduced to The World Fair Trade Organisation's Fair Trade Guarantee Scheme (FTGS) in a lively workshop conducted by Mr. Pankaj Mahendratta. Conducted entirely in Hindi everyone was encouraged to take part and then a smaller working group was formed to look at particular tasks and work on group understanding of the ten principles of Fair Trade between the workshops.

Mr. Magnus Peterson, a volunteer from Sweden was referred to LFKVILRC by MESH a while before the workshops. He had been living there and looking at ways that the centre was run, making suggestions assisting with strategy and the preparation of the Annual Report. He joined Mr. Pankaj as they walked around the workshop with the artisans pointing out physical improvements to comply with WFTO principles, small things like adding fire extinguishers, tidying up loose electric wires, fixing a first aid box as well as bigger things like proper storage of dye chemicals and healthier ways of dyeing. Time was spent looking at documentation, staff records and reports of meetings, areas where policies need to be developed and where more needs to be done to promote better understanding of fair trade.

All suggestions and advice have been followed up between workshops with the help of Magnus, the support of Kabita Bhattarai, the Executive Secretary and the hard work of the Khadi team. Even structural changes to the calandring room to make it safer were reported with pictures between workshops.



The Little Flower WFTO application and first WFTO Self Assessment Report is reaching completion and membership will be applied for next year. Fair Trade is a process of continuous improvement; LFKVLRC has begun the process with open enthusiasm, it is hoped that MESH can support them in the years ahead especially as they consider ways to increase fair trade in their supply chain which presently depends on the open market



### Social Welfare

#### Education

One of the greatest needs of the nation are to ensure that all children get properly educated and to a standard and level which will lead to gainful employment. Many of the MESH producers especially in leprosy colonies, struggle to find enough money for good education for their children and yet even if they have not had much schooling themselves they are anxious to give their own children the best opportunities. MESH runs several programmes to help meet the costs of education for the young people in leprosy communities where we work.

#### School sponsorship

Four children of weavers in Bharat Mata Kusht Ashram, Faridabad are receiving sponsorship to pay school fees and buy uniforms and books. Each child is given Rs 2,100 per quarter which is donated to MESH for that purpose by private donors in Sweden. The children in the scheme are aged between 8 and 18 and are studying in school. The weavers in BMKA do not always have regular orders and this support ensures that even during the lean times they do not need to worry about paying school fees.

#### Ben Gnomes Education Loan Scheme

Ben Gnomes, a generous American individual gave a grant to Ten Thousand Villages for MESH, to be used as a revolving loan fund for higher education/courses for young people from the leprosy colonies with whom we work.

To date three students have taken low interest rate loans of up to Rs 60,000 each for courses that will lead to employment. They are expected to begin repayment once they join the work force. There are a number of other students waiting to apply for the next academic session. This kind of financial support has been in demand in the leprosy colonies for many years and is providing relief to parents who need to make sure that their children are ready for the work place.

#### Joan Nabert Memorial fund

This corpus fund donated by MESH's first Executive Secretary provides a bursary of up to Rs 50,000 to any student with disabilities in higher education. Two bursaries have been given and the student for 2013-14 is a young man with post polio disabilities who is studying chemical engineering at Kanpur polytechnic.

### MESH Organisational Capacity Building

Training and exposure for MESH staff team is important if we are to keep abreast of best practice and be prepared for growth. A number of opportunities for staff training and study have arisen in the year. K. Syamala, In-house Designer and Studio Manager together with Johnson who is responsible for MESH accounts, took part in the annual IM Soir network meeting in Rajpur during September. Formal lectures and interactive group sessions were used to teach about monitoring, planning and strategy over a three day period. The programme was also an occasion to meet other organisations involved in development work for IM and share experiences and knowledge.

Mathew K.K, Trading Associate and J.J..Bonney, Executive Secretary, attended a Fair Trade Study tour visiting major Fair Trade Organisations in Germany and Holland. In formal lectures

and open forums we were lead through the maze of different methods of practicing Fair Trade in Europe. A visit to a successful World Shop in Cologne, Germany and the frank sharing of the management and volunteers highlighted the challenges of fair trade retail in Germany and the need for producer stories and images. Linked to the study tour was a Fair Trade, trade fair which led to new business contacts.

In January the Executive Secretary and Marketing Assistant (Promotions) attended a Marketing workshop organised under the Fair Support project. With important inputs on e-commerce, key questions for business plan writing and one-to-one sessions on preparing a marketing plan The workshop contributed considerable to MESH's ability to prepare business and marketing plans.

## Fair Trade

In MESH we believe that by striving to practice Fair Trade we not only trade for the rehabilitation of people affected by leprosy and people with disabilities but also work towards their development and greater justice.

MESH has maintained its membership of Fair Trade Forum India (FTF-I) and the World Fair Trade Organisations (WFTO). Both organisations are involved in the promotion of the ethos of fair trade as expressed in the WFTO ten principles of fair trade. During the year WFTO implemented a Fair Trade Guarantee Scheme (FTGS) which is a new type of Fair Trade system that is credible yet affordable, especially for small producers, and sustainable to meet the ever growing demand for a more trustworthy Fair Trade recognition scheme in the international market.

The components of the system include a new membership process, self assessment, peer visit, monitoring audit and the Fair Trade Accountability Watch. After completing the first four components a fair trade organisation's products can carry a label stating that they are sold by a certified Fair Trade organization. The Accountability Watch will provide a forum for concerns or complaints about an organization to be shared. As a paid up member MESH will begin the FTGS process with a new self assessment report in 2015.

Fair Trade is a process of continuous improvement. By the time the monitoring audit is completed MESH will have a clear action plan for fair trade improvement during the coming two years.

MESH has long been committed to working towards all the ten principles and encouraging them in our groups. Mathew is trained as a Fair Trade trainer and conducted two workshops with MESH producer groups during the year. Our annual network meeting included a session on the FTGS and we have prepared a modified WFTO Profile Form to include additional data about disability and have asked our suppliers to provide us with the data in that format so as to standardize our data collection to meet WFTO norms. Our work with Little Flower KVILRC, preparing them for WFTO membership is an extension of our commitment to see more of our partners are members of either WFTO or FTF I.

MESH Delhi shop carries the Fair Trade Forum Fair Trade Shop brand and we have signage in the shop to inform our customers of our ethos and principles of work.



## Finances and Administration

### MAXIMIZING EMPLOYMENT TO SERVE THE HANDICAPPED : NEW DELHI BALANCE SHEET AS AT 31ST MARCH, 2014

PREVIOUS YEAR	LIABILITIES	CURRENT YEAR	PREVIOUS YEAR	ASSETS	CURRENT YEAR
829,298	<b>CORPUS FUND</b> Nabert Memorial Fund 829,297.82 Add : Interest Income 70,089.00 899,386.82		4,544,016	FIXED ASSETS (As per Schedule annexed)	4,544,015.95
4,169,653	<b>OTHERS</b> Balance as per last Balance Sheet 4,169,652.86	5,069,039.68	554,418	ADVANCES	1,214,473.85
305,022	<b>Wingard Memorial Fund</b>	177,597.00	314,578	SUNDRY DEBTORS	717,254.34
5,054,251	<b>INCOME &amp; EXPENDITURE ACCOUNT</b> Balance as per last Balance Sheet 5,054,251.17 Add : Excess of Income Over Expenditure 3,096,781.88 Less : Interest transferred to LSMA 12,876.00 Less : Interest transferred to Nabert Memorial Fund 70,089.00	8,068,068.05	4,235,156	STOCK IN HAND	4,323,743.01
5,778,745	SUNDRY CREDITORS	4,922,656.34	6,488,801	CASH AND BANK BALANCES	7,735,518.92
	PROVISION FOR INCOME TAX (NET)	297,645.00			
	<b>ACCOUNTING POLICES &amp; NOTES</b> Refer Schedule 'B'				
16,136,969		18,535,006.07	16,136,969		18,535,006.07

NEW DELHI  
DATED 25 SEP 2014

*[Signature]*  
PRESIDENT

*[Signature]*  
EXECUTIVE SECRETARY

*[Signature]*  
TREASURER

ATTACHED TO CUP REPORT OF DATE  
FOR AYAI & CO  
CHARTERED ACCOUNTANTS  
FIRM NO. 001768

*[Signature]*  
(A. K. BAURAJ)  
PARTNER  
MEM No- 010166

*[Stamp]*  
AYAI & CO  
CHARTERED ACCOUNTANTS

#### MESH Executive Committee

##### **President**

Mr. Binoy Jacob

##### **Treasurer**

Mr. Joseph Thomas

##### **Secretary**

Ms. Jacqueline Bonney

##### **Members**

Mr. Umesh Banerji, Dr. Satvir Singh  
Ms. Amita Joseph, Mrs. Reena George  
Fr. Monodeep Daniel



**MAXIMIZING EMPLOYMENT TO SERVE THE HANDICAPPED : NEW DELHI  
INCOME AND EXPENDITURE ACCOUNT FOR YEAR ENDED 31ST MARCH 2014**

PREVIOUS YEAR	PARTICULARS	CURRENT YEAR	PREVIOUS YEAR	PARTICULARS	CURRENT YEAR
2,942,205	To cost of goods sold:			By Sales:	
9,183,605	Opening Stock	4,106,256.82	11,407,350	" Handloom & Others	17,152,482.70
4,106,257	Add: Purchases Handlooms & Others	10,831,965.74	315,153	" Miscellaneous Income	365,149.12
8,019,554	Less: Closing Stock	4,194,844.03			
		10,743,378.53	40,839	" Difference in Exchange	67,385.70
415,064	" Cartage Inward	427,368.00			
1,945,307	" Salaries & Allowances	2,131,268.00	448,628	" Balance carried down	
-	" Gratuity	48,830.00			
58,244	" Printing and Stationery	36,350.00			
130,159	" Staff Welfare	90,991.00			
94,955	" Electricity & Water charges	168,592.00			
153,984	" Rent	68,414.00			
66,032	" Postage, Telegram & Telephone	64,304.00			
44,269	" Bank charge	42,905.90			
56,715	" Travelling & Conveyance	59,154.00			
101,466	" Vehicle Maintenance	108,499.00			
33,645	" Insurance	34,273.00			
149,046	" Legal and Professional charge	15,000.00			
65,496	" Repairs & Maintenance	132,848.00			
	" Auditor's Remuneration:				
61,798	Audit Fee	61,798.00			
20,449	Taxation matters	17,731.00			
8,427	Out of Pocket Expenses	8764.00			
30,829	" House Tax	88,293.00			
14,550	" Lease Rent & Maintenance	30,830.00			
83,453	" Miscellaneous Expenses	14,550.00			
65,352	" Membership Fee	33,318.00			
22,237	" Interest Paid	62,152.00			
16,218	" Business Promotion	17,451.63			
236,689	" Bad debts written off	11,065.67			
59,844	" Damaged goods written off	11,645.43			
258,189	" Packing, Forwarding & Samples	583,012.35			
-	" Balance Carried Down	2,560,524.01			
<b>12,211,970</b>		<b>17,585,017.52</b>	<b>12,211,970</b>		<b>17,585,017.52</b>
448,628	Balance brought down			By Balance brought down	2560524.01
-	To Income Tax Paid	-		By Donations	398,774.00
-	To Provision for Income Tax	35000.00	423,753		
459,729	Excess of Income over Expenditure	338290.00		" Interest	510,773.87
		3096781.88	484,604		
<b>908,357</b>		<b>3,470,071.88</b>	<b>908,357</b>		<b>3,470,071.88</b>

NEW DELHI  
DATED 25 SEP 2014

PRESIDENT

EXECUTIVE SECRETARY

TREASURER

ATTACHED TO OUR REPORT OF DATE  
FOR AIYAR & CO  
CHARTERED ACCOUNTANTS  
FIRM NO. - 09174N

(A. K. BAIRAJ)  
PARTNER  
M No. - 05456

## Donors

We are most grateful for the following organisation for continuing to support MESH with donations for projects:

- **Individual Manniskohjalp, Sweden**  
For funding and training to run a project called Livelihood Security through Market Access (LSMA).

We are also thankful to a number of organizations and individuals who have contributed to our work in the last year.

- **All Saints Church, Crowborough, U.K.** who have given generously over many years for MESH's work.
- **CAF, Delhi**
- **Fair Trade Forum India, Delhi**

Thanks must also go to volunteers who have given of their time.

**Shalony van Stralendorff**

And to the following institutes who have sent interns to spend time working in MESH.

**International Management Institute, New Delhi**

**Amity University, Noida**

## An Interview with Dhukani from Little Flower Khadi & Village Leprosy Rehabilitation Centre



**Sweety, MESH:** I see you are working here winding bobbins in Little Flower Khadi leprosy Rehabilitation Center. When did you first come here?

**Dukhani Musmat:** I came to Sunderpur hospital when I was about 20 years old. I got leprosy and my parents died when I was a child and after I developed leprosy my sister did not take proper care of me so I decided to leave and come here. Soon after I arrived they gave me work here in the weaving unit. Baba was in charge then and he realised that I could not stay

unless I got married so arranged my marriage. I have been here about 30 years now. I feel as if I only really started my life after I moved to Little Flower.

**Sweety, MESH:** Tell me about your family

**Dukhani Musmat:** I have a son and a daughter. My daughter is already married and has three children of her own. My son is a school bus conductor; he earns but spends the money on himself. My husband used to work in the cattle farm here in the colony but he died about five years ago and without much support from my son I must work to earn for myself.

**Sweety, MESH:** What work do you know how to do?

**Dukhani Musmat:** I learned how to do charkha winding and always do that work. The more orders we have the more I can earn for myself. It is financially hard for me when there is not much work. But still I would rather be here with the other women and earn something than sit at home and feel sorry for myself and worry about the future of my wayward son.

**Sweety, MESH:** do you still have contact with your original family?

**Dukhani Musmat:** My husband did not have leprosy, he was happy to marry me even though I was already disabled. My brother liked him so we did pick up relations again and visited each other sometimes.

*Little Flower Khadi Village Leprosy Rehabilitation Centre is in Sunderpur near Raxaul, Bihar.*

