

# A BRIEF REPORT

ON

SECOND



**17-18<sup>th</sup> February 2009**

**ICECD, AHMEDABAD**



**Co-host: Ahmedabad**

**Supported by:** SIR DORABJI TATA TRUST AND THE ALLIED TRUSTS

This report is a summary of proceedings and sessions of the 2<sup>nd</sup> CFM CONNECT Meet for artisans and entrepreneurs. The meet was another step to bring in all stakeholders: the customers, local entrepreneurs and artisans to create a sense of community. The meet was held at ICECD, Ahmedabad. A total of 23 participants attended the meet.

## DAY 1- SESSION 1- INTRODUCTIONS



All the participants were welcomed to the second CFM Connect Meet. The welcome speech was given by Mr. Arjun Adya (President, CFM) and Mr. Rajesh Kapoor (CEO, Cohesion Foundation Trust). Once this was over then all the participants were paired and they had to give an introduction of the other with regard to their work, place and one interesting fact.

**Picture: 1 Introduction session**

Although we work with 17 artisan groups across India, but they have very less interaction amongst each other. By spending two days with each other, there was also a bonding that was developed where each one respect the other for their skills but also compete for orders.

### OUTCOMES

- Participants got to know each other in a semi-formal atmosphere.

## DAY 1- SESSION 2: CFM UPDATE



**Picture 2: Presentation on CFM**

The session started with a presentation and talk on CFM, its achievements, challenges and future plans and objectives.

A presentation was given by Neha Khanna (CFM) on exports and difficulties faced by CFM. She gave an overview of exports, CFM's customers, products and the issues that the suppliers and CFM face and the ways to overcome them.

This was followed by another presentation given by Surbhi Jain (CFM) with analysis on CFM retail, product portfolio, sales and its growth. She also spoke about the potential products, pricing and how to increase growth.

## OUTCOMES

- Participants had an understanding of CFM's achievements and its challenges as it moves forward
- Making suppliers aware of the export and retail market and their role in it.

## DAY 1 -SESSION 3: REGULATORY AND OTHER QUALITY CONTROL ISSUES

There was a recent law passed by the state of California , USA, according to which the lead content in jewellery can only be under a certain limit based on the metal used. This was explained in detail by a session given by Arjun Adya and Neha Khanna on the European and US regulatory issues on lead, nickel and azo free dyes .

## OUTCOMES

- Participants understood the importance of Regulatory issues.
- Steps that CFM can take at our level to make sure the laws are followed.

## Day 1 - Session 4 – Effective Communication



*Picture: 3 Participants during the interactive*

Communication is a factor which plays a very important role when we have to interact with suppliers and buyers. Sanjay Joshi, an expert on communication explained the value of communication using a very interesting and an interactive session. All the artisans were paired and participated in an activity designed by him. This taught them that clarity and effective communication can help to increase and fasten the growth process.

## OUTCOMES

- Participants understood the importance of effective communication when interacting with different players in the chain.

## DAY 1 -SESSION 5 – DESIGN ISSUES (THE BHAGALPUR EXPERIENCE)

Puja, who is working with CFM as a freelance designer, went to Bhagalpur, Bihar to study and design stoles with an artisan community based there. The presentation given by Puja Singh threw light on the situation faced by artisans in Bhagalpur, their working culture in spite of which, the artisans made beautiful woven stoles.

## OUTCOMES

- Participants understood the importance of designs in a competitive market place.

## DAY 1 -SESSION 6 – IMPORTANCE OF COSTING

This session was taken by Rahul Nainwal. Costing determines the value of the product and at times, quantity ordered depends on its costing. For this reason the cost of a product should be very accurate. This can be achieved by learning cost break up, which was effectively communicated by Rahul. His presentation taught the suppliers how to break up the cost of a product and thus arrive at the correct cost. Many artisans were also called upon to give individual cost of their products.

### OUTCOMES

- The artisans become aware of costing and price competitiveness.

## DAY 1 -SESSION 7 – RETAIL IN INDIA



This was a session by Mr. R S Rekhi, CEO Industree on retailing in India. He spoke about his experience with Industree and his past learning's from Pantaloons. He also threw light on the issues related to product pricing and expenses of the store, high selling products, the display, etc. He gave an overview on the challenges faced by a retailer to increase its sale and footfall and why a retailer needs to work on a higher mark-up.

### OUTCOMES

- Participants had an understanding of how the Indian retail market works.

*Picture: 4 Session on retail in India.*

## DAY 1 -SESSION 9 – PACKAGING AND LABELLING



Packing and labeling insures all the hard work put into the production of the product, reaches the correct place and without any damage. Mr. Bishan (CFM) took the packaging and labeling session with the suppliers. He explained the packing for various products in depth along with the carton details and timely delivery. This was followed by a presentation given by Neha on preparing the APL (advance packing list) sheet which helps the buyer in advance to

*Picture: 5 Participants sharing their knowledge with each other*

## OUTCOMES

- Participants became aware of CFM's packaging and labelling codes, instruction and importance.

## DAY 1 - SESSION 10 – SUPPLIER GRADING

CFM believes in improvement constantly and keeping this aim in mind, a sheet called the supplier grading sheet was made where each supplier is graded and evaluated on various categories like product ideas, design skills, quality, fair trade awareness etc by CFM team. These sheets were handed out to all the suppliers. Then each of the CFM employees had one to one session with each artisan about the feedback given and gave ideas to improve in future.

## OUTCOMES

- Clarity between CFM and suppliers on different aspects of the supplier grading and working terms.

## DAY 1 - SESSION 11 – AWARD CEREMONY AT VISHALA



To end the day, a fun filled evening was planned by CFM for all its suppliers. All the suppliers came to attend the second CFM supplier award ceremony at Vishala, a theme restaurant. It was a grand evening which started with folk music and dance performances and then Chief Guest Apoorva Oza, CEO, AKRSP (I) handed over the award to Santosh Kumar, representing Thy Designers. He specializes in wood lacquer bangles which are 100% eco friendly, natural and come in many vibrant colors. This was followed by traditional Gujarati dinner enjoyed by all.

*Picture: 6 Apoorva Oza giving away the CFM supplier of the year award.*

## DAY 2 - SESSION 1 – OPEN HOUSE

The participants shared their experience at the second CFM Connect Meet. They got an opportunity to interact with Arjun Adya and Rahul Barkataky on a one on one basis. As per their feedback the meet was very helpful to them and more than their expectation. All the issues covered in the meet were very relevant to all the participants. According to the local entrepreneurs CFM should invite more artisans to attend the meet so that they benefit from this sharing of knowledge.

This session also included handing out of participation certificate to all suppliers.

## DAY 2 - SESSION 2 – CFM INVESTMENT IN PRODUCTION UNIT



When our supplier grows, then we grow. Our aim is to generate employment and connect the communities to global markets. Rahul Barkataky took this point forward and spoke about CFM's plan to invest in production units so that the artisans can have equity in the company. Many groups put forward their needs to CFM.

*Picture: 7 Rahul Barkataky in a session on investment in production units*

## DAY 2 - SESSION 3 – VISIT TO SEWA TRADE FACILITATION CENTRE



All the participants were taken to visit the SEWA trade facilitation unit. They were also given a tour of the factory and saw the infrastructure set up by SEWA. SEWA is SELF EMPLOYED WOMEN'S ASSOCIATION working on a large scale and supplying to big chains like Westside, FabIndia etc. The suppliers interacted with the SEWA artisans to learn more about their style of working.

*Picture: 8 Participants at SEWA*

## CONCLUSION

The second meet was held in Ahmedabad based on the feedback of participants in the first meet where the need of regional representation was felt. Although the first meet was more generalized, the second was more focused around specific issues. All the participants look forward to attending the third meet next year. But unless we also have our customers a part of the meet, it will still not reach the required trajectory.

## APPENDIX: CFM CONNECT PARTICIPANTS

<b>Sl. No.</b>	<b>Artisan/Entrepreneur</b>	<b>Organization</b>
1	Anjana Gujjar	Textile Tresor
2	Anil Yadav	Aaka Handicrafts
3	Santosh Kumar	Thy Designer
4	Niraj Tiwari	Bihar Development Trust
5	Prabhat Pandey	Bihar Development Trust
6	Sanjeev	Kartik Kraft Vision
7	Nasir Hooda	Safa Fashions
8	Naseer	Touch of Kashmir
9	Mohd. Guddu	Delnaseen Handicraft
10	Naiyer Alam	Naiyer Alam
11	Amit Kumar	Rose Handicrafts
12	Smriti Verma	Literacy India
13	Dev Ji	Cohesion Foundation Trust
14	Bhavesh Sabhnani	Cohesion Foundation Trust

<b>Sl. No.</b>	<b>Resource Person</b>	<b>Organization</b>
1	RS. Rekhi	Industree Crafts Pvt. Ltd.
2	Sanjay Joshi	Consultant Aga Khan Rural Support Programme, India (AKRSP) (I)
3	Apoorva Oza	Consultant
4	Kirti Da Oza	Saath Seva
5	Rawal Kiran	Saath Seva
6	Vaghela Bhai	MITRA Technology Foundation
7	Rahul Nainwal	

<b>Sl. No.</b>	<b>CFM Team</b>	
1	Mr. Arjun Adya	
2	Mr. Rahul Barkataky	
3	Ms Neha Khanna	
4	Mr. Bishan Singh Kathayat	
5	Surbhi Jain	
6	Puja Singh	Intern

\* Next CFM meet will held at Vishakhapattanam