

A BRIEF REPORT

ON

THIRD

CFM  Meet

25-26th February 2010

Fatehpura, Udaipur



Co-host:  / Seva Mandir

Supported by: SIR DORABJI TATA TRUST AND THE ALLIED TRUSTS

This report is a summary of proceedings and sessions of the 3rd CFM CONNECT Meet took place in Udaipur, Rajasthan, on 25-26th February 2010. The meet was organized by Community Friendly Movement (CFM) in cooperation with SADHNA / Seva Mandir. The objective of meet was to create a sense of community among all stakeholders: the customers, local entrepreneurs and artisans linked with CFM networks. A total of 21 participants attended the meet.

DAY 1- SESSION 1- INTRODUCTIONS



Picture: 1 Introduction session

All the participants were welcomed to the third CFM Connect Meet by Mr. Arjun Adya (President, CFM), followed by an introduction about the purpose of organizing the meet by Rahul Barkataky (CFM). Once this was over then all the participants had to give a brief introduction of their nature of work, location and craft skills.

Two new partners ABHYUDAYA and ASPIRE FASHION join CFM network in 2009, were also introduced to the network partners during the meet.

CFM work with 17 artisan groups across India, but they have very little access / gateways of interaction amongst each other because of their different craft skills and geographies. Connect Meet provides them a platform to interact with each other, know about their skills and artisan communities linked with them. Spending two days together also helps in developing a feeling of community and a sense of bonding through CFM Network.

Connect Meet is also an important platform for Community Friendly Movement (CFM) to introduce new services for the Network Partners.

OUTCOMES

- Participants know and interact with each other.
- Participants know about existing strength.
- Participants aware about the existing situation.

DAY 1- SESSION 2- VISION MISSION OF CFM

Mr Rahul Barkataky (CEO, CFM) briefly describe the vision and mission of Community Friendly Movement (CFM) to the participants, according to which.

Vision of CFM is to provide 200 days of employment to the network artisan.

Mission is to achieve a target of 25,000 artisans across India by 2025.

OUTCOMES

- Clarity about future targets and approach.

DAY 1- SESSION 3- SADHNA CASE STUDY BY MUKUL AND MADHU



Madhu from SADHNA welcomed all the participants of Connect Meet on behalf of SADHNA followed by a brief presentation by Mukul (Marketing Manager, SADHNA) on SADHNA intervention with women artisans–

- About Seva Mandir
- Emergence of SADHNA
- SADHNA intervention
- Organizational Structure
- Working Processes / Functioning
- Outreach.

SADHNA is a Women Enterprise initiated by Seva Mandir in 1998 registered under the Mutual Benefit Trust and Fair Trade Organization

providing an alternative means of livelihood and income augmentation for the women of rural, providing an alternative means of livelihood and income augmentation for the women of rural, **Picture: 2 Introduction of SADHNA** the Udaipur region of Rajasthan. All the women artisans are owner members of the organization. Presently engage more than 630 women in 43 groups from 12 different rural and urban locations. Prepare whole range of home furnishing, accessories, jewelries, bags with beautiful appliqué and embroidery work.

The whole process is standardized, from community mobilization, group formation, training, work allocation and wage payments.

Under the brand name of SADHNA they also established two retail outlets to provide marketing support of the finished products in Udaipur.

OUTCOMES

- Know about SADHNA.
- Functioning of a Mutual Benefit Organization
- Production Process and Marketing strategies

DAY 1- SESSION 4: CFM UPDATE BY SURBHI JAIN AND SUSHMITA



Picture: 3 Presentation on CFM

The session starts with a presentation given by Surbhi Jain (CFM) on export overview, sales and its growth, product portfolio, buyer overview and difficulties faced by CFM from Network Partners in design and product development as well as buyer's expectations from CFM. The ways to overcome them were also discussed with the partners. Surbhi also discussed the CTQ parameters related to the different products related to export orders.



Picture: 4 Presentation on CFM

This was followed by another presentation given by Sushmita (CFM) on retail overview, product portfolio, sales and its growth.

CFM's mission to create wealth for its primary stakeholders-artisan communities at the bottom of the supply chain directly linked with the business generated through the intervention because artisan communities are benefited only by selling their products and growth in the portfolio

directly benefits the artisan linked with the CFM Network.

ISSUES

- Pricing issues.
- Variation in the quality of the sample and final products.
- New samples development.
- Quality issues related to color fastness.
- Timely delivery of products.
- Packaging.

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.
- Buyer's expectations from CFM.

DAY 1 -SESSION 5: INTRANET CONCEPT



Picture: 5 Aditya Meena in a session on Intranet Concept

Connect Meet provide a platform for CFM to launch new services and programmes as all the partners are available to give quick feedback and their opinions.

The session starts with the presentation by Aditya Meena (CFM) on Online Monitoring and Evaluation System (www.cfmconnect.com) introduced by CFM to make the operations more transparent and streamline.

The system capture information at every step of the production processes right from sample specification to delivery of the final products, provide detailed information of each and every transaction made during the production processes as well as details of artisan involve in the production related to a particular PO.

It also provide a gateway for the buyers to access the status of their order and brief details of the artisan involved in the production process. It also helps in improving the efficiency of the producer groups and CFM team.

It also helps in setting up the accountability and responsibility of each and every individual involve in the production cycle either at CFM level or at Network Partner level.

OUTCOMES

- Aware about intranet concept and its purpose.
- How to operate the system.
- Importance of intranet and fair trade standards

Day 1 – SESSION 6 – FINANCIAL INCLUSION FOR ARTISAN

CFM introduced another programme for the Network Members and Artisan linked with them under CFM Financial Access Programme (**CFAP**). A detailed presentation on the programme, different financial products for different stakeholders and process to access the credit and other facilities was given by Aditya Meena (CFM).

CFM believes that the affordable financial services at affordable condition plays an important in improving the socio economic situation of the weaver and artisan communities linked through Network Partners. During the course of intervention in supply chain management in last four years CFM realize that there is a continuous demand of credit for different needs at all sections involve in production lines from individual artisan to entrepreneur, fro social to business development activities. Outreach of mainstream financial institution is far away from this segment as they have uncertain income highly depend on the availability of work and credit worthiness of an individual, as the sector is unorganized and cottage based with no legal entitlement.

With this philosophy, the model will stress on specially designed sustainable financial services for artisan and entrepreneurs with grant-based support for social, consumption, market access, product development and process improvement within which self sustained financial services will be nested.

The mission of CFAP is to provide relevant financial support to Network Artisans and their families across India, so that he may be able to increase income, promoting equity and fair compensation, preservation of traditional cultures and skills, advancing environmentally sustainable practices, improving health and working conditions.

OUTCOMES

- Importance of financial services for artisan and network partners.
- About CFAP programme, processing and accessibility

DAY 1 -SESSION 7 – IMPORTANCE OF DESIGN, PRODUCT DEVELOPMENT AND PROCESS STREAMLINING

Chandrashekhar Bheda briefly discussed about the importance of design, product development and process streamlining issues related to handicraft market. Starts with an example related to availability of options for a consumer in the market to buy a particular product from CFM brand as there are number of players exist in the market.

In reference to the importance of designing for extending the market out reach he told that we have limited options as the handicraft or handcrafted market is highly segmented and it is very difficult to hold the individual customer for a long period, the option is only for us to change the customer or the product and design from time to time and introduce new products in a regular intervals. There are lots of strategic supplements and strategies available for us to analyze the customer choices which

- Market Analysis
- Trade Analysis

He discussed about the importance of pricing because price segment attached with a product is important to achieve high recognition, bargaining itself is a negative term, defining fair price he told that the fair price is that price a buyer can get the product without bargaining.

He also discussed the key factors related to marketing defined as-

- New ideas in respect to size, shape, color, material, packaging.
- Utility of the product
- Quality
- Pricing

In reference to streamline the processes he defined that the buyers especially the foreign institutions, have specific time bound, logistics and warehousing processed at different level and delayed delivery affects the whole operations and marketing strategies as they work on trend analyses and theme based marketing and if we are not in the able to provide the products in the specific defined time period the whole strategies are disturbed and results rejection of the order as well as develop a negative image of CFM affects future growth not for CFM but for their Network Partners so timely delivery with all is the most important aspect to achieve higher growth in near future and for that the it is necessary to streamline the processes, CFM is always ready to provide assistance in this regard.

He also suggests the Network Partners to invest atleast 10-15% of their time in new product designing and development, followed by an open session where all partners discussed the problems faced during product development

- Cohesion Foundation - Stitching Unit and Dyeing
- Nayer Alam - Pricing Issues
- Rose handicraft - New Sample Development, sample development, raw material

OUTCOMES

- Participants understood the importance of designs, production development and process streamlining
- How to gain stability in the handicraft sector.
- Different factors involve in their business enhancement.

DAY 1- SESSION 8 – CASE STUDY OF TANA BANA MARKETING PVT LTD



Picture: 7 Prabhat Kumar presenting case study of TANA BANA intervention with weaver community in Bhagalpur, Bihar

This session was taken by Mr. Vikas Kumar (Tana Bana Marketing Ltd, Bhagalpur, Bihar), briefly discussed about Bihar Development Trust (BDT) and intervention in supply chain management among weaver community through Producer Company TANA BANA.

Organize about 40 weavers and other from allied services like dyers etc. into a group and procuring orders from different buyers, also assist in workplace improvement through financial support from AIACA.

The situation of weavers in Bhagalpur is highly exploitative in nature in term of delivery of wage component and irregularity in work procurement. Weavers earn not more than Rs 50 per day and the payments are delayed from the middle man and local traders. The weavers linked with Tana Bana able to receive regular work and are able to earn more than Rs 70 per day and sometimes more than that on regular manner.

OUTCOMES

- Know about TANA BANA intervention with weaver communities.
- Process of intervention in Supply Chain Management.
- Direct and indirect benefits to the weaver community through this intervention.

DAY 1 - SESSION 9 – AWARD CEREMONY AT AAPNI DHANI



Picture: 8 Rahul Nainwal giving away the CFM entrepreneur of the year award.

The last session of day one held at Aapni Dhani, a traditional Rajasthan theme restaurant. It was a grand evening which started with magic show, folk music and dance performances and then Mr. Rahul Nainwal handed over the award of Entrepreneur of The Year 2010 and a digital camera to Prabhat Kumar representing TANA BANA. A producer company from Bhagalpur, Bihar specialized in weaving of traditional tusser silk stools and scarves. This was followed by traditional Rajasthani dinner, enjoyed by all.

DAY 2 - SESSION 1 – VISIT TO SADHNA ARTISAN GROUP AND FABRICATION UNIT



Picture: 9 Discussing with Sadhna's artisan

All the participants were taken to visit to SADHNA artisan group at Devla Village, 23 KM from Udaipur, meeting held with different artisan working with SADHNA. Brief discussion held on the issues related to processes, functioning and field level operations. Artisans also explain the impact of programme on their individual lives as well as in term of household wellbeing. They also the production and procurement level.



Picture: 10 Sadhna stitching centre, Udaipur

Exposure visit followed by a tour of the fabrication unit setup by SADHNA in Udaipur and saw the infrastructure set up by SADHNA. SADHNA is working on a large scale fabric base production and supplying to big chains like WOG, Industree, FabIndia etc. The network partners interacted with the artisans and staff of the fabrication unit to learn more about their style of working.

DAY 2 - SESSION 2 –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, transparency, infrastructure, quality, fair trade awareness etc by CFM team.

Mr Bishan, Surabhi and Sushmita (CFM) conduct the partner grading session. Then the session was made open to all the participants. Mr. Rahul Barkataky talked to each network partner /entrepreneur to explain them their grading and how they can improve in the future.

OUTCOMES

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

DAY 2 - SESSION 3 –OPEN HOUSE

The participants shared their experience at the third CFM Connect Meet. They got an opportunity to interact with each other as well as CFM team 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.

This session also included handing out of participation certificate to all suppliers by Mr. Arjun Adya.



Picture: 11 Group picture of all Participants

APPENDIX: CFM CONNECT PARTICIPANTS

| Sl. No. | Artisan/Entrepreneur | Organization |
|----------------|-----------------------------|-----------------------------|
| 1 | Prabhat | Tana Bana |
| 2 | Anil Yadav | Aaka Handicrafts |
| 3 | Rati Singh | Abhiyudaya |
| 4 | Siddarth | Aspire |
| 5 | Deepika | Aspire |
| 6 | Beby | Abhiyudaya |
| 7 | Madan Lal | MESH |
| 8 | Sahnawaz | Touch of Kashmir |
| 9 | Bhavesh | Cohesion Foundation |
| 10 | Naiyer Alam | Naiyer Alam |
| 11 | Amit Kumar | Rose Handicrafts |
| | | |
| Sl. No. | Resource Person | Organization |
| 1 | Chandrashekhar Bheda | Spider Design |
| 2 | Mukul | SADHNA |
| 3 | Madhu | SADHNA |
| | | |
| Sl. No. | CFM Board Member | |
| 1 | Rahul Nainwal | MITRA Technology Foundation |
| | | |
| Sl. No. | CFM Team | |
| 1 | Mr. Arjun Adya | CFM |
| 2 | Mr. Rahul Barkataky | CFM |
| 3 | Ms Aditya Meena | CFM |
| 4 | Mr. Bishan Singh Kathayat | CFM |
| 5 | Surbhi Jain | CFM |
| 6 | Susmita | CFM |
| | | |
| | | |
| | | |
| | | |