



In the remote valleys of Indian Himalayas, abundant in natural resources but scarce in sustainable rural livelihood opportunities, Avani has strived to work with the rural community of Kumaon, part of the Indian state of Uttarakhand, in an inclusive manner. Our primary objective is the creation of sustainable livelihoods through conservation of natural resources, dissemination of appropriate technology and revival of traditional skills - natural dyeing and hand weaving. Our aim is to empower socially vulnerable women and school-dropout girls to lead a self-reliant life of dignity. This led to the establishment of Earthcraft.

Earthcraft is a producer owned cooperative, that generates contemporary, eco-friendly, fair trade, high quality, and low carbon footprint products for a conscious and caring client. The work with natural fibers and natural dyes provides a high degree of technical competence and an enhanced sense of confidence to the rural Kumaoni women. They invest in their children's education, open savings accounts and make home improvements. We also engage farmers to collect and cultivate plants for our signature natural dye production. Our work with natural dyes has yielded a variety of products and expanded into woodstains, printing paste and even watercolours. Consequently, we are looking to scale up our venture and include more beneficiaries. To this end we are seeking a total grant of \$710,160 over a period of 5 (five) years. The table below offers the breakup and timeline. It also offers an insight into the various areas that will be infused with these funds.

CATEGORIES	CONSULTANCY	MARKETING	SALARY	MACHINE & INFRASTRUCTURE	TRAVEL	WORKING CAPITAL	TRAINING & CAPACITY BUILDING	ADMINISTRATION	EMERGENCY FUND	YEARLY TOTAL
2021-22	\$29,539	\$40,000	\$14,954	\$45,385	\$3,077	\$61,539	\$7,693	\$3,077	\$15,385	\$2,20,649
2022-23	\$29,539	\$55,385	\$14,954	\$18,462	\$3,077	\$61,539	\$15,385	\$3,077	\$15,385	\$2,16,803
2023-24	\$29,539	\$32,308	\$14,954	\$11,539	\$3,077	0	\$7,692	\$3,077	\$15,380	\$1,17,566
2024-25	\$29,539	\$32,308	\$14,954	\$2,308	\$3,077	0	0	\$3,077	0	\$85,263
2025-26	\$29,539	\$16,924	\$14,954	\$2,308	\$3,077	0	0	\$3,077	0	\$69,879
<b>TOTAL</b>	<b>\$1,47,695</b>	<b>\$1,76,925</b>	<b>\$74,770</b>	<b>\$80,002</b>	<b>\$15,385</b>	<b>\$1,23,078</b>	<b>\$30,770</b>	<b>\$15,385</b>	<b>\$46,150</b>	<b>\$7,10,160</b>
<b>% OF TOTAL</b>	21	25	11	11	2	17	4	2	6	100

### IMPACT

- Working with 2200 artisans and small farmers
- 78% of total participants are women; 5 out of 7 production centers are managed by women supervisors (71%)
- Beneficiaries hail from Bhotia (Scheduled Tribe) and Bora (Other backward class) communities - the most marginalized groups of Kumaon
- Reclaimed 130 acres of wasteland, some of which was through indigo cultivation
- Innovative eco-friendly practices - pine needle gasification and use of eupatorium (invasive plant species) for dye production
- Generated more than 630 thousand USD as wages of artisans and farmers and salary of local supervisors in 64 villages in the last 14 years



Region of Impact: Uttarakhand  
 Annual Budget: 430,162 USD  
 Engaged: 2200 artisans & farmers  
 Beneficiaries: 63% from Bora community

