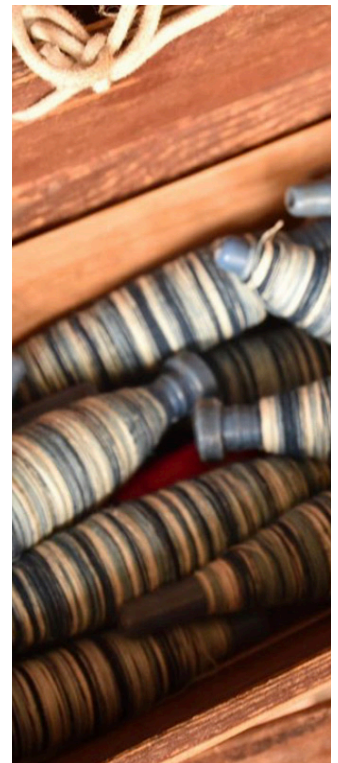




In the remote valleys of Indian Himalayas, abundant in natural resources but scarce in sustainable rural livelihood opportunities, Avani has strived to work with the rural community of Kumaon, part of the Indian state of Uttarakhand, in an inclusive manner. Our primary objective is the creation of sustainable 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 are able to 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. However, the global pandemic has delayed indigo cultivation, impacting Earthcraft as well as the whole textile and apparel industry worldwide. To this end we are seeking a total grant of \$115,000.

\$70,000 of which will be used as working capital to offset the loss of sales revenues due to coronavirus lockdown. Funds will provide incomes to staff and artisans during pandemic, as well as support COVID relief efforts in local communities. Around \$30,000 would be used for raw material procurement, travel arrangements, and human resources. The pandemic has established the need to create a larger online presence to truly bring our sustainable processes to the world. Marketing, especially digital media are essential for our further growth and for which we will use the remaining \$15,000.



### 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

