



ANNUAL REPORT 2020

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ABOUT SHRENI SAMUDAYA

Shreni Samudaya is a sustainable livelihoods organisation that works for occupational communities in the informal sector. Established in 2018, we are focused on **3 Cs - Community Building, Capacity Building, and Commerce.**

We derive our philosophy from the ancient Indian socio-economic groups who were known as 'shrenis', or guilds. We are trying to revive these 'guilds', by rekindling the same essence of autonomy, economic structure, and community sentiment that existed in ancient India.





VISION

Culturally congruent and sustainable livelihoods for all occupational communities in the informal sector.

MISSION

To ensure fair return on labour and develop holistic capacities by enabling access to information and opportunities.

COVID - 19 RESPONSE

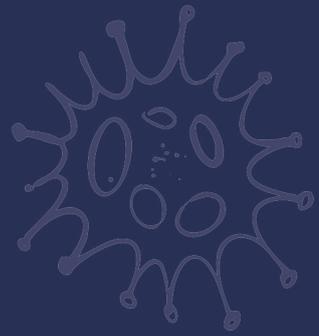
The impact of the COVID-19 pandemic has been felt most acutely by workers in the informal sector. Weavers and artisans across the country lost access to their daily wage as production sites and workshops closed down. The Trust ran a relief fund from April to July 2020, providing direct monetary support to the neediest weavers and artisans across the South Indian states. This was a focused effort to provide immediate aid to help members fulfil their daily needs, make urgent payments (rent, loans etc.), and to reduce the financial pressure felt by them to support their families.

Our programs for 2020 have been focused on building back these livelihoods by emphasising long-term, sustainable solutions to the most pertinent issue of fair and adequate market access.





**400
FAMILIES
SUPPORTED**

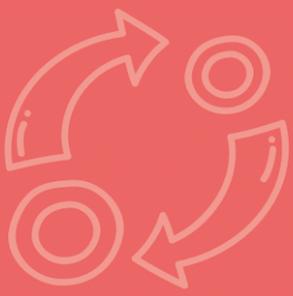


COVID-19 RELIEF FUND



**Rs. 4
LAKHS
DISBURSED**





IMPACT

2258
MEMBERS



15
WOMEN
TRAINED

15
LOOMS
REVIVED



Rs. 13.8
LAKHS IN
SALES
FACILITATED





PROGRAMS AND INITIATIVES

1 SHRENIS
OCCUPATIONAL
NETWORK

2 TRAINING
AND REVIVAL
PROJECT

3 WEAVER
SUPPORT
COLLABORATIONS

4 SHRENI
SAMUDAYA LLP
AND COMMERCE

SHRENIS OCCUPATIONAL NETWORK



Shrenis Occupational Network is an online network that facilitates communication, access to information and opportunities, and aids the establishment of professional networks in the informal sector. Operated on the most accessible platform - WhatsApp, this Network currently has over 2250 members from over 10 occupational groups including, weavers, artisans, tailors, designers, carpenters, and hospitality workers across Karnataka, Andhra Pradesh, Telangana, and Tamil Nadu. Integrated into our “phygital” (physical + digital) model, the Network allows Shrenis on-ground access to several thousand more occupational communities.

← **ಕೈಮಗ್ಗ (ಚೆನೈ) ಕೆತ್ತತರಿ**
Altaf Ansari - Lakshman, Anand -...



10:27 pm

Altaf Ansari - Lakshman Raav Ref



10:46 pm 10:46 pm 10:46 pm 10:46 pm

Maheshwari Handlooms traditional Saree
Welcome to the Spangle Handlooms

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← **Fashion Designer Shre...**
Ahmadiya tailoring - Sheerin, Am...

Mahesh Tailor - Madesh Reference



6:30 pm

Cutting for step size and then attach that's t simple only sir 6:31 pm

Cut in bell slivese patterns k it's must and should to made k 6:32 pm

Mahesh Tailor - Madesh Reference



7:17 pm 7:18 pm

FROM OUR GROUPS

← **Badagigala Shreni**
Aashuthosh Carpenter - Amol Ka...

Forwarded



Bram Woodcrafting Studio - Google Search
www.google.com

<https://g.co/kgs/fiU7Ub> 3:43 pm ✓

You
<https://g.co/kgs/fiU7Ub>

Bram Woodcrafting Studio is looking for carpenters.
There are 3 vacancies for carpenters. Candidates who are interested to take up the opportunity are requested to attend the interview tomorrow @ his studio. 3:44 pm ✓

You
<https://g.co/kgs/fiU7Ub>

1:05 3:48 pm ✓

You
<https://g.co/kgs/fiU7Ub>

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← **Nekaara 1 - ನೇಕಾರ ಶ್ರೇಣಿ**
A. K. Jayaram - Halikate, Aadesh...



6:12 pm

Aadesh Chenappa Hulaguru weaver - Tir...

Anekal Krishna - Raghavendra...

Photo

ಮಾನ್ಯರೇ ಯಾವ ವಿಳಾಸಕ್ಕೆ ಅರ್ಜಿ ಸಲ್ಲಿಸಬೇಕು . ಕೊನೆಯ ದಿ. 30/09/19 ? 6:30 pm

Aadesh Chenappa Hulaguru weaver - Ti...

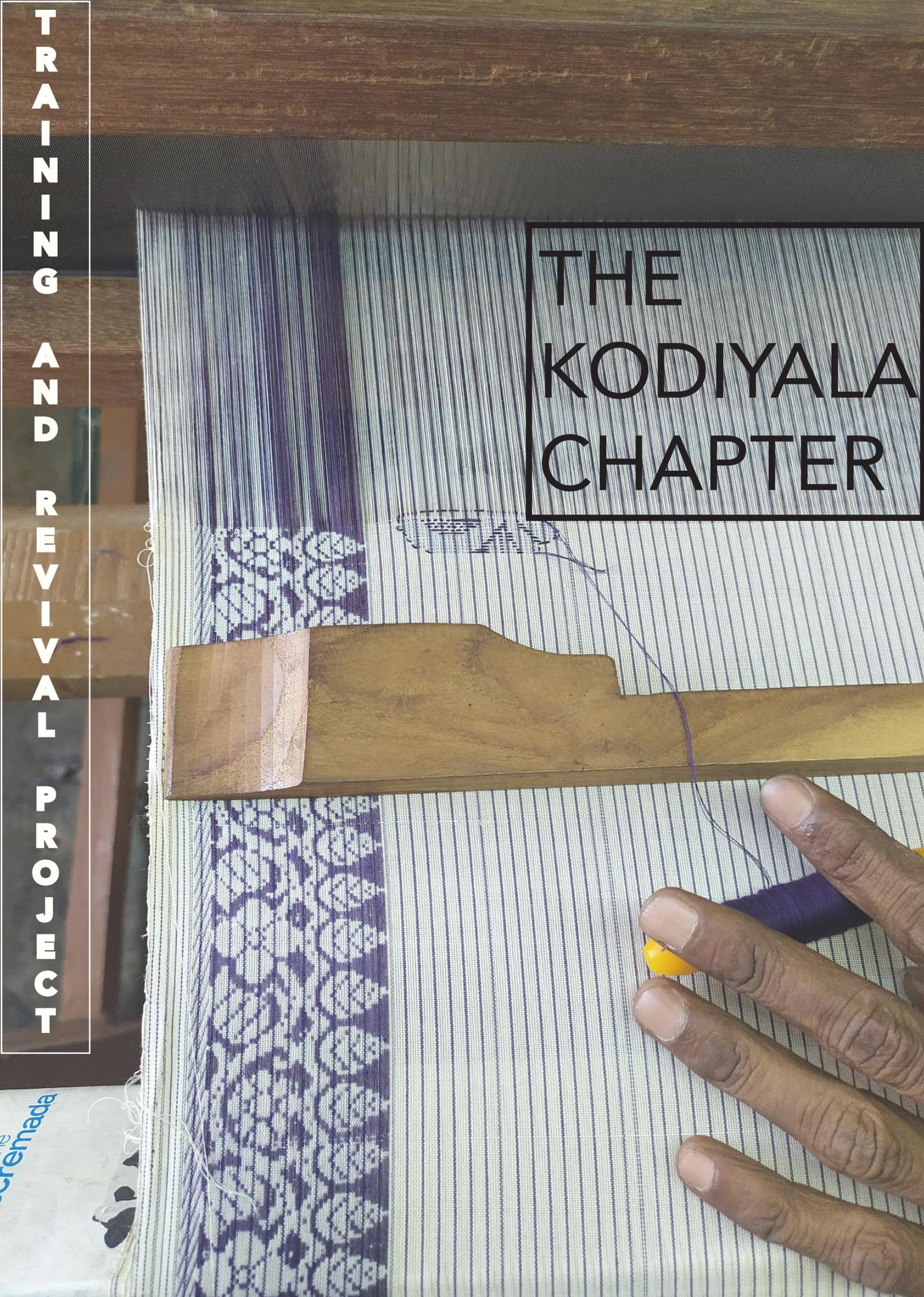
ಮಾನ್ಯರೇ ಯಾವ ವಿಳಾಸಕ್ಕೆ ಅರ್ಜಿ ಸಲ್ಲಿಸಬೇಕು . ಕೊನೆಯ ದಿ. 30/09/19 ?

<https://www.vidyasaarathi.co.in/Vidyasaarathi/registration> 6:35 pm

TRAINING AND REVIVAL PROJECT

THE KODIYALA CHAPTER

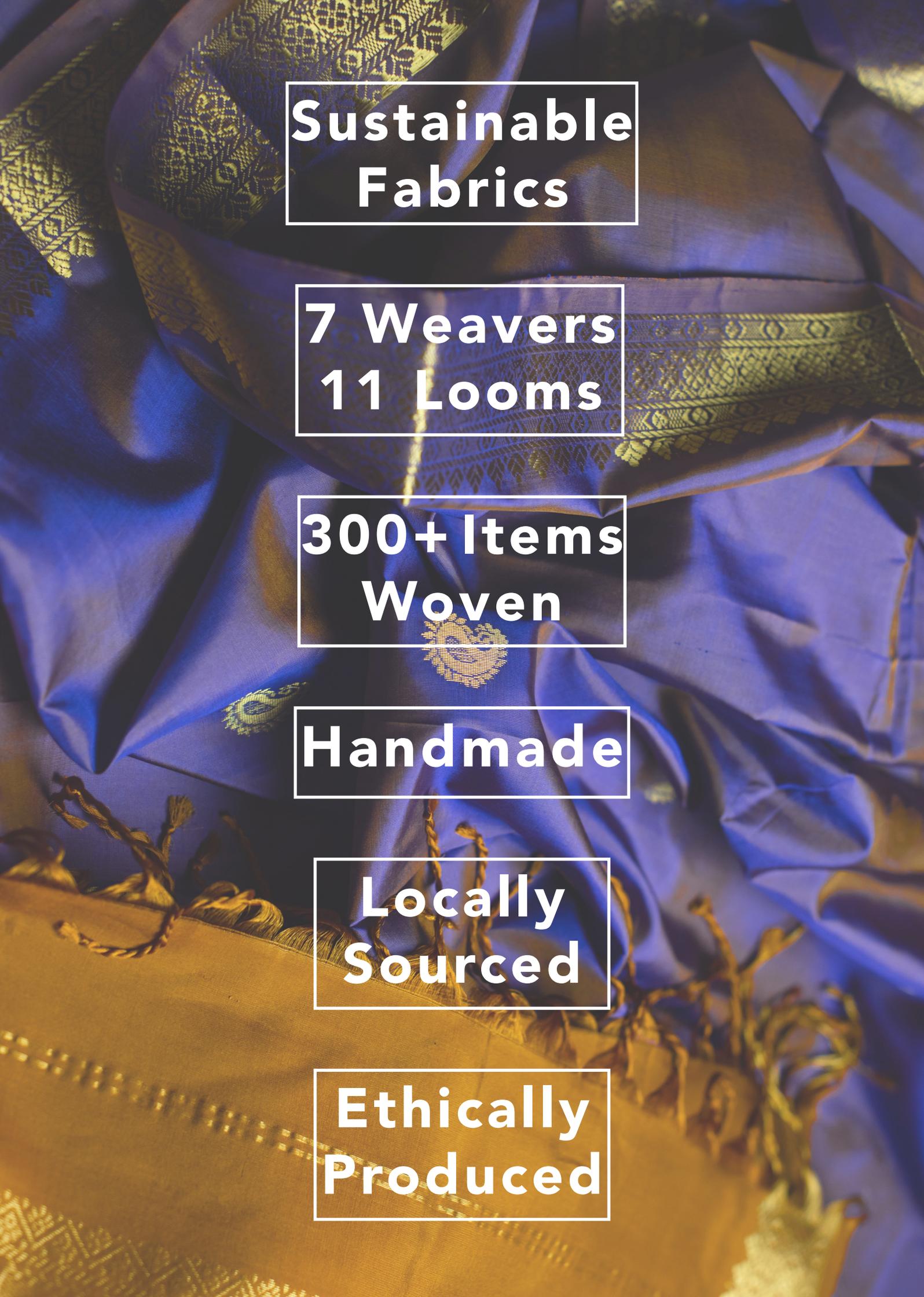
cremada



THE REVIVAL

Established in December 2019, the first installment of Shrenis revival project is an effort to revitalise and bring new life to the tradition of handloom weaving in the village of Kodiyala, Mandya district, Karnataka. It is focused on enabling fair returns on labour, introducing sustainable livelihood practices, and re-establishing the process of handloom weaving at a place that once used to be the hub of handloom creations.

We started small; one unit with ten looms that we equipped with accessories to allow a wide range of production. The goal was to ensure a revival of livelihoods and not just sarees. This meant enabling all the stakeholders with equal ownership and responsibility. Hence, the product mix created at Kodiyala have been a collaborative effort between us and our weavers, whose expertise and experience have been central to this endeavour.



Sustainable Fabrics

**7 Weavers
11 Looms**

**300+ Items
Woven**

Handmade

**Locally
Sourced**

**Ethically
Produced**

THE TRAINING

As a response to the interest displayed by local women towards the revival, Shrenis designed a training program that would be conducted at the revival unit, to empower these local women to gain the skills to weave handloom products. Most of the women came from weaving or weaving adjacent families and had basic knowledge of the weaving process.

The program received funding from **NABARD**, and is a 4 month training program that is currently training 15 trainees in 2 batches. The goal of the program is to enable employment opportunities for the trainees in the handloom industry.





**Rs 8.9
LAKHS
FUNDING**



**15
WOMEN
TRAINED**



**80%
GAINFULLY
EMPLOYED**





SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



8 GOOD JOBS AND ECONOMIC GROWTH



12 RESPONSIBLE CONSUMPTION



17 PARTNERSHIPS FOR THE GOALS



WEAVER SUPPORT COLLABORATIONS

Current Stage: Funding



Shrenis has collaborated with *HESPL*, a social enterprise working to make welfare schemes more accessible to citizens through technology.

The devised project will help **5000** weavers and artisans across Karnataka over a period of **12** months. In this process, the target weavers and artisans will receive support to benefit from government schemes for which they're eligible with the help of on-ground haqdarshaks.

Current Stage: Training

Shrenis is working with *Nemo*, a unique ecosystem that provides financial tools, capital & need-based business services enabling organic growth. It is a unified solution to all MSME Growth problems.



The devised project aims to incorporate **10** Shreni youth to be Book Keepers, who will be trained to operate the Nemo platform. Book Keepers will onboard **10** weavers each, who fall under the category of MSME to enable access to Nemo's unified solution and services.

LLP AND COMMERCE

To address the issues of market access, which were amplified from the onset of the pandemic, Shrenis set up the Shreni Samudaya LLP. This for-profit entity provides aggregated services to weavers and artisans. This includes photography support, cataloguing, warehousing, inventory management, branding, and shipping.

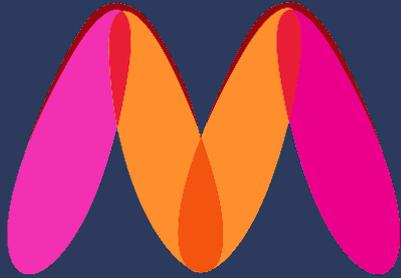
Partner Organisations



Rotary



E-Commerce Platforms



Logistics Partner



ace turtle

FINANCIAL OVERVIEW

PARTICULARS	AMOUNT (IN LAKHS)
Project Implementation Cost (FY 19-20)	4.7
Grants Received	11.1
Crowdfunding	3.6
Operational Costs (FY 19-20)	9.7

OUR DONORS

Shrenis is grateful for the generous support of our donors in helping us realise our vision and move one-step closer to sustainable livelihoods for all.

ORGANISATION	AMOUNT (IN LAKHS)
NABARD	8.9
Entrepreneurs Organisation	1
Bolar education trust	1





If you are a funding agency, CSR head, investor, or training partner interested in working with weavers, artisans or other occupational communities, or just an individual passionate about sustainable livelihoods, please reach out to us at info@shrenis.com and we can work together towards making a difference.

Follow our work at:

www.shrenis.com

shreni.net

[instagram.com/shrenisnetwork](https://www.instagram.com/shrenisnetwork)

[facebook.com/shrenisnetwork](https://www.facebook.com/shrenisnetwork)

twitter.com/shrenistnetwork