



### "Aavran" - adorn an attitude

Registered under the Madhya Pradesh Societies registration Act 1973, we are a conglomerate of small Self Help Groups based in the backward areas of Madhya Pradesh. There are 10 groups of ladies and gents thus generating livelihood for 100 families. We aim to enhance self esteem and self dependence, generate employment opportunities for people in the villages, and thus control migration to cities. We train to work under socially accountable fair wage system and defined quality parameters.

### Vision:

To develop as a quality service organisation promoting rural livelihood, encouraging economic independence of women and complimenting ecologically friendly organisations in promotion of hand spun, hand woven natural fibres. Thus developing conscientious and responsible communities' world wide.

### Background

'Aavran Handloom Society' is a livelihood initiative where 100 families get livelihood by producing organic handspun hand-woven fabric. Around 70 women spinners, 25 young weavers and 25 other families are making this initiative a unique cohesive effort for self reliance.

The roots of 'Aavran' are closely connected to its promoting organization bioRe Association. The bioRe Association is a registered social organization working to empower organic and biodynamic communities by facilitating education and promoting infrastructure, addressing local needs thus leading to holistic and sustainable development.

bioRe Association started a small initiative of promoting livelihood for its women self help groups through 10 Hand spinning machines (Ambar Charkha) in Sept 07. Possibilities of promoting hand spun hand woven organic cloth through establishing a handloom based livelihood project was observed seeing potential market and interest of SHG members. Taking this into consideration bioRe Foundation Switzerland helped bioRe Association in developing the required infrastructure. Success of the initiative was converted into a democratic institution named and registered as "Aavran"

### How Aavran works



Aavran being a social enterprises believes in equality, quality, transparency, fair trade, and making locally global products thus advancing with world by consolidating and valuing our traditional knowledge and culture. Aavran is managed by hand spinners, weavers and its founding members from the youth club. The Organic cotton in the form of Sliver (roving cotton) is organized from bioRe India Ltd\* and it is delivered to Women Self Help Groups who produces the hand spun yarn with the help of Ambar Charkhas at their home. These women self help group are given training of three months before going into production.

The hand spun yarn is transported to the Aavran Handloom workshop where processes from winding to finished products are being carried out. The natural dyeing of the yarn or the cloth is done by the approved organizations.

## Aavran Handloom Society



Aavran participates in various handloom promotion fairs and workshops. Aavran products are highly cost attractive in its market segment of organic handspun, hand-woven products due to its multi-skilled workforce, participatory management and commitment.

\*for details see annexure

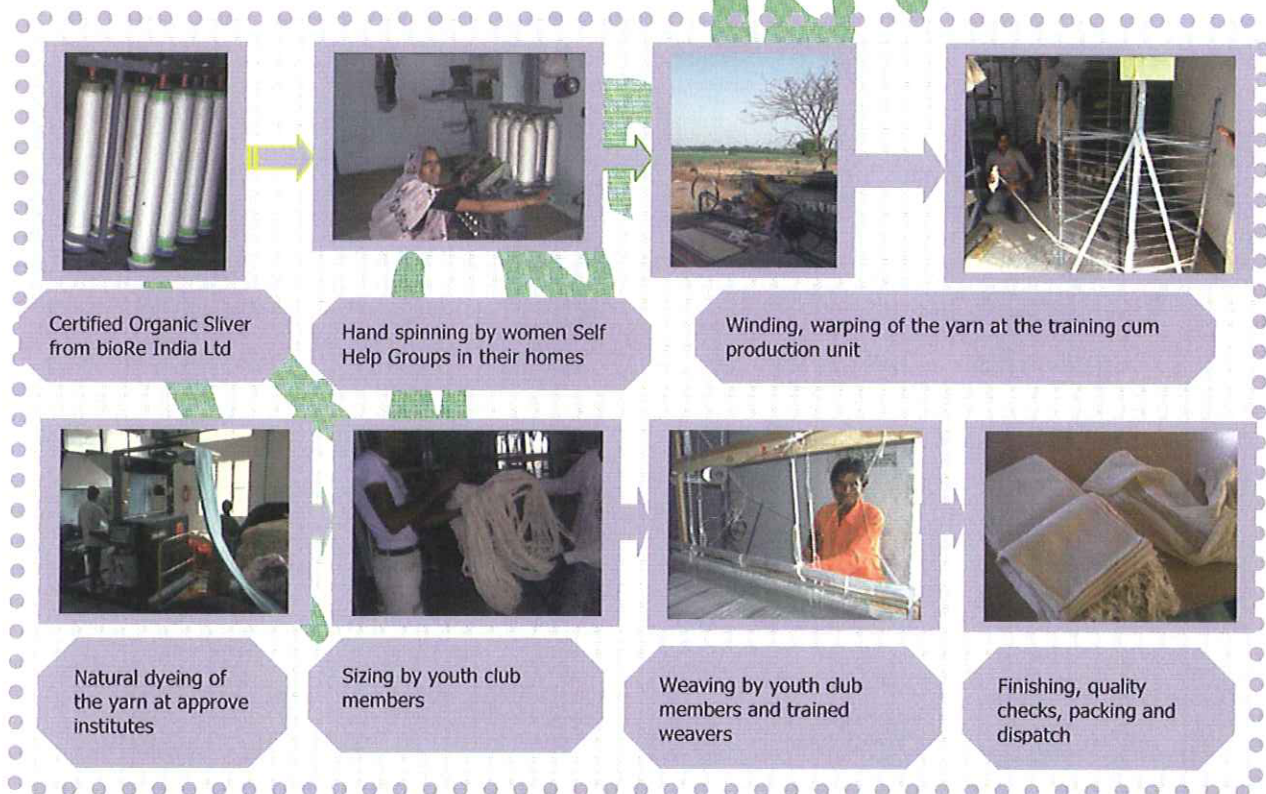
### Aavran values:

Aavran is a value based brand. Its product goes through a fair, transparent and democratic system of operations. Our core values are as follows:

Quality, sustainability, cost attractive, social, responsible, transparent, fair and ecological.

### Process flow:

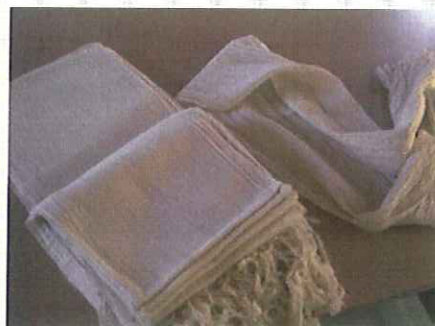
The process of 'Aavran' holds value additions on every stage of production. Product prepared at 'Aavran' involves human touch at every stage. So when you buy an Aavran product, you are directly affecting a human life socially and economically. The "Aavran" concept believes in long term sustainable relations with its buyers, consumers and community. We ensure quality, consistency and social parameters on every stage of our production.



### Products

"Aavran" Handloom Society has been created for smooth and independent functioning and sustainability of the project. At present we promote small range of products i.e. hand spun hand woven scarves, organic cotton yardage, stoles (dupattas), throws, school uniforms etc. Our products are value added at every stage as it ultimately promotes an organic, local, livelihood based, quality product at a very attractive price. We add more colours in our products by ecological vegetable dyes.





Scarves



Stoles



Sarees



Dress material



### Case study: Azad Yuva Mandal (Youth Club) Village Karondiya



bioRe Association promotes youth clubs in rural areas. These clubs are voluntary groups of young boys who wish to give their time for social cause and contribute in the growth of their village. These young groups are invited to youth camps organized at bioRe training center under the expertise and guidance of Shri P.V.Rajagopalji from Ekta Parishad. In July 2006 one such group emerged, called themselves the Azad Yuva mandal and set themselves a task of improving the living conditions of their village and the community.

What started off as a small youth club has now turned into a revolution for that village.

#### *How they went about it*

Taking inspiration from the neighboring weaving community in Maheshwar (famous for its saris) and organizing exposure visits to these areas the group was encouraged to form an identity of its own. With the initial guidance from Ms Shalini Devi Holkar of "gudi mudi" the women were inspired and trained to use the "ambar charkha" for hand spinning. The certified organic cotton was made available to the group by bioRe India Ltd\* – a service and trading company under their corporate social responsibility programme.

The development of the infrastructure was financed by the bioRe Foundation\* (Switzerland) through the bioRe Association. The weavers were also trained at Maheshwar under master weavers. The society has now employed master weavers of national acclaim as their guides. This youth club has been instrumental in initializing the concept and bringing it to life. The entire village community stands by them.

### Case Study : Rajendra Yadav



Mr. Rajendra Yadav, is a 32 year young man from village Karondiya and founding President of Azad Yuva Mandal. A farmer by profession he is now fully involved in the working of the handloom society. According to him he is fascinated as he realizes his journey from the youth camp he attended at bioRe Training center till now. He is now the leader of the handloom project and working as Coordinator of "Aavran". Traveling to different centers where such work is in progress, qualifying him in this new area of work, learning the art of spinning and weaving, fine tuning and improving the quality of work at "Aavran" are his challenges.

### Case Studies: Miss Asha Yadav



Miss Asha Yadav, 19 years old, is an enthusiastic, creative and bright young girl from village Karondiya. She is part of a 6 member family. She has passed the 10<sup>th</sup> grade but could not continue her education due to economic conditions of her family. She was very eager to learn something which could help her to earn her livelihood. She was assisted by her brother Santosh who is an active member of the "Azad Yuva Mandal". With his encouragement, Asha was instrumental in forming the woman self help group and motivated them to start hand spinning as livelihood activity with bioRe Association.

She in turn then motivated her brother to undergo training as a weaver from Maheshwar when youth club requested bioRe Association to facilitate training for two of its members in weaving.

\* see Annexure





Today her brother is one of the two first weavers at the Aavran Handloom workshop and supervising and training new weavers.

Asha is now able to hand spin 13-15 Kgs of yarn and can earn Rs 2500-3000 per month while working at home. She plans to restart her education through correspondence course. She likes to do her household work along with it she works on Ambar Charkha. She is happy that she contributes in the family economy and there has been lot of improvement in their living standards.

### Annexure 1

#### bioRe Association

bioRe Association is a social organization registered under the MP Societies Act 1973. Vision of bioRe Association is to empower organic and biodynamic farmers and communities by facilitating education and promoting infrastructure, addressing local needs thus leading to holistic and sustainable development. The Association works in six major core areas which are:

- Education
- Health
- Livelihood
- Environment
- Youth
- Infrastructure

#### *Major Activities of bioRe Association*

- Farmers' trainings are organized at bioRe training center for organic and biodynamic agriculture, a state of art facility for capacity building of organic farmers.
- Interest free loan to organic farmers for developing infrastructure related to organic agriculture.
- bioRe Association promotes children's education through 12 Animation Schools. The concept of the Animation schools is aimed at enrolling those children who, for various reasons have been denied their right to primary education. Animation means sensitizing the community, specially the parents and preparing the children for schools.
- A multi- specialty Mobile Health Unit Project was inaugurated in Nov. 2006. It aims at tendering to the educative, diagnostic and curative health needs of people living in remote areas. This mobile hospital unit has the most modern diagnostic facilities i.e. Pathology, X-rays, ECGs and provision for ultra sound. It travels to remote areas where primary health services and diagnostic facilities are not available. Besides being a diagnostic unit, we conduct special camps related to pre and post maternal care, vaccination for children, eye camps and also invite specialized doctors on board from different fields of medical care.
- bioRe Association promotes women Self Help Groups in remote areas. These groups have 10-15 members who contribute a small saving every month and inter loan this money amongst its members on a particular rate of interest which is mutually decided by the group members. These groups are later encouraged start income generation activities.
- Promotion of biogas plants and smokeless stoves on large scale. Plantation activities , Computer education, village information centers, sewing center, youth club promotion are also projects implemented by the association.



### **Annexure 2**

#### **bioRe India Ltd.**

bioRe India Limited is a service and trading company, which supports farmers to grow their crops following organic & biodynamic principles of agriculture.

bioRe India Limited is the starting point of the bioRe textile chain, a unique international network for the production and distribution of quality textiles fulfilling the strictest ecological and social requirements. bioRe India Limited works in partnership with farmers and customers to promote sustainability in the agriculture. It shows farmers efficient ways to grow cotton without chemicals, thus maintaining the soil's fertility, keeping water clean and costs low. Farmers enjoy a better health and a higher income. Rural migration is reduced.

The main crops are Cotton, cereals, pulses etc. bioRe India Limited procures these crops, processes and sells them.

The certified organic cotton is directly purchased from farmers, it is ginned and sent to spinning mills. Along with cotton, farmers also grow cereals and pulses. A potential for marketing of these commodities is being explored.

### **Annexure 3**

#### **bioRe Foundation**

bioRe Foundation is a non profit organization based in Switzerland. Its purpose is to promote organic and biodynamic farming, in particular of cotton, as a sustainable livelihood, and to support farmer families in need in developing countries and emerging markets. It is the promoting body for all the social activities undertaken by the bioRe Association. Mr. Patrick Hohmann from Remei AG Switzerland is the President of bioRe Foundation.