

Kumbaya Annual Report 2019-2020

Shelves and tables, trunks and floors, even cars at Kumbaya have been piled high with beautiful rainbow coloured bundles of fabric all through the year! Buzzing with energy, the Bhavans have been filled with producers speeding through familiar styles with effortless synchronicity on their sewing machines. It is a warm and good feeling to suddenly realise as we write, that we naturally call our production centres 'bhavan', which mean 'a large house', instead of saying 'factory' or 'workshed'. A 'large house' for women and persons of disability to call their own, to feel at home, to come into their own, unique and distinct individuals; leaving behind domestic work and family responsibility, to breathe in the openness of a space that belongs to them, using a skill they possess. To be accomplished.

Kumbaya has been bustling and brimming with activity this year. We got the largest bulk order from Trifed, double of what we had last year. We worked with many designers from all over the world and made beautiful samples for them. Then we stitched and shipped sample collections and consignments to Sweden, Australia, the UK and the USA. We organised and attended workshops and meetings, hosted many exposure visits to Kumbaya for different organisations, travelled to exhibitions big and small, made many new designs, added new retail partners, finished shooting for a film and most important of all, had a miraculous escape from a terrible accident.

We were in the thick of things, gearing up to rush into the next year with commitments to honour and deadlines to meet, when the sudden Covid-19 lockdown happened. We left everything midway, frozen in between and abruptly suspended in time.

Here is an account of the activities done by Kumbaya through the year 2019-2020.

Orders

Trifed Orders from 2018-2019:

Finally our bulk orders from TRIFED for the previous financial year were delivered to Trifed regional branches across the country in April and May. Kumbaya is now available at **Tribes India** stores in Bangalore, Mumbai, Delhi, Kolkata, Jaipur, Guwahati, Ahmedabad, Dehradun, Ranchi, Hyderabad and Bhubaneswar. Our consignments were ready in February but were lying in storage because Trifed did not accept them due to end-of-the-year financial constraints. Pending payments worth 39 lakhs for 2018-2019 were cleared only by May 2019 with 6 lakhs pending until June.

Trifed Order in 2019-2020:

On the 26th and 27th of May 2019, at the Trifed Annual Suppliers Meeting in Delhi, Vikas Vishwakarma and Imran Ali from our team, met regional managers from 14 states. Based on our product range from the previous year, and the teams excellent representation of our work, Kumbaya Producer Company Limited received orders of Rs. **65 lakhs initially which went up to 74.84 lakhs from 13** regional offices over the year for 2019-2020. However, Trifed put off increasing in our rates again although this was our third year of supply.

Below is the summary table for all Trifed orders from different regional offices and their status:

Trifed Order Summary Sheet 2019-20											
No.	RO Office	Order Qty	Amount	Order Sent		Order Packed		Order Ready		Order Left	
				Qty	Value	Qty	Value	Qty	Value	Qty	Value
1	Jaipur	1875	939167			1040	525095	510	255453	325	158618
2	Delhi	1950	813839	1053	432848			300	125206	597	255786
3	Delhi	1750	720275					1455	598857	295	121418
4	Bhopal	1438	704286			1171	552929	154	75424	113	75933
5	Bhubaneswar	578	263614			560	254700			18	8914
6	Bangalore	1475	668374	1212	548637			200	90626	63	29111
7	Ranchi	190	84571	190	84571						
8	Jagdalpur	354	134905	303	125763					51	9142
9	Hyderabad	1374	638910			879	411362	350	162749	145	64799
10	Dehradun	4038	1641137			737	283760	2500	1016058	801	341320
11	Chandigarh	620	262680			594	246637			26	16043
12	E-Commerce	170	101179			170	101179				
13	Ahmedabad	725	347976					725	347976		
14	Ecom Delhi	288	144243	288	144243						
15	Pune	50	19881	50	19881						
	Total	16875	7485037	3096	1355943	5151	2375661	6194	2672349	2434	1081084
Amounts are not inclusive of GST											

This table below shows the interim impact of Trifed orders on Kumbaya in this period :

No.	Particulars	Unit	Amount
1	Total of orders received in 2019-20	16875 pieces	7485037
2	Value of orders dispatched against orders received in 2019-20	3096 pieces	1355943
4	Total orders remaining from orders received in 2019-20	13779 pieces	3456745
5	Total value of the cloth purchased in 2019-20	26043 meters	4244323
6	Total value of wages paid (including wages of 3096 pieces dispatched)	14441 pieces	1330051
7	Total value of outstanding payments to suppliers		2485176
8	Total payments received from Trifed in 2019-20		1191819
9	Total receivables remaining from Trifed		6129094
10	Total value of remaining fabric stock (including cut pieces)	8420 meters	1077760
11	Total value of other consumables (used and in stock)		213498
12	Value of working capital loan including interest (15 lakhs + interest)		1680245
13	Value of fixed overheads - salaries, rent, electricity, office expense etc.		765980
14	Value of taxes paid		132627
15	Expenditure on transport (local vehicle and freight)		56000

The summary of the orders supplied to Trifed in 2019-20:

No.	RO Office	Order Sent		Bill Date	Payment Received
		Qty	Value		
1	Delhi	1053	432848	05-11-2019	05-02-2020
2	Bangalore	1212	548637	21-11-2019	08-04-2020
3	Ranchi	190	84571	12-02-2020	04-05-2020
4	Jagdalpur	303	125763	12-02-2020	06-03-2020
5	Ecom Delhi	288	144243	30-06-2020	Not Received
6	Pune	50	19881	30-06-2020	Not Received
		3096	1355943		

Fabric for Trifed Orders 2019-2020:

Sourcing plain jewel coloured fabric for most of the order meant a complex process of designing overlapping colour ways for over 13 different styles for both men and women's clothing. It involved combining 10 warps with 13 different wefts to arrive at as varied a colour palette as possible, while remaining economical at the same time. The 130 shades emerge from combining only 13 colours with each other. This ensures a viable quantity of yarn per colour to be dyed with reactive dyes. Reactive dyes are colour fast and do not bleed.

For a start we gave a weaving order for 14400 metres to Eco Tasar, 400 metres each of beautiful double colours, and then another 7600 meters in the second round.

We also placed large print orders for various patterns with our suppliers for Kalamkari in Hyderabad and for other block prints from Bagru and Sanganer. Overall, for the Trifed Order alone, we placed a fabric orders worth approximately 43 lakhs from our long-standing suppliers

Trifed Payments and Consignments:

13 regional offices of Trifed placed orders worth rupees 74.85 lakhs to Kumbaya in parts through the whole year. Trifed Regional Officers claimed that they would accept orders until March. But when the consignments were ready for delivery, they backed out of paying for the orders claiming end of the year lack of funds. Only four consignments were accepted in the month of January and February 2020 by Trifed Bhubaneswar, Chandigarh, Ranchi and Jagdalpur. Payments were expected in April this year. The payment policy of Trifed says that their supplier should be paid within fifteen days of receiving the consignments.

A major part of the payments we have to make to our suppliers have been due for almost a year now. To do the production we purchased fabric from our suppliers worth nearly 43 lakhs, the first lot delivered as early as August-September. We have only been able to function and complete the Trifed orders because of the privilege of long credit periods generously given to us, based on the long-standing relationships of trust we have established with our suppliers over the years and the respect that they have for our work. With payments delayed yet again for months on end, like last year, our relationships with different suppliers have come under immense strain – particularly acute since the economic hardship of Covid-19 pandemic lockdown.

Working Capital Loans for Trifed Orders:

Trifed does not provide advances on orders or working capital loans to its suppliers; paradoxical, as all the suppliers are artisans or organisations from poor tribal areas, who then have to seek loans at high interest rates from the market to execute Trifed orders. Our experience with Trifed urgently opened up the need to seek working capital loans at affordable rates of interest from different debt providers and financiers. This year KPCL approached Narmada Jhabua Gramin Bank, Rang De, and Nabsamruddhi. Due to the insufficient equity no financial institution is willing to give us a loan.

Finally, at the end of the year it is with the help of our Kumbaya's producer groups, who secured a loan of 15 lakhs from Pragati Samuh Development Services (PSDS), that we were able to pay off part of the payment to one of our biggest suppliers in March 2020.

Summary of the Immediate Financial Impact

Out of an order of almost Rs.75 lakhs for the year 2019-2020, Trifed accepted consignments of only Rs.13.55 lakhs, only 3096 pieces out of the 16875 pieces they ordered. We have ready stock worth Rs.61.29 lakhs lying with us, 14441 finished pieces and 2434 ready to stitch as soon as work begins after the lockdown. We still owe almost Rs. 25 lakhs to our suppliers. Additionally, our producer groups owe 16.8 lakhs to PSDS due to the delay.

MESH Meeting a Potential Buyer and Retail Store:

On the 5th of April 2019, Nivedita Banerji, Vikas Vishwakarma and Imran Ali visited MESH (Maximising Employment to Serve the Handicapped) an organisation we work with in Delhi, to meet a potential buyer. Ms. Anna Dohnt is the founder of Uplift Fair Trade – a shop in Katoomba in the tourist region of the Blue Mountains in Australia. She has been sourcing Kumbaya products from MESH for her store for the past couple of years and was keen to learn more about Kumbaya's range of products.



Anna Dohnt at MESH, Delhi meeting with Kumbaya

We showed her all our samples of garments, bags and home décor. It was a very productive meeting and she purchased many of our items as samples for a future order. We also discussed sending regular consignments of an extended range of products to the MESH retail store, which is in the community centre market of a posh residential colony in Delhi called Uday Park. We are hopeful about working more with MESH and Ms Dohnt in the future.

Emerald Heights School Order:

In the beginning of the year, Emerald Heights School placed an order with Kumbaya for an upcoming international conference in October 2019. The order, which is worth 12 lakhs, consists of 1500 rucksacks, 1500 lanyards and 1500 file folders, in Kalamkari patchwork.



Packing of Rucksack for Emerald Height

Securing large orders is pivotal for Kumbaya. Apart from sustained employment, high volumes enable producers to work in assembly lines, increasing productivity and earnings. The bhavan supervisors, quality check-in-charge and producers worked hard to find ways to break down a complex item of many parts such as a patchwork rucksack into an assembly line chain to reach daily targets at each production centre. The delivery date for this order was the 14th of August, 2019 and all the items were packed and delivered to the school on time.

Rare Thread and Laura Miles:

Laura Miles is a textile designer from UK and the founder of a company called Rare Thread, who has been sourcing fabric from Women Weave. We did a quick sample for her at the end of September 2019, which was approved.

Alcana and a Visit by Hannah Rose Mitchell:

Hannah, a designer from Australia, got to know about Kumbaya's work from Women Weave and has been in touch since June 2019. She visited us on the 6th to the 8th of November. Her ethical clothing line is called Alcana. **Alcana** comes from 'Alkanette Tinctoria', the scientific name for a root which has been used in plant dye for many centuries across the globe. Hannah worked on a few samples with the sample team at Jatashankar and visited the producers at Neemkheda Bhavan, promising to write to us about working on a range of her designs by December.

As it happens sometimes, her designs got delayed. By the end of January, she sent us an urgent order for making patterns of 17 different styles and 36 samples with detailed specifications, and a very tight deadline. By then we were already in the middle of producing for a string of major exhibitions and our pattern and sample masters were booked to work with the design team from Labvisby. Yet, we managed to work on these, squeezing them in before and after the Labvisby visit and despatched the whole lot by the 13th of March 2020. Hannah was very satisfied with our work and is now keen to work with us closely in the future. It was extremely encouraging to get a two-year month wise calendar of how she would like to work on her Spring/Summer and Autumn/Winter collections with us over 2020-2021 and 2021-2022.

However, given our own designs, product development, apparel collections and patchwork, our existing commitments to different retail stores, bulk orders with 'Trifed', searching for big buyers, setting up our own stores, online as well as brick and mortar, work with other designers' etc, committing fixed dates in advance is a real challenge. We have to work on how to ensure ALCANA's orders remain on track with the rest of our schedule. Also, on how to equitably and sustainably allocate time and already stretched human resources through the year to different individual designers, while working on our own collections.

Labvisby Annual Visit to Kumbaya:

For the third year, Stefan and Camilla, the owners of a Swedish lifestyle store called Labvisby Local Global visited Kumbaya to work on the samples of their new designs. This year's collaboration tested Kumbaya's equipment and master tailors as they had to work with a difficult fabric – 600 GSM thick cotton canvas. However, work on the samples went well, we were happy to learn something new, and the Swedish designers were very happy with the results as well. They placed a larger order this year, which is heartening because that means our work sells well. A part of their collection is based on beautiful fabric from Women Weave. The other part is based on canvas, which is sourced in different weights like 300 and 600 gsm, and then sent for dyeing in specific Pantone shades using azo-free dyes. Production started in the first week of March so that delivery could be scheduled for the first week of May. Labvisby's major sale period for the year is from May to September/October – the summer tourist season at Gotland, the island where Labvisby is located. The lockdown at the end of March put a sudden halt to everything.

Afterword: during the lockdown in April, with adequate protection and distancing, Nandkishorji, our master cutter and Pavan our Quality Incharge took the initiative and decided to finish the cutting of some styles with available fabric. As a result, as soon as the lockdown opened in May, we were ready and began work on this order with only those few producers who could walk down to the Neemkheda Bhavan. Some more fabric arrived and finally we could send a part of the consignment to Labvisby in the beginning of June. So all was not lost!

Happy French Gang, the US:

In January, we sent 5 samples to Ms. Sandra Dejanovic in San Francisco made from the pictures and samples she sent us. Ms. Sandra runs an online store called Happy French Gang and sells a number of designs. She really liked all the samples we sent but we have yet to hear about her order.

Fabindia Sample:

Fabindia and Kumbaya have been trying to work together for long. On the 2nd of March, Kumbaya received a pattern and a sample from Fabindia Madhya Pradesh yet again, to make a style with our own material. Within a few days we submitted the sample according to their specification sheets and measurements. They have appreciated the construction and the stitching quality; and had asked us to submit the cost and timeline for making 3300 pieces. We were really hoping to get this order from Fabindia as it helps get more employment for our producers and

open up possibilities for more bulk manufacturing, in addition to Trifed. It would have also given us more experience in working with the quality and cost compliances of a buyer like Fabindia.

Exposure Visits to Kumbaya:

NIFT Visit: 12th of April 2019:

30 students from NIFT Bhopal visited Kumbaya for a day-long exposure visit. The visit was conducted by Nivedita Banerji, Vikas Vishwakarma, Pushpa Dabral and Raashi Raghunath. It began with an introduction to SPS and the concept behind Kumbaya, followed by a short lecture on the importance of design and skill development for women and persons of disability from rural areas so as to level the playing field and effectively compete in mainstream markets. The students visited Neemkheda Bhavan, met the producers, and were shown how garments are manufactured and Kumbaya's work on recycling through patchwork. They were very interested in knowing how Kumbaya functions and asked many questions about processes, design and the lives of our producers.

FWWB (Friends of Women World Banking):

This three-day exposure visit took place from the 10th-12th of October, and with 15 artisans from Chaitanya, an organization in Pune and Priyasakhi Mahila Sangh from Indore, both associated with FWWB. The visit consisted of three detailed sessions – the manufacturing process and quality management at Neemkheda Bhavan; the pre-production process of pattern making, sample making, bulk cutting, inventory management and packing at the Jatashankar centre; and a day-long session on design principles, business management, branding, marketing and accounts conducted by Nivedita Banerji with the help of the entire Kumbaya team.

North East Network:

This visit took place from the 10th-14th of December, with 15 artisans from Assam, Meghalaya and Nagaland who work with the feminist organisation, North East Network. The women wanted to learn more about how a Producer Company functions, and the resources, people and processes required to make it work. There was a lot to pack in 5 days. We organised multiple sessions on Kumbaya's entire process from



Imran demonstrates to the NEN visitors how the cutting machine is used

sourcing, inventory management, design and sample making, manufacturing, shipping, accounts, sales, brand management and marketing, the use social media etc with different members of the Kumbaya Team. The session on the formation of Producer Companies was jointly conducted with Animesh Mondal and RRPPCL's help. A session on the

importance of institution building was taken by Shirish Yogi where they learned more about SHG's and how to build women's federations.

Our senior leaders, with years of struggle and long experience behind them, spoke with clarity and deep insight on institution building for the empowerment of women, which was all very useful for the participants from NEN. They were able to constantly go back and forth comparing this with their own experience, making it an enriching interaction of introspection and exploration for all of us. The highlight of the visit for NEN was attending the Udainagar Pragati Samiti's AGBM on the 13th of December. What we had spoken about in the sessions was clearly visible. Seeing more than 3000 women together is an overwhelming sight, they could experience the power of an SHG federation at work! Women tribal leaders from our area spoke confidently about their issues and achievements, presented the audited accounts for the year, and elected a new executive. It was a thought provoking and invigorating time for everyone as the team from NEN was very involved and keen on learning.

Exposure Visits of the Kumbaya Team to Partner Retail Stores: Basava by Kris, Serenity and Maya La Boutique:

Every exhibition Kumbaya attends is always combined with an exposure visit for the team to learn something new. After finishing the two-day exhibition in Bangalore at the end of February 2020, Kumbaya's new team members – Tarun Yadav, Praveen Dangi, Sunita Verma and Narmada Guha Roy – visited these stores with Nivedita Banerji to study these retail stores' interiors, display, especially of our products. How do they look and compare? Are they displayed separately or mixed up? Are our prices low or high? What is the location of the store like? Who comes in to buy our products? What other brands are there? What can we learn from the feedback given by sales persons? This was so as to better customize future consignments more specifically to these stores. These visits were especially helpful to Praveen Dangi and Tarun Yadav as they are the new Inventory Manager and Merchandiser respectively. Also, in the near future there is a chance that Kumbaya will be available in Goa through Basava Kris', who is opening a new branch there.

Workshops

An Excel Workshop for Kumbaya Employees:

All our work from production schedules, costing, sales analysis, packing slips, to invoices and fabric purchase orders are all done on Excel. In all these years, in the absence of dedicated data management software, we have relied on Excel as a versatile tool, for calculating, sorting, analysis, presentation, and management in innumerable ways. We feel that it is imperative that all our team members become proficient at using Excel. On the 15th of June, Mr Rajendra Birla and Mr Vishnu Prasad from the SHG team in Bagli held a workshop for Kumbaya employees on how to use Excel. The workshop was for 3 hours, and was co-conducted by Vikas Vishwakarma, and attended by Santosh Bhadodia, Praveen Dangi, Preeti Yadav and Raashi Raghunath. It was very informative, and we hope to schedule another such workshop in the near future.

Digital Marketing Workshop by Asian Heritage and Etsy: 23rd and 24th July:

This workshop was organized by Asian Heritage Foundation along with Etsy and hosted by SPS to enable Producers Companies to market their products online. It was conducted by Mr Chironjit Ganguly and Mr Vijay Chakravarty from Asian Heritage Foundation, Mr. Avkash from the Etsy team and Mr Uday Rana, the photography consultant brought in for the workshop.

Eleven tribal artisans from Jhabua, Dhindori and Dhar who work with AHF attended the workshop. From the Kumbaya team, Vikas Vishwakarma, Pushpa Dabral, Raashi Raghunath, Sunita Verma and Preeti Yadav also attended. The sessions covered topics such as the importance of digital marketing, how to set up an Etsy shop online, how to enhance one's photography of products for online sales. The workshop was informative and very engaging as it broke down concepts only available to academic marketing courses to Primary Producer Groups who may find it difficult to enter the digital marketing space.

Workshop on Fair Trade and Awareness of the Rights of Persons with Disabilities Act, 2016 by MESH: 31st July-1st August 2019:

MESH (Maximising Employment to Serve the Handicapped) is an organization based in Delhi that is registered as a fair-trade retail store. Gabriel Raj Singh is one of MESH's Program Officers who has worked extensively on procuring MESH's WFTO (World Fair Trade Organization) Fair Trade certification. He visited Kumbaya to conduct a workshop with the Kumbaya team and producers on Fair Trade and its components, and the Rights of Persons with Disabilities Act, 2016. One workshop took place at Neemkheda Bhawan, with the producers of Neemkheda, Bagli, and the staff of Jatashankar. Another workshop was conducted for the team at Satwas. The workshops were filled with activities for elicit producer participation with posters to explain and discuss what fair trade means. We also learned how Kumbaya Producer Company Limited can work towards becoming Fair Trade certified.



A producer elaborates on a poster on Fair Trade to her team at Satwas Bhawan during the MESH Workshop on Fair Trade

Two-day workshop for all Kumbaya staff:

On the 1st and 2nd of October, Nivedita Banerji and the Kumbaya staff held a team meeting that involved the Jatashankar team and the heads of the 3 production centres. During these two days, the workshop focused on identifying log jams, problem-solving and brainstorming sessions, group discussions on 'dreams for Kumbaya' and elaborating detailed steps in operations. The workshop was interactive and was conducted to



Nivedita Banerji explaining design principles to the Kumbaya Team

help people understand Kumbaya's design principles, ideology, to introduce many new people to the interconnectedness of each other's work in Kumbaya, to strengthen team spirit, and to ensure greater efficiency. The workshop ended with a screening of the film "The True Cost", a film that spearheaded a movement against fast fashion in 2015. Nivedita Banerji translated the film's narrative for the team and everybody had a discussion around the mistreatment of factory workers in the garment industry.

Other Projects

Kumbaya Operation Manual Ongoing:

The idea behind the operation manual is to capture the learnings through these long years of working from a remote area, the systems and methods we designed that enabled poor women and people of disability to participate and own a robust social enterprise, make a brand and found a company called Kumbaya Producer Company Limited.

What would have been a thought, an idea at some point to solve problem, a vision existing only in our heads, turned into ways of doing over the years –into practices, enacted, repeated and improved in time by so many Kumbaya people. Turning soot to ink, we imagine the everyday wisps and strands rising up from throwing ourselves into fire, written down like a painting. So as to leave the best of what one learnt through years of hardship, for others to re-create to their advantage. Like a rune.

The operation manual will provide detailed information about the flow of work, the processes and responsibilities, procedures and protocols that are followed in Kumbaya. The purpose of the manual is to create a written record of the standards that Kumbaya mandates for all the members of the team to help streamline activities. We also hope it will benefit newcomers to easily understand concepts, terminology, and procedures to be followed. This project is being undertaken by Raashi Raghunath, under the guidance of Nivedita Banerji and the Kumbaya team offering role specific-inputs. The manual is still being written and will detail all activities from design, pattern making, sourcing materials and inventory management to production, quality check, packing, shipping, attending exhibitions, marketing, social media, customer relations, costing, pricing, accounts and data analysis etc.

Kumbaya Film:

In this year, we spent a lot of time trying to complete the shooting of a film about Kumbaya that is being done with the help of the SPS Community Media Team. Writing the script and recording the voiceover, visualising and shooting sequences to showcase all the intricate details that make Kumbaya has been an exciting process - the people, their region,



A photoshoot of women's clothes in full swing at the new dormitory, Neemkhedda

their bhavans, their thoughts and their products.

We also did a three-day photoshoot showcasing the new styles of our summer collection. As always, our lively models were people working in the organisation and our beautiful campus was the location. We filmed this photoshoot. Many archival photos were unearthed for the film. The film is now in post-production and we are looking forward to seeing the final cut.

Maheshwar Store and Weaving Centre:

We have been planning to work with the SHG women weavers of Maheshwar to weave cloth for Kumbaya. Sunita Verma has been working with Kumbaya from the Maheshwar location for the past year to set systems in place for the project. The idea behind this is:

- to bring women weavers into Kumbaya Producer Company Limited as shareholders and owners so that they can be free of master weavers and middle-men
- to weave on plain fabric made of unbleached and dyed 60's cotton yarn with new weavers to fulfil as much of Kumbaya's fabric requirements for garments and patchwork as possible
- to make new designs and products for Maheshwari weavers in saris, stoles, yardage, linen, with skilled weavers working with fine counts, silk and khadi
- to experiment with new weave constructions, work with khadi and weaving waste

We managed to purchase yarn in 60's count, from a dealer who ordered it especially from Ahmedabad for us. Weavers in Maheshwar usually work in finer counts above 80's count. This was dyed in different shades woven to make our first colour blanket.

In October, we worked on an initial plan for the interiors of our store but could not start work as the peak exhibition season begins in November and goes on until the March.

Badlaav Samiti, Indore:

We had visited the LGBTQ rights advocacy NGO, Badlav Samiti earlier in the year. The organization works with members of the LGBTQ community, and was eager to collaborate with Kumbaya on vocational training. We had also planned on holding workshops with our team at Kumbaya, to talk about gender and identity and sensitize our teams about the myriad communities living among us. With the idea of starting another production centre working in partnership with them in Indore, we strongly wanted to support Badlav Samiti on skill building and livelihoods.

We were only able to take very small steps towards this in this year. With a packed schedule, and a disruptive monsoon, the earliest visit for the founder and members of Badlav Samiti could only be organised at the end of December 2019. They visited Neemkheda Bhavan, where they gave a brief talk about their work in Indore, and described the inhuman experience that members of LGBTQ communities go through, having to resort to begging and prostitution due to rejection and discrimination.

Seeing the intricate process of manufacturing garments, they realised that before starting anything in Indore they would like to begin by learning how to stitch first, so that they could be better equipped to organise trainings for others.

To this end they returned at the end of February 2020 to learn stitching for a week with Pushpa at Neemkheda.

Training at the Bhavans:

This year we trained 10 women in Satwas, 8 in Bagli and 47 in Neemkheda, and 4 new embroidery trainees. The primary level training is a 90-day course which includes teaching how to read a measuring tape, cutting and stitching of blouses, petticoats, ladies kurtas, men's shirts, basic patchwork, how to repair a machine, and several other processes. The senior producers in each Bhawan, become Master trainers for these trainings, which gives them an opportunity to share their experience and learnings with young trainees, and to take on more responsibility. In Neemkheda, the training is being conducted by Paro, in Satwas it is being conducted by Usha, and in Bagli it is being conducted by Kanchan.

Many of the trainees continue to learn advanced level stitching, working as production trainees for six months to a year to become full time producers at Kumbaya.

New Designs and Collections

Kumbaya has always believed in designing classics with simplicity; styles that endure year after year, that are always needed, always worn, always loved, always 'slow', evolving gradually, in contrast to the frenetic pace of fashion and the constant demand for something new. Especially today, classic styles are a perfect response to the world as it is today and as it is going to become in the near future. Classics make sound economic sense. But apart from all this, what has always been important to us about classics is the quietness, the tried and tested reassuring way things fall into place when we make them year after year; how the cutting and stitching and all the interconnections between people become natural and almost unconscious over time, like a language. There is joy in seeing someone ease into a classic garment with confidence, familiarity and comfort. In a sense, choosing to work on and wear classic styles is about thoughtfulness, about choosing peace and kindness, or even making do with less. A small instance of compassionate design.

From the beginning Kumbaya's apparel and patchwork designs, have been based on classics, almost ordinary, and yet radically different, starkly standing out from the Indian ethnic, handicraft-based aesthetic that was predominant then and has been for the last twenty-five years. Our design principle of using minimum resources to have the maximum impact drove us to develop clean, pure styles in solid colours, or striking prints on very good cotton fabric. This was also influenced by our decision at the start, to work economically and sustainably, primarily choosing to source dead stock - fabric that was discarded by export factories and came into the export surplus markets. Using dead stock for our designs is still a large part of our range, although today we also work with handlooms, khadi, Malkha and block prints as well, to honour and interweave the skill of India's innumerable invisible artisans with our styles.

This year we have started experimenting with knits, using dead stock or textile waste from export factories in Indore. We are working on a range of comfortable clothing, such as dresses, T-shirts, skirts and jackets, which we hope to take forward in the coming year.

We are also working on themes for new collections such as:

- Inspired by the art of Yayoi Kusama, a collection called 'Polka'
- 'Under the Tropic of Cancer' after the blue sky and rugged beauty of the forests and landscape we live in
- 'Kumbaya Classics', styles that are essential for every day.

Kumbaya will be bringing in patchwork, applique, screen-printing, hand embroidery and Aari work into these collections too. We look forward to launching these collections at retail outlets and our online store as well.

The new designs we made this year are:

April-June	July-September	October-December	January-March
Maxi Dress Straight	Canvas Square Bag	Long Coat	Alcana: AL 300 Dani Dress
Maxi Dress Straight 3/4 Sleeve	Labvisby: Box Skirt	Women's Round Neck Shirt	Alcana: AL 301 Dasiy Shirt
Maxi Dress Straight Sleeveless	Labvisby: Kimono Wrap Top	Nehru Jacket Full Sleeve	Alcana: AL 302 Layla Dress
Multi Pocket Bag	Labvisby: Pouch	Nehru Jacket Sleeveless	Alcana: AL 303 Evening Dress
Slim Pants	Labvisby: Vika Trouser	Blazer	Alcana: AL 304 Afternoon Dress
Postman Bag	Round Neck Sleeveless Shirt	Round Neck Shirt	Alcana: AL 305 Sunset Blouse
Godri Work Stole	Shirt Dress	Round Neck Tunic	Alcana: AL 306 Market Dress
Round Neck Button-Down Shirt		Kimono Dress	Alcana: AL 307 Market Top
Women's Shirt Half Sleeve			Alcana: AL 308 Long Holiday Dress
Shirt V Neck			Alcana: AL 309 Holiday Dress
Straight Trouser with Zipper			Alcana: AL 310 Peony Cami
Women's Half Sleeve Shirt			Alcana: AL 311 Peony Dress
Yoga Bag			Alcana: AL 312 Market Pant
Sling Bag			Alcana: AL 313 Weekend Pant
Angela Willcock: Frock Gather Pleat			Alcana: AL 314 Weekend Skirt
Angela Willcock: Shirt Full Sleeve Regular Collar			Alcana: AL 315 Lilly Top
Angela Willcock: Strappy Long Top			Alcana: AL 316 Wrap Skirt
			Fabindia: Ladies Kurta
			Happy French Gang: Boat Neck Dress Long
			Happy French Gang: Jump Suit
			Happy French Gang: T Round Neck
			Happy French Gang: Pant Flair
			Labvisby: Raglan Blouse
			Labvisby: Sleeveless Dress
			Labvisby: Vest
			Labvisby: Pocket Shirt
			Labvisby: Raglan Jacket

			Labvisby: Skirt Inside Pocket
			Labvisby: Potters Apron Canvas
			Labvisby: Square Bag Canvas
			Labvisby: Mini Bag Canvas
			Labvisby: Cross Over Bag
			Labvisby: Pushpa Jacket
			Labvisby: Work Skirt Canvas
Total: 17	Total: 7	Total: 8	Total: 34

Exhibitions

Pause for a Cause, Bangalore: 25th-26th June and 27th - 28th of February:

In June, Pause for a Cause, was held at Chitrikala Parishath. The exhibition was conducted by Raashi Raghunath, Sunita Verma, Preeti Yadav and Nivedita Banerji.

In February it was held at The Lalit Ashok, Bengaluru. The PFAC team was Sunita Verma, Tarun Yadav, Praveen Dangi, Narmada Guha Roy and Nivedita Banerji.

Earlier in February, YourStory.com contacted Nivedita Banerji after reading about Kumbaya in Fibre2fashion magazine, which then led to Better India visiting the stall at PFAC. The meeting between Ms. Banerji and the founder of Better India was very encouraging and useful. Kumbaya was invited to supply to the Better India online store.

TRIFED

Bhopal: 19th-29th July, 2019:

For the TRIFED Bhopal Adi Mahotsav, at Gauhar Mahal from the 19th-29th July, Dhannalal Kochle, Neemkheda Bhavan Supervisor, Master Trainer since 1994 and Kumbaya's first employee, along with Senior Producer Urmila Kochle, a husband-wife team, were sent to host the stall. Although the sales were only, Rs. 39, 265 in ten days, the experience proved to be good exposure for the team in sales, marketing and meeting urban clients. This year's heavy rainfall adversely impacted sales and exhibition turnout as well. Due to large orders from TRIFED, it is mandatory for Kumbaya to attend exhibitions, despite low footfall and exhibition sales. However, TRIFED promotes exhibitions by providing a daily transport and dearness allowance, which subsidises part of the expenditures we incur on these exhibitions.

Delhi Aadishilp Mohatsav Dilli Haat 2019, 16th-30th of November:

Trifed's annual flagship event at Dilli Haat is a highly anticipated event for Kumbaya. Our team for the fifteen-day long exhibition was Pushpa Dabral, Dhannalal Kochle, Urmila Kochle, Sunita Verma, and Raashi Raghunath, with Vikas Vishwakarma and Imran Khan supporting the team during the beginning and the end. The exhibition was a good experience and Kumbaya made Rs 7.75 lakhs in sales. This exhibition strengthens



Kumbaya Team at Trifed Aadishilp Mahotsav Dilli Haat 2019

our relationship with Trifed and with our long term customers in Delhi, whom we have been in touch with for the past decade.

Indore Aadishilp Mahotsav 2019, Indore: 12th-20th of October:

Kumbaya, on the invitation from Trifed, attended the Aadishilp Mahotsav at Gramin Haat, Indore. Attended by Dhanalal Kochle and Urmila Kochle, the exhibition earned us only Rs. 34,058 in nine days.

Bhopal Aadishilp Mahotsav, 2019: 20th-30th of December, Bhopal:

This exhibition was held at Gauhar Mahal, Bhopal and was again conducted by Urmila and Dhannalal Kochle. Unfortunately, we missed an opportunity to participate in a Trifed exhibition at Goa, where we were invited. We had to give up this opportunity due to extremely high rates of travel and accommodation.

Venusto's 'Art and Soul' Festival, Indore: 20th-25th of December:

This was a curated exhibition of multiple creative brands, organized by a furniture studio. They requested us to participate in their festival, and were eager to work with Kumbaya because of our ideology and brand.

Jaipur Literature Festival 2020 - 23rd to 27th of January:

The five day-long exhibition at Jaipur Literature Festival was about high sales and good exposure. We were exhibiting our winter collection at JLF, and used this opportunity to strengthen Kumbaya's brand across the country and the world!

This is the third time Kumbaya participated in the Jaipur Literature Festival at Diggi Palace. We had a stall at the Pool Bazaar, and succeeded in gaining a decent footfall at the exhibition. The stall was managed by Vikas Vishwakarma, Imran Ali, Raashi Raghunath and Narmada Guha Roy, whose first day of internship with us began at JLF. The exhibition resulted in 2.5 lakhs of sale.

The Kala Ghoda Art Festival Mumbai:

The good news for Kumbaya this year was that we received confirmation of participation at Mumbai's Kala Ghoda Arts Festival's NGO Mela, which was held from the 1st to the 5th of February, 2020. For the past few years Kumbaya was not being considered for Kala Ghoda since it had become a Producer Company. This was a setback as Kumbaya does exceptionally well at the festival and there is strong and loyal customer base in Mumbai. It was becoming difficult to explain our status to the organisers through correspondence. Therefore, our team member Raashi Raghunath was especially given the responsibility of convincing them. She visited the Secure Giving's office in Mumbai in July. Secure Giving is in charge of organising the NGO Mela at KGAF. By meeting the team in charge personally, Raashi was able to clarify the following:

Kumbaya Producer Company Limited (KPCL), incorporated on the 24th of July 2015, is owned by its women producers and continues to work towards the same goal as that of Samaj Pragati Sahayog, of empowering tribal and poor women and people of disability. KPCL is registered under the Companies Act, 2013 managing its own separate accounts, billing systems, and inventories than the parent NGO. But Kumbaya the initiative started 25 years ago, it still is very much a part of Samaj Pragati Sahayog's umbrella of funded projects working in the same place with the same beneficiaries. The Secure Giving team responded well, and helped us through the application process. We received confirmation to participate in this prestigious exhibition after 3 whole years!

The exhibition was a major success, bringing in a total over 6 lakhs in 5 days! The exhibition stall was located on Rampart Row, at the NGO Mela of the Kala Ghoda Arts Fair. Kumbaya sent a large team to manage this exhibition because of the high footfall and milling crowd through the day. The Kala Ghoda team was Vikas Vishwakarma, Sunita Verma, Raashi Raghunath, Tarun Yadav, Praveen Dangi and Narmada Guha Roy. As always, the indomitable spirit and goodwill of one of our strongest supporters, Professor Asha Gala, contributed to our success in Mumbai. Professor Gala's daughter, Kshiti worked in SPS five years ago and they still continue to embrace Kumbaya as their own. She and Kshiti are in the photograph below. We hope to be participating in the exhibition next year as well.



Kumbaya Team at the Kala Arts Festival 2020, Mumbai, along with Professor Asha Gala and Kshiti

Pop-up Exhibitions

Serenity, Bangalore and Maya La Boutique, Mysore: 27th, 29th and 30th of June 2019:

In June in addition to Pause for a Cause, we visited Serenity and Maya Boutique in Mysore to conduct pop-ups in our partner stores to boost sales and learn the demands from these stores' clientele for future consignments.

Axis Bank Foundation Pop Up 6th of February:

This exhibition was organized at Wadia House, Lower Parel for Axis Bank employees. While the exhibition only lasted for five hours, we made a total of Rs. 44,000. The response from Axis Bank employees was tremendous, and we look forward to our next exhibition.

Sobha Forest View Apartment Complex, Bengaluru 1st- 2nd March 2020:

For the first time Kumbaya held an exhibition in an apartment complex. In this one and a half day exhibition Kumbaya made 1.5 lakh in sales. The response was overwhelming and Kumbaya received a lot of enquiries about its next exhibition at SFV. As always, a backhanded compliment - customers were finding it hard to believe that the products at Kumbaya were made by people from rural areas!



Kumbaya Team at Shobha Forest View, Bengaluru

Local Exhibitions

Udainagar Pragati Samiti Annual General Body Meeting:

As part of SPS's SHG program, Udainagar Pragati Samiti Annual General Board Meeting took place on the 13th of December. Kumbaya held an exhibition for the same, which was a huge success. The exhibition was attended by approximately 1000 members of various SHGs. Producers, Kamala Bamne and Dinesh Kamle, conducted the sales with the help of two supervisors, Pushpa Dabral and Dhanalal Kochle. Many items that are stitched during women's training period were sold such as: children's frocks, ladies kurtas, blouses, wallets and men's shirts. The exhibition helped the SHG members gain new insight and appreciation for Kumbaya and its products and we had sales worth Rs 10,000!

Women's Day Exhibition at Kantaphod

Two SHG Annual General Board Meetings were held on 8th March 2020 to celebrate Women's Day at Satwas and Kantaphod. Kumbaya held exhibitions at both the venues. In Kantaphod, Sanju, Heena, Poonam, Jamuna, Bannu, Kamla and Dhannalal Kochle conducted the exhibition. In the middle of the event there was a small whirlwind that uprooted the tent. Two women got injured but fortunately they were not serious. In Satwas, Jyoti, Rubina, Usha, Naseem and Nasreen conducted the exhibition. In both the exhibitions women's petticoat, blouse and children's clothing were mainly sold.

Annual General Meeting for Kumbaya Producer Company Limited:



Kumbaya at the Annual General Body Meeting

On the 17th of September, Kumbaya conducted its Annual General Meeting with all producers and staff from the Bhavans of Neemkheda, Satwas, Bagli and Jatashankar, at the Baba Amte Centre for People's Empowerment. The meeting was attended by over a hundred people. We began by introducing new team members, such as the industry professionals. The history of Kumbaya was narrated by Nivedita Banerji. Animesh Mondal, who has headed many SHG locations and programs, spoke to the producers about the strength of SHGs, and the power of a producer company. He also shared the case study of Ram Rahim Pragati Producer Company Limited, and how critical the involvement of producers as shareholders and directors is to the health and success of Kumbaya Producer Company Limited.

Kumbaya's accounts were presented by Vikas Vishwakarma, Raashi Raghunath and Atul Tripathi to the producers – sales, recent orders, exhibitions and the value of export orders, along with a detailed explanation of income, wages and expenditure. Additionally, our marketing strategies and future plans of an online store and Maheshwar weaving centre were also shared. The meeting ended with a screening of the movie by the SPS Community Media Team on RRPPCL. The producers discussed the changes in their life after working in Kumbaya, and many women actively came forward when asked if they would like to become directors of Kumbaya Producer Company Board of Directors.

MESH Networking Meet 24th-26th September, at Dehradun:

Kumbaya was invited to participate in MESH's Annual Networking Meet in Dehradun. The theme for this year's meeting was 'Direct Marketing Strategy'. The meeting was attended by Vikas Vishwakarma. There was a small exhibition showcasing what different organizations

working with disability can offer to interested buyers, who were also working with people of disability from the UK.

19th National Convention & Annual General Body Meeting 2019, organized by Fair Trade Forum India 15th – 16th November, Jaipur:

On the 15th of November, Vikas Vishwakarma attended the National Convention of Fair-Trade Forum India in Jaipur. During the conference, Vikas got the chance to meet many of the like-minded fair-trade organisations. This meeting was useful for Kumbaya to get fair-trade certification in the future.

Retail Stores

Kumbaya is now available at Dakshina Chitra Heritage Museum in Chennai, who source the Kumbaya range from our partner retail store, Kriti Eco Boutique in Pondicherry. Thanks to the store and other customers, Kriti's sales have increased.

We started new retail partnerships with Basava by Kris, located in Basavangudi and Twelve by Two, Cooke Town, Bangalore. These two new stores in Bangalore are ideal locations for Kumbaya's work to be showcased. Basava by Kris houses designers like Weavers Studio and Upasana, and sells not only garments but bags, antiques, ceramics, rugs and gifts and souvenirs as well. Similarly, Twelve by two is an apparel and gift boutique which has many handcrafted products and brands, such as embroidery from Khamir, souvenirs from FrogMagg, jewellery and clothes from Auroville.

Craft Circle, a beautiful store in Mahim, Mumbai, has been wanting to get in touch with Kumbaya since last year and finally connected over Facebook! It was gratifying that Ms. Rohini Jog, the founder of Craft Circle, was already familiar with our products and had been purchasing them for some years from our exhibitions. During Kumbaya's visit to Mumbai for the Kala Ghoda Art's Festival, Vikas Vishwakarma met with Ms. Rohini Jog. They discussed Craft Circle's model of sales which is through catalogues and small pop-ups. We hope to take the conversation forward with Ms. Jog and work with her store in the future.

Challenges

Employee Absenteeism:

May is the hottest month in Madhya Pradesh, and most of our team members need to take leave for annual visits to their hometowns. It is also a time when many of our producers need a break for *tendupatta* collection in the forest and to prepare their fields for sowing before the monsoon begins. For this reason, the first 20 days of May saw Kumbaya with only a handful of employees who worked multiple roles simultaneously to complete urgent orders, in 45 degrees centigrade weather such as the order for Labvisby, for whom, ironically, the 3-4 months of summer are peak tourist season and their major period for sales.

Alongside this, our accountant Abhinesh Mishra resigned, putting us in a spot and under pressure to hire a replacement. Additionally, our inventory in-charge, Priyanka Sharma began her maternity leave in April. It has been particularly challenging to work without an inventory in charge as it has interfered with many of our day-to-day processes such as sending regular consignments to stores, keeping up to date on stock entries. Our merchandiser Nikita Patil also

left in March. The lack of two important roles left many of these tasks undone or divided among the existing employees.

New Joinees:

After interviewing many people, Mr. Atul Tripathi joined as the Accounts Officer for Kumbaya, responsible for providing monthly accounts statements, handle taxes and other financial matters. Ms. Preeti Yadav, a design graduate, joined as Merchandiser. Her responsibilities were making tech packs for new samples, and schedules for production orders along with their specific trim cards. She was to assist in the design process and help in the Maheshwar Weaving project, but she left within six months. We are managing without a Merchandiser at the moment.

Unprecedented Rainfall in the Dewas District:

This year the rainfall was at an unusual **1475mm**. From July to the end of September it rained incessantly. Kumbaya's workflow was disrupted in many ways.

- **Travel and Transport:** The frequency of buses reduced, which had a direct impact on the attendance of producers who come from remote villages to the Bhavans. We could not send raw material to the Bhavans by bus as we normally do, out of fear that they would get damaged in the rain. We had to transport them by car which became very expensive. Trips to Indore to send consignments were delayed as streams would flow over bridges, blocking the route for hours.
- **Fabric Maintenance:** Regular maintenance in our fabric warehouse involves frequently putting out bundle after bundle of fabric to dry in the sun. New fabric is washed and dried in the sun before it can be used in production. With a prolonged monsoon, both these activities could not be done. If fabric becomes damp or does not dry quickly enough, it begins to smell. Some fabrics become very difficult to stitch during damp weather. Dampness affected all our fabric, thousands and thousands of meters of inventory, used by Kumbaya for international orders, our own production and as training material.
- **Illness:** With prolonged rain, diseases and infections spread very quickly, affecting many producers and leaving many machines empty for weeks at the Bhavans.
- **Damage to Buildings:** Neemkheda Bhavan has a tile roof which is damaged by the wind and rain every year. Before the monsoon each year the tile roof is lined with large tarpaulin sheets to protect the workspace from rain pouring in through the gaps in the tiles. These sheets have to be purchased and changed every year. The entire process is expensive and time-consuming.

Inability to attend Trifed Aadishilp Mahotsav, Panjim, Goa:

Trifed hosted a 10-day long exhibition in Goa, at a prime location in the city from the 20th to 30th of December. This was a wonderful time to host the exhibition as Christmas is Goa's biggest festival; with crowds visiting Goa from all over the world. Kumbaya could have had major sales at this exhibition. However, it was mandatory for us to attend the Trifed exhibition at Bhopal instead, which was organised at the same time. Unfortunately, at short notice, we could not plan our travel and accommodation, and had to give up the opportunity as prices were extremely high due to the festival season.

Accident during travel for work:

During our return from the Jaipur Literature Festival, the five-member team travelling back to Bagli, suffered a serious road accident. A truck suddenly collided into our Tempo Traveller on the highway at a location one hour away from Kota. The vehicle was severely damaged, but the team was miraculously saved. Two members of the team sustained some injuries - Imran Ali had to get a few stitches on his leg for a cut, and Vikas Vishwakarma suffered a ligament tear on his right hand. The accident cost the team an extra day to reach Bagli. This was an unexpected and unfortunate delay as the same team was scheduled to leave for the Kala Ghoda exhibition the next day. Due to the accident, Imran Ali was no longer able to attend the Kala Ghoda Arts Festival. At the last minute a new member, Tarun Yadav and Praveen Dangi joined the KGAF team instead.

Covid-19:

A pandemic that brought the entire world to its knees, the Covid-19 sudden lockdown in India brought all work to a grinding halt at Kumbaya as well. On the 23rd of March, Kumbaya shut its production centres, warehouse and offices for the safety of its employees. Our producers' incomes were directly affected. The national lockdown that went on for months was disastrous for small social enterprises like ours, where we incurred massive losses. We do not have reserves to help us tide over this period, when the economy and the future of markets remain uncertain.

Afterword: It was some consolation that we were able to provide food rations to all our producers for April, and transfer cash to them in May, thanks to generosity of all the SPS employees who donated part of their salaries for this purpose.

Sales in 2019-2020 were - Rs. 88.96 lakhs

The list of sales through retail shops and orders are as follows:

Organization	Sales Amount	Percentage of Total Sales
Sales from Retail Stores		
SPS Neemkheda Campus and Local Sales, Madhya Pradesh	Rs. 5.04 Lakhs	5.89%
BASAVA, Bangalore	Rs. 1.28 Lakhs	1.44%
Cocoka, Gita Travels & Tours, New Delhi	Rs. 0.20 Lakhs	0.22%
Maya La Boutique (Kraftwork), Mysore Karnataka	Rs. 3.86 Lakhs	4.34%
Mesh, Local Shopping Centre, New Delhi	Rs. 0.50 Lakhs	0.56%
Sasha Association, Kolkata	Rs. 0.86 Lakhs	0.97%
M/S Believe India, Gram Bharat New Delhi	Rs. 0.10 Lakhs	0.11%
Serenity, Bangalore	Rs. 0.91 Lakhs	1.02%
Ginger Sparrow, Bangalore	Rs. 0.09 Lakhs	0.10%
Jaivik Setu, Indore	Rs. 0.64 Lakhs	0.72%
Khatkhata Weavers Foundation, Maheshwar	Rs. 0.06 Lakhs	0.06%
Kriti Eco Boutique, Pondicherry	Rs. 5.23 Lakhs	5.88%
Total	Rs. 18.97 Lakhs	21.33%

The list of sales through exports are as follows:

Organization	Sales Amount	Percentage of Total Sales
Alcana, Australia	Rs. 0.74 Lakhs	0.83%
Angela Willcocks	Rs. 0.11 Lakhs	0.13%
Faircloth Supply, USA	Rs. 0.60 Lakhs	0.67%
Labvisby, Sweden	Rs. 8.39 Lakhs	9.43%
Laura Miles	Rs. 0.03 Lakhs	0.03%
Olivia Grossenbacher	Rs. 0.11 Lakhs	0.13%
Total	Rs. 9.98 Lakhs	11.22%

The list of sales through bulk orders are as follows:

Organization	Sales Amount	Percentage of Total Sales
The Emerald Heights International School, Indore	Rs. 12.07 Lakhs	13.57%
Trifed Kolkata	Rs. 0.85 Lakhs	0.96%
Trifed Bangalore	Rs. 7.21 Lakhs	8.11%
Trifed Bhubaneswar	Rs. 0.98 Lakhs	1.10%
Trifed Chandigarh	Rs. 0.75 Lakhs	0.85%
Trifed Dehradun	Rs. 1.99 Lakhs	2.23%
Trifed Delhi	Rs. 6.58 Lakhs	7.40%
Trifed Jagdalpur	Rs. 1.32 Lakhs	1.48%
Trifed Jaipur	Rs. 3.39 Lakhs	3.81%
Trifed Mumbai	Rs. 1.90 Lakhs	2.14%
Trifed Ranchi	Rs. 0.89 Lakhs	1.00%
Total	Rs. 37.95 Lakhs	42.65%

The list of exhibitions that Kumbaya participated in is shown below:

Name and Location	Dates	Sales Amount	Percentage of Total Sales
PFAC, Bangalore Exhibition	24th to 25th June 2019	Rs. 1.05 Lakhs	1.18%
Serenity & Maya La Boutique Bangalore	26th to 29th June 2019	Rs. 0.46 Lakhs	0.52%
Trifed Exhibition, Bhopal	19th to 29th July 2019	Rs. 0.39 Lakhs	0.44%
Trifed Exhibition, Indore	12th to 24th October 2019	Rs. 0.34 Lakhs	0.38%
Trifed Exhibition, Delhi	16th to 30th November 2019	Rs. 7.76 Lakhs	8.72%
Trifed Exhibition, Bhopal	20th to 30th December 2019	Rs. 0.55 Lakhs	0.62%
Venusto India, Indore	20th to 25th December 2019	Rs. 0.11 Lakhs	0.12%
Jaipur Literature Festival	23rd to 27th January 2020	Rs. 1.92 Lakhs	2.16%
Kala Ghoda Exhibition, Mumbai	1st to 5th February 2020	Rs. 7.29 Lakhs	8.19%

PFAC, Bangalore Exhibition	27th to 28th February 2020	Rs. 2.20 Lakhs	2.47%
Total		Rs. 22.07 Lakhs	24.80%

Indicators of Training and Production:

Training and Production Data		
1	Total Number of Producers Working at 3 Production Centers (and Jatashankar)	132
2	Number of New Producers Who Joined in this Financial Year at 3 production Centers	45
3	Trainees in this Financial Year at 3 Production Centres	69
4	Pieces Produced at 3 Production Centres	24857
5	Number of Patches from fabric waste produced at 3 Production Centers	6640
6	Value of Patchwork Products Made Out of Waste	Rs. 11.65 Lakhs
7	Value of Patchwork Products Sold this Financial Year	Rs. 8.04 Lakhs
8	Value of Fabric Purchased this Financial Year	Rs. 52.80 Lakhs
9	Value of Honey Purchased this Financial Year	Rs. 0.45 Lakhs
10	Total Wages Paid to Producers this Financial Year	Rs. 45.70 Lakhs

Data from Kumbaya Producer Groups:

Name of SHG Group	Neemkheda		Bagli	Satwas		Total
	Kumbaya Pragati Samuh NK-1	Kumbaya Pragati Samuh NK-2	KPCL-Pragati Samuh	Pehchaan-1	Pehchaan-2	
Total Members	14	12	19	18	18	68
Savings per month in INR	400	400	400	400	400	400 on average
Total Savings in INR	90379	88142	119084	77985	84670	460260
Loans distributed in INR	0	0	0	0	0	0
Total Corpus	0	0	0	0	0	0

Case Studies:

Naseem Bi

Naseem Bi is 40 years old and has been working with Kumbaya for the past five years, since 2015, at Satwas. Naseem Bi is skilled at Ari embroidery. In Satwas, most Muslim women are confined within their homes and are not allowed to seek opportunities for work outside. With the help of Kumbaya, Naseem Bi found an outlet for her talent, an independent identity and an opportunity to support her family as well. She dreams of being able to provide the best education possible for her children from her earnings at Kumbaya.

After our embroidery Ustad, Rizwan Khan from Delhi, left us in March, Naseem Bi took over the supervision of embroidery at Satwas Bhavan. In this year she has grown to learn more about embroidery, such as samples making, technical aspects like measurements and sizes, and how to train new producers further. In spite of challenges, her positive attitude helps overcome many difficulties.



Naseem Bi at Satwas Bhavan, maintaining her ledger and training new producers

Sangeeta Didi

Sangeeta Gangrade is from Pankua village, and has been working at Neemkheda Bhawan for the past year and a half. Her husband Phool Singh has been working with Kumbaya since 2012, but she joined in 2017 to learn how to stitch. However, soon Pushpa didi, the production and operations in charge at Kumbaya, discovered that she had a valuable resource for the Bhavan – her education.

Sangeeta had studied till the 10th standard, could read and write very well.



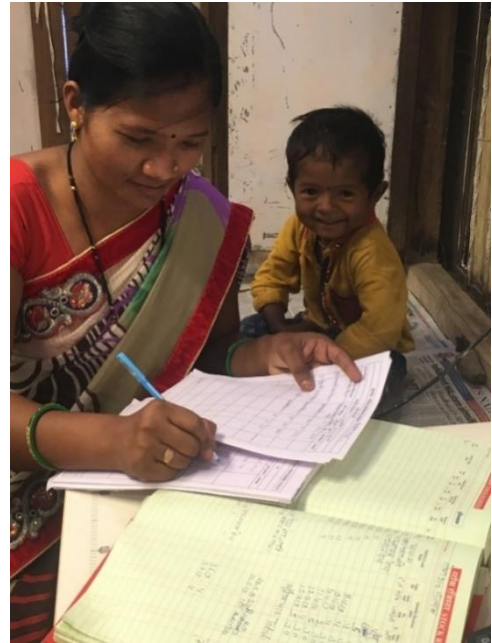
Sangeetadidi (left) working on registers and chats with Sarojididi, another producer

Soon she was taught book keeping at the Bhavan. How to maintain attendance registers, the work register that listed what every producer made every day, receipts for the entry and exit of goods from the Bhavan. All this paperwork requires detailed entries, patience and a dedication to updating multiple registers on a daily basis! She also started a register on her own initiative, called the Guest Book for all visitors to the Neemkheda Bhawan, who can write their feedback and comments about their experience with the producers at Neemkheda.

She is also in charge of recording the inventory of raw materials in the Bhavan such as threads, needles etc., and is responsible for noting down how much is utilized per day. She can often be found in the Bhawan walking around, speaking to producers, cross-checking register information with them, giving a producer a needle or thread just when they need it.

Simultaneously, she keeps an eye on her 2 children, a son who comes to the Bhavan after returning from school at the nearby village Ratatalai, and a daughter called Saloni who she brings to the Bhawan too, who patters around the campus on her tiny feet with her doll. With both their parents working at the Bhavan, Kumbaya enables them to bring their children with them to work rather than leave them at home. They are collectively taken care of by the producers who treat the children as family. This allows the couple more flexibility and deters naysayers who believe a young mother must choose between childcare and paid work.

Sangeeta didi recently opened up about her journey as a disabled woman during a workshop conducted on Disability Rights Awareness and discussed her impairment on one hand and one foot, which she has had since birth. She spoke about how having a husband with a disability makes married life easier, as there is someone who understands what it is like. Phool Singh strongly supported her education when no other family member did. She says that she is happy to work in Kumbaya as she is doing a unique and important job, and is glad to be able to provide for her family!



*Sangeeta Didi, with her daughter Saloni,
updating registers*

Kamala Bamne, Bheekupura



Eighteen years ago, in 2001, as a young girl Kamala Bamne, was a trainee with Kumbaya, travelling to Neemkheda from her village Mirzapur, which was a great distance away. As it took her nearly 2 hours for her to travel to the Bhawan, she found it difficult to continue working after completing her training. However, Kamala's journey with Kumbaya was hardly over.

After her marriage, she moved to Bhikupura village, right next door. She returned to Kumbaya as a producer, in 2013. Her husband supported her decision to work with Kumbaya, and they ran a kirana/grocery and tailoring shop from their house.

In 2016, her husband was murdered in an ill-fated incident. She was grief-stricken, and feared for her life and her children's safety. At the time, she received little to no support from her in-

Kamla didi stitching at Neemkheda Bhawan

laws; her father-in-law was a heavy drinker. Kamala struggled with depression and loneliness, and left for her maternal home. She continued working with Kumbaya from her village far away, but she earned much lesser due to the time-consuming travel. Soon, she took courage and decided to return to her in-laws, so that she could work and earn more from Kumbaya, and rebuild the *kirana* store her husband and she used to run.

Once again, tragedy struck her family as her father-in-law was diagnosed with cancer, and while she contributed to his treatment, her in-laws wanted to sell their home to pay for his treatment. This time Kamala was far stronger and fought the selling of the house for her children's sake. Despite having to sell off half the family house, she managed to retain the other half through her earnings from Kumbaya. Kamala now lives with her two children and her mother in law.

She works hard for her children, "Every extra rupee I earn, I can invest in the education and future of my children." Her two children are her sources of support and solace. She dreams of their success, especially for her daughter who she hopes will become a police officer someday. Once when her son visited Kumbaya, he went back home with new respect for how hard she works to earn money for them, she recollects with a smile. Her aspirations reside in her children and it is they who keep her going.

She is one of the best producers at Neemkheda, known for her hard work and excellent quality. She is recognized as a leader amongst the producers of Neemkheda Bhawan and was selected to be the 'Adhyaksh' (President) of the Neemkheda SHG for producers. Kumbaya has provided Kamala a sense of stability in the toughest phases of her life - unconditional support, a place for friendship, a safe space where she found her strength. Earlier she struggled with the engulfing loss of her husband, but over time, having a secure job and a routine brought some normalcy back into her life and gave her an opportunity to support her children.

We recognize that widows are often isolated, ostracised, becoming the target of cruelty. That is why Kumbaya supports all women who want to work and have their right to be independent. Through Kumbaya, women have the opportunity to realize the richness of their being, to go beyond society's labels for them.