

# GoodWeave India Trust

(Renamed Tri-Impact Global)

## ANNUAL REPORT 2021-2022



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## OUR VISION

GoodWeave India Trust envisions a world where all children complete their compulsory education and businesses, government and communities collaborate to achieve ethical business practices, improved working conditions, better environmental action and sustainability-based business growth at the base of the global supply chains.

## OUR MISSION

GoodWeave India Trust's mission is to promote education for the children of workers, achieve better working conditions for workers and environmental action in the labor intensive business sectors through prevention and capacity building.

## OUR FOCUS

We put holistic support to workers, their children and families and environmental protection on the center-stage at the base of the global supply chains. We understand that sustainable development can only be achieved through collaborative actions for providing educational opportunities for children, improvement of working conditions for workers and environmental action.

## EXECUTIVE SUMMARY



Covid 19 curve finally saw a declination during 2021-22 financial year which is obviously good news for everyone. This pandemic taught us lot of things and some innovative ideas emerged as we have emerged out of this pandemic wave. Any wave is followed by another one, hence we should never forget what we went through and carry the learning lesson to meet challenges of future. **One important lesson that this pandemic taught us is that we should always keep our focus on essentials of life.** For

businesses, one of the essentials is the workforce. For workers, job, food and their children's education are some of the most important essentials. Besides health is essential for all. **All these essentials got disrupted during Covid19** and we focused this year to contribute in providing these essentials to concerned stakeholders. While the government and the whole country was focused on the health issues, we were most concerned about the jobs of the workers and education of their children. **We developed a system of digital education** and reached out to all workers through WhatsApp and SMS sending modules of education for their children. **We also launched WorkersJoint program** which is again a digital platform where workers and businesses are able to connect. This ensured workers have plenty of job options to choose from and businesses have multiple options to select workforce in case their migrant workers do not come back from their native places due to Covid19 pandemic.

While Covid 19 diverted our focus from almost everything, there are many important areas which needs attention as the post Covid19 era begins. **One of the most important areas is the Sustainable Development Goals** that we as a Country took in Sept 2015 with the aim to fulfill goals by 2030. We are midway now in 2022 with lots of progress to be achieved. With the aim to support businesses specially the MSME sector to fulfill SDG goals of India, we took another initiative wherein we started raising awareness about the "**Good Sustainable Practices**" and started documenting **Good Practices** being followed by the businesses. This encourages the businesses and make other stakeholders including their competitor as well as their buyers aware about **contributions being made by the respective business towards sustainability and subsequent impact**.

I am happy to share that we have started these initiatives in collaboration with the businesses and sustainability focused organizations to achieve our broad mission of improving working conditions for workers, promoting environmental action and enhancing sustainability-based employment and business growth.

**Manoj Bhatt,**  
**Managing Trustee**

## KEY HIGHLIGHTS

This year saw a significant improvement in the Covid-19 situation. However, certain restrictions continued in different regions. The schools adopted online teaching mode and the communities saw continued migration. We focused on providing digital learning support to the community members.

Our efforts continued to support to the marginalized workers, with specific focus on their upward mobility by enabling job opportunities, making them visible to employers and linking them with social securities. The organization gave focus on **Sustainability efforts** of the businesses, building their capacity and documenting their “Good Practices”. Collaborations were made with global and domestic organizations to promote sustainable practices as well as sustainably produced products.



## **Measuring Outcome of Financial Literacy Programme**

GoodWeave supported workers and community members for opening 1020 new bank accounts and provided financial literacy trainings to 5611 beneficiaries. In current reporting period, an outcome study was conducted to know how bank accounts has brought positive change in their lives. For the outcome study, 310 beneficiaries were surveyed in which 76% were women. Among women, 54% shared that they have started using bank accounts, which has increased from previous assessment of 42%.



Supporting Workers in Opening Bank Account

## Household Survey and Data updation

During COVID Lockdown, many households migrated and GoodWeave found at-risk children non- traceable. A comprehensive exercise was conducted to update the database and the results shows that many new households with children have come from other regions in search of livelihood, while many households migrated. Below table shows the trends-

Total Number of Household Surveyed - All 4 communities	30261
Total Number of 6-14 years Children at baseline 2019	24280
Percentage of 6-14 years Children migrated from the existing database	20% (4867)
Total Number of 6-14 years New Children added in existing database	3923
Total Number of 6-14 years Children in CFC- As per Current Survey	23610
Total Number of Out of School Children (Dropped out/Never attended School) identified during 2019 HH Survey	2437
Total Number of Out of School Children (Dropped out/Never attended School) enrolled in school	52% (1279)
Total Number of Out of School Children (Dropped out/Never attended School) identified during 2021 HH Survey	3295

## Learning Level Assessment of At-Risk Children

COVID has adversely impacted the learning level of the children. The learning level assessment in Greater Noida & Jaipur shows that there is dip in percentage of children who improved in their learning level as compared to last year. In Jaipur, the percentage dropped from 56 to 49, while in Greater Noida it dropped from 64 to 54 percent.



## COVID-19 Response

In the 2<sup>nd</sup> Wave of COVID-19, we made assessments of the needs of the different community members and migrant workers in Jaipur, Panipat, Mirzapur, Bhadohi, Varanasi. 20,824 families and parents of at-risk children were reached through phone calls to understand their immediate needs. Our Field team coordinated with the functionaries of different government departments to understand how we can compliment their efforts - Panchayati Raj Institutions (PRI), Municipal corporations, CMO of Civil Hospital, Local community leaders and PDS staff, Frontline workers like ANM, Asha worker, Anganwadi Worker, School Head Teacher in **UP** (Bhadohi, Mirzapur, Varanasi, Hapur, Meerut, Bulandshahar, Bareilly, Agra, Sitapur, Fatehpur Sikri, Firozabad, Jaunpur, Sikandrabad, Ghaziabad, Chandauli, Prayagraj, Sonbhandra, Balia), **Haryana** (Panipat, Faridabad, Gurgaon), **Rajasthan** (Jaipur), **West Bengal** (Malda, Midnapur), **Bihar** (Katihar).

43 different types of IEC material were developed, and the field staff conducted awareness on Covid-19 prevention and protection. 13,866 community members and migrant workers and 722 businesses were provided the orientation. **Food Distribution** program was executed for the needy migrant workers at various locations. 1531 ration kits were distributed, benefiting 6160 family members of migrant workers and community members. 28845 masks were also distributed in different communities.



## Child Friendly Community (CFC) AND KEY ACTIVITIES

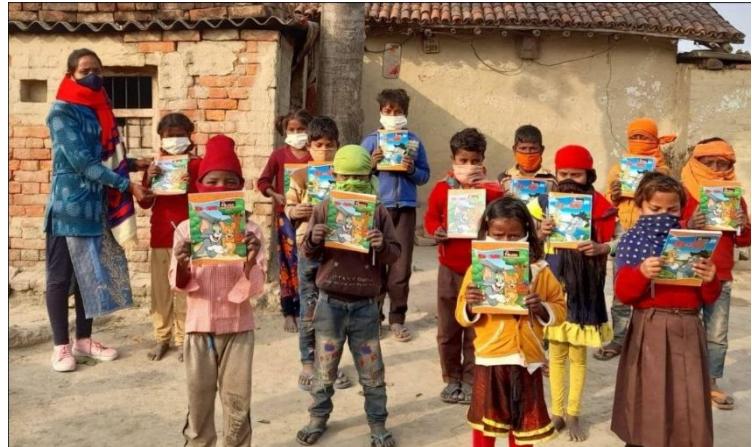
The Child Friendly Communities (CFCs) program continues its implementation in 55 communities covering 195 schools. Lockdown restrictions have been in place for schools and the local markets were functional only on weekends. The schools in Panipat (Haryana state) have opened for 6<sup>th</sup> standard onwards from mid of July, however it was optional for the parents to send their children to the school or not. In UP and Rajasthan, schools remain closed. Government schoolteachers conducting enrolment and home visits in rural areas to provide homework to children. The Motivational Learning Centres (MLCs) also started functioning partially to provide library books / homework to close-by children. The CFC team continued its digital learning and started home visits too to those children who could not be connected through mobile for digital learning initiative.



### **Key activities with Children**

1. 11730 children were reached out through Digital learning support. Daily homework and its completion were followed up by the team. These children were connected through WhatsApp group, phone calls and home visits were made as and where required.
2. Field team developed and contextualized learning material for children. Total 70 different stories, 30 poems, 27 crafts and 192 worksheets were prepared for the digital platform.
3. 381 children participated in Greater Noida region in special days celebration -Jokes Day, Doctors Day, Nature conservation day, Emoji & Parents Day.

4. CFC team develops its own Teaching Learning Material (TLM). Total 139 different set of materials were developed. Library books were issued to 1439 children. **Stationary material** was distributed to 787 children in need. Children were engaged into making stories, songs, poems, worksheets and craft demonstration.
5. The team also identified non-responsive / less active children. 4000 telephonic calls were made to follow up and reconnect with these children.
6. 6586 new children were enrolled in schools.



### **Key activities with Schools**

1. Meetings were conducted with 131 schoolteachers in Panipat, Varanasi and Jaipur to plan better enrolment of children in the schools. 472 children were successfully enrolled in schools.
2. The field teams also supported the government initiative “Aao Ghar se Sikhe” (Let’s learn while being home) and “Smile 2.0” to link children to this program.
3. Community members were engaged to form committees to work with the teachers for regular monitoring of the children.

### **Key activities with Community or Parents**

1. One to one interaction with community members was initiated post relaxation on the Covid-19 lockdown. Dialogues were exchanged with 75 panchayat representatives, 107 SMC members and 86 CPC members for their engagement in school programs.

2. 14,915 families were reached out through telephonic calls for Covid awareness. WhatsApp awareness messages on government social schemes were also shared.
3. Life skill sessions were conducted in which 315 adolescent girls participated.
4. The field team also facilitated Covid-19 vaccination for 434 people in CFC communities.
5. 4054 Masks were distributed in CFC communities.



- **Community Based Remediation**

Out of total 159 remediated children, 151 were tracked and found regularly linked with education opportunities. They are linked with digital learning of Good Weave and private tuitions. Rest have migrated to other locations. 60 children were linked and supported regularly through GoodWeave's Digital learning initiative. 29 identified children in need of assistance continued to receive support of scholarship i.e., tuition fee and stationery requirement to ensure their regularity. Family members of these children were sensitized to follow Covid-19 guidelines and also to take the Covid-19 vaccination. These efforts motivated 35% of these family members to get themselves vaccinated. Covid-19 related IEC materials were provided to the NGO partners and teachers for using in their community engagement initiatives in the field. 9 workers of a Bhadohi based company -Champo Carpet (Bhadohi) participated in a tele-consultation (Zoom) on their medical issues. It was supported by US based Indian doctors through 'Give Back to India platform'.

## Data Management System

In Bareilly CFC region, GoodWeave conducted qualitative assessment of workers and children to understand the current work status post COVID-19. The key findings were-

Change in the income level of the workers – There has been reduction in the production orders of the exporters and therefore limited work was being given to the home-based workers. Around 75% of the workers who were interviewed shared that their piece-rate amount was also reduced by the exporters. However, around 20% workers shared that they got more work as compared to the previous months. It was disheartening to learn that about 50% of the workers mentioned that they also engage their children in home based economic activities to have extra income.

Learning Level Assessment (LLA): GoodWeave India Trust has completed the annual LLA exercise and analysed the data. Due to COVID-19 pandemic, we could reach out to around 65% (11,660) of the existing at-risk children. Remaining were non traceable. 6681 new at-risk children were also identified through LLA, who have started receiving educational support.

## Improving Working Conditions of All Workers

More than 10,000 workers were provided health and safety related IEC material through WhatsApp. 25,345 masks were distributed to the worker communities. Free eyeglasses were given to 400 factory workers based on their eye screening assessments. There are 341 beneficiaries enrolled for the adult literacy classes, however, the Covid-19 situation forced us to put a pause on these classes. Special sessions were organized for girls on “Violence and Substance Abuse, Self-Protection & Safety” which were attended by 277 girls. **Life skill session** on “Me & My Body” was conducted for 43 adolescent girls.



## WorkersJoint

The WorkersJoint program is supported by the International Organization for Migration (IOM), which helps informal



workers get connected with companies to access job opportunities and helps the companies in outsourcing their production work to the units that adhere to social compliances like – No Child Labour, No Forced Labour. 30 different companies from Jaipur have joined this programme. Our field team has been visiting the industrial areas to educate the workers about this programme and 525 interested workers seeking for jobs were registered. The project team also coordinated with the companies and organized interviews of 24 workers in different factories, which will make their assessments for suitability and engage the most suitable ones.

## Sustainable Impact Initiative

This year an important focus area was to understand how different organizations, institutions and companies are contributing towards Government of India's commitment for the **Sustainable Development Goals (SDGs) 2030** of the

### SUSTAINABLE DEVELOPMENT GOALS



United Nations. Using the power of internet and social media, we were able to reach out to more than 400 companies and organizations to make SDG 2030 as one of their primary objectives, especially related to the aspects to worker wellbeing and environmental action.

It is heartening to share that our efforts to increase the sustainability related awareness among the companies has started showing positive



results. Some **textile and carpet companies** came forward to share about their impactful work and we documented some of their good practices for worker wellbeing, children's education, and environmental action.

Newsletters highlighting how companies can contribute towards SDGs 2030 were sent to more than 3,500 companies, associations, sustainability forums. This is an effort to improve their knowledge about the sustainable actions on People – Planet – Prosperity and, educate them that this is the path to be become Future ready. We also joined hands with some of the global sustainability forums so that the sustainable efforts made by the organizations and companies can be recognized. Zoom meetings were conducted with the companies and sustainability forums to discuss about the impactful work they are doing and how it is changing people's lives and helping in reducing the ill effects of climate change.

A pilot project was launched in Jaipur to help workers from the unorganized sector to find suitable jobs in the companies. This project supported by the International Organization for Migration (IOM) uses a mobile based application to document the skills and experience of the beneficiaries and share them with the companies, which select them as per their requirements and need. The application also acts as a resource centre and helpline for the workers where they can see different policies and schemes of the government for their social security and other benefits. The application WorkersJoint is in its pilot phase and is being tested in Jaipur district of Rajasthan. The concept of WorkersJoint was also shared with the Employment Directorate and Labour departments of Rajasthan to see how it can compliment the worker wellbeing policies and benefits of the government.

## Our Partners

Freedom Fund, IOM, GoodWeave International, Trusted Experts on Due Diligence (TEDD), Future Fit SME, NASSCOM Foundation, Amazon Web Service (AWS), AShoka

## **Our Partners Exporter Companies**

Jain Carpet Industries	D Decor Home Fabrics Pvt. Ltd	A.S. Carpet
Diamond Carpets	Sapana Polyweave Pvt. Ltd.	Agni Exports
Noor Alam Handloom Dari Store	Sona International India	Alauddin Exports
Ceejay International	Anisa Carpets Limited	Anjani Carpets
Ansari Floor Rugs	Archana Exports House	Art Palace Export Pvt Ltd
Artex	Arvind Exports	Asian Exports
Ayub Rugs	Bhadoli Carpets	Carpet -E- Regal
Carpet International	Champo Carpets	Creative Rugs
Deep Collections	Deepak Rugs	Charankattu Coir Mfg Co (P) Ltd
Floorex	Ghazan Rugs	Himalaya Collection
Home Flooring & Decor	Husain International	Ideal Carpet Industries
Indian Looms	Indo Rugs Merchants	Jamila Rugs India
Kapoor's Carpet	Nice Rugs	Mass Handicrafts
Maria Rugs International	Malabar Carpet Exports	Khanna Carpet Company
Khanna Carpet Collection	KAV Exports	Classic Home Furnishing Pvt. Ltd.
Obetee Pvt. Ltd	Orient Carpets	Paramount Carpet India Pvt. Ltd.
Parsipur Carpet Industries	Patodia Exports	Rainbow Exports

Ramesh Carpet Company	RMC Collection	Rudra Rugs
Rug Resources	Rugs De Indiska	Rugs Museum
Rupesh Kumar & Sons	S.U.Rugs	Saif Carpets Pvt.Ltd.
Sabir Creations	Samara Carpets Pvt. Ltd.	Shimnan Rugs
Sikandar Carpet Exports	Surya Carpets PVT Ltd.	Textico
Tulsiram Gayaprasad	Vikram Carpet Company	Vishal Carpet Company
Weavers Hut	Zayn & Zara	Zoha Floorcoverings
Abhishek Enterprises	Bikaner Handloom Carpets	Choudhary Exports
Jaipur Rugs Company Pvt. Ltd. Kapoor Carpets	Jey Key Rugs Lawan Durry Cluster	Kalakriti Exports Palm Fibre India Pvt. Ltd.
Manglam Arts	Rugs Co.	Hathkargah
Navkar Woollens Pvt. Ltd.	S N Kapoor Exports	Saraswati Global Pvt Ltd
SG Exports	Triangle Weavers India Pvt. Ltd.	United Coir Factories
Eastern Mills Pvt. Ltd.	Hira Lall & Son (I) Anupam Pvt. Ltd.	Home Creations
Laaj International	Rugs In Style Inc.	Madhu India Deco Ltd.
Craftex India	Orient Home Tex	AB Carpet & Durries
AVA Handfab Pvt.Ltd	Sharda Exports	APL Overseas
Decent Gallery	Artline Creation	Carpet Handicrafts Exports
Hemant Exports	Mirzapur Durry & Carpet Industries	Neman Carpets
S.V. Exports	Shree Sai International	Sun-Deep Exports
Vasons & Vasons	Vikram Carpets	Village Weavers
A.N.G. Exports	AKS Rugs Company	Allied Exports

Ambadi Enterprises Ltd.	Yati Overseas Pvt Ltd	Vishnu Carpets
Vayda Overseas	The Shivalika Rugs	Surya Overseas
Sunshine International	Sunlite Enterprises	SPN Rugs
Shiv Shakti Exports	Shakun Fibres	Riviera Home Furnishings
Raj Overseas	Pardeep Exports	Marwar Carpets International
Nirmal International	M.G. Creations	Looms & Knots
Krops Rugs	K B Impex	Javi Home Pvt Ltd
Indesign Rugs & Carpets	ILA Home Fashions	Home Classics
HM Home Furnishings Pvt. Ltd.	Heritage Overseas	Grover International
Green Tex	Gayatri Overseas	Flora Exports
Exotica Textiles Pvt. Ltd.	Exotic Indian Broadloom	Ess Kay Enterprises
Dream Home Carpets Pvt. Ltd.	DHLS Flooring Co	Devgiri Exports
Concept Creations Group	Ballack Carpets	Antique Art Exports
Hafizia Art & Crafts Pvt.Ltd.	Hiltex Contract	Indus kleed Exports Pvt. Ltd.
Meridian Fabrica	Shri Bholanath Carpets Limited	Organic Weave
J R Exports Pvt Ltd	Mahajan Carpets	Mahesh Carpets
Mahesh Exports		

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