

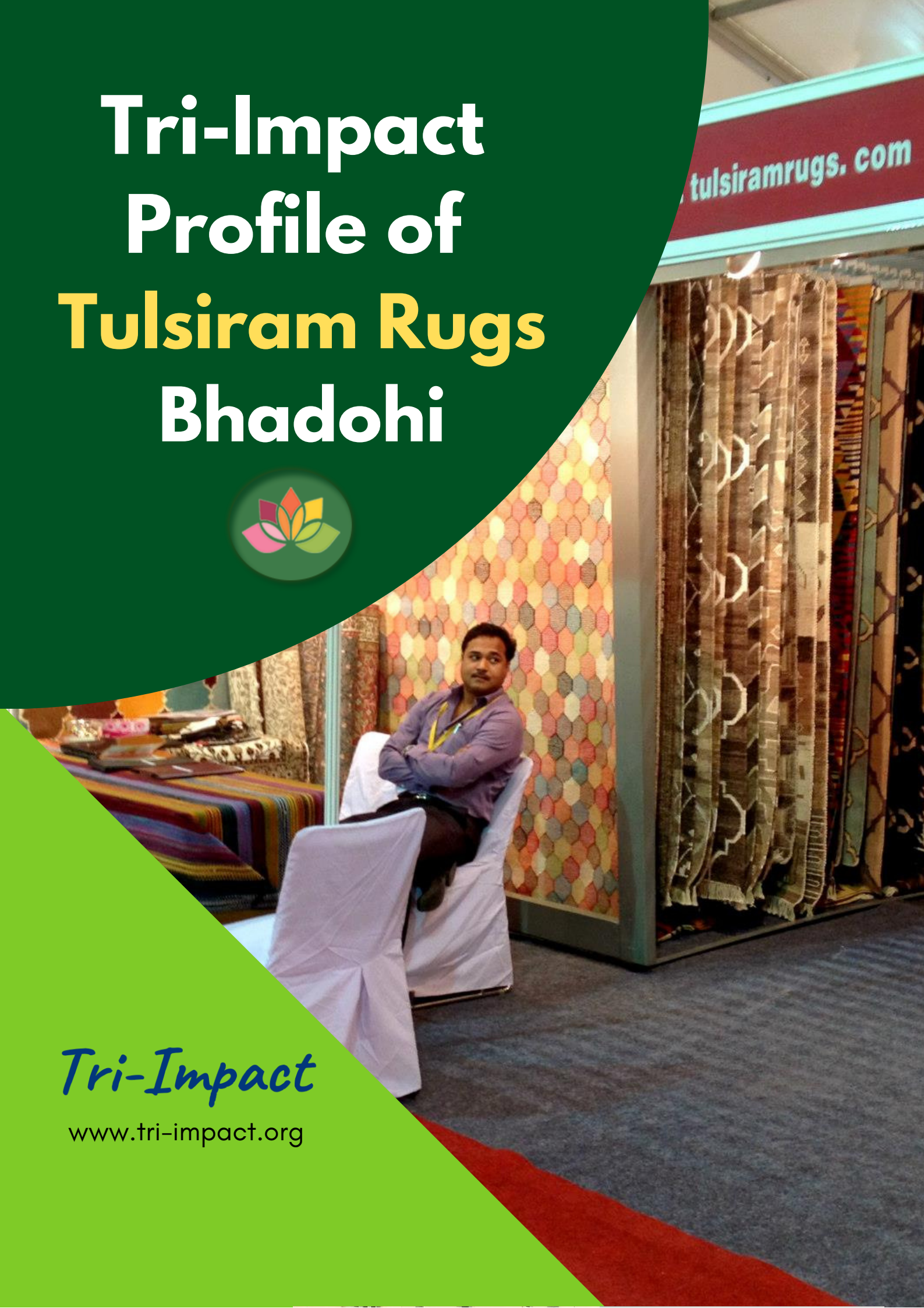
# Tri-Impact Profile of Tulsiram Rugs Bhadohi



*Tri-Impact*

[www.tri-impact.org](http://www.tri-impact.org)

[tulsiramrugs.com](http://tulsiramrugs.com)





## About the Company

**Tulsiram Gaya Prasad Pvt Ltd** (Tulsiram Rugs) is one of the oldest family-run business houses in Babusarai village in district Bhadohi. The company is famous for its production of floor coverings that include all types of **carpets, rugs, and durries**. Started in 1960 by the great grandfather of present generation leader and Managing Director Mr. Anurag Baranwal, Tulsiram Rugs have been successfully managed by three generations who maintained consistent goodwill among its stakeholders such as buyers, workers, staff, and vendors.



## Vertically Integrated Production

Tulsiram Rugs' main factory is vertically integrated, having facilities for **spinning, dyeing, tufting, weaving, washing, finishing, and logistics**. Tulsiram Rugs always believed that quality could only be achieved through vertical integration because it helps you have all critical parameters under your control. This has been one of the company's strengths, enabling it to offer high-quality products per buyers' expectations. They are pioneers in using **pit looms**, a technology not available in the Varanasi belt in the 90s, by training weavers on using such looms. Over time, the company has grown stronger, with more than 800 workers in its different units.





# Environmental Impact through Sustainable Consumption and Production

## Effluent Treatment Plant



Tulsiram Rugs has an Effluent Treatment Plant (ETP) plant to purify and reuse all the water used in the dyeing of yarn. Recycling water through ETP has made them a **Zero Liquid Discharge Company**. The water required for keeping the campus green through its garden is also provided by the ETP, besides the water supply in their toilets.

## Rainwater Harvesting

Tulsiram Rugs has facilities for rain water harvesting so that their dependency on water is minimal. They are **recycling water** used in various processes in their factory including toilets and gardening. The idea is to conserve and reuse water. The factory is situated in rural area where sewer discharge and disposal of dyeing water was a big challenge. Not only discharge, even availability of water for various production activities is a concern in this village. The management came up with the solution by making arrangement for rainwater harvesting and thereafter recycling water through ETP. Water as such was a major concern in this village. Conservation of water is the only solution to this water problem of this village.



Mr. Anurag and Gaurav Baranwal

## Greenery in all units

Trees help reduce heat produced by the industries by maintaining the temperature. Tulsiram Rugs is aligned to this concept and ensures tree plantation in and around their unit as a constant effort. The plantation of trees not only filters the harmful dust and pollutants from the air but also adds to the beauty and ambiance of their unit.



## Conscious of their Social Responsibility

### **Sponsored an education center - Babusarai Intermediate College**

Tulsiram Rugs have been conscious of their social responsibility even when the concept of CSR was not there in India. They started a school in the village 45 years back for the children of the local community members and their factory workers. Today, it has taken the shape of an intermediate college (10+2 grade) and receives government aid. The company also co-sponsors the education of children whose parents cannot bear the cost due to financial limitations.





## Health Camps

The company organizes **health camps** for their workers annually to get required medical attention, especially the carpet weavers who do minute detailing work in the carpet weaving process.

The company also consistently organizes Eye Screening camps inside the campus, as Carpet Weavers are prone to the weakness of eyes due to a high level of strain on the eyes due to carpet weaving/knotting.



## Action Speaks Louder Than Words – Feeding the Needy

The company extends its support to numerous activities beneficial for the local community members, including the distribution of woollen clothes during winters, organizing an annual feast for more than 5,000 community members, and supporting local NGOs like the '**Lilavati Foundation**' in their social activities.



Besides, the company regularly takes initiatives in doing whatever possible for the needy people in their society. This includes organizing a community feast that helps community members come together and meet at one place twice a year. The company serves food to 5,000 people at this event. This is considered a significant event in the local community and helps build the community.



## Empowerment of the workers

One of the significant initiatives of Tulsiram Rugs as a company is to empower workers to work their way in their community without traveling to a factory. Tulsiram Rugs, as a company, value the skill of the carpet weavers and want them to flourish and achieve **upward mobility economically**. In this context, Tulsiram Rugs empowered weavers with looms and space in their communities where they could weave carpets. The company gives them raw materials and designs to weave rugs. At any point in time, if sufficient work is not there from the company, the weavers are free to do weaving for any other company. This allows the weavers to earn their livelihood, and at the same time, they can focus on weaving without having to travel long distances for work.



## Honoring the Long Years of Dedicated Service

The work culture in Tulsiram Rugs has motivated many of its' workers to continue their employment with the company. They are acknowledged for their dedication and passion for learning new things, enabling them to grow within the company.

Mr. **Praveen Yadav** joined the company in 2014 as a Packer and was promoted to Maintenance Supervisor because of his hard work and willingness to learn new things. Though he is not technically qualified, with persistence and keen observation, he has acquired the skills to discharge his new responsibility quickly and confidently. He is an inspiration to many fellow workers in the company.





Mr. **Sanjay Dubey** has been a trusted Driver in the company for the last 12 years. The positive work environment encouraged him to continue working in the company for such a long tenure. He acknowledges that the steady income from the company enabled him to provide good education to his children.



His two sons are qualified accountants and have been given jobs in the company's accounts department based on their skills and competencies. Mr. Sanjay Dubey shares his story of upward social and economic growth from one generation to the other with pride and satisfaction.

## Initiative During COVID 19 Crisis

### Donation to PM and CM Fund

Covid disrupted everyone's life, and the Babusarai village people faced the same. Tulshiram Rugs joined hands with the government to help society come out of this pandemic. The company **donated Rs 10 Lakhs** to the Prime Minister Care Fund and Rs 5 Lakhs to the Chief Minister Care Fund in 2020 during the lockdown period so that the needy people could get the required help.

### Donation to Red Cross Society

The company donated Rs. 4 Lakhs to Red Cross Society for installing an Oxygen plant as oxygen was in massive shortage during the Covid-19 peak months in India.

### Full Salary to Workers

Tulshiram Rugs also ensured that all workers were paid full salary even during lockdown when they were not coming to work.



## Certifications

Tulshiram Rugs is certified by SEDEX pillar 4, CTPAT, ISO, GoodWeave, Care & Fair, indicating adherence to the compliances as per the Code of Conducts (COC)s of these certifications.

## Contributing to the Sustainable Development Goals



Ensure inclusive and equitable quality education and promote lifelong learning opportunities



Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work.



Reduced Inequalities



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This Tri-Impact profile has documented the best practices of Tulsiram Rugs - a company that is part of the global supply chain of handmade rugs. To create this profile, we interviewed the company's management, collated secondary information, visited the production facilities, and interviewed workers to verify the good practices. Our focus was to document the company's sustainability efforts towards improving workers' working conditions, environmental action, and sustainability-based business growth.

We thank Tulsiram Rugs for their excellent efforts and cooperation. We will promote this profile to build more support for the sustainability efforts and contribution to SDGs. The examples created by Tulsiram Rugs will help the company grow as a business in the new sustainability era. It will motivate other companies to learn and improve their contribution toward SDGs. For details, please visit [www.tri-impact.org](http://www.tri-impact.org).