

ANNUAL PERFORMANCE REPORT

of

BRAWFED

for

2011 - 12



Bodoland Regional Apex Weavers & Artisans Co-operative Federation Ltd.

(BRAWFED)

R.N.B. Road, Kokrajhar-783370, BTC, Assam, Tel.Fax-03661-271085 , Email-mdbrawfed@gmail.com

(BRAWFED -Connecting Bodoland Handlooms & Handicrafts Worldwide)

1. Concept for Creation of BRAWFED :

The Bodoland Regional Apex Weavers & Artisans Cooperative Federation Ltd. (BRAWFED) is formed on 2nd July 2008 by reorganising the BAHU (Bodoland Association of Handloom Unit) which was set up during 2005-06 with the aims and objects that the Regional Apex Federation shall organize Handloom Weaving and other Cottage Industries in the BTC on Cooperative basis with registered Head Office at Kokrajhar in BTC, Assam. The area of operation of this Apex Co-operative Federation is in the entire Bodoland Territorial Council Area of State of Assam in India.

Total Share Holder Members of BRAWFED	Total 408 Nos.
---------------------------------------	----------------

2. Mission :

- i) To sustain and create avenues of employment in Handloom and Handicrafts Sector in BTC area.
- ii) To improve the socio-economic status of Handloom weavers and handicrafts artisans of the BTC.
- iii) To improve production, productivity, quality and cost competitiveness of handloom and handicraft products.
- iv) To improve the market potentiality of handloom and handicrafts of BTC and compete with confidence for an increasing share of the global market.

3. Vision :

- i) Focus on weavers and artisans of BTC.
- ii) Area based promotion on handloom, handicrafts etc. at B.T.C.
- iii) Result oriented Infrastructural Development at B.T.C.
- iv) Facilitate handloom weavers & Handicraft artisans to meet the challenges of a globalised environment.

4. Share Capital :

The authorised share capital of this Regional Apex Federation is stipulated at Rs.300.00 lakhs and total paid up share capital till 2011-12 comes to Rs. 21,48,558.00 only as paid up share capital from member share holders and from B.T.C. Present business performance of the Federation has taken an upward trend due to continuous trust given by its Management, shareholders and Authority of Bodoland Territorial Council.

5. Annual Transaction during last 3 years :

The BRAWFED has been steadily increasing its annual transaction by enhancing production and marketing of handwoven and handicraft products with provision of required infrastructural support and introducing new marketing networks The annual transaction of last 3 years is indicated below :-

Sl. No.	Particulars	Financial Year		
		2009-10	2010-11	2011-12
01	Purchase & Procurement	Rs. 214.45	Rs.654.71	Rs. 797.16
02	Sales Turnover	Rs. 277.34	Rs. 693.39	Rs. 839.74
03	Gross Profit	Rs.27.70	Rs. 38.68	Rs. 42.58
04	Net Profit	Rs. 6.85	Rs. 7.60	Rs. 9.85

6. Over view on Annual Performance 2011- 12 :

BRAWFED the Apex Cooperative Federation for handloom & cottage industries sector with its paid up share capital of Rs. 21.49 lakhs and contributory fund arrange from Share Holders is made an beginning to give support to nearly 1,29,000 weavers and artisans of 4 Districts of B.T.C. to generate employment by undertaking quality and value added productions with availability of raw-materials at reasonable price providing appropriate technology, skill upgradation, designs, dyeing & processing, equipments, common facilities, marketing, exposition, export, publicity, credit, welfare supports etc. on need basis.

7. Production Performance :

The Federation as produced and procured handwoven fabrics 3.96 million sq. mtrs. during 2011-12 valued Rs. 478.28 lakh and handicraft items valued Rs. 318.86 lakh. The procurement of productions has been made from nearly 341 Primary Handloom Co-operatives available in B.T.C. There are procurement tie up with the Weavers Extension Service Units set up by the Deptt. of Handloom & Textiles at Tipkai, Gambaribil, Binakhata, Kokrajhar, Bijni, Jalah, Kalaigaon, Kaljhar, Tamulpur, and also from Handloom Production Centres, Dotma, Barama under the prescribed guidance of Director, BTC, Handloom & Textiles Deptt., The pre-loom and post-loom facilities as required are also made available to weavers in the Common Facilities Centres setup by the Deptt. of Handloom & Textiles, B.T.C. at Narabari, Choto Gendrabil, Tengapara, Bhatarmari, Sukarjhora, Titaguri, Binyakhata, Kajigaon in Kokrajhar District, Bijni, Kajalgaon in Chirang District, Salbari, Nikasi, Barimukha, Simla & Bagdowa in Baska Dist. Bengbari, Udalguri & Bhergaon in Udalguri & handicraft products are procured from individual artisans for marketing. The BRAWFED has given sufficient stress to procure value added products for nice market and cheaper products for consumption of common people. The BRAWFED has been taking all efforts to produce quality products as per need and demands of market.

8. Procurement of Products & Supply of Raw-materials :

- a) BRAWFED is procuring handwoven textiles and handicraft products from Primary Weaving Cooperative Society, N.G.O, S.H.G., Individual Weavers & Artisans of B.T.C. area. The procurement price has fixed consideration facts of cost of inputs of products, wages, overhead charges and reasonable margin of profit to producers. The value of procured product has been paid within reasonable time. The supply of raw-materials such as yarn has been made available by the Director, BTC, Handloom & Textiles Deptt. through Yarn Banks setup at various locations of B.T.C. by procuring yarn from National Handloom Development Corporation Ltd., Ministry of Textiles, Govt. of India under Mill Gate Price Scheme. The supply of required raw-materials Cane etc. to handicraft artisans also made below the prevailing market price through a Raw-material Bank which is taken up at Kokrajhar under the sponsored scheme of Development Commissioner for Handicrafts, Govt. of India.
- b) Utilisation of Raw Material on Cane.
During 2011-12, BRAWFED achieved 100% actual rotation of Capital of the Installment of Raw Material Bank as received form the Development Commissioner, Handicrafts, Govt. of India and performance during the year have been found as follows--

Total Raw Material procured	8,75685 Pcs.
Total Raw Material distributed to artisans	8,75,685 Pcs.
Cumulative Corpus	9,63,927 Pcs.
Total investment	Rs. 157.50
Total Outcome	Rs. 180.18
Surplus Gain	Rs. 21.75
Increase the raw material corpus in terms of quantity	88,272 Pcs.

9. Effort for Marketing of Handloom & Handicrafts:

BRAWFED has been given constant effort for marketing of handwoven fabrics and Handicraft items of BTC are introducing new product line, searching new niche market and doing all that can to help create and deliver superior customer value and satisfactions. In the market with a new entry trying to serve best satisfactions of customers with an approach for creation long term relationship. BRAWFED has also been planned to give a high degree publicity and advertising approaches to popularizes handwoven and handicraft products of Bodoland world wide. BRAWFED is also setting up its Showrooms / Emporiums --- **ARONAI** at different Towns/ Cities inside and outside the B.T.C. area.

1. BRAWFED with the support of the office of Development Commissioner, Handicrafts, Govt. of India as well as Bodoland Territorial Council, Kokrajhar has already setup Emporium/Showrooms at Kokrajhar, Dotma, Barama, Simla, Mushalpur (own building), Gossaigaon, Udalguri, Ananda Bazar, Tamulpur, Guwahati for creating market potential. During 2011-12, BRAWFED has also organised 5 (Five) Craft Bazaars in and outside State for providing market support to hundreds of Artisans of Bodoland Territorial Council area & North Eastern Region. The sale performances of Craft Bazar are given below.

Sl. No.	Venue of Craft Bazar	Total Sales
1.	Udalguri	Rs 47,04,644.00
2.	Daranga Mela	Rs 44,49,282.00
3.	Subankhata	Rs 76,78,500.00
4.	Kolkata	Rs 65,04,000.00
5.	Mumbai	Rs 61,85,818.00
Total		Rs 2,95,22,244.00

BRAWFED also organised 6 (Six) Handicraft Exhibition during 2011-12 at Kajalgaon, Tura, Gossaigaon, Dadgiri, Mushalpur & Guwahati where in different Handicraft products and decorative hand woven textiles amounting Rs 1,19,28,000.00 could be sold out by performing Live Demonstrations on Bodoland Handicrafts with presence of number of artisans in each event.

During 2011-12, BRAWFED also participated in the following Fairs/Exhibition at various places of our country to promote marketing of products.

Sl. No.	Name of the Events & Address	Duration	Total Sale
1.	INDIAN HANDICRAFTS GIFT FAIR, Greater Noida, New Delhi	15 th – 18 th OCT. 2011	Rs. 2,75,000.00
2.	ART AND JOY OF WOOD, Bangalore	19 th – 22 nd OCT. 2011	Rs. 3,35,000.00
3.	WOOLEN EXHIBITION CUM SALE, Shillong, Meghalaya	11 th – 21 st NOV. 2011	Rs. 4,15,000.00
4.	INTERNATIONAL TRADE FAIR, Pragati Maidan, New Delhi	14 th -27 th NOV.2011	Rs. 7,18,000.00
5.	SHILPI HAAT, New Delhi	14 th – 30 th DEC.2011	Rs. 4,20,000.00
6.	INTERNATIONAL TRADE FAIR & FOOD FESTIVAL, Maniram Dewan Trade Centre, Guwahati	30 th DEC. – 10 th JAN.2012	Rs. 5,17,000.00
7.	Sourcing Show cum Sale, Shillong, Meghalaya	01 – 10 Feb., 2012.	Rs 3,30,000.00
Total			Rs. 30,10,000.00

In regard to market promotion of handlooms, BRAWFED organised National Handloom Expo, Special Handloom Expos, District Level Events in B.T.C. area in collaboration with the Development Commissioner, Handlooms, Govt. of India, Ministry of Textiles.

Sl. No.	Events	No of Event	Total Sale
1.	National Handloom Expo	1	Rs. 728.14 Lakh
2.	Special Handloom Expo	2	Rs. 598.62 Lakh
3.	District Level Event	8	Rs. 340.44 Lakh

10. Export Performance

BRAWFED has given stress to explore export of Handicraft & Handwoven textiles of Bodoland Territorial Council area entering into Global Market by participating in the International fair held at different countries.

BRAWFED, during last 4 years has successfully participated in the following International Fairs for promotion of Export of Bodoland Handicrafts & Handlooms. The turnover export achieved by participating in the different International Fairs are indicated below:

Achievement report for participation of International Fairs by BRAWFED:

Year	Name/ Period of event participated	Participation through the assistance of	Achievement through direct Sales / Export	Export during the year
2008-09	a) 05 th Women Entrepreneur Trade Expo 2008 at Dhaka, Bangladesh. Date: 07 th – 12 th September'08	Self	Rs 3.03 Lakh	Rs. 3.03 Lakh
2009-10	a) 03 rd South Asian Countries Commodity Fair (SACC), Kunming, China. Date: 06 th – 10 th June'10.	Self	Rs 5.07 Lakh	Rs. 8.17 Lakh
	b) International Women Trade Fair, Italy (Bari). Date: 11 th – 20 th September'09.	Self	Rs. 3.10 Lakh	
2010-11	a) House & Gift Fair, South America, Sao Paulo, Brazil. Date: 14 th – 17 th August'10.	Development Commissioner (Handicrafts)	Rs. 37.50 Lakh	
	b) 15 th International Craft Selling Exhibition, Milan, Italy. Date 4 th – 12 th December'10.	-do-	Rs. 30.50 Lakh	
	c) 10 th SAARC Trade Fair, Katmandu, Nepal. Date: 15 th – 19 th December'10.	Self	Rs. 40.06 Lakh	

	d) 02 nd Bhutan India regional Friendship Trade Fair, 2011 (BIRFTF), Puentsholing, Bhutan. Date: 28 th January – 1 st February' 11	Self	Rs. 58.50 Lakh	Rs. 166.56 Lakh
2011-12	a) 04 th South Asian Countries Trade Fair (SACT), Kunming, China. Date: 06 th – 10 th June' 11.	Self	Rs. 49.30 Lakh	Rs. 318.31 Lakh
	b) Africa Big Seven/ SAITEX, Johannesburg, South Africa. Date: 07 th – 19 th July' 11.	Development Commissioner (Handicrafts)	Rs. 66.56 Lakh	
	c) New York International Gift Show, New York, USA. Date: 14 th – 18 th August' 11.	Self	Rs. 50.50 Lakh	
	d) Thematic Exhibition of Indian Handicrafts, Thimpu, Bhutan. Date: 16 th – 20 th September' 11	Development Commissioner (Handicrafts)	Rs. 40.07 Lakh	
	e) AFL Artigiano, Milan, Italy. Date: 04 th – 12 th december' 11	-do-	Rs. 57. 50 Lakh	
	f) 03 rd Bhutan – India regional Friendship Trade Fair 2012 (BIRFTF). Date: 20 th - 26 th January' 11.	Self	Rs. 54. 38 Lakh	

The THEMATIC EXHIBITION organized by BRAWFED at Thimpu, Bhutan from 16th – 20th September '12 has created brand image of Indian Handicrafts of Bodoland & Northeastern states wherein 50 participants could make business of Rs. 128.09 Lakh in Bhutan market. For continuation of such business prospect with Bhutan as a long term arrangement BRAWFED has signed a MoU with BCCI of Royal Government of Bhutan.

11. Management of BRAWFED :

The Board of Directors of BRAWFED has been reconstituted during 2010-11 and notified by the Council with 17 Directors representing of weavers & artisans of different areas of Council for giving very effective management to lead the lakh of weavers and artisans of B.T.C. The Board of Directors of BRAWFED has been functioning under the Chairpersonship of Smt. Malati Rani Narzary and Hon'ble Executive Member, B.T.C., area Handloom & Textiles guided the Board of Directors of BRAWFED as Chief Advisor.

12. Auditing of Account :

The account of BRAWFED has been auditing by Internal Auditors engaged by the Director, BTC, Handloom & Textiles Deptt. and Statutory Audit is also conducted by the Deptt. Auditors as per provision of Assam Co-operative Societies Act & Rules 1949 (Act - I of 1950) as entrusted by the Director, Handloom & Textiles, BTC and Ex-Officio-Additional Registrar of Co-operative Societies, BTC, Kokrajhar. The Annual accounts for the years 2006-07, 2007-08, 2008-09, 209-10 and 2010-11 of the Federation have duly been audited and the Accounts for 2011-12 is under process of finalizing by Departmental Auditors. Apart from the Departmental audit, the schematic accounts are also audited by the Chartered Accountant engaged by BRAWFED as per guidelines of Scheme/ Programme of concerned Ministry of Govt. of India.

13. International Award to BRAWFED :

BRAWFED has been selected to receive the Majestic five continents award for QUALITY AND EXCELLENCE as to be awarded by OMAC (Otherways Management Association Club), Paris, France, for Exposition of Quality Handloom & Handicrafts Products of Bodoland Territorial Council area in International Market.

14) Publicity & Advertisement of Bodoland Handicrafts:

During 2011- 12, BRAWFED under the Financial support of Development Commissioner for Handicrafts, Govt. of India, Ministry of Textiles has taken up to remarkable efforts to popularize the handicraft products of Bodoland area by making publicity and advertisement through posters, bus panels and hoarding etc. in and around Bodoland Territorial Council area, Assam. It has encouraged the artisans to sell their handicraft products in the emporium of BRAWFED and Craft Bazars organized by BRAWFED during 2011-12. An expenditure of Rs. 35.80 Lakh was incurred for the purpose of BRAWFED.

15) Organisation of Handicraft Fashion Shows at National Level:

As entrusted and sanctioned by the Development Commissioner, Handicrafts, Govt. of India, BRAWFED being implementing agencies has organized 5 (Five) Handicraft Fashion Shows at Guwahati, Shillong, Bhubaneswar, Lucknow, Hyderabad during 2011-12 to popularize Indian Handicrafts with special reference to Bodoland Handicrafts.

16. Remarkable Performance :

BRAWFED has been taken remarkable efforts to bring the product lines on handwoven textiles and handicraft of Bodo Weavers & Artisans in special and other community / caste leaving at BTC area in general for exploring market with grand exposition and taken the vision to connect Bodoland Handlooms & Handicrafts World wide. The Federation has also taken action plan for set up *ARONAI* - Showrooms/ Emporiums of BRAWFED at various Dist. Sub-Division Head Quarters, Commercially important places of B.T.C. and at New Delhi for promotion of marketing Bodoland Handloom & Handicrafts. BRAWFED has taken a remarkable step during 2011-12 to bring market awareness on hand-woven & handicraft product of Bodoland weavers & artisans by organising 6 (six) work shop / seminar during holding Expos, Craft Bazars so that optimum production could be achieved generation high rate of employment and income.

17. Performance on Social Responsibilities :

BRAWFED has also performing social responsibilities by organizing weavers and artisans of BTC for achieving common objectives to make sustainable socio-economic growth through handloom and handicraft industries and compete in the regional, national and international market by own brand name of Products of Bodoland under the leadership of BRAWFED, the unorganised and scattered weavers & artisans are coming into organised fold.

18. EMPOWERMENT OF WOMEN IN BTC :

To create awareness among women about their right and responsibilities in a society and removing social bias and prejudice about the tribal women of BTC, upgrading skill for production, ensuring employment and generating income, 4 (four) projects have been prepared and submitted to Ministry of Women and Child Development Govt. of India, New Delhi under STEP. Already 20,000 women weavers and artisans have been identified conducting house hold survey in four districts of B.T.C. area during 2011-12 for ensuring empowerment through Handloom weaving, Fabrications and Handicrafts. The Projects are recommended by the Govt. of Assam and financial sanction are waiting to receive during 201 2-13. as pending with the Ministry of Women Development, Govt. of India.

19. Business motto :

BRAWFED is connecting Bodoland Handlooms & Handicrafts world wide.
