



COMMUNITY  
FRIENDLY  
MOVEMENT

**ANNUAL REPORT- 2009-2010**

**Community Friendly Movement  
New Delhi, INDIA**

## **ABOUT US**

Community Friendly Movement is a registered not-for-profit organisation under the Societies Registration Act XXI of 1860, India. Ever since its inception in 2005, CFM has been working to streamline the supply chain of handcrafted products and bring greater transparency in connecting the artisans directly to the customers. We strive to equip the communities with enough tools to interact with market, maintain their own work passbook and inculcate savings practices.

CFM seeks to extend these opportunities within commercial interaction to benefit artisans lives globally and contribute towards UN Millennium Development Goals 2015.

## **LEGAL IDENTITY**

Community Friendly Movement (CFM) is registered u/s 12 A of the Income Tax Act, 1961, with the Commissioner of Income Tax, Delhi Circle (Reg. No.1228)

### **Name and Address of main Bankers:**

**IDBI Bank** : Surya Kiran Building, Ground Floor,  
19 KG Marg, New Delhi-110 001

**C a n a r a B a n k**: Janpath branch, New Delhi-110 001

### **Name and Address of Auditor:**

A.K Nair & Co.  
Chartered Accountants

**VAT** registration no. 07570322247

CFM a member of Fair Trade Federation, USA & Co-op America

## **MISSION**

To create wealth for our primary stakeholders- artisan communities at the bottom of the supply chain by providing design inputs, process improvements and market linkages.

## **VISION**

CFM vision is to improve lives of artisan communities globally by helping them showcase and sell handmade merchandise to create a million jobs in the process.

## GOVERNANCE

### Details of Board Members: (as on March 31, 2010)

Name	Sex	Position	Occupation	Meeting attended
Mrs Reva Nayar	F	President	Social Service	4
Vaibhav Nigam	M	Vice President	Professional	4
Mr Saurav Kumar	M	Treasurer	Development Sector	4
Rahul Nainwal	M	Secretary	Social Service	4

## CEO's REPORT

2009-10 was a significant year for Community Friendly Movement (CFM). It was the first full financial year of existence in which seeds of new targets and expansion of CFM community to encompass farmers was taken by the Board. There were no new grants raised during this period but need assessment and intervention plans were drawn to expand the work of Community Friendly Movement (CFM). The year was spent in consolidating and retreating from the communities after providing them adequate market linkage opportunities and processes. Our communities under the financial inclusion plan took small working capital requirement to process orders from other organizations. We saw it as fulfillment of our larger goal that communities should directly be engaged in marketing their produce.

### Major activities in 2009-10

#### Artisan Communities:

With the help of design consultants who worked on different projects with artisan communities more than 1200 new sku's (stock keeping units) using wood, fabric, glass, paper and metals have been developed for markets from existing artisan partners and are with design selection committees, some of them have already reached in the market particularly in fashion accessories. The effort was more to create an art documentation and design brief for markets to showcase the work and bring the artisan to limelight. The exercise helps larger audiences, individual design consultants to pick the work and fuse them with their own designs and product range.

#### Bone and horn work in Sambhal

One such cause picked by design team of CFM was bone and horn work in Sambhal district, Uttar Pradesh. Intricate work using polished bones and horns of dead animals were created on utility and home décor products. The fine work hides the amount of hard work that goes in making of the product. During the polishing of bones there is so much of fine dust that it is again reused as raw material for other products in industries like toothpaste



These intricate boxes, coasters and pen holders add a very unique value to usage as not only they are made by hand they also showcase of fusion of different materials in hands of the artisan communities.

### **BIDRI work in Bidri, Andhra Pradesh**

The craft of Bidri or inlay on metal originated in Persia, the motifs are leaves and floral designs of Persian and Mughal art, executed with the delicacy as seen in Mughal designs. Bidricraft deriving it's name from Bidar flourished during the Bahamani dynasty. Today this unique craft of metalware is practiced only in India. The craft is nearly 4000 years old and was introduced in India during the moghul reign whose swords and other weapons were decorated by bidriwork. The Bidri Ware is valued for its fine craftsmanship. Its sleek and smooth dark coloured metal work with intricate eye-catching designs on its glossy surface is famous all over the world. Today cigarette cases, huqqa bases, bowls, boxes, candle stands, trays, ashtrays, vases, jewellery, buttons and other utensils can also be found of this exclusive craft. The designs were developed by CFM designers to be showcased in Indian retail market. Some of them are



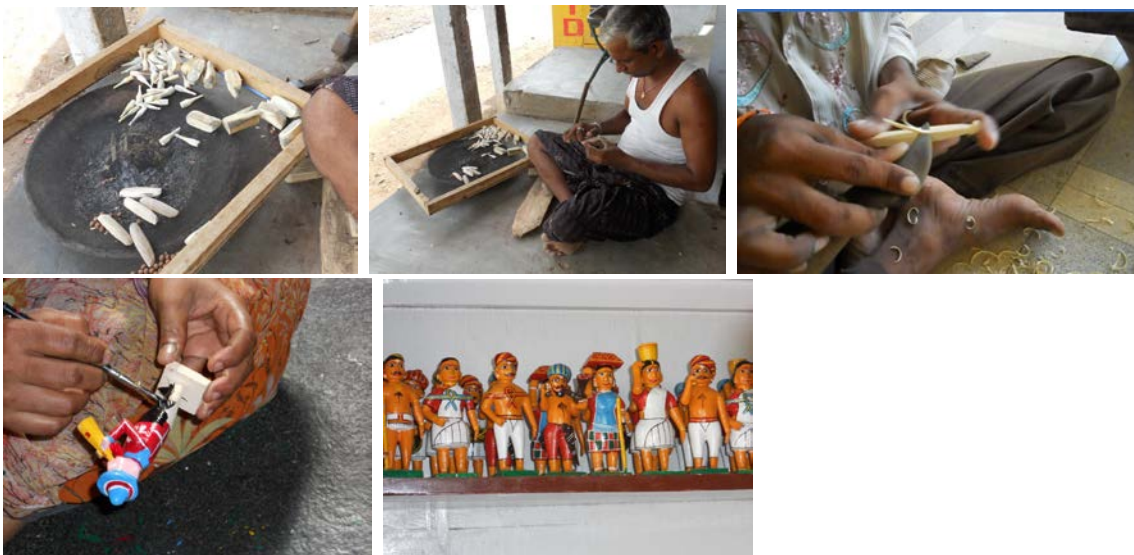
## **Kondapalli toys fusing tradition and folklore**

Kondapalli is a small industrial town near Vijayawada city, Andhra Pradesh, India which is very famous for Kondapalli bommalu (Kondapally toys). The most popular toys are 'Dasavatarams' (Ten incarnations of Lord Vishnu) elephant with Ambari, palanquin-bearers carrying the bride and bridegroom, toddy tapper, set of village craftsmen, besides animals.

Kondapalli would have faded to oblivion but for two reasons. One of them is the production of Kondapalli Toys and the other is the beautiful fort that is located within it. Kondapalli toys are the most recent category of handicrafts to obtain Geographical Indications (GI) protection in India, being only the second handicraft from the state of Andhra Pradesh to receive such protection.

Made by traditional craftsmen called Aryakshatriyas, the toys are made at home and the entire family is involved in it. This traditional art form has been handed down from one generation to another and continues to be the main livelihood of the people of Kondapalli.

Although toy making is an intricate process difficult to infuse life into small blocks of wood, Kondapalli toys are an exception. Made of a particular kind of softwood, known as Tella Poniki or white sander, the toys are very lively and every small detail, including the appearance of the face, is looked into



## **IKKAT: Koyyalagudem Handloom Weavers Cooperative Production and Sales Society Ltd.**

The Koyyalagudem Handloom Weavers Cooperative Production and Sales Society Ltd. is located in Koyyalagudem, located 35 km from Hyderabad in Nalgonda district of Andhra Pradesh. The cooperative comprises of three villages of Choutuppal Mandal of Nalgonda district. The cooperative consists of about 600 individual weavers, dyers & support staff with 350 looms and 50 small dyeing units. With a total population of Koyyalagudem is approximately 4,000, it is estimated that approximately 80% of this population is dependent on handloom weaving and allied activities i.e. raw material selling, trading, tie & dyeing, etc.



Although there are around 600 weavers enrolled as members of the primary co-operative societies, there are hardly 300 weavers at present working under the co-operative fold. As the cooperative societies failed to provide continuous orders, the weavers have switched over to either independent operations or got linked with the master weavers



## AWARDS AND RECOGNITION



media.

Bihar Conclave: a prominent media portal operating in Bihar on its Bihar day conference facilitated Community Friendly Movement for supporting the artisans in Bihar. Also for the National Executive meet of BJP in Bihar, CFM was chosen as a support organization to showcase products from Bihar to provide gifts to visiting dignitaries. The works provided by CFM were appreciated by all and covered in

## ACKNOWLEDGEMENT

Supported by the Ford Foundation (<http://www.fordfound.org>) and Hivos (<http://www.hivos.nl>)

Contact us:

**COMMUNITY FRIENDLY MOVEMENT**

16/100, Vikram Vihar, Lajpat Nagar IV, New Delhi 110 024

FINANCIAL STATEMENTS  
BALANCE SHEET AS OF MARCH 31, 2010

*Community Friendly Movement ( CFM )*  
*Registered Society ( Under Societies Registration Act, 1860 )*  
**BALANCE SHEET AS AT 31st MARCH, 2010( Consolidated )**

Schedule	Amount ( In Rs. )
<b>SOURCES OF FUNDS</b>	
<b>Capital Fund Account</b>	
- Opening Balance	4,335,584
- Add: Accumulation during the year	<u>1,165,898</u>
	5,501,482
<b>Excess of income over expenditure</b>	(1,084,962)
<b>Unutilized Grant Fund</b>	3,278,898
<b>Fixed Asset Replacement Fund</b>	
- Opening Balance	1,085,496
- Add: Addition during the year	<u>228,491</u>
	1,313,987
Less: Depreciation	<u>318,557</u>
	995,430
	<u><u>8,690,848</u></u>
<b>APPLICATION OF FUNDS</b>	
<b>Fixed Assets</b>	1
Gross Block	1,313,987
Less : Depreciation	<u>318,557</u>
	995,430
<b>Investment</b>	3,847,031
<b>CURRENT ASSETS, LOANS &amp; ADVANCES</b>	
Current Assets, Loans & Advances	2
	4,080,367
Less: Current Liabilities & Provisions	3
	<u>231,980</u>
Net Current Assets	3,848,387
	<u><u>8,690,848</u></u>
<b>SIGNIFICANT ACCOUNTING POLICIES &amp; NOTES ON ACCOUNTS</b>	6

Schedule referred to above form an integral part of this Balance Sheet.  
As per our report of even date attached

For A.K.Nair & Co.  
Chartered Accountants

A.K. Nair  
Partner  
M.No. 84690



For Community Friendly Movement ( CFM )

Secretary

Treasurer

Rahel Hamid  
Secretary

Treasurer

Place: New Delhi  
Date : 23th Sept., 2010

RECEIPT AND  
PAYMENT A/C  
FOR THE PERIOD

*Community Friendly Movement ( CFM )  
Income and Expenditure A/c ( Consolidated )  
For the period of 01.04.2009 to 31.03.2010*

	Schedule	Amount (Rs.)
<b><u>Income</u></b>		
	4	
Foreign Grant		3,448,489
Local Grant		2,326,850
Other Receipts (Local)		1,897,892
Other Receipts (FCRA)		99,419
		<b>7,772,650</b>
<b><u>Expenditure</u></b>		
Revenue Expenses	5	8,271,755
Capital Expenses		228,491
		<b>8,500,246</b>
Excess of income over expenditure		(727,596)
Less: Accumulation to the extent permitted		(1,165,898)
<b>Income &amp; Expenditure A/C</b>		(1,893,493)
Balance brought forward from Previous year		808,531
<b>Balance Carried to Balance Sheet</b>		<b>(1,084,962)</b>
 <b>SIGNIFICANT ACCOUNTING POLICIES &amp; NOTES ON ACCOUNTS</b>		
	6	

*As per our report of even date attached*

For A.K.Nair & Co.  
Chartered Accountants

A.K. Nair  
Partner  
M.No. 84690



For Community Friendly Movement  
( CFM )

*Rahul Nair*

Secretary

*Suman*

Treasurer

Place: New Delhi  
Date : 23th Sept., 2010

ENDING 31-03-  
2010





COMMUNITY  
FRIENDLY  
MOVEMENT

**Registered Address:**

16/100, Vikram Vihar, Lajpat Nagar-IV, New Delhi-110024