



Miller Center

for Social Entrepreneurship

Name of social enterprise: Rangutra

Mission: to ensure sustainable livelihoods for artisans and farmers, by creating top quality hand made products based on the principles of fair trade and a celebration of India's rich craft heritage.

Webpage: <http://www.rangutra.com/>

GSBI 2015 business plan presentation: <https://www.youtube.com/watch?v=5fHNusnzhcg>

Headquarters: Delhi, India

Location(s) of research: Bikaner city and rural Rajasthan state

Background: Rangutra was created from a decades-long rural development and income generation initiative in Rajasthan. Rangutra is now positioned as major source of livelihood for thousands of rural artisans in villages throughout Rajasthan. Currently 70% of our production is home-based, however a recent shift has taken place because a major buyer – IKEA – prefers a center-based (factory) model due to perceived efficiencies including the monitoring for child labor. Rangutra intentionally pursues economic empowerment for women.

The challenge: Rangutra seeks to enhance its operational excellence and social impact monitoring and evaluation system in an integrated fashion. Rangutra is looking to improve home-based production by working directly with artisans and ensuring a continuous supply of and demand for their work.

Action research products needed:

1. Quantitative survey of wage and working conditions and design of system to routinely track these indicators.
2. Technical design and pilot of craft capacity management system & evaluation against current production/orders in hand.
3. A study of the relationship between artisan livelihood, shareholding, savings, and positive life improvements.
4. Survey of perceptions of young people regarding value of the craft, and design of a social media campaign.

Student skills needed: anthropological interview methods; operations/enterprise analysis; IT and mobile phone skills to gather data on production, social impact, and social relationships; social science survey development; cross-cultural communication; economic analysis.

Keywords: rural livelihoods; artisanal production; production management; social impact analysis; economic analysis.

Special conditions at this placement: this region of India is very, very hot in the summer.