

INTRODUCING KRYDDAD

A NEW HANDCRAFTED COLLECTION BY IKEA
AND SOCIAL ENTREPRENEURS IN INDIA



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WE'RE PROUD TO PARTNER
WITH SOCIAL ENTREPRENEURS
IN INDIA WHO ARE CREATING
SUSTAINABLE LIVELIHOODS
FOR RURAL WOMEN



The handcrafted KRYDDAD collection is the fifth limited edition collection co-created by IKEA and social entrepreneurs in India. KRYDDAD will be available at selected IKEA stores in Germany from July 2016 and in selected IKEA stores in Italy, Ireland, Spain, Norway, Belgium, Holland and the UK from October 2016.

THE LATEST NEWS FROM OUR PARTNERS IN INDIA



Sumita Ghose wins the Nari Shakti award, a prestigious Indian national award, in recognition of her achievements in promoting positive change and for being role model for other women.

The Nari Shakti award is "the highest and most prestigious Indian National award conferred by the President of India upon exceptional women." says Maneka Sanjay Gandhi, The Minister for Women & Child Development

"I am touched and humbled ... I hope that this recognition will help other women to strive to achieve their dreams and aspirations. I am hopeful that the Award will help Rangсутra to achieve our goal of providing regular work to rural women, so that they are not forced to their villages and migrate to cities in search of work."
- Sumita Ghose, Founder and Managing Director, Rangсутra

See p.13 to read more about Rangсутra

PRODUCTS WITH A SOCIAL MISSION



KRYDDAD includes hand embroidered and finished cushion covers, chair pads, table runners and boxes and hand-woven bags, baskets, boxes, place mats, floor cushions, accessory bags, laundry bags and pouffes in renewable banana fibre.

CO-CREATING KRYDDAD

The design for the KRYDDAD collection is a collaboration between IKEA designer Sarah Fager and artisans from the social enterprises Rangсутra and Industree Producer Transform. "The best way to develop this type of collection is to meet the artisans and, together with them, work with the different objects I have designed. It's very important that we consider all of their skills and integrate them in our collection. It's fantastic to see how they interpret my designs with their specific skills, and the mixture between Scandinavian design and Indian craftsman skills is really interesting!" explains Sara.

KRYDDAD is the first IKEA + social entrepreneur co-created collection Sara has participated in.



The most inspiring thing about this collaboration ... is to be a part of something that actually has a positive change in people's lives.

SARAH FAGER, IKEA DESIGNER



Banana fibres from the stem of the banana plant, once thought of as a waste product, are now used as a renewable raw material. The dried stems are stripped into the individual fibres and hand-woven or braided together to create things like baskets, bags and place mats.

See the entire process from harvest to finished product:

<https://goo.gl/JADIwr>

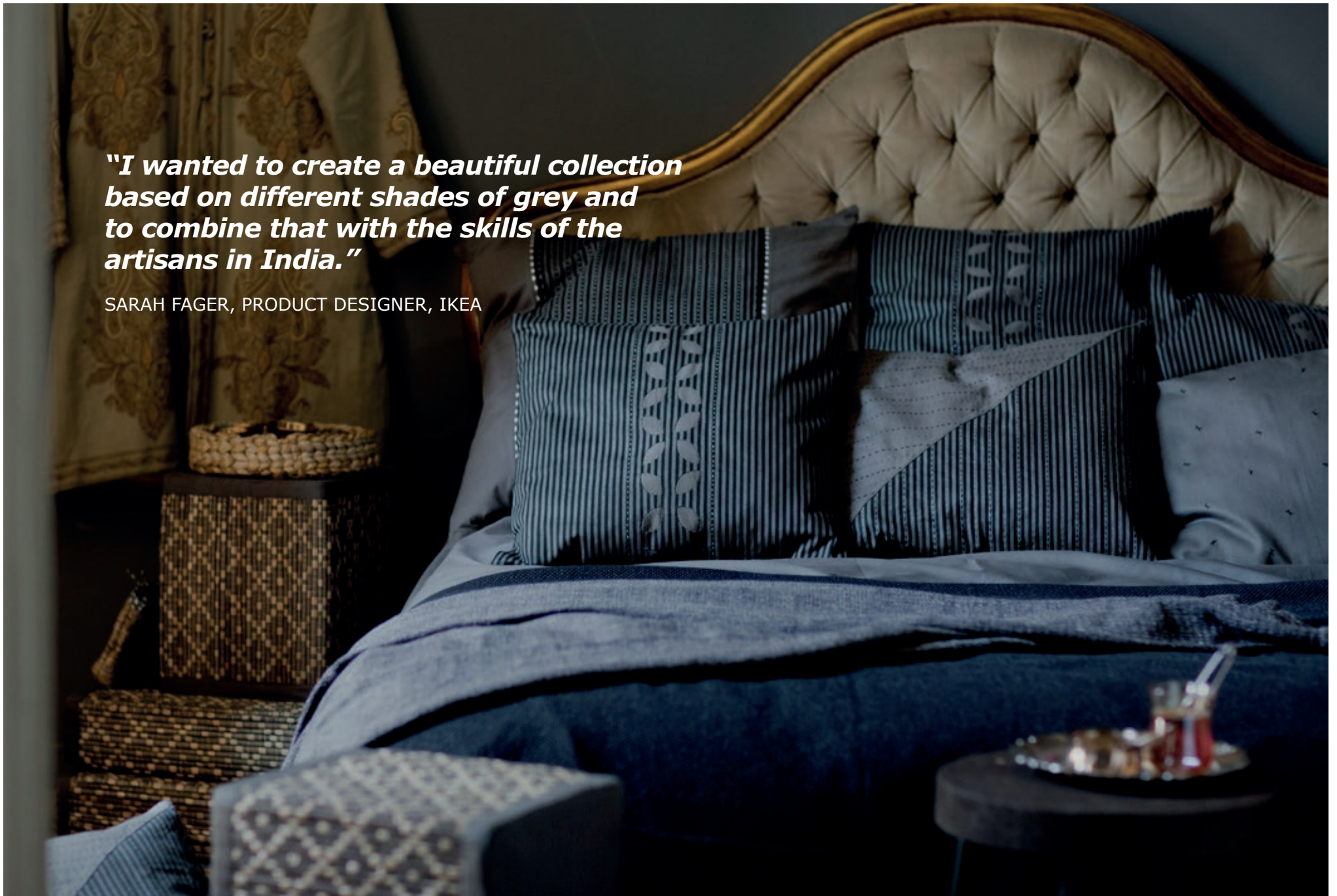




New for the KRYDDAD collection:
large hand-woven banana fibre
baskets. They work perfectly for
laundry or even at the beach.

"I wanted to create a beautiful collection based on different shades of grey and to combine that with the skills of the artisans in India."

SARAH FAGER, PRODUCT DESIGNER, IKEA





"The pouffes in this collection are really smart and work well both in the living room as a bedside table. Or why not take them outdoor for summer?"

SARAH FAGER, PRODUCT DESIGNER, IKEA





WHAT IS A SOCIAL ENTREPRENEUR?

A social entrepreneur uses business as a way to create social change. For social enterprises, business is good when people profit!

THE SOCIAL ENTERPRISES WE WORK WITH IN INDIA ARE:

Small-scale producers of handcrafted products in the Indian handicraft tradition.

An additional livelihood to agriculture, which is the main source of income in rural areas of India.

Managed and operated by women. Many of the artisans are either shareholders or co-owners through self-help groups.



"Some of the main issues that face women in rural India are access to an education, good healthcare, very basic needs like clean drinking water and of course livelihoods. By giving regular work to women it gives them an opportunity to get out of their homes. Having income has given them more of a say in what the family decides. They also have some more money to spend on healthcare."

SUMITA GHOSE, FOUNDER AND MANAGING DIRECTOR, RANGSUTRA



BUSINESS FOR GOOD

The social enterprises IKEA works with in India are managed and operated by women. Many of the artisans are either shareholders or co-owners through self-help groups. Through these partnerships IKEA gets the chance to work with skilled artisans in the Indian handicraft tradition and to contribute to social change. Together we design limited collections for sale in selected IKEA stores. This lets us offer our customers something really unique: handcrafted products from social enterprises whose main business goal is to change people's lives for the better. The social enterprises we partner with get access to a global market, which helps them provide sustainable incomes to even more artisans.

For women especially, a sustainable income opens up a world of new possibilities like having a bank account, being able to invest in their children's – especially in their girls' education – building a new home and building their self-confidence and skills as artisans and businesswomen.



RANGSUTRA HAS BEEN IN BUSINESS FOR 10 YEARS WORKING TO SECURE SUSTAINABLE LIVELIHOODS FOR RURAL WOMEN AND TO NURTURE LOCAL HANDICRAFT TRADITIONS



Artisans at Rangsutra specialize in traditional Indian embroidery, textile and grass weaving and come from rural areas in north western and central India. Around 700 artisans created the hand-embroidered and hand-sewn products in the KRYDDAD collection.

95% of the artisans at Rangsutra are women. Many of the artisans are shareholders in the company and participate in design and production decisions.

Rangsutra has recently opened five new production centres in Pugal and surrounding villages in Rajasthan. These production centres enable women to work together, learn from each other, improve the quality of their work, their productivity and thereby earn more. Rangsutra also recently opened a web shop to sell their own unique products directly to customers.

Video showing traditional embroidery at Rangsutra:

<https://goo.gl/pzOVT8>



"It started with 10 or 20 women and soon there were 25 women. Today in my village there are two groups of women numbering about 110, all working in embroidery. These women are earning well from their homes without going to different places for money. Some women cover all of their household expenses this way. The work is going well."

BADILI BAI, ARTISAN, RANGSUTRA



**INDUSTREE PT
WORKS WITH SELF-
HELP GROUPS MADE UP
OF MOSTLY WOMEN**



Industree Producer Transform production centres are artisan-owned self-help groups* located primarily in southern India in the states of Karnataka and Tamil Nadu. The artisans here specialise in hand-woven natural fibres. 600 artisans created the natural banana fibre products in the KRYDDAD collection.

80% of the artisans at Industree Producer Transform are women. All artisans are voting members of self-help groups and decide together how much money they will collectively save each month and what the money will be used for.

In addition to creating collections together with IKEA, Industree PT also sells its own unique products wholesale and in stores across India.

Video showing banana fibre weaving at Industree PT:

<https://goo.gl/JADIwr>

* A self-help group consists of a minimum 5 and maximum 20 artisans. They elect a leader and create their own rules. Together they can open a bank account and decide how much they want to collectively save.



"What a lot of the women here tell me is that for them this is an additional community ... it's a place where they feel a sense of community. Where there is no external pressure to perform, you know, it is theirs."

NEELAM CHIBBER, MANAGING TRUSTEE AT THE INDUSTREE CRAFT FOUNDATION



HOW SOCIAL ENTERPRISES ARE CHANGING WOMEN'S LIVES


WHAT SOCIAL ENTERPRISES OFFER WOMEN IN INDIA:

A chance for women in rural communities to learn valuable new crafting skills and knowledge in management, literacy, and children's and women's rights.

The ability to save money for the future, individually and collectively, to set up bank accounts and to make small loans to purchase things like bicycles for commuting to work.

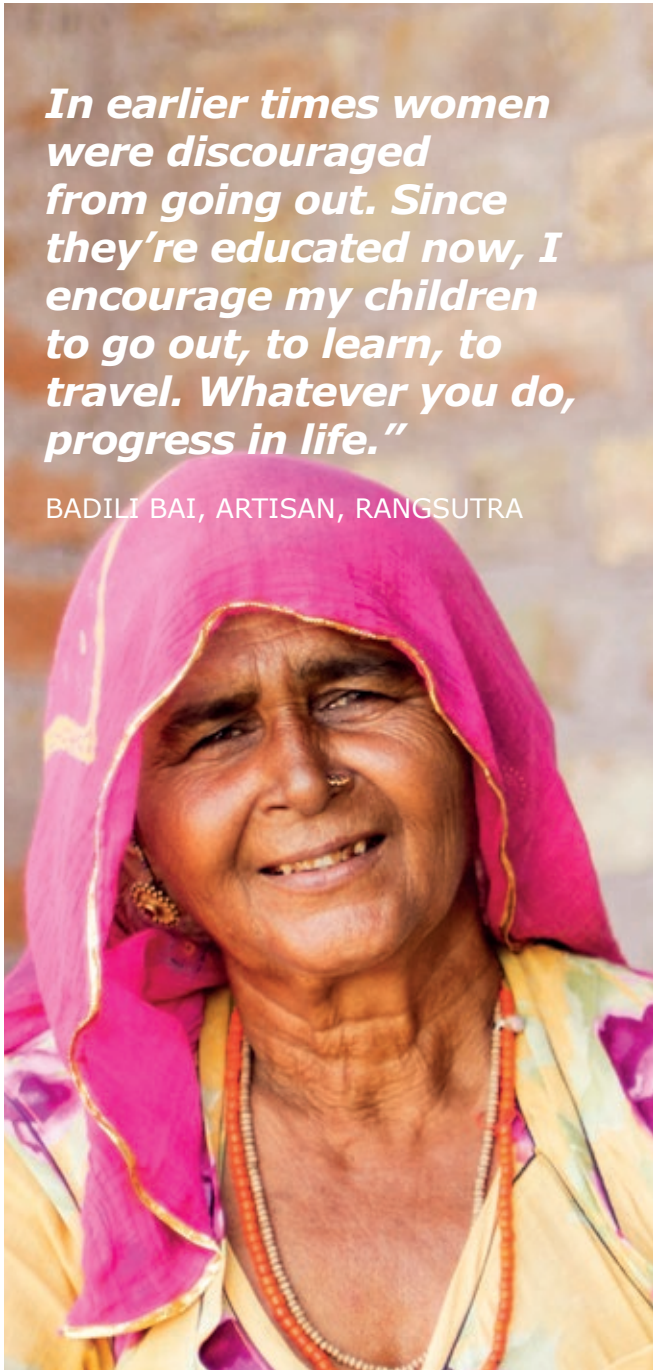
The possibility to stay with their families in their villages rather than moving to cities to find work.





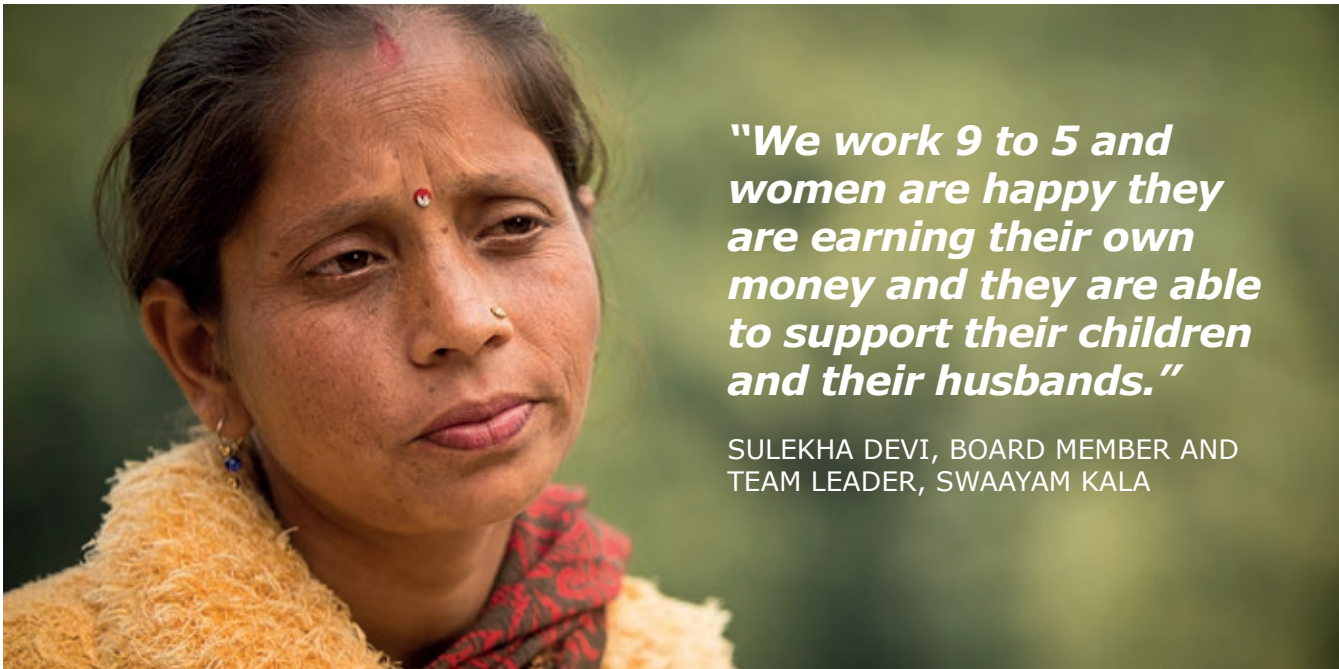
"... they learn the skills and acquire the resources to bring about a lasting change in their lives. And they're not dependent on charity ..."

SUMITA GHOSE, FOUNDER AND
MANAGING DIRECTOR, RANGSUTRA



In earlier times women were discouraged from going out. Since they're educated now, I encourage my children to go out, to learn, to travel. Whatever you do, progress in life."

BADILI BAI, ARTISAN, RANGSUTRA



"We work 9 to 5 and women are happy they are earning their own money and they are able to support their children and their husbands."

SULEKHA DEVI, BOARD MEMBER AND
TEAM LEADER, SWAAYAM KALA



"Except for my mother, almost nobody was in support of girls' education or education equal to boys."

DR. DIPTI PH.D
PROGRAM MANAGER, RANGSUTRA

Dr. Dipti grew up in Bihar as the eldest of three sisters and one brother. Throughout her life she faced many challenges, especially gender discrimination. But, with the support of her family she went to school and finally earned a Ph.D in physics. She returned to Varanasi with the goal to empower women and now works with the social enterprise Rangsutra.

Watch the video about Dipti: <https://goo.gl/L2JrGv>

Read Dipti's complete story in the feature appendix

"What the boys can do, the girls can too"

SAROJ
CRAFT MANAGER, RANGSUTRA

Saroj is 31 years old and is from a small village called Chausa. Growing up she had three sisters and two brothers. Her father was a farmer and couldn't afford to send all of his children to school. He died and Saroj was married at the age of 15. Her happiest memories are as child going to school with lots of friends. She had to leave school after the 8th grade. When Saroj joined Rangsutra she travelled to Varanasi for training. Her family tried to stop her from going but she went anyway. Since then she says, "a lot of change has happened. Many of the women who used to criticize me for going out and working are themselves going out and working now. I am very happy to be earning! I can do whatever I want to do. Sometimes if he is in the need, even my husband asks me for money!" Saroj is a craft manager at Rangsutra and when she is working, she earns almost twice as much per day as the minimum wage in Uttar Pradesh.

Watch the video about Dipti: <https://goo.gl/Zgkyg8>





SUPPORTING PEOPLE AND COMMUNITIES

Forming long-term partnerships with social entrepreneurs is one of several ways to tackle the social and environmental challenges facing people and communities where we work.

IKEA currently has partnerships with social entrepreneurs in India, Thailand, Sweden, Denmark, Indonesia and the USA. Read more about how we are supporting people and communities online at

www.IKEA.xx/peopleandcommunities

All profits from the sale of IKEA + social entrepreneurs co-created collections go towards supporting IKEA long-term partnerships with social entrepreneurs around the world.





"For the most vulnerable members of society, earning an income opens up new opportunities. Women in rural communities often have little or no access to education, healthcare or a paid employment. Forming long-term partnerships with Rangсутra and Indустree PT gives women in rural India a chance to independence and a better future."

VAISHALI MISRA, INITIATIVE LEADER, IKEA.



"There is not better route out of poverty than the opportunity for people to have a decent job. At IKEA, it's a privilege to be able to work with social entrepreneurs that are helping make society a little bit fairer."

STEVE HOWARD, CHIEF SUSTAINABILITY OFFICER, IKEA.

KRYDDAD PRODUCT OVERVIEW





10340221
KRYDDAD cushion cover
50x50 cm, grey/black triangle



30340220
KRYDDAD cushion cover
50x50 cm, grey/black cross



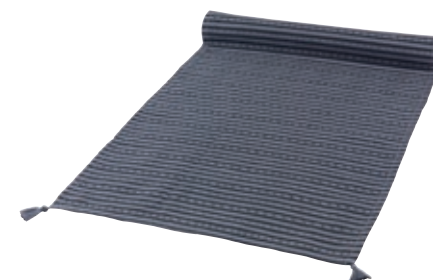
50340219
KRYDDAD cushion cover
50x50 cm, black/grey



10340527
KRYDDAD cushion cover
65x65 cm, grey/black stripe



30340526
KRYDDAD cushion cover
65x65 cm, black/grey



50340224
KRYDDAD table-runner
35x130 cm, grey



60340209
KRYDDAD dish
45x45 cm, banana fibre



40340210
KRYDDAD dish set of 2,
banana fibre



30340197
KRYDDAD acc bag
23x15 cm, banana fibre



70340181
KRYDDAD floor cushion
45x45 cm, diamond pattern



50340196
KRYDDAD pouffe
32x32 cm, diamond pattern



70340218
KRYDDAD box with lid
21x21x8 cm, grey/white



90340222
KRYDDAD chair pad
40x40 cm, grey



70340176
KRYDDAD bag
36x30 cm, banana fibre



10340179
KRYDDAD bag
45x45 cm, banana fibre



10340198
KRYDDAD laundry basket
40x60 cm, banana fibre



00340212
KRYDDAD place mat
45x37 cm, banana fibre



20340211
KRYDDAD place mat
45x37 cm, diamond pattern



90341863
KRYDDAD laundry bag
45x43 cm, banana fibre

