

# MONSOON · Accessorize

KEY CHARITY PROJECTS  
AND PARTNERSHIPS 2014



L.O.V.E.

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The MONSOON  
ACCESSORIZE  
Trust

## Summary

Established in 1994, the Monsoon Accessorize Trust helps some 15,000 disadvantaged women and children every year through education, healthcare and income generation projects.

As we celebrate our 20th year, we are working harder than ever to tackle poverty in communities where we have trading links. The Trust is funding projects across India, Afghanistan and Sri Lanka including:

### INDIA

- **SEVA MANDIR, UDAIPUR.**  
An immunisation programme for 5,000 women and children in remote desert villages.
- **ASK EDUCATION CENTRES.**  
Six centres for children who have dropped out of school in Sarai Tareen to help them re-integrate into formal education.
- **SEWA EMBROIDERY CENTRE, DELHI.**  
An embroidery centre, providing a sustainable livelihoods for women as well as training, healthcare, education and micro-finance.
- **VIDYA OKHLA SCHOOL.** A school for children from one of Delhi's largest slum areas.



Salaam Baalak shelter

- **STREE SHAKTI.** A quilting project to create livelihoods for rural women, living the foothills of the Himalayas.
- **BARABANKI WEAVERS PROGRAMME.** A project to develop secondary livelihoods for weavers and to provide education programmes for children.
- **SAMARPAN FOUNDATION.** A project to help women and children from a rag-picker community in Delhi.
- **SALAAM BAALAK.** A shelter for homeless girls in Delhi.
- **ASHIANA.** A project to help women and girls affected by HIV/AIDs in Delhi.

### AFGHANISTAN

- **SILK CULTIVATION PROJECT.** A ground-breaking project to help revive the silk cultivation industry in the Herat area, creating livelihoods for widows and other vulnerable women.
- **TURQUOISE MOUNTAIN.** An initiative to support traditional crafts in Kabul, providing employment for artisans.

### SRI LANKA

We're delighted to be returning to Sri Lanka with five new projects! One of these helps children displaced by the civil war in the North and another provides a caring home for disabled children in Colombo. We've also teamed up with **Gandys**, the socially conscious flip flops brand, to fund a project to help abused girls.

Last but not least, we're thrilled to be partnering with **Born Free Foundation** to support an elephant sanctuary, housing our very own '**Monsoon**' elephant.

*The Trust's work is made possible by generous donations from staff, customers and suppliers as well as regular donations from Monsoon Accessorize Ltd.*

[www.monsoontrust.org](http://www.monsoontrust.org)



## SEVA Mandir, Udaipur

A long-standing project to tackle poverty in Udaipur, Rajasthan. The programmes support women and children in remote desert locations. Since 2006, we have funded immunisation camps for women and children and 138 pre-schools, giving critical care to 5,000 vulnerable children every year.

More recently, we have launched a scholarship scheme to incentivise children to stay in school.

Very often, parents are forced (for economic reasons) to send their children to work on construction sites and in cotton fields as young as 10 or 11. This scheme pays a stipend to enable parents to keep their children in school.

The Seva Mandir project connects us to our heritage as a company that started sourcing hand-crafted products from Rajasthan in the 1970s.

### Comment from Seva Mandir

"The Monsoon Trust's support enables more than 5,000 children to receive proper healthcare, nutrition, play facilities and a sound educational grounding ever year. It enables young children freedom from vaccine preventable diseases and allows mothers and elder siblings to have the freedom to work and study. But for this support, these children and families would be chronically handicapped in escaping poverty and leading a life of dignity."

**Priyanka Singh, Chief Executive, Seva Mandir**



Yasmin Le Bon, the face of Monsoon's SS14 campaign, visits Seva Mandir and Sadhna, Udaipur,



Women with children at the clinic



Baby clinic



Seva Mandir project, Udaipur, India

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## SEWA Embroidery Centre, Delhi

Monsoon is known for intricate embroidery and hand-embellishment, starting out sourcing hand-crafted products from Indian villages in the 1970s.

Embroidery workers are often the 'hidden hands' behind so many garments on the high street and this project aims to improve the lives of embroidery workers in one of Delhi's many slum areas.

Our partner, **SEWA**, works across India and their goal is to organise and empower women in India's informal economy. This project ensures that embroidery workers

are fairly paid and can access training, healthcare, micro-finance and education support for their children.

The Monsoon Accessorize Trust has funded a new building for SEWA which will open in 2014 as the '**SEWA Centre of Excellence in Embroidery**'. The goal is to create a model for empowering and supporting embroidery workers across India.

We are also supporting the running costs of the Centre and placing orders with SEWA for our **Artisan** range.

### Comment from SEWA

"Monsoon has been one of the most open and innovative partners for SEWA. The partnership has matured over the last five years and has been able to bring change not only in the lives of women workers through enhanced income but also brought structural changes in the supply-chain. We value this partnership a lot as it provides us an unique opportunity to work so closely with a leading brand... Monsoon has always been a committed partner which encourages and supports us to improve the lives of poor home workers who are the most valuable contributor in any hand-embellished garment"

**Dr Sanjay Kumar, Director, SEWA**



SEWA embroidery worker

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## ASK Sarai Tareen Education Project

A ground-breaking project to recruit children out of child labour and into education. Sarai Tareen is an area outside Delhi, known for the production of brass, bone and resin jewellery. Due to poverty and lack of schools, many children stay at home to help with jewellery production from as young as 6 or 7.

We became aware of this 5 years ago and have since set up 6 education

centres, working with a local NGO, **ASK**, with the goal of recruiting children out of child labour. This can be very challenging not least because it requires needy families to forego the income of a working child.

Three years on, 300 children are now in full-time education; 60 of these children will go onto secondary school next year.

### Comment from ASK

"We are happy to share that the child labour project in Sarai Tareen completed its first phase of three years in June 2012. In this first phase, thanks to Monsoon, we have been able to successfully enroll 300 child labourers in our education program through the six education centers (Talin Ghar) and to provide them development opportunities in a comprehensive manner through education, health care, nutrition and recreation facilities. The community is being mobilized and sensitized on the issue of child rights in general and child labour in particular.

Twelve children from our centres were mainstreamed into formal secondary schools last year and 50 will be this year. We are very thankful to Monsoon Accessorize Trust for supporting us to bring positive changes in the lives of these vulnerable children."

**Dr Aqueel Khan, Director, ASK**



## Stree Shakti Quilting Project

A unique project in the foothills of the Himalayas to create livelihoods for rural women and provide education to disadvantaged children. Women are trained in quilting and produce beautiful products using fabric off cuts from Monsoon and elsewhere.

Stree Shakti is run as a cooperative and all profits are shared amongst the women. Children attend the Purkal Stree Shakti crèche and school next door. Monsoon is supporting Stree Shakti in creating products for the **Artisan** range.

We are also supporting the school and have provided a bus to help transport women from remote villages to the Stree Shakti workshop.

### Comment from Stree Shakti

"Everday the women use the bus you gave us to commute, they remember the presence of a friend who is there for them. They see this shared friendship as their greatest strength. This deep rooted bond means confidence and success."

**Chinni Swammy, Founder, Stree Shakti**



Stree Shakti women

## READS

READS was founded twenty years ago with the aim of supporting the education of deaf and hearing impaired children in Jaipur, India.

We have been one of READ's largest donors, funding 3 of its projects: Monsoon Anubodh School Building, Monsoon Diploma in Deaf education and at the moment the Monsoon Anubodh Doorstep Education Programme.

This programme reaches deaf and hearing impaired children in two of Jaipur's slum areas.





## Vidya, Delhi and Gurgaon

Our very first project, VIDYA is a 30 year old not-for-profit organization for the education and empowerment of underprivileged women and children. Starting with 5 little girls who believed that only boys could go to school, Vidya has reached over 200,000 families with schools, remedial education, adult literacy,

microfinance and social entrepreneurship in New Delhi, Haryana, Mumbai and Bangalore.

Since 1994, the Monsoon Accessorize Trust has funded Vidya education and micro-finance initiatives across New Delhi and Haryana.

### Comment from Vidya

“For the past two decades the Monsoon Trust has made it possible for us to educate and empower over three hundred and fifty socially disadvantaged children each year, from the poorest communities of New Delhi. The Monsoon staff have volunteered for VIDYA, helped raised necessary funds and made a significant difference to the poor communities that we work in. Mr Peter Simon, our honorary patron, visits us often and his guidance and vision gives us tremendous moral support and energy.”

**Rashmi Misra, Founder Chair person, VIDYA**

**[WWW.VIDYA-INDIA.ORG](http://WWW.VIDYA-INDIA.ORG)**

### Comment from Hilary Clinton

“India should be proud of initiatives like VIDYA that have a significant difference to those in need.”

**Hilary Clinton**



Children at Vidya

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## Barabanki Weavers Project

This project aims to improve the socio-economic status of hand-loom weavers in our supply chain, focusing on the Barabanki region in Uttar Pradesh, India.

While we remain committed to sourcing hand-loom products from the region, weavers are increasingly vulnerable due to fluctuations in demand for their product.

This project supports weavers to develop **secondary livelihoods** and reduce their dependence on weaving as their sole source of income. It also provides education for children and literacy training for women through 6 non-formal education centres.

This project started in 2011 and is being delivered by ASK, a not for profit organisation specialising in grass roots community development.



Weaver using a hand loom

## Samarpan Foundation

The Samarpan Foundation works with women and children from a rag-picker community in Delhi. This community has very limited opportunities and makes a living from collecting and re-selling rubbish.

The Trust is funding a school for children and training for women in stitching and embroidery. We are putting orders through the stitching unit for the **Artisan** range.



Samarpan school

## Ashiana

A new project in Delhi to help women and girls affected by HIV/AIDS. Ashiana provides counselling and practical support in one of Delhi's slum area's. The Trust is supporting running costs and placing jewellery orders for Monsoon's **Artisan** range.



## Afghan Silk Project

An exciting new partnership with **Christian Aid** to help revive the two thousand-year-old tradition of silk production in Afghanistan. The project aims to lift 1,500 women and their families out of extreme poverty and potentially lead to international market access for silk producers in the country.

Monsoon started out sourcing hand embroidered silk kaftans from Afghanistan and so this project builds on our unique heritage and links with the region.

The silkworm project is based in Herat, in western Afghanistan, an area that has a long history of silk

production and was once a stop on the Silk Road trade route. The area is ideal as the mulberry trees which the silkworms feed on thrive in the dry climate. The project aims to increase the number of silk rearers by providing the women with silkworms and training to cultivate the silk cocoons. It will also help to improve the efficiency of processing centres, where the cocoons are spun into silk thread.

Women have historically been the backbone of the garment and textile industries in Afghanistan and this project is focused on helping widows and women headed households by enabling them to earn their own money.

### Comment from Christian Aid

"We are very grateful for this new support from Monsoon, it will enable the existing project to continue, escalate and reach many more people.

Women suffered under the Taliban by not having access to education or given the freedom to make a living – the silkworm project provides them with a way to make a living and a future that they would not have had before."

**Serena Di Matteo, Country Director, Afghanistan, Christian Aid**



Afghan silk weaver



Herat, Afghanistan

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## SRI LANKA

We're delighted to be returning to Sri Lanka in 2014 with 4 projects to help disadvantaged children. We are also partnering with Born Free Foundation to support an elephant sanctuary housing our very own "Monsoon" elephant!

### Emerge Lanka

A ground-breaking project to help abused young girls, through counselling, training and legal support. Many of the girls are as young as 12 years old and are living in sheltered accommodation away from their families. We are partnering with **Gandys** to support this project through the sale of Gandys Flip Flops in Accessorize stores (see page 11).



Girls in the Emerge programme

### Pahamune House

A children's home in the North of Sri Lanka, which reaches out to abandoned children and those affected by the civil war. The Trust has provided a grant to enhance their educational provision.



Boys at Pahamune House orphanage

### Prithipura Communities

A home for severely disabled infants and children. The Trust is funding staffing costs for the infants home.



Children playing at Prithipura

### SOS Children's Villages

A home for abandoned and orphaned children near Colombo. The Trust has made a grant towards the children's schooling.



Yasmin Le Bon at SOS children's Village



# PARTNERSHIPS

## Gandys

We are thrilled to welcome Gandys Flip Flops into our Accessorize stores with a clutch of exclusive new designs. The funky footwear brand was launched by brothers Rob and Paul Forkan in memory of their parents, who died in the Boxing Day tsunami. Gandys is a cool and caring label that donates a percentage of its profits to helping orphans in developing countries. The Monsoon Accessorize Trust is partnering with Gandys to support EMERGE Lanka - a project to help abused girls in Colombia.



Rob and Paul (Gandys) visiting charity projects, Sri Lanka



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MONSOON SUPPORTING



ELEPHANTS IN SRI LANKA

## Born Free Foundation

This year we are proud to continue our collaboration with world-renowned wildlife charity, the Born Free Foundation, supporting their work to protect endangered species, like our adopted baby Asian elephant, Monsoon.



Monsoon our adopted baby elephant



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## Pippa Small

This beautiful collection of jewellery has been designed by 'celebrity jeweller' Pippa Small. Pippa works with the natural beauty of stones to create her stunning jewellery. She designed these exclusive limited edition collections and each piece has been hand crafted by artisans in Kabul, Afghanistan.

Each piece is made with semi precious gem stones (such as amethyst, morganite and kunzite) and 18ct gold plated brass. £5 from each piece is donated to the Turquoise Mountain Foundation, a charity that supports artisans to help rebuild craft communities in Kabul.



Pippa Small  
Jewellery  
FOR  
MONSOON



## Oxfam

Monsoon has been working with Oxfam for the past couple of years to create beautiful gift and home items. Using Monsoon prints, we have worked with artisan communities in India to produce a variety of products including: oven gloves, aprons, money boxes, wash bags, cushion covers, cake tins and for winter 2014 a wash bag, hot water bottle cover and Christmas stocking.

These pieces are sold in Oxfam shops and all profits go towards supporting Oxfam's work around the world.

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for  OXFAM

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