



Executive Summary for Rangсутra

Opportunity

Rangсутra links rural artisans to global markets, thereby providing equitable jobs while enabling economic stability and sustainable livelihoods. Rangсутra has a significant opportunity to grow and scale its impact, as it has begun to do in Barmer. To support this scaling, Global Social Benefit Fellows from the Miller Center for Social Entrepreneurship encourage Rangсутra to capitalize on social impact assessment. In doing so, the enterprise can enhance its reputation and attract interest from investors and other stakeholders to help it grow and scale.

Deliverables

Fellows developed a socioeconomic impact assessment tool to measure Rangсутra's impact on artisan employees. They field-tested and refined the impact assessment tool. Using this impact assessment tool, the fellows collected baseline data in Barmer, where Rangсутra has recently launched a new venture, and impact data in Bikaner, an established Rangсутra operation. Thus, the socioeconomic impact report is three-fold, containing the socioeconomic impact assessment tool designed by the fellows, as well as assessments of Rangсутra's impact in both Barmer and Bikaner regions. The fellows' second deliverable is meant to link social impact assessment and investments, and is a tool for Rangсутra to create a social return on impact investment profile for future use.

Research Activities

The fellows completed 131 interviews with participating artisans, of whom 100% were women. The women ranged in age from 16 to 55, with an average age of 31 years old. Just less than 100% of the participants worked for the local craft market at some point in time, if not simultaneously while working with Rangсутra, giving participants a comparative insight to the benefits of working for Rangсутra.

Key Findings

Of the women artisans, 60.8% asked for more work, and the remaining 39.2% were content with the number of hours they were currently working. Women artisans also saved 41% of their money on their own, in contrast to 24% of women who contributed to pooled household saving. Nine percent of money earned by women artisans went to education, for themselves or their families.

Recommendations

The fellows suggest that the survey be conducted on a one-on-one basis between an interviewer and artisan in order to collect candid responses. The survey should be administered on a regular basis to constantly track impact and monitor changes. The fellows recommend that





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the survey be administered biannually, and at a minimum, annually. Data should be saved and tracked in order to observe positive and negative trends in impact over time. Positive trends in impact should be included in annual reports, as well as other marketing materials.



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