

Ruggism's Commitment to United Nations Sustainable Development Goals

One of our key commitments here at Ruggism is our resolve toward sustainability. Goals in line with the SDGs help us show our serious commitments to our community and also pushes for more action towards being environmentally conscientious and socially responsible within the company itself. We seek to accomplish and adhere to the following sustainable development goals drafted by the UN:



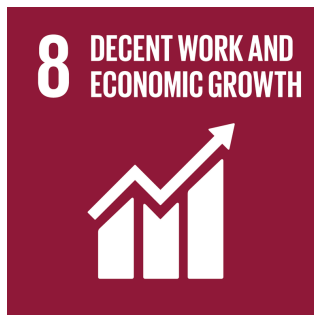
GOAL 12: Responsible Consumption and Production: includes a better use of resources, improving both energy efficiency and infrastructure, green and decent jobs and ensuring a better quality of life for all.

Ruggism is driven to uphold its belief that art can be both beautiful and sustainable. The production process has undergone many alterations in the interest of sustainability. We pride ourselves on our use of all-natural and ethically sourced materials such as wool, silk, hemp and linen. Our designs are carefully handcrafted in small batches that show a strong refusal of all the concepts of mass production.



GOAL 5: Gender Equality: is related to the empowerment of girls and women while undertaking reforms to give women equal rights to economic resources.

We focus on empowering the women of our artisanal communities by providing them with a stable source of livelihood and equal pay. We are proud to say that we have a women majority team of weavers. By acting as a bridge between international artists and artisan communities, our craftswomen are provided with an opportunity to cater to a global base and are happily encouraged to use and hone their skills in the traditional art of weaving.



GOAL 1: No Poverty and GOAL 8: Decent Work and Economic Growth: Promote inclusive and sustainable economic growth, employment and decent work for all. Sustained and inclusive economic growth can drive progress, create decent jobs for all and improve living standards.

Ruggism gives priority to suitable working conditions. Our artisans are provided with a comfortable and easily accessible work environment. Some crafters are even given the opportunity to make rugs from the comfort of their homes. Our weavers not only support themselves financially but also many of them provide for their families who rely on them.



GOAL 10: Reduced Inequality: aims at reducing inequality within and among countries as well as those based on age, sex, disability, race, ethnicity, origin, religion or economic or other status within a country.

Ruggism proudly collaborates with skilled artisans, belonging to rural communities of regions in India and Nepal. We wish to draw in recognition and admiration for the age-old weaving techniques that have been passed down from generation to generation in these communities. We cherish our weavers, without whom it would be impossible to bring to life the vision of our artists and designers and strive to be community oriented.



GOAL 17: Partnerships to achieve the Goal:
Strengthen the means of implementation and revitalise the global partnership for sustainable development.

We are eager for partnership and cooperation opportunities with organisational and individual leaders of change and sustainable development. We are constantly on the lookout to boost our contributions to projects that are not only related to our field of work but also other key areas of social concern like education, hunger and poverty.