

A DECADE OF
Devotion

IMPACT REPORT



MATR BOOMIE
ALL ONE. ALL KIN.

NAMASTE,

What started as just a dream 10 years ago has now become a reality. We embarked on this journey of creating positive change through trade and are proud to share with you the impact we have made since our last report in 2012.

Committing to our mission and using it as a guide to run every aspect of our business has been a key driver for our success in making an impact. By sharing this work, we hope to inspire the larger trade industry and to hold ourselves to higher standards in future.

None of this would be possible without our amazing teams in the U.S. and in India or the support of our retail and artisan partners. All of us together have joined efforts to be a force of positive change. We are enormously thankful for our extended Matr Boomie family.

Sincerely,
Ruchi & Manish,
Co-Founders



OUR COMPANY *philosophy*

PATH TO COMMUNITY EMPOWERMENT



**SUSTAINABLE
INCOME**
for artisans

⋮



livable wages

⋮



long-term partnerships

⋮



*connect to trade
through logistics &
design support*



**STRENGTHEN
ARTISAN
ORGANIZATION**

⋮



product design

⋮



interest-free loans

⋮



*skills training
workshops*



**STRENGTHEN
LOCAL
COMMUNITIES**

⋮



health services

⋮



infrastructural support

⋮



*education and
awareness programs*

USA TEAM

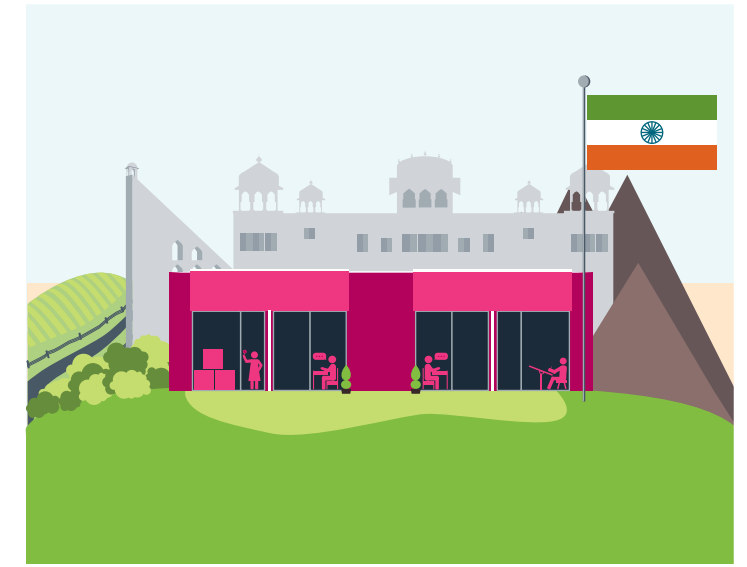
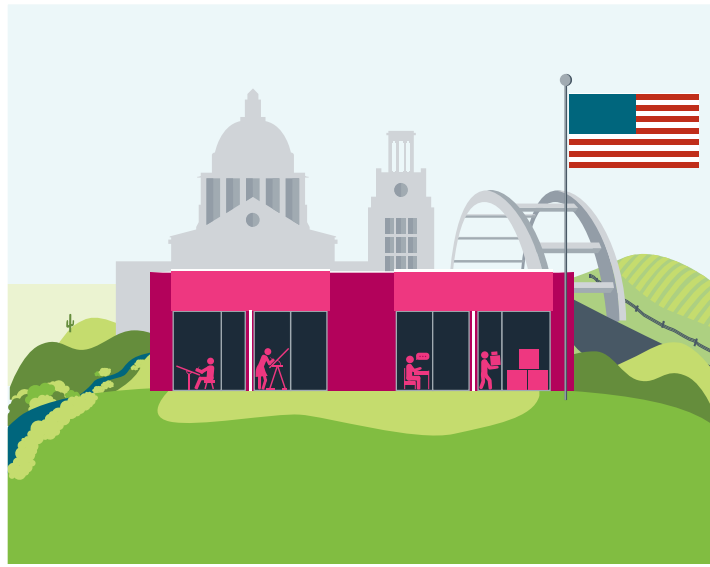
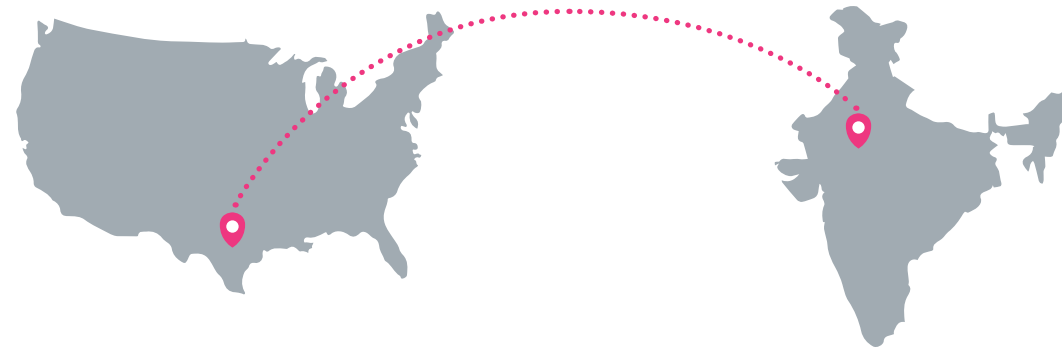
INDIA TEAM

MATR BOOMIE

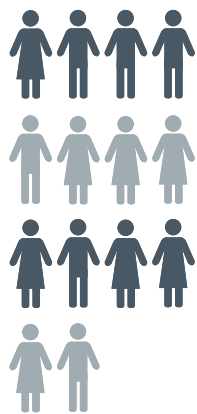
SETU

AUSTIN, TEXAS

JAIPUR, RAJASTHAN



EMPLOYEES



SALES: 4
PRODUCT DESIGN: 3
MARKETING: 3
OPERATIONS: 1
WAREHOUSE: 2

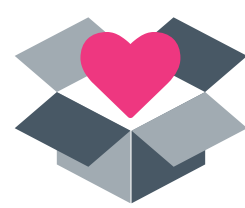
MISSION

MATR BOOMIE is a Fair Trade collection from India that marries modern design sensibility with inspiring traditional art forms, bringing people and cultures closer together.



PRODUCT DESIGN

Matr Boomie provides product designs to guide artisans to make marketable products.



DISTRIBUTION NETWORK

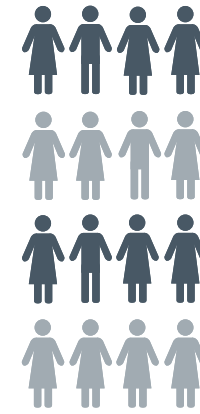
Matr Boomie partners with 1000+ retailers in the US and distributors in Europe and Australia.



COMMUNITY SUPPORT

Matr Boomie reinvests 15% of annual profits in artisan communities through development projects.

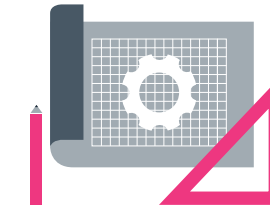
EMPLOYEES



LOGISTICS: 2
QUALITY INSPECTIONS: 4
DESIGN: 3
HR: 3
OPERATIONS: 2
SOCIAL DEVELOPMENT: 1

MISSION

SETU empowers social and economic standing of underprivileged and marginalized artisans by providing them sustainable growth opportunities through Fair Trade practices.



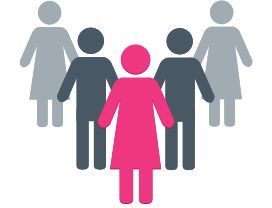
PRODUCT DEVELOPMENT

SETU works with artisan groups around the country and develops marketable products made using their traditional art forms.



PRODUCTION MANAGEMENT

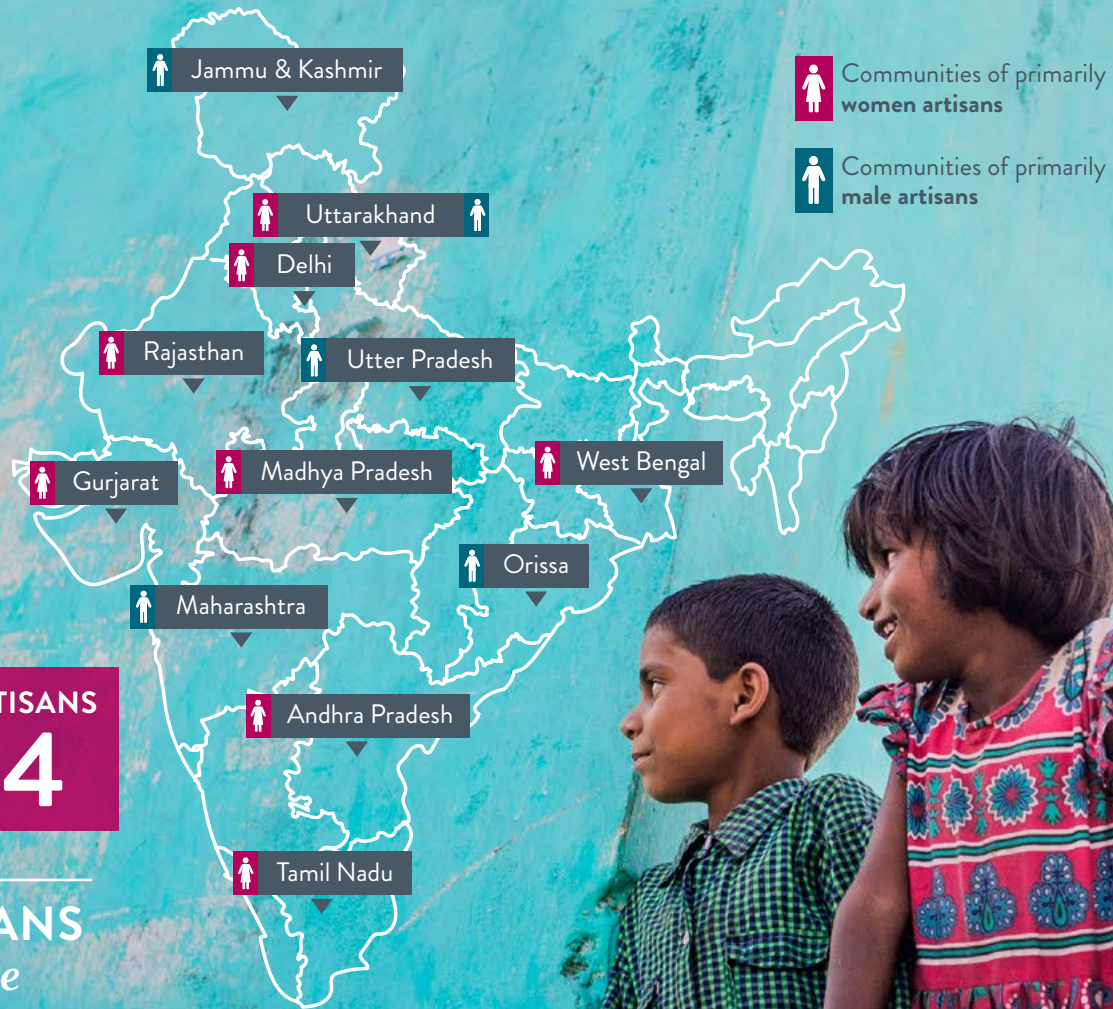
SETU coordinates production processes among 900 artisans, managing logistics and subjecting products to rigorous quality control.



COMMUNITY SUPPORT

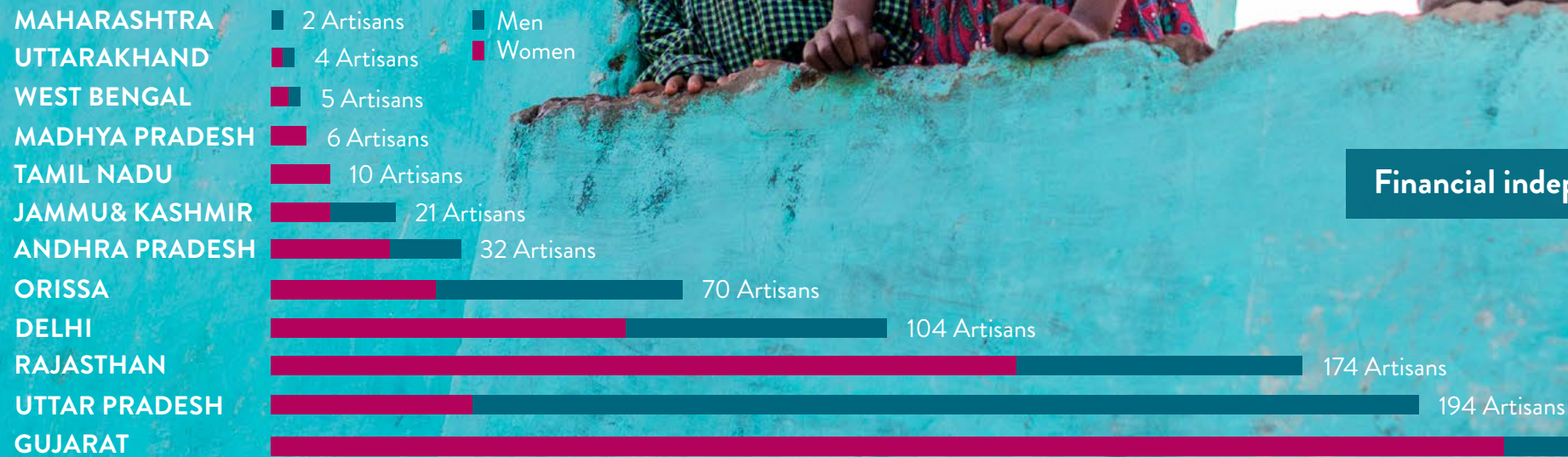
SETU manages and coordinates over 10 different social development programs across India including health and education programs.

ARTISAN network



TOTAL ARTISANS
924

ARTISANS per state



SOCIAL GROUPS WE PREFER TO WORK WITH



▶ WOMEN

REASON

Most women in India are at a disadvantage. In this male-dominated society, Women earn 56% of what their male colleagues earn for performing the same work.

OUR IMPACT

55% of our artisan partners are women. We focus on creating financial independence for these women, giving them a voice.



▶ MINORITIES

REASON

Discrimination against people of low caste and minority groups is a social issue in India. In many communities, low-caste people are still considered “untouchables” and lack social and financial opportunities.

OUR IMPACT

We provide marginalized groups with skills training and opportunities to participate in trade.



▶ RURAL

REASON

Artisans in rural India lack resources and direct access to market.

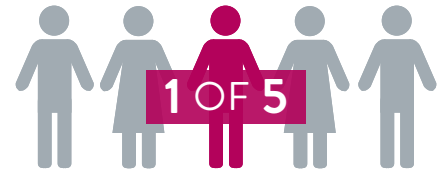
OUR IMPACT

45% of our artisan partners are from rural areas. We help by offering design support and giving them access to market.

Financial independence gives people a voice in their communities.

BEYOND *fair wages*

THE EFFECTS OF POVERTY IN INDIA



PEOPLE IN INDIA LIVE ON
\$2 OR LESS
PER DAY



25% of
Indians own a
motorized vehicle



34% of
Indian households
lack electricity



57% of
income from each
household is spent
on food

Shashista, has been a jewelry maker for 7 years in Old Dehli.

Matr Boomie has been working with this jewelry making community in a low income area in North India since 2009. This community has grown from 40 artisans, to over 140 artisans with wages 30% above conventional market since Matr Boomie started working with them.

OUR IMPACT

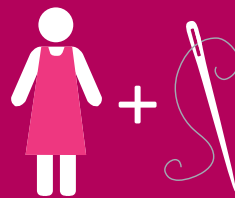
WE BREAK THE CYCLE OF POVERTY



We provide
20-30%
higher wages than
conventional markets.



45% of our
artisan partners belong
to marginalized and
minority communities.



**OVER
400+**

artisan partners have
participated in skill
workshops that help
to **increase their
productivity.**

What is a **fair wage**? Learn more about it at blog.matrboomie.com

EMPOWERING women artisans

THE GENDER & INEQUALITY GAP



44.5% of girls marry before the age of 18



52% of women think it is acceptable to be beaten by their spouse



Women earn **56%** of what their male colleagues earn for the same work



Women's pay decreases as their age increases



Women make up **85 to 90%** of sweatshop workers

► In developing countries like India, people that do not generate economic value lose their own value in society. For women artisans in rural India, the lack of resources such as education, access to market, and product design research suppresses their voice in their communities.

◀ **Neema**, attending a women's education classes in NW India. In many rural India societies, when women have the opportunity to learn how to read and write it allows them to engage in trade, be aware of their rights, and overall gain a voice and empowerment in their community.

OUR IMPACT

WE MINIMIZE GENDER DISPARITY

► CREATING OPPORTUNITIES

We have partnered with

OVER 500 
women artisans.

► STRENGTHENING WOMEN ORGANIZATION

We have lead **5 vocational training workshops** and have created self-help women groups with

OVER 30 
participants.

► AWARENESS & EDUCATION

There are currently

4 

ongoing literacy classes for women.

INFRASTRUCTURE *for artisans*

A GLANCE AT THE CHALLENGES IN INDIA

 **403,000** 
people in India die every year due to work-related problems



63% of households don't have running water



66% of households don't have access to preventive medicine

+3,000,000 
people in rural India are illiterate

► Many rural societies in India lack access to basic amenities like education, water, and health care, which sets the entire community at risk by keeping them away from opportunities to grow and sustain.

OUR IMPACT

WE EMPOWER ARTISANS THROUGH A HOLISTIC APPROACH



x 20

Sponsoring **20 new kilns** for safer production process for our bell making artisan partners.



x 15+

Conducting **15+ vocational and awareness workshops** for community growth and development

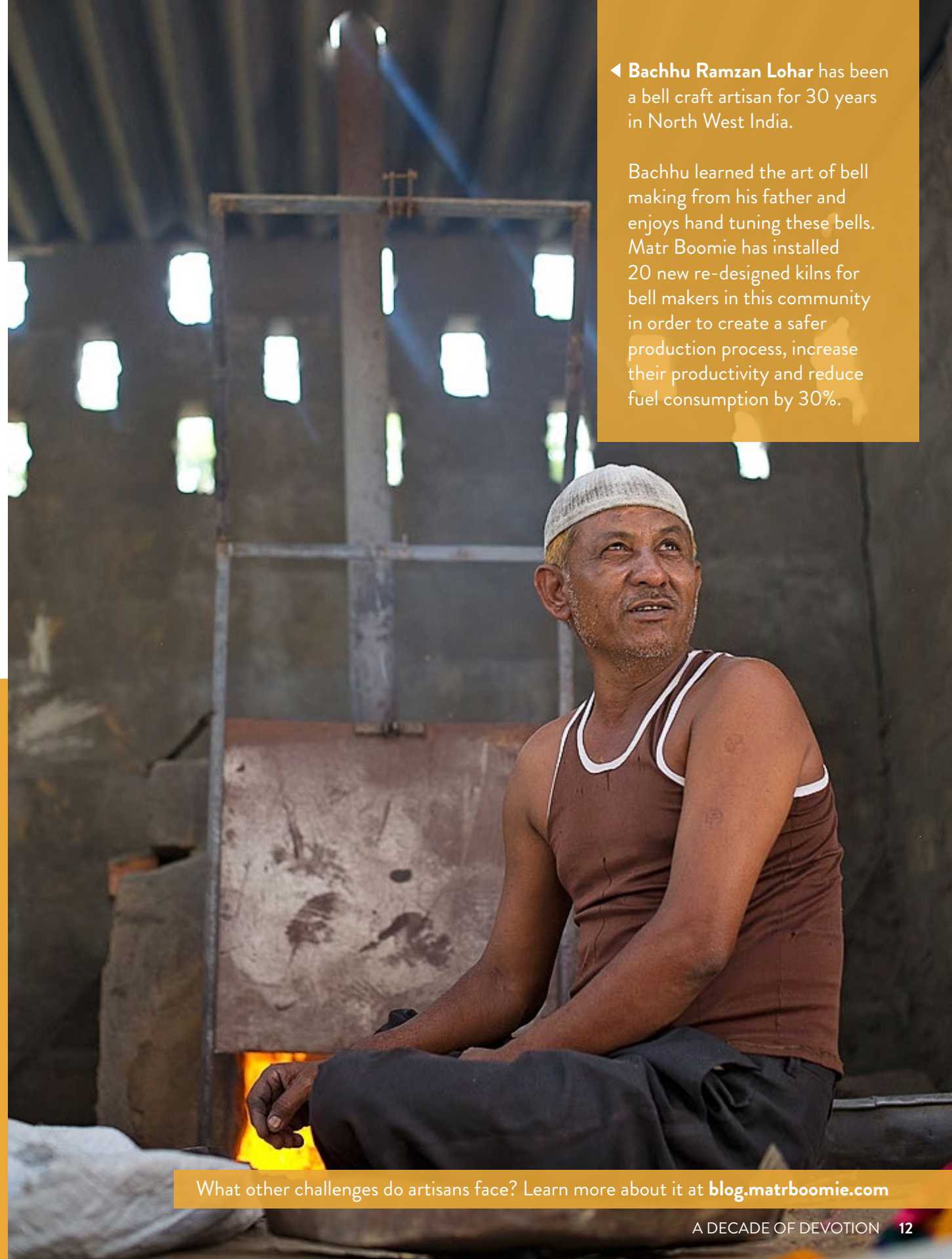


x 350

Coordinating **health and eye camps** that has benefited over **350 artisans**

◀ **Bachhu Ramzan Lohar** has been a bell craft artisan for 30 years in North West India.

Bachhu learned the art of bell making from his father and enjoys hand tuning these bells. Matr Boomie has installed 20 new re-designed kilns for bell makers in this community in order to create a safer production process, increase their productivity and reduce fuel consumption by 30%.



What other challenges do artisans face? Learn more about it at blog.matrboomie.com

ENVIRONMENT



▶ WATER

PROBLEM

80% percent of sewage in India is untreated and flows directly into rivers. The number of polluted rivers in India has more than doubled in the last five years. Many communities are dry from using excess water groundwater for their needs.

OUR IMPACT

In 2012, we installed a water filtration system for the block printing community with the capacity to filter 2,000 liters of water each hour. This saves **1 million gallons** of water annually and removes toxins from discharge.



▶ DEFORESTATION

PROBLEM

46-58 thousand square miles of forest are lost each year according to the World Wildlife Fund.

OUR IMPACT

All of our wood products are made from dead trees and planned, **responsible deforestation**.



▶ LEATHER/BONE

PROBLEM

Leather and bone production is often inhumane, and conventional leather tanning uses hazardous chemicals.

OUR IMPACT

We source **all** bone and leather materials from **naturally deceased animals** and use **vegetable tanning processes**.



▶ CARBON FOOTPRINT

PROBLEM

9 of the 10 warmest years on record have occurred since the year 2000. Air shipping releases 30 times more CO₂ than shipping by sea.

OUR IMPACT

We favor shipping via freight to **reduce our carbon footprint**. In the last three years only 19% of our total shipments were by air.



▶ RECYCLE/UPCYCLE

PROBLEM

55 million tons of solid waste is produced annually in India. 94% of all municipal waste goes to landfill.

OUR IMPACT

45% of our items are primarily **compostable*** at the end of their lifecycle.

44% of our products are made from **preferred materials***.

* **Preferred Materials:** Materials that are sourced in a socially and environmentally responsible manner, including managing resource supplies, protecting human health, protecting animal rights, and not polluting the ecosystem.

* **Compostable:** A form of degradation that goes back to nature. The ingredients of the product is able to dissolve back to natural ingredients of the earth. For example when wood composts, it becomes manure.

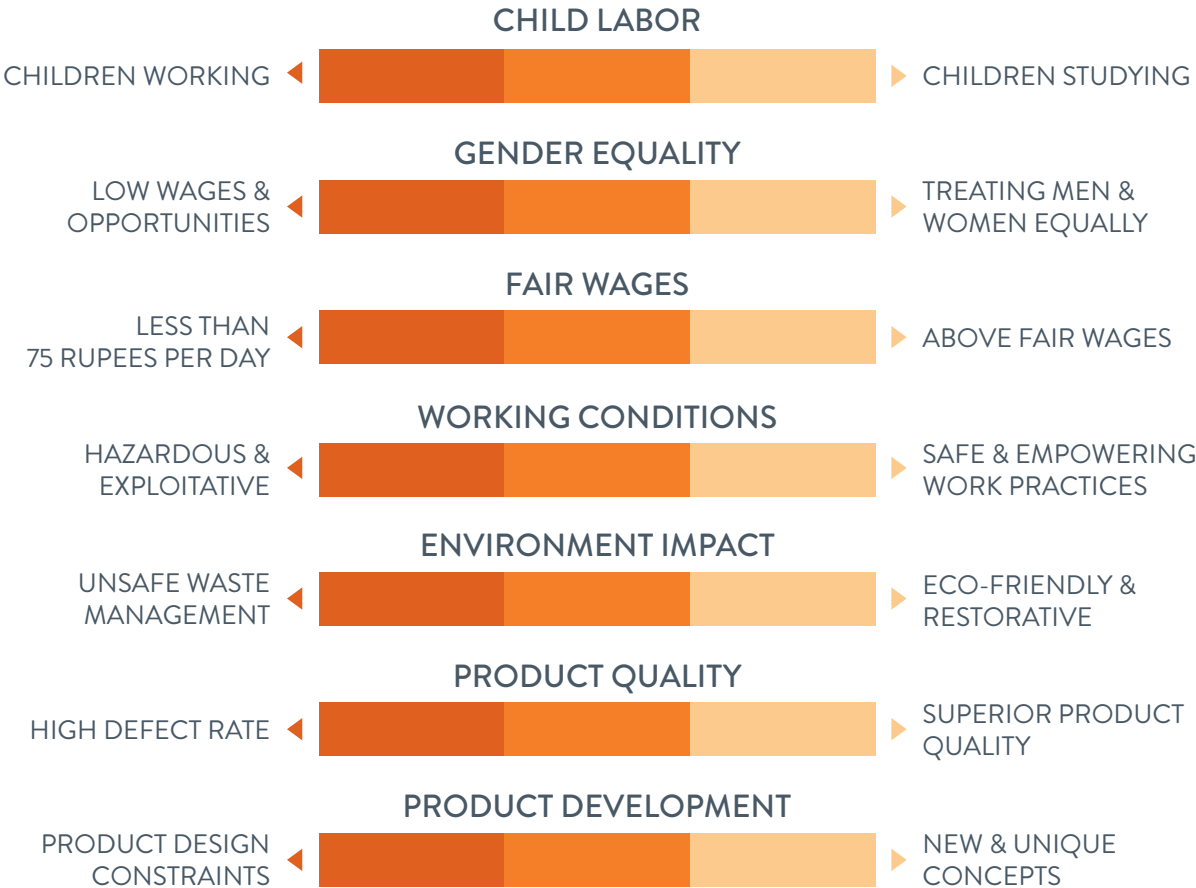
SETU "the bridge"

QUANTIFYING SOCIAL IMPACT

Having a team on the ground, SETU, The Bridge to Artisans, gives us access to be intimately and directly involved with artisan communities. This allows us to track the progress of the impact generated in the lives of our artisan partners.

We have created a metric system to assess artisan groups based on two basic principles, People and Planet. By keeping track of their success in the following areas, it gives us an insight where artisan communities stand and where we can provide support. Low-scoring groups are considered "at risk," and we shift our focus to strengthening those problem areas, leading them to becoming self-sustaining communities.

ARTISAN ASSESSMENT INDEX



SOCIAL DEVELOPEMENT PROJECTS

Fair Trade does not end at a fair wage. We believe in supporting our partner communities through a variety of social development projects from infrastructural improvements and skills training, to health clinics. Change requires a holistic approach.

In the last three years, we have completed 50 development projects:

- SKILLS TRAINING: 15**
- AWARENESS CAMPAIGNS: 6**
- EDUCATION: 10**
- HEALTH CARE: 5**
- INFRASTRUCTURE: 11**
- OTHER: 3**



CHALLENGES

Our mission is not an easy one. Being transparent and held accountable is the only way for us to continue making a real difference. There are many challenges we face and we want to share those with you:

▶ PLANET

We currently use some synthetic materials such as zippers and plastic bags.

Not all artisan communities are at a point where they are at zero waste or responsible waste management.

Due to our complex supply chain, we still have a significant carbon footprint.

▶ PEOPLE

Some artisan communities with numerous challenges get left behind.

Many traditional art forms are simply too expensive to market.

Creating a change in rural communities requires a social and cultural shift which is a slow process. Building trust takes time.

▶ AWARENESS

A vast number of consumers focus on product cost without considering sustainability when they purchase.

There is consumer confusion around the sheer number of Fair Trade labels and company claims.

It is difficult to show the direct link between a Fair Trade product and the impact made on an artisan's community.

OPPORTUNITIES

Guided by our mission and aware of our challenges, we see our path laid out for the next three years with some exciting opportunities:

▶ PLANET

Research and implement the use of eco-friendly alternatives for our products and packaging.

Create awareness workshops and resources for artisan communities on how to minimize waste.

Continue to reduce air shipments through improved inventory planning.

▶ PEOPLE

Create stronger, focused collections that will lead at-risk artisans to greater success.

Provide artisans with alternatives and marketing support for their art forms.

Continue to build community relationships and trust for effective change making.

▶ AWARENESS

Inspire consumers by showing the impact their dollar can have on the world through social media, blogging, and videos.

Educate consumers on various Fair Trade labels and the distinction between "handmade" and "Fair Trade."

Show the product journey from ideation and production, to consumers' hands.

As a believer and active participant in the process of making trade fair, we invite you to ask yourself, **"IS EVERY PURCHASE I MAKE CREATING A DIFFERENCE?"**

Discovering a kinder, better way.

Follow our journey at blog.matrboomie.com



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