

SOCIAL ENTERPRISE

in

**Promoting Community Income; Preserving Traditional Textile Crafts; and,
Building NGO Capacity.**

PROJECT LOCATION



Project Site

Village	Township	County	Prefecture	Province	Country
66 Tibetan Villages	6 Towns / Townships	贵南 Guinan འཇུ་ནུ་ཁོང་སྡེ་ཁོངས་	海南 Hainan ཨ་ཁོང་ཁྲོུ་	青海 Qinghai འཇུ་ཁོང་ཁྲོུ་	中国 China ཕྱི་ལྗོངས་

TARGETED AT

- Poverty Alleviation [✓] Gender Equality/Justice [✓]
- Cultural Preservation [✓] Rural Development [✓]
- Community Development [✓] Individual Empowerment [✓]
- NGO Capacity Building [✓] Sustainable Development [✓]
- Basic Literacy [✓] Enterprise Promotion [✓]



PROJECT GOAL

- Improve local Tibetan craft-making skills.
- Promote community income and eliminate poverty by using local talent.
- Jointly promote Tibetan cultural preservation and income generation.
- Sustain local NGO capacity through social enterprise.

PROJECT DESCRIPTION

This social enterprise addresses the problems of cultural loss, uncertain sustainability of a local NGO, and low income generation in Tibetan communities in Guinan County, where people live in clusters, engaged in agriculture, semi-agricultural, herding, and semi-herding activities as their ways of life. Currently, in the area of Guinan County, many traditional arts are at risk of dying out as artisans with the skill to perform and create traditional Tibetan crafts are forced by economic and social pressure to give up traditional crafts and instead create simpler items. As a result, skills such as the creation of the traditional black tents that Tibet is famous for, may be lost within one or two generations. We therefore propose a project to encourage the continuation of these traditional Tibetan arts, act as a locally sustainable economic stimulant for Tibetan craftsmen and especially women, and sustain a local NGO by managing this enterprise.

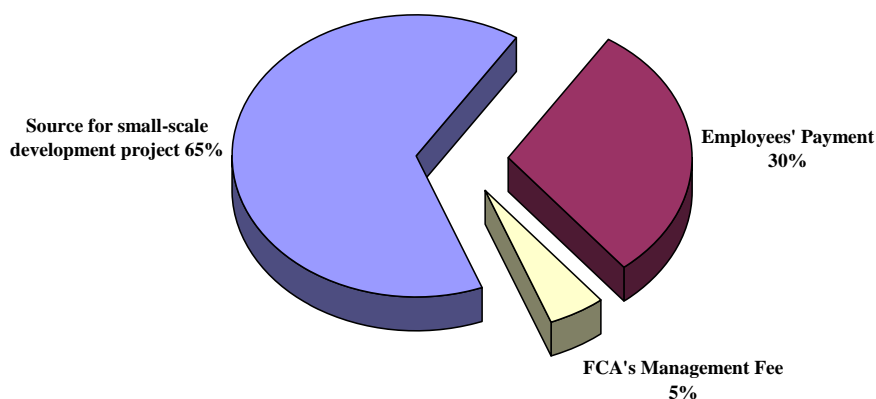
In order to achieve these goals, we firstly need to rent a room in Guinan County Town that would be equipped with the necessary items for local textile craftsmen who would then be hired to create traditional Tibetan textile crafts, to be sold to the community (any registration approvals from the government for opening this company are assured by local government). Local people, especially women are skilled at making traditional and textile items such as robes, tents, bags, and so on. Ninety-one percent of locals are illiterate and have no single knowledge of using their talent to do business and lack startup funds to take initiatives. Certain local women make Tibetan robes and simple items at home and sell them in their local communities.

There is a demand for these crafts, such as the robes, and providing a place to organize these people would act as an incentive to craftspeople to provide traditional crafts, rather than lower quality crafts that are simple and cheap to produce. There are relatively few Tibetan traditional goods outside the Tibetan Plateau and available markets on the Plateau. FCA would develop training, designing, organizing, producing, cooperating, exhibiting, and marketing. This would be a cultural, NGO, and economic stimulant. Furthermore, as the craft quality improves over time, FCA/artisans can advertise to a wider audience across Tibetan areas and possibly even consider export, thereby creating a self-sustaining source of income for the entire local community and creating a business model for outsiders.

EXPECTED PROJECT RESULTS

Local craftspeople will be recruited to produce textile items, such as local clothing, tents, and bags, thus preserving local textile culture and raising income.

Chart of Income Division



- **65%** of income will be used for creating small-scale development project in the local region that falls into the following five FCA's targeted areas:
 - Basic Education
 - Rural Development
 - Health
 - Cultural Preservation
 - Environment Protection

Every project will have transparent financial records. Final reports will be stored for at least 10 years at the FCA office.

- **30%** of income will be used for employees' payment. Employees are especially local women, who are relatively more skilled than men in crafts and play a pivotal role in generating family income. Further, disabled people will be positioned as employees since they are also skilled at craftwork; they stay at home where they sew and design clothing.
- **5%** of the income will be used for FCA's administrative fee that would go for its operational costs since FCA doesn't have any personal funds.

Friendship Charity Association (FCA) is a non-governmental, non-profit organization with 50 members, serving as a bridge between donors and local communities. It was registered in 2008 with the Civil Affairs Bureau, Guinan County, Hainan Tibetan Autonomous Prefecture, Qinghai Province. It is a pioneered NGO in the local region working closely with local communities. Although it was registered in 2008, it started work in 2005. This proposal is written based of these years of experience, which is a vital part of driving its

vision forward. FCA believes this will bring a new change to the communities, strengthen its capacity, and create a model for others. Further details may be viewed at: www.friendshipcharity.org

SUSTAINABILITY

This project is a kick-starter that would motivate locals to enhance handicraft production and increase their income by selling cultural textile items. FCA will guide and organize this initiative as a social enterprise and follow the completion of the project with a final report and progress reports in subsequent years. Based on locals' craftsmanship, FCA will find potential corporates and partners and bring their business expertise to train the employees and mentor managers in the new craft enterprise. Over time, FCA will improve the quality of production, system of management, and so on. Meanwhile, FCA will advocate for the locals through the media while advertising handicraft productions. Consequently, more marketing spaces and even exportation is sought.

COMMUNITY BACKGROUND

Herding and farming are key economic activities in 73 administrative villages in three herding and three farming townships and towns of Guinan. This county is home to 65,474 people, of which Tibetans comprise 72.3%. The average elevation is 3,100 meters above sea level. Most communities herd sheep, goats, yaks, and cattle. Farmers cultivate barley, wheat, and potatoes. The county also has a large desert that is increasing in size. Many herding communities lack basic education and convenient water supplies.

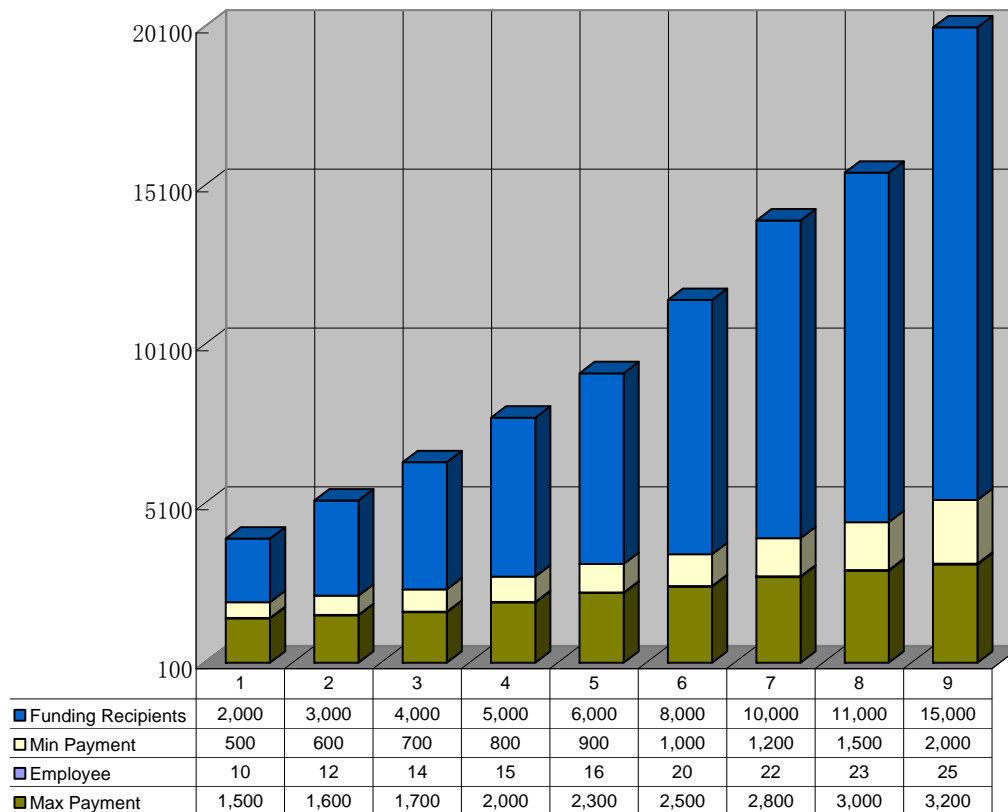
The average annual cash income per person is 363.40 RMB. Locals live by herding and farming. They sell livestock, sheep wool, and caterpillar fungus. They seldom go outside to find work to earn money because they are hampered by very limited Chinese language skills.

Guinan County has one of the lowest levels of education in Qinghai. Education has a low priority among herding communities. A recent local Education Bureau policy states that locals must send their children to school, however, 90% of children do not continue education after primary school. Parents prefer to keep them at home to work. Parents also point to many college graduates who are 'waiting for work' in questioning the value of education. Consequently, students stay at home, herd, farm, get married, stay within the community, and repeat the cycle of poverty, poor health, and environmental destruction.

Local women play a pivotal role in family economics by fetching water, farming, herding, childrearing, and so on. Generally, women are more serious at work than men. In their spare time, women sew and do other crafts. Over time, they accumulate many skills that are practiced in their daily life. However, with limited Chinese language skills and lack of business knowledge, their skills are only used at home. Traditionally women do not leave the community to look for outside work. This social

enterprise in the communities with associated training about project benefits will raise awareness of the value of local women's craft skills and apply it in local and outside markets. It will provide a chance for every local woman to earn income for their families and sharpen their talents. Consequently, the benefits are substantial in terms of gender equality, cultural preservation, and poverty alleviation.

BENEFICIARIES



2010 - 2018

PROJECT ACTIVITIES/DURATION:

2009 - 2010	Activities	Participants
November 15	Receive funds.	FCA
November 20	Hold project meeting.	FCA
November 25	Registration at local government.	FCA
November 30	Rent the workspace.	FCA
December 10	Purchase equipment in Xining City.	FCA
December 1	Train locals in equipment use.	FCA, villagers
February 10	Start craft work.	FCA, villagers
March 30	Market products locally then then outside.	FCA, villagers
June 15	Complete project, send final report.	FCA

BUDGET:**1.1. Donor's Contribution**

Project	Detail	Total \$USD
Training	370 USD/month* 3 people* 3 month	3,330
Rental	250 USD / month* 12 month	3,000
Sewing Machine (big)	5 machines* 441 USD	2,205
Sewing Machine (small)	5 machines* 221 USD	1,108
Overhand Machine	3 machine* 82 USD	246
Symbolizing Machine	3 machine* 739 USD	2,217
Textile	e.g., tent, robe, felt, sheepskin	10,000
Iron	5 Irons* 30 USD	150
Scissors	10* 8.8 USD	88
Transportation	1 truck* 416 USD	416
Administrative Fee		200
TOTAL \$USD		22,960.00

Note: The currency rate is: 1.00 USD = 6.7134 CNY

1.2. Local Contribution

FCA will implement and monitor the project through whole process and write any required reports.

CONTACTS:

Person:	Nangchukja / Robert	娘吉加
Org:	Friendship Charity Association (FCA)	友谊慈善会
Address:	Room 551, Building 2, Meili Jiayuan, 4 Haihu Road, Xining, 810008, Qinghai Province, PR China	中国青海省西宁市 海湖路 4 号美丽家园 2 号楼 551 室
Cell-Phone:	(+86) 150 0971 5285	Email: nangchukja@friendshipcharity.org
Tel/Fax:	(+86) 0971 6309287	Website: www.friendshipcharity.org