



TEN THOUSAND  
VILLAGES



### About the Artisans

## Asha Handicrafts Association

Asha, which means “hope” in Sanskrit, was started by professionals responding to the abject poverty of artisans, the problem of exploitative middlemen, and the disappearance of many traditional crafts. Asha’s work has encouraged the growth of cottage industries, assisting once-impoorished individuals and families towards self-sufficiency. Today, Asha works with over 6,500 artisans in India. Benefits to artisans include marketing, design consultancy, product development, advances, interest-free loans, savings programs, medical care, and educational scholarships, uniforms, and books for children. Training is given at the local level on such issues as AIDS, family planning, addictions, domestic violence and gender discrimination, as well as seminars related to business management skills. Asha empowers women by promoting products made by women and women also hold positions of authority and responsibility within the organization.

## Buck Up Doormat

A majestic antlered deer welcomes guests from this mat handcrafted from natural coir fibre in India. Coir is made by cracking the outer brown husk of the coconut, shredding it into coarse fibres and then twisting or weaving them. Used for doormats and household brushes, it is water resistant and naturally durable. A PVC backing means this mat won’t slip and slide.



### Materials:

coir, PVC

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**Travel the world with each visit to Ten Thousand Villages.**

Learn how Fair Trade really makes a difference. Our goal is to provide vital, fair income to artisans by marketing their handicrafts and telling their stories in North America. Ten Thousand Villages sells product from more than 30 countries, providing work for nearly 60,000 people around the world.

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[www.tenthousandvillages.ca](http://www.tenthousandvillages.ca)

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