



Genesis

TeNeT group of IIT, Madras founded by Prof. Ashok Jhunjhunwala started a rural crafts project with the mission of linking rural artisans and craftsmen with modern Information and Communication Technology (ICT) applications. Conceived and lead by an eminent expert in the field, the project aimed at providing craftsmen with design communication tools, training and market linkages. By January 2007, with close to two years of experience from the project, TeNeT decided to incubate a venture with a young entrepreneur at the helm. This venture, now named ROPE, focuses on outsourcing or contracting production to villages in select sectors employing existing skilled workers and using ICT tools and applications for efficient production organization. ROPE (Rural Outsourced Production Enterprise) started working in March 2007.

Mission

Integrating domestic and international markets with informal sectors of rural India and generating value for the skills and resources available in these sectors through production outsourcing with the help of modern management practices and technology

The Unique ROPE Model

There is a big disconnect between rural producers and large marketplaces characterized by lack of a) planning, coordination and effective channels of communication b) efficient aggregation of individual outputs c) distribution and supply chain management d) design customization and reproduction as per customer needs e) quality control f) controls to ensure ethical standards and g) customer service.

As the solution, ROPE offers a model of production management and aggregation using ICT and best management practices. ROPE Production Centers (RPCs) in villages – currently spread across Tamil Nadu state in India - use local skills and materials to manufacture high quality items ordered by global customers. ROPE's central team, business processes, ICT, controls, and customer service will address the root cause satisfying its clients providing the workers more work on a more consistent basis.

ROPE Skills and Products

ROPE works on A) Natural fibers like banana fiber, bamboo, *korai* grass, sisal fiber and elephant grass. B) Traditional handloom woven silk and cotton fabrics, especially Kutni fabrics, which is a mix of cotton and silk giving the inner comfort of cotton and outer elegance of silk.

ROPE Skills Portfolio include natural fiber based soft furnishings, personal accessories, conference folders and corporate products; Raw and semi-processed natural fiber materials; natural fiber based yarns; kutni fabric based soft furnishings, prayer mats, neck ties and scarf; traditional hand woven cotton and silk fabrics for apparels and recycled paper made bags

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