



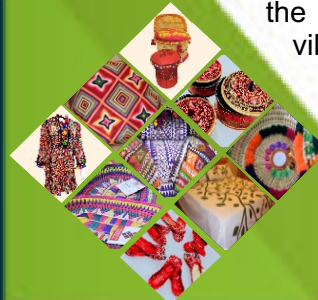
Sartyoon Sang Crafts Enterprise

Sartyoon Sang Crafts is dedicated to improving the lives of disadvantaged artisans by promoting their skills and crafts. Reaching out to basket weavers, Rilli workers, embroidery craftswomen, weavers, potters, jewelry makers and more, Sartyoon Sang Crafts has touched more than 12,000 women artisans. The Sartyoon Sang products design focuses on diverse types and textures of crafts and patterns which have passed from generation to generation of weavers and needleworkers from father to son and mother to daughter through centuries and have now become ageless and timeless products. These handmade crafts create culture and ambiance wherever and whenever used.

With a view to gradually improve the market access of these women artisans,

SRSO has connected the Sartyoon Sang Crafts with the artisans through formalized small business groups called "the Business Development Groups" (BDGs) in different villages. There are presently 164 BDGs. SRSO markets the products of these BDGs through Sartyoon Sang Crafts Enterprise. Sartyoon Sang Crafts is striving to create and introducing exquisite traditional crafts an exclusive blend of the past with the present in a manner that keeps the contemporary nuances.

The Sindh Rural Support Organization (SRSO), is a not for profit company registered under section 42 of the Companies Act 2017. The organization's core objective is to reduce poverty. It works at the grassroots level to strengthen the poor through social mobilization and multiple interventions which could gradually help the poor to move on to sustainable livelihoods. It primarily works with women and by now SRSO has a presence in approximately 900,000 households across the Sindh Province. SRSO has by now trained over 110,000 men and women in different skills and trades and of these over 40,000 women from some of the most underdeveloped regions such as: Jacobabad, Kashmore- Kandhkot, Shikarpur, Ghotki, Qambar-Shahdadkot, Khairpur, Sukkur, Larkana, Naoshehro Feroze, Sanghar, Mirpur Khas, Umer Kot, Badin and Thatta have been trained in different vocations including traditional crafts. Despite these training, the objective to facilitate better incomes for these women remains a big challenge given the overall underdevelopment in the rural villages and suburban shanty towns.



Product Range

Fashion Accessories

Bags, Hand Purses, Clutches, Mobile Pouches, Embroidery ornaments and Buttons

Home Textiles

Rilli, Bed Covers, Cushions & Table Runners.
All crafted with Patch Work, Cut Work and Embroidery, Jandi Tables, Bowls, Jewelry Boxes

Apparel

Variety of Applique and Embroidery Shirts, Dupattas, Shalwars and Stoles

Basketry

Date Leaf and Wheat Straw variety of Baskets, Plates, Bowls, Tray Sets, hand Fans, Mobile Covers and Wall hangings.

Foot Wear

Variety of Traditional Embroidery Khusa with pure leather stuff, for all age groups

A range of eye-catching handmade products



Sartyoon Sang Crafts Enterprise

Promoting Indigenous Fashion

An exclusive
range of handmade products;
Made by rural women artisans

Venue

Ocean Mall, Clifton Karachi

Date

4th to 6th January, 2019

Exhibition Timing

11:00am to 11:00pm



Sindh Rural Support Organization (SRSO)

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