



COLORS OF INDUS

Sindh Rural Support Organization

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SARTYOON SANG

EMPOWERING WOMEN THROUGH CRAFTS TO UPLIFT RURAL ECONOMY

Foreword:

The Sindh Rural Support Organization (SRSO) is a not for profit organization licensed under Section 42 of the Companies Ordinance 1984 of Pakistan. 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 marginalized populations move on to sustainable livelihoods. SRSO started its operations about 12 years ago and took up projects supported by Government and Non-government agencies to implement rural development initiatives such as income generation programs, health, natural resource management, livestock improvement etc. It primarily works with women and by now SRSO has presence in 9 districts of North Sindh targeting approximately 600,000 households.

Since 2007, Sartyoon Sang (together with friends), SRSO's initiative for social enterprise, has been striving to empower disadvantaged women of the slum communities of Sindh. SRSO firmly believes that economic independence is the first step towards self reliance and empowerment. Hence, it promotes craft enterprise as alternative (nonfarm) livelihood in the areas of rural Sindh. SRSO organizes rural artisans and upgrades their skills through trainings and workshops and also supports in identifying markets for their products through organizing exhibitions.

Over the years hundreds of women have benefited from the skill training provided by SRSO's Human Resource and Craft Enterprise Development Sectors. Many of these women have established their own enterprises and are now sustaining their lives on their own. They have been the part of community organizations established by SRSO and business development groups (BDGs) producing handicrafts and other products of beauty and value.

SRSO supports these BDGs through providing linkages to the market through organizing exhibitions and fairs. Space for display of their products has also been provided at SRSO Head Office in Sukhar.

So far, 112 Business Development Groups have been formed across the Sindh province with community members having different skills. Looking into the future I strongly feel that Craft Enterprise is the answer to the impending poverty and related problems. The purpose is to move out of the concept of producing conventional handicrafts and to produce anything and everything that is of human utility but having good quality. The answer to the alarming inequality in the society is to involve the masses in production business and to ensure that they get fair returns for their efforts.. We as SRSO team, would like to see Sartyoon Sang grow further and reach out to more women, beyond the existing business development groups, beyond the existing Union Councils, and benefit the rural women who are living in miseries and deprivation.

I conclude by saying that it gives me immense joy to see that change is happening in the lives of these women. But the real change is still to happen which requires consistent efforts. I thank all our supporters and partners who have relentlessly supported us all through the last 12 years.



Muhammad Dittal Kalhoro

Chief Executive Officer – SRSO

● Vision:

Creating opportunities for Artisans to produce, exhibit, sell and promote their work, and to create awareness for the public to see and learn about Sindhi crafts.

● Objectives:

Sartyoon Sang is mandated to enhance the capacity of rural women by refining their skills and create income generating opportunities in line with market demands and trends by adding value to their existing skills and making their products competitive in national and international markets.

Following are the main objectives of Sartyoon Sang initiative:

To promote rural entrepreneurs, preferably for women to undertake initiatives that would help them develop their own enterprises.

To ensure that such enterprise are established in rural areas using local products as raw materials and employing skill of the rural people to produce value added rural products.

To promote local indigenous crafts through value addition and proper marketing.

To empower rural communities socially and economically through enhancing their entrepreneurial skills leading to sustained livelihood.

To provide support to marginalized labor class especially home based.

● Textiles Products:

Local Sindhi craft women specialize in a range of handmade embroidered textile products in natural dye and khadi. The exquisite designs with a blend of latest fashion and market trends make such products unique in local fashion industry. Product range includes but is not limited to apparels including dresses (ladies Kurta/ Gents Kurta, children dresses), shawls, variety of stoles, Sindhi caps, home textile including cushion covers, bed sheets, table runners, tea coasters and other accessories including mobile pouches, ladies purses, bags and shoulder bags etc. Available in different colors, sizes and designs as per the demand of customers.

ARTISANS AT WORK



Apparel Products

Apparels are designed and prepared using diverse processes which include pattern designing, pattern making, incorporating traditional embroidery and finishing. Sartyoon Sang craft products greatly contribute in promoting the glorious tradition and colors of Indus – the cradle of civilization.

AP1





AP4



AP5



Ajrak

Ajrak is a name given to a unique form of block-printed shawls found in Sindh, Pakistan. These shawls display special designs and patterns made with block printing. Common colors used while making these patterns may include but are not limited to blue, red, black, yellow and green. Over the years, Ajrak has become a symbol of the Sindhi culture and traditions.

The process of Ajrak making takes time, team work and exclusive skills. The three main items required for making ajrak are the wooden blocks, the fabric and the dyes. It can take five steps up to three days to create an intricate design in a block of take for use as a printing block.



The printers may use up to 30 blocks to complete a design. Separate blocks are required for each of the colors used in a design and it is not unusual to have four or five colors in a professional design. It can take twenty people, each doing a separate task, up to eight hours to prepare a single block printed shirt. All these efforts result into a unique handmade product. This process of making ajrak is centuries old and is still in vogue.









AP12



Hand Embroidery

Sindhi culture has been derived from the ancient Indus valley civilization. The amazing culture of Sindh is under the great influence of Sufism. There are popularly fascinating items in Sindh which are incredibly adored by people from all around the world and Sindhi Embroidery is one of them. Sindhi style of embroidery is different because it contains fine stitching techniques, delicate needlework and exciting color combinations. Sindhi embroidery done on a plain piece of cloth makes it radiant and beautify it to the maximum. This style itself varies from region to region. For instance, in the northern side of Sindh, this style has a different Balochi interpretation and in the lower Sindh, it has a native Sindhi influence. The ornaments that are extensively used in this embroidery include tiny to big mirrors, colorful beads, ribbons and coins. Such unique items embellish the whole pattern of the stitches. We provide range of Sindhi and Balochi hand embroideries in form of stripes and gala. Same has applied on different accessories like mobile phone pouches, bags, shoes, diary cover, belts etc.

AP13







Fashion Accessories

Handmade accessories depicting indigenous designs of flourishing textures not only promote the culture of Sindh but also highlight the talent of local rural artisans. Handmade accessories are mostly decorative or supportive items that supplement and complement clothes, apparel and home furnishings.



FASHION'S MUST HAVES

Purses & pouches fun & frolic with hand embroidery, cut work, applique work & ajark style. Purely traditional !!



Must Haves Hand made khusas

Traditionally hand crafted footwear by Sindhi women made with great details, exquisite hand embroidery -showcasing the finest craftsmanship.



Hand Crafted Jewels

If you are style conscious & you always want to look different here are some funky, cool, trendy & exciting hand made jewellery.



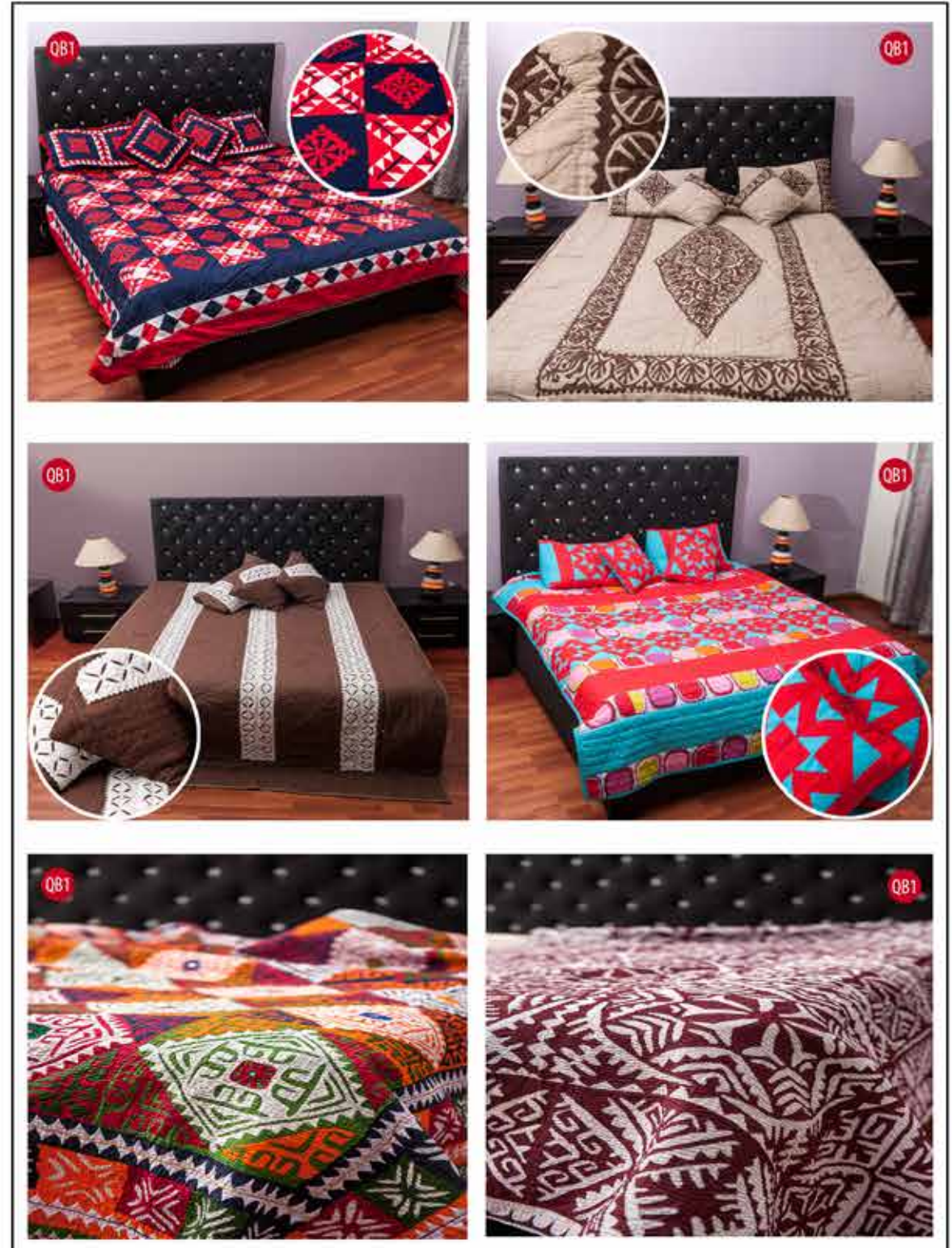
Fun Key Chains

Make a boring drive colorful with these beautifully embroidered hand made key chains.



Rilli

Rilli is a traditional patchwork applique technique indigenous to Sindh in Pakistan. It is made from scraps and pieces of cotton fabric, hand dyed to the desired color. The word "rilli" (or rali, rilly, ralliee and rehli) has derived from the local word ralanna meaning to mix or to connect. A typical size of rilli is about seven by four or five feet. There are many regional variations in rilli designs. Sometimes it is possible to know where a rilli is made in purely by its design. In upper (northern) Sindh, they are famous for intricate blocks of appliqué (and sometimes embroidery) using a range of colors. The appliqué shapes often have other colors inserted in the openings. Multiple borders with many different designs are also used. They frequently put tassel borders in the corners or around the entire quilt. The older quilts have more subdued colors which have been faded with time.



Home Textile |

Home textile and accessories include bed covers, cushion covers, table runners, table mats furnished with a variety of handmade techniques such as, applique, patch-work, hurrmucho, kachi-soi, khalochi embroidery, mirror-work, shadow-work, kundhi work, crochet etc.



Date leaves & Wheat Straw Products

Traditional handcrafted products having any kind of utility have always maintained the lead over modern equivalents as people's familiarity with the traditional products makes them more acceptable and suitable. Date palm leaves and Wheat-straws are used for weaving baskets, purses, chabees, serving dishes, jewelry items, bowls, decoration pieces and several other products. For developing such products, the date palm leaves in natural or other different colors are woven through a very intricate process comprising of different stages. The handmade products of wheat straw are not only beautiful in appearance but these also serve various purposes such as small containers, pen holders, jewelry boxes; chabees, serving dishes, wall hangings, flower baskets and many others.



DL1

Set of 3

DL2

Set of 3

DL3

Set of 3





Kaanna Products |

Kaanna (Hard Straw) is a natural product and the artisans use this to make stylish baskets, moorha chairs, stools, wall hangings and many other decoration products. These products are made using original color of the straw material with good quality kaanna (straws), which can developed in customized shapes and can be produced to meet bulk orders.



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