



Sindh Rural Support Organisation (SRSO)
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Sartyoon Sang Crafts Festival

*Promoting
Ethical Fashion*



Introduction

Sartyoon Sang is a leading crafts outlet in Sukkhar. It is SRSO's social enterprise providing marketing linkages to rural women and artisans.

The Sindh Rural Support Organization (SRSO) is a not for profit, section 42 company. The organization's core objective is to reduce poverty. It works at the grass root levels 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 presence in approximately 500,000 households in 10 districts of North Sindh. SRSO has by now trained over 40,000 men and women in different skills and trades, including over 7,000 women from some of the most under developed regions of: Jacobabad; Kandhkot/Kashmore; Shikarpur; Ghotki; Kambar/Shahdadkot; Khairpur and Sukkhar have been trained in different vocations including traditional crafts. Despite these trainings, the objective to facilitate better incomes for these women remains a big challenge given the overall under-development in the rural villages and suburban shanty towns.

Sartyoon Sang Crafts Enterprise

Sartyoon Sang meaning 'together with friends' was established by the SRSO in 2011 with the vision to provide a market linkage to scores of artisans especially rural women initially at regional level and then gradually at national and international levels. SRSO plans to strengthen the **Sartyoon Sang** Crafts Enterprise in order to make it a leading social and ethical fashion house.

It is being envisaged to evolve into a brand where innovation, tradition and workmanship come together to provide exclusive handmade products both for the local and international market and simultaneously create systematic and strong opportunities for greater and more sustainable incomes for the rural artisans, especially women.

Sartyoon Sang is a fair trade organization dedicated to improving the lives of disadvantaged artisans by promoting their skills and crafts. **Sartyoon Sang** has reached out to more than 10,000 women artisans, including: basket weavers; Rilli workers; embroidery craftswomen; weavers; potters; jewellery makers and more. The **Sartyoon Sang** products design focuses on diverse types and textures of crafts and patterns which have passed from generation to generation of weavers, needle workers 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 they are used.

Sartyoon Sang Crafts Exhibition January 2014

SRSO with the support of different partners and sponsors is organizing the “**Sartyoon Sang Crafts Exhibition**” (January 24-26, 2014) in Karachi's high-end market the Ocean Mall. The exhibition will bring a variety of traditional arts and crafts to Karachi. These colorful and captivating products are the work of hundreds of rural women from different remote villages of Kashmore/Kandhkot, Shikarpur, Ghotki, Jacobabad, Khairpur and Sukkhar. A wide mixture of Sindh's handicrafts will be exhibited, including: home textiles (made up of the intricate patch work, cut work and embroidery); basketry; jewelry; dresses, dupattas, shawls embellished with traditional embroidery and cutwork.



Sindhi rilli



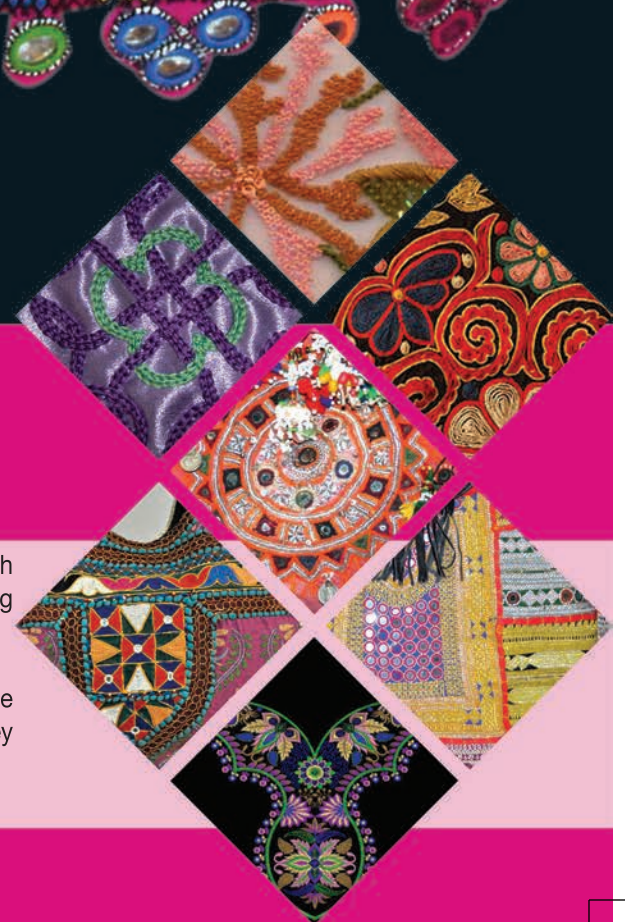
Rilli - a traditional patchwork appliqué quilt indigenous to Sindh in Pakistan. It is hand-stitched by women in the rural areas of the Sindh. Literally, rilli means patchwork and perhaps the tradition was born out of sewing small pieces of cloth together to form a chader (bed sheet). The craftswomen first prepare the base material and then appliqué motifs in contrasting colors in the shape of leaves, flowers, and geometric shapes. These motifs are then stitched onto the base cloth in aesthetic arrangements.



Hand embroidery



Hand Embroidery - a splash of ethnic colors in the most exquisite art form, which reflects the dexterity, deftness and talent of golden hands. In other words, decorating fabric or other materials with designs stitched in strands of thread or yarn using a needle. Embroidery may also use other materials such as metal strips, pearls, beads, quills, and sequins. Embroidery is an art at which the women of Sindh have been very much expert for generations. It is an established craft of the Indus Valley Civilization. Embroidery with gold and silver thread existed in Sindh from a very early period.





Date leaf products

Date Leaf Products - traditional crafts with utility value have always maintained the lead over modern equivalents as people's familiarity with them has run on for centuries. Date palm leaves are used for weaving baskets, purses, chabees, serving dishes, jewellery items, bowls, decoration pieces and many others. For the formation of all of these above products, the date palm leaves weave in natural or other different colors through a very intricate process comprising of different stages.



Ajrak

Ajrak - of all the techniques used for the adornment of cloth in Sindh, the mordant-dyeing and resist-printing of cotton Ajraks is perhaps the best known. An Ajrak is a rectangular cotton textile traditionally used by men in Sindh as a shawl, shoulder cloth or turban, but it is also used as a wrap, a carrying cloth, a hammock or a spread. Ajrak-making is a complex process involving the skillful use of mordants and resists to dye areas of fabric selectively.





Bed cover

(Cut work / Patch work)

Bed covers - reflecting the culture of Sindh are a splash of vibrant hues. Not only do they reflect the Sindhi culture but they are also adorned with intricate appliqué motifs to appeal to the sophisticated, urban market.





Cushions

Cushions - colorful, embroidered, patch worked; these cushions are as diverse and attractive as the reflections of interior Sindh.



Kanna products



Kanna Products - Kanna is a natural product and the artisans use this to make stylish kanna baskets, moora chairs, moora stools, wall hangings and many other decoration products. These products are purely hand made with no fake colors and using best quality kanna. They can be supplied in customized shapes and bulk orders.



Balochi embroidery



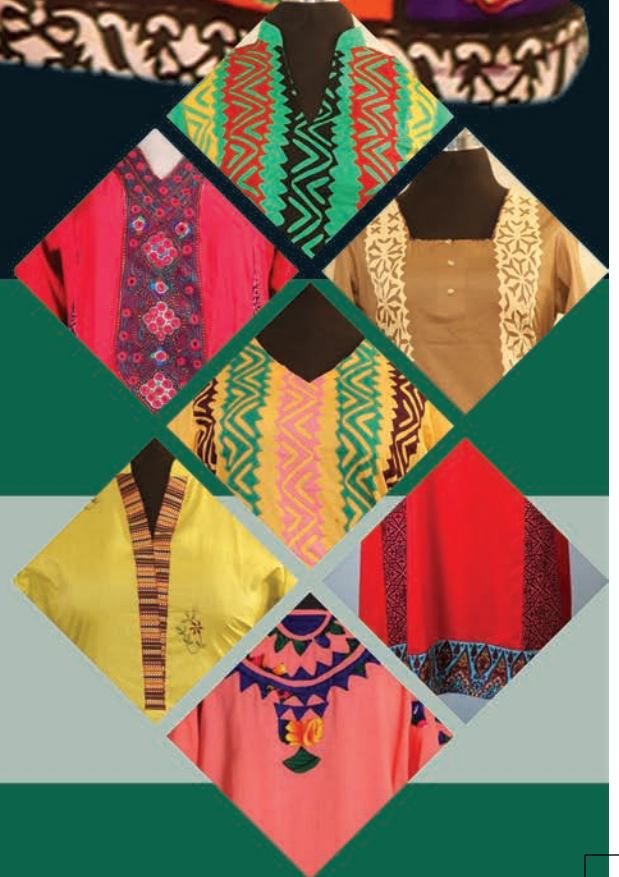
Balochi Embroidery - one of the oldest in history, it comprises a rich variety of stitches in traditional embroidery created by the women and also well-known from the oldest civilization of "Mehrgarh". The art, which involves the use of threads, beads and tiny mirrors, has been passed down for many generations.





Dresses

Dresses - intricately designed, skillfully embroidered & appliquéd, these designs deftly showcase the mastery of Sindh's artisans.





Jewellery

Jewellery - handcrafted, delicate & full of colors, this is no ordinary jewellery; culturally rich, these pieces will impress you with their diversity and finesse.



Purses



Purses - each of these handcrafted, skillfully created purses are one of a kind!
Tastefully embellished with the rich heritage of Sindh, these purses will make you stand out in a crowd!