



Sartyoon Sang **Crafts Festival**

*Promoting
Ethical Fashion*

January 24-26, 2014
at Ocean Mall, Karachi



Introduction

Sartyoon Sang is a leading crafts outlet in Sukkur. 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 different interventions. SRSO has by now trained over 7,000 women from some of the most under developed regions of Jacobabad, Kandhkot/Kashmore, Shikarpur, Ghotki, Kambar/Shahdadkot, Khairpur and Sukkur.

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 a regional level and then gradually at national and international levels. SRSO plans to strengthen the **Sartyoon Sang** Enterprise in order to make it a leading social and ethical fashion house. It is a fair trade organization reaching out to more than 10,000 women. Being envisaged as a brand, where innovation, tradition and workmanship comes together to provide exclusive handmade products both for the local and international market and simultaneously it creates systematic and strong opportunities for greater and more sustainable incomes for the rural artisans, especially women.

Sartyoon Sang Crafts Exhibition, January 2014

SRSO with the support of different partners and sponsors is organizing the “**Sartyoon Sang Crafts Exhibition**”

Date: January 24-26, 2014

Venue: Ocean Mall Karachi

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 Sukkur. A wide mixture of Sindh's handicrafts will be exhibited:

- **Home Textiles**

Bed covers, cushions, table runners made with intricate patch work, cut work and embroidery)

- **Date Leaf Basketry**

Kana work Mooras

- **Handmade Jewellery**

- **Dresses**

Dupattas and shawls embellished with traditional embroidery and cutwork

- **Khusas**

from Kashmore and Jacobabad



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Sindh Rural Support Organization (SRSO)

SRSO Head Office-Complex,
Near Taj Petrol Pump, Shikarpur Road, Sukkur
www.srso.org.pk