

## Sartyoon Sang Crafts Enterprise

Sartyoon Sang meaning 'together with friends' was established by the Sindh Rural Support Organization 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 level. SRSO plans to strengthen the Sartyoon Sang Enterprise in order to make it a leading social and ethical fashion house. It is being envi-aged to evolve into 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.

The Sindh Rural Support Organization (SRSO), is a not for profit company registered under section 42 of the Companies Ordinance 1984. 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 presence in approximately 600,000 households in 10 districts of North Sindh. SRSO has by now trained over 100,000 men and women in different skills and trades and of these over 10,000 women from some of the most underdeveloped regions such as: Jacobabad, Kashmore- Kandhkot, Shikarpur, Ghotki, Kambar-Shahdadkot, Khairpur, and Sukkur 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 underdevelopment in the rural villages and suburban shanty towns.

Sartyoon Sang is a fair trade organization 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, jewellery makers and more, Sartyoon Sang has touched more than 10,000 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 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 used.

With a view to gradually improve the market access of these women artisans, SRSO has connected the Sartyoon Sang with the artisans through formalized small business groups called "the Business Development Groups" (BOGs) in different villages. There are presently 85 BOGs across these 10 districts. SRSO markets the products of these BOGs through Sartyoon Sang Crafts Enterprise



Sartyoon Sang is striving to create a niche into the urban market by introducing exquisite traditional crafts into the fashion industry. It provides an exclusive blend of the past with the present in a manner that keeps the tradition alive and blends into contemporary nuances.

Glimpse into the Exquisite Products

### Apparel

Variety of Applique and Embroidery Shirts, Frocks, Dupattas, Shawls and Stoles

### Fashion Accessories

Bags, Hand Purses, Mobile Pouches, Embroidery Ornaments and Buttons

### Home Textiles

Bed Covers, Cushions, Dining Table Runner set made with intricate Patch Work, Cut Work and Embroidery.

### Basketry

Date Leaf and Wheat Straw variety of Baskets, Plates, Bowls, Tray Sets, Jars, Hand Fans, Mobile Cover and Wall Hanging.

### Foot Wear

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

### Ajrak Fabric Products

Embroidery Shirts, Stoles, Baby Moora, Stools, Baby Chairs, Hand Fans, Large Moora Set, Embroidery Cushion, Mobile Pouches.



## Product Range

### Fashion Accessories

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

### Home Textiles

Bed Covers, Cushions, Dining Table Runner Set made with intricate Patch Work, Cut Work and Embroidery

### 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



## Sindh Rural Support Organization (SRSO)

SRSO Complex Shikarpur Road, Sukkur

Phone # 071-56271820

sartyoonsang@srso.org.pk www.srso.org.pk



# Sartyoon Sang

## Crafts Enterprise

Promoting Ethical Fashion

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



<https://www.facebook.com/sartyoonsang>