



CRAFT ENTERPRISE DEVELOPMENT (CED)

11th Sartyoon Sang Mega Crafts Exhibition

Marach25, 26 and 27, 2022

@ Ocean Mall Clifton Karachi (Sindh)



Monitoring, Evaluation, and Research (MER) Unit

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1,About Report

Title	Description
Activity	11 th Sartyoon Sang Mega Crafts Exhibition
Dates	Marach25, 26 and 27, 2022
Venue	Ocean Mall Clifton Karachi (Sindh)
Inaugurated by	Banister Murtaza Wahab (Administrator) Karachi
Organized by	Craft Enterprise Development (CED) Unit Sindh Rural Support Organization (SRSO)
Reported by	Ali Anwar Azad (Assistant Manager-MER) Head Office Sukkur

2. Detail of Event

The three-day 11th Sartyoon Sang Mega Crafts Exhibition on March 25-, 26, and 27, 2022 at Ocean Mall Clifton Karachi (Sindh) was organized by the Sindh Rural Support Organization (SRSO) in collaboration with the Sindh Government and other partners to display and promote the work of rural artisans women of Sindh with an aim to provide the market place and linkages for their livelihood support.



In the exhibition, **9,188 products and crafts made by 1,572 member artisans of the SRSO formed, trained, and supported by 95 Business Development Groups (BDGs) from 12 outreach districts of Sindh** were showcased and marketed by rural artisan women.

These events are aimed at boosting the local crafts and beginning a process for connecting our Business Development Groups (BDGs) and artisans to the high-end market of Karachi. This

is purely an effort to develop market opportunities for rural women especially those from extremely remote villages of northern Sindh and the profit being earned from these exhibitions is transferred to these artisans

Summary of Displayed Crafts

#	Product	Quantity
1	Accessories	5,733
2	Plazo, Shalwar, Garara and Trouser	139
3	Shirts/Frocks/Kurti/Ghaghara	752
4	Shawl/Duppta/Stoles/Wasitcoat	501
5	Date Leaf/Wheat Straw	925



6	Khussa	290
7	Jandi	328
8	Moora/Straw	39
9	Rilli/Bed Sheets/Cushions	481
Total		9,188

Objectives of the Exhibition



The Craft Exhibition has been organized by SRSO last ten years to promote the work of artisan rural women and support financially the most marginalized women in the province. The event also attracted large numbers of people from throughout Sindh, especially from Karachi city where all ingredients of Sindh culture are there. In an exquisite traditional craft that has been displayed, a wide mixture of Sindh's handicrafts made by rural women has been

exhibited. The specific objectives of the 11th exhibition were as under:

- To promote rural entrepreneurs, preferably women to undertake initiatives that would help them to develop their enterprises.
- To promote local indigenous crafts/handicrafts through value addition and proper marketing.
- To empower rural communities (especially home-based workers), socially and economically through enhancing their entrepreneurial skills leading to sustained livelihood.
- Creating direct access to the market and eliminating the chances of exploitation by middlemen.
- Capacity building of artisans/craftswomen through customers' feedback.
- Linkages development with market/designers/entrepreneurs.

Inauguration of the Exhibition

On Frist day March 25, 2022, Barrister Murtaza Wahab Administrator Karachi inaugurated the exhibition. He visited the all established stalls by rural artisans and got information about their products and views to come to Karachi and market these products. CEO and Technical Advisor SRSO facilitated him during visiting stalls and meeting with artisans. On this occasion, he talked with the media as well and shared their views about the exhibition. He appreciated the work of rural women and the efforts of SRSO to promote their work through this initiative. He said, "Rural artisan women are doing great artwork according to modern needs and innovation



therefore it must be appreciated and promoted by purchasing as well.” He added that “Sindh Government is working with SRSO to support these women in order to increase their income and reduce poverty through supporting different initiatives in different districts of Sindh.”



He said “I am happy to have inaugurated the SRSO exhibition at Ocean Mall, Karachi. Women workers from all over the province have gathered to showcase their impressive talent and craft. These women have been tremendously supported by the Sindh government through SRSO.

SRSO-Sartyoon Sang Crafts supports the work of women artisans to promote and preserve our traditional and indigenous handicrafts while

supporting their families with earnings. All purchases go to support these rural artisan women for their livelihood.

Appreciating the exhibition, administrator Karachi said arranging such an activity to promote artisans, handicrafts, and Sindh’s culture was a great effort being made by the SRSO also. He further said artisans dedicate their entire lives to preparing masterpieces, but their work is never appreciated in urban centers, such as Karachi, “However, these activities will certainly bring the handicrafts of Sindh into the limelight.





Media Engagement /Coverage

National and Sindhi media especially extensively covered the exhibition. All mainstream tv channels visited the exhibition for 3 days. They all attended the especially inauguration ceremony and talked with the Chief guest and SRSO management. Chief Guest, SRSO representatives, artisan women, and visitors talked with the media and shared views and experiences about the exhibition and marketed crafts.

Chief Executive Officer (CEO), of SRSO, Muhammad Dittal Kalhoro said that the event's objective was to facilitate better incomes for women artisans of rural Sindh. "We have trained more than 50,000 women from the most underdeveloped regions including Jacobabad, Kandhkot-Kashmore, Shikarpur, Ghotki, Kambar-Shahdadkot, Jaccabad, Khairpur, Sukkur, and other districts that to help these women gain maximum monetary benefit from their skills, they have incorporated urban trends into their work In order to set apart their work from what is available in the market, we have made a few innovations, such as the network done on the blankets.



Artisan women were intervned and they were briefed about their work and experience working with SRSO. The media covered their stories and focused on their artwork and experience.



On the 2nd Day March 26, 2022, Awaz TV organized a show with SRSO Team. Manager CED, Mr. Riaz Hussain Jalalani, two female staff members Ms. Hafeeza Bozdar and Ms. Samina Barkat, and one Artisan women Ms. Zohara from Kamber-Shahdadkot were among the guests. They all shared details about SRSO and its work with artisan women in rural areas of Sindh for their social and economic uplift.



3. Customer's Feedback Analysis

The monitoring Evaluation and Research Unit (MER-U) of SRSO was responsible for conducting the customer's feedback. The main purpose of collecting feedback is to collect insight and study the exhibition every year to prioritize and value addition for a future strategy with revitalizing and new creative concepts as per customer demand and customization to attract more customers. For this purpose, a developed standardized tool was used to interview customers and visitors.

The vision beyond Customer feedback is so important because it provides SRSO management, marketers, and Sartyoon Sang crafts enterprise owners with insight that they can use to



improve their business, products, and/or overall customer experience. The following are the top six reasons why customer feedback is important to Sratyoon Sang Crafts Enterprises.

1. It can help improve a product or service
2. It offers the best way to measure customer satisfaction
3. It provides actionable insight to create a better customer experience
4. It can help improve customer retention
5. It delivers tangible data that can be used to make better business decisions
6. It can be used to identify customer advocates



An Analysis and Major findings of the Customer Feedback

The summary of the respondent of the conducted/collected customer feedback. According to the Summary total of 71 customers/visitors were intervned during the three-day exhibition.

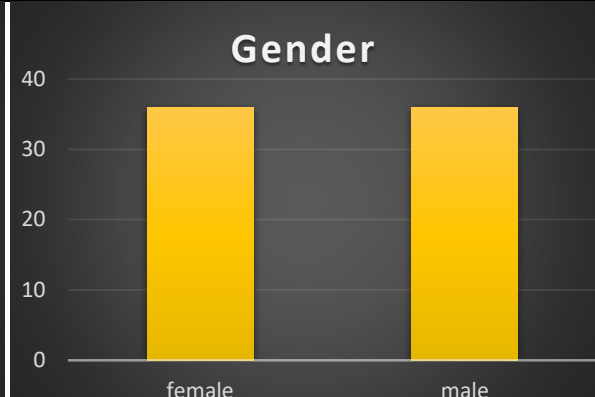
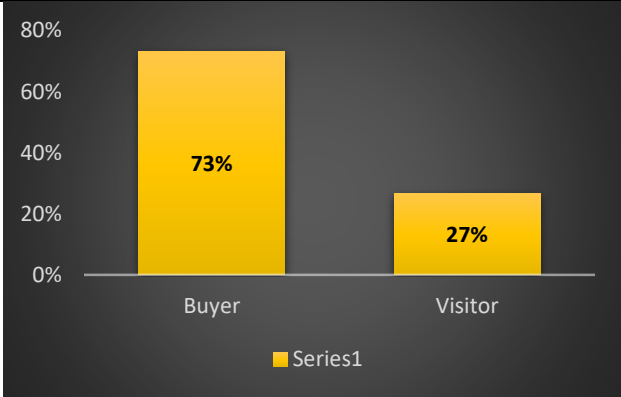
Respondent Summary

Respondent	Customer	Visitor
	52 (73.23%)	19 (26.76%)
Gender	M	F
	35 (49.29%)	36 (50.70%)
Nationality	Pakistani	Non-Pakistani
	68 (95.77%)	3 (4.22%)
Address	Karachi	Other Parts
	59 (83.09%)	12 (16.90%)

Buyer/Visitor:

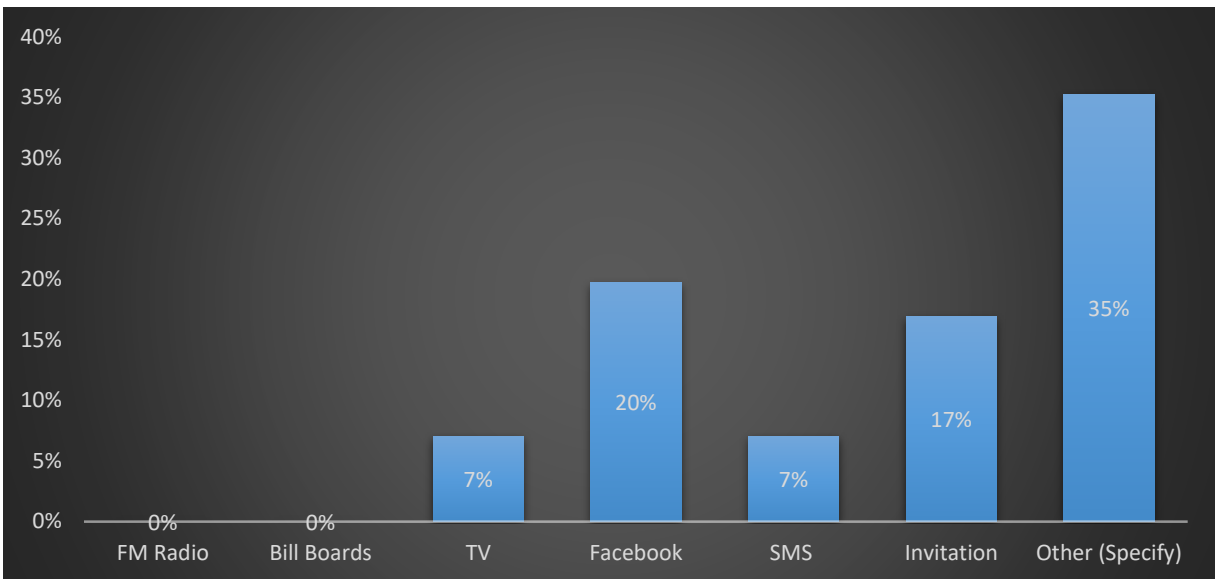
At the Exhibitions, every type of person came but the analysis in the graph shows that there were most of them purchased the products. According to conducted interviews, 73% of people were buyers and 27% were visitors who just visited the exhibition.

Therefore, the buyers mostly did the bulk amount of shopping with huge products that attract them to buy the products.



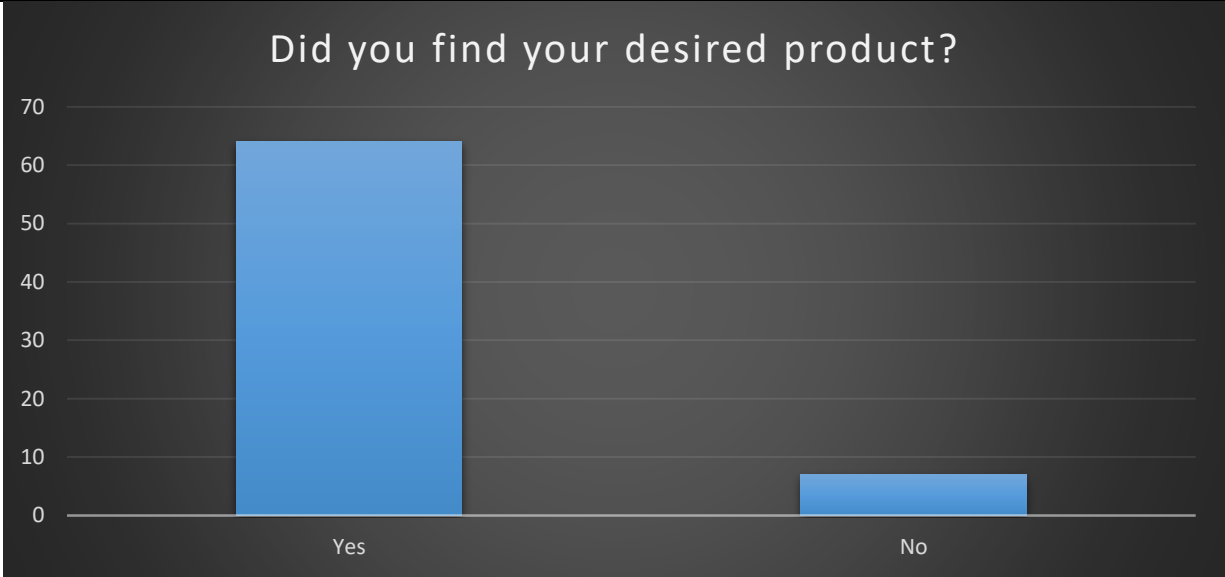
How did you get information about this exhibition?

As far as the source of information regarding the event is concerned, **35% of** participants including customers and visitors responded that they have been informed of other sources, especially friends which visited the exhibition and regular visitors of the Ocean Mall. While **20%** of participants reported that they got information through Facebook and 17% through invitation by SRSO and only **07% of** interviewers said they have been informed through TV.



Desire Products availability at Exhibition:

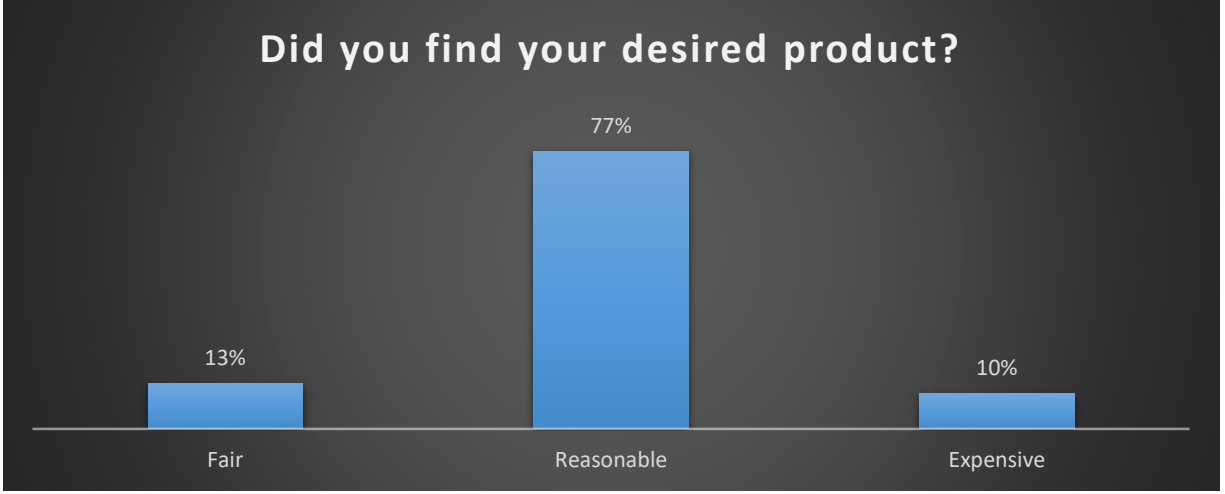
Regarding the desired products, the respondents reported differently, according to the revealed information that **90.14% of** respondents have got their desired products in the event, whereas only **9.85% of** customers responded that they have not been successful to find the desired one for their self and family.



The cost of the product

The above-mentioned chart provides information regarding the cost of the different products, for that the customers were asked to rank out the cost of the products they have purchased from the exhibition. According to the responses of customers that **77.46%** reported the cost of products as the Reasonable. Whereas **12.67%** reported the cost of the products as fair and only **9.85%** have reported as expensive products in terms in traditional items and middle class.

13

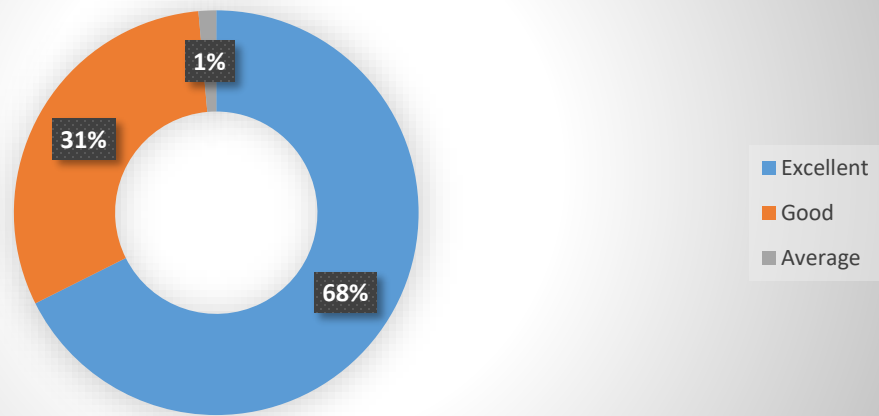


The Quality of the Product

The question that was asked from the visitors and buyers was relevant to the quality and product furnishing in handmade products. As far as the quality of products is concerned the customers were asked to provide their feedback on the quality products. According to the revealed information, **67.60% of** customers consider the quality of products as excellent, whereas **30.94%** indicated the quality of products they find was good, and only **1.40% of** respondents considered the quality as average in the event during the three days.



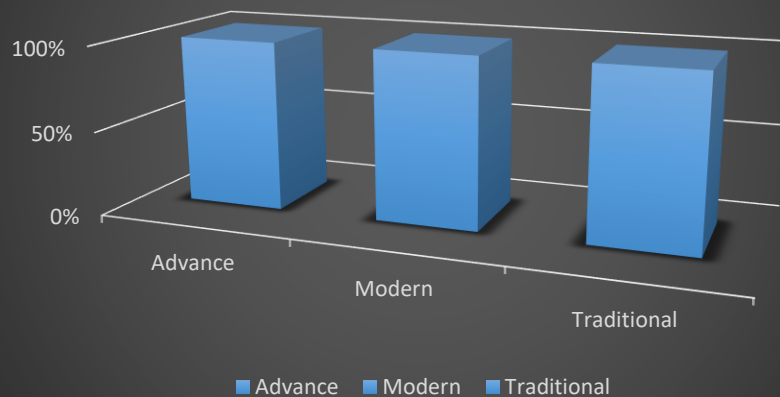
How would you like to rank the quality of products?



Designing of the Product:

The question regarding the designing and furnishing of the product was asked by the customer. The aforementioned chart depicts the information regarding the designs of the products, from the revealed data only **1.40%** reported the designs as advanced. While **21.12%** reported that according to them the designs of the products were modern. Whereas **77.46%** which is a large proportion of customers reported that the designs they have seen were mostly traditional.

How would you like to measure the designing of the products in the exhibition?

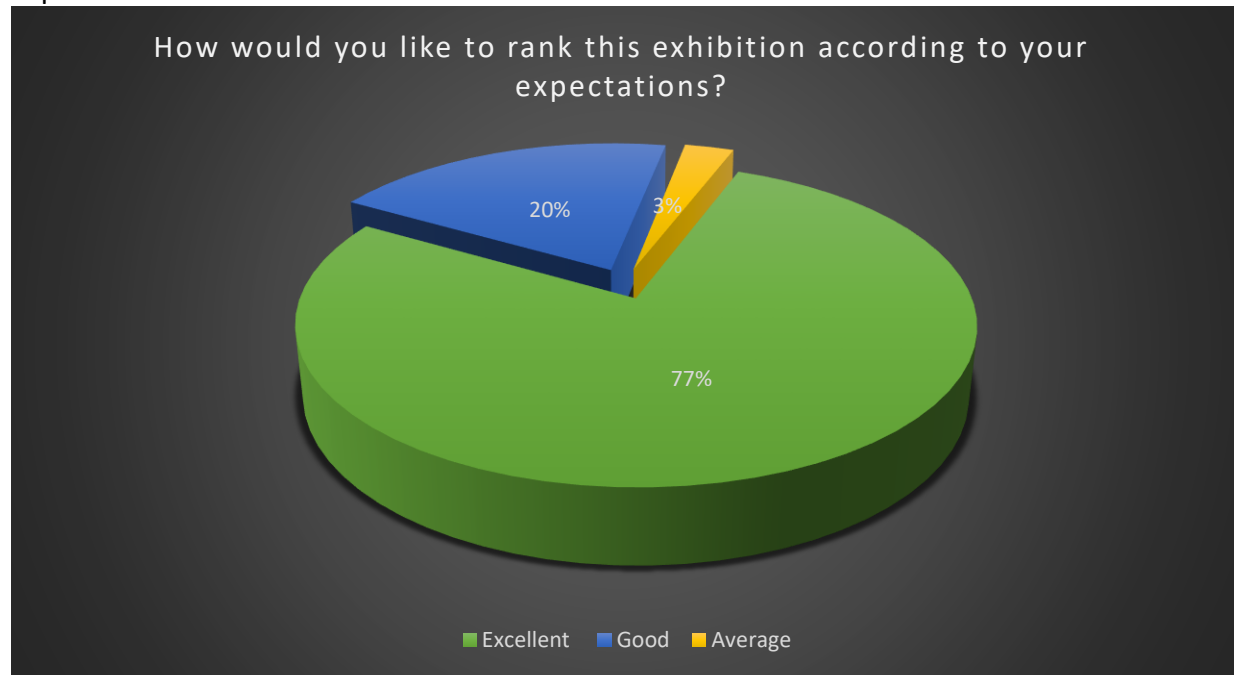


Exhibitions Expectations Ranking:

When last the question that was asked from responded that how will you rank this exhibition as per your expectations, out of which **77.45%** responded that excellent it was as per their expectation and **19.71%** responded that exhibition expectation was good what



we think we perceive at the exhibition location and **2.81%** said that they have average expectation achieved from this exhibition.



4. The Evaluation of the Exhibition

Best Practices/Learning

- Participation of artisan women with their products and displayed and sale their work.
- Huge mainstream media participation and coverage especially during the inauguration ceremony.
- Huge promotional campaign through social media.
- Ownership of the Sindh Government and Karachi administration
- Central and prominent venue and place of the exhibition at mall and city
- Hardworking of the SRSO team and management and joint efforts made successful to the exhibition
- Engage cultural artists for performances to attract customers and welcome them at the entrance.
- Fully facilitation of Oceans Mall management
- Great teamwork and spirit were demonstrated during the exhibition for doing the best

Faced Challenges

- COVID situation/Shock
- Last dates of the month

Recommendation/s



- Ensure the participation of famous persons from different sectors to promote rural women's artisan women-made art during the exhibition.
- Continue social media campaign before and during the exhibition
- Explore and assess more suitable marketable venues for exhibition i.e. Doll Mall, Lucky Mall, etc.
- Engage only more relevant team members from the other sectors in the exhibition to avoid a rush
- Identify and select more crafts and artisans, especially from Southern districts of Sindh
- Proper orientation and training of the Saryoon Sang Team on customer motivation and services by professional trainers

5 Report Annexure

5.1 Table of the Customer's Feedback

5.2 Pictorial Highlights

5.3 Media Coverage/Highlights

5.4 Main Visitors

5.5 Main Partners

5.6 Media



Table of Customer's Feedback Analysis

How did you get information about this exhibition?	<input type="checkbox"/> FM Radio	<input type="checkbox"/> TV/Local Cable	<input type="checkbox"/> Facebook/WhatsApp	<input type="checkbox"/> Text SMS	<input type="checkbox"/> Invitation	Other
	0	5 (7.04%)	14 (19.71%)	5 (7.04%)	12 (16.90%)	25 (35.21%)

Did you find your desired product?	Yes	No
	64 (90.14%)	7 (9.85%)

How did you find the cost of products?	<input type="checkbox"/> Fair	<input type="checkbox"/> Reasonable	Expensive
	9 (12.67%)	55 (77.46%)	7 (9.85%)

How would you like to rank the quality of products?	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	Average
	48 (67.60%)	22 (30.94%)	1 (1.40%)

How would you like to measure the design of the products in the exhibition?	<input type="checkbox"/> Advance	<input type="checkbox"/> Modern	Traditional
	1 (1.40%)	15 (21.12%)	55 (77.46%)

How would you like to rank this exhibition according to your expectations?	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	Average
	55 (77.45%)	14 (19.71%)	2 (2.81%)

How would you rate the staff customer dealing?	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Unsatisfactory
	70 (98.59%)	1 (2.81%)

On your recent experience, would you like to suggest your friends to attend such exhibitions in the future?	<input type="checkbox"/> Sure	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	50 (70.42%)	20 (28.16%)	1 (1.40%)

Respondent Summary

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	52 (73.23%)	19 (26.76%)
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Pictorial Highlights





11th SARTYOON SANG MEGA CRAFTS EXHIBITION 2022

March 25, 26 and 27, 2022 at Ocean Mall Karachi (Sindh)

Inaugurated by:

Barrister Murtaza Wahab (Administrator-Karachi)

Supervised and Hosted by:

Ms. Shereen Mustafa Narejo (Technical Advisor-SRSO)

Mr. Muhammad Dittal Kalhoro (CEO-SRSO)

Main Victors:

- Mr. Komil Hyder Shah (President Sindh Social Association)
- Mr. Anwar Ali Khan Mahar (Ex-Member Provincial Assembly)
- Ms. Anjum Iqbal (Secretary Women Development Dept-GoS)
- Mr. Abdul Rahim Soomro (Secretary-Culture Department-Govt. of Sindh)
- Faisal Ahmed Uqili (Secretary Planning-Govt. of Sindh)
- Dr. Ghulam Mustafa Sohag (Director General-STVTA)
- Ms. Rafia Haleem (Director General-Gorakh Development Authority)
- Ms. Sadiqa Salahddin (BoD-SRSO and Executive Director IRC)
- Ms. Raheema Panhwar (BoD-SRSO)
- Mr. Aijaz Khawaja (Ex-General Manager-SRSO)
- Mr. Hanif Channo (Ex-CEO-SRSO)
- Ms. Nuzhat Shireen (Chairperson-Sindh Status of Women Commission)
- Ms. Seema Shaikh (Member-SWCS)
- Mr. Ishaq Soomro
- Ms. Shahida Mangi
- Ms. Ajjaz Mazhar (Educationist)
- Dr. Shahida
- Dr. Farah (Senior Women Medical Officer)
- Mr. Nazir Ahmed Tunio and Children of NJV High School)

Event Sponsors

Government of Sindh

European Union

State Life Insurance

Askari Insurance

Allied Bank

Sindh Bank

JS Bank

Craft Concave

Soneri Bank

JICA



HBL

Awaz TV

Sindh TV

Ocean Mall

KTN TV



Main Media:

- KTN News
- Time TV
- NEO TV
- Dunyia TV
- Express TV
- Dharti TV
- The News Daily Newspaper
- Mehran TV
- Awaz TV
- Sach TV
- GNN TV
- TV Time
- Sindh TV
- Daily Tribune





The End