



Sindh Rural Support Organization (SRSO)



**3rd Annual
Sartyoon Sang Craft Exhibition
(Feb 5th, 6th & 7th – 2016) at Karachi
Event & Customer Feedback Report**



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1. Introduction

The aim of SRSO is to support most marginalized segment of rural society for poverty reduction through the empowerment of rural women. Inevitably, the fact is that women are doing hard work at home and village level, to support their families through restless efforts which easing the life of their families. Thus, women are always being evidently ignored at various level from village to town and then cities and found mostly victimized in utter traditional barriers.

SRSO adopted a key approach which support rural women and revealed adorable existence of women in society and utilizing tremendous potential of women, because they are doing craft work at home and supporting their families using their skills and products. Yet women are not being offered reasonable remuneration of their splendid hand-made products, due to interruption of middle man and inaccessibility to potential markets.

SRSO played indispensable role and eliminated the gap of inaccessibility of market by establishing the Sartyoon Sang Outlet, in order to provide reasonable promotion to the hand-made products of poor rural women. In the pursuance of such aim SRSO have extensively developed a well manageable plan to promote rural crafts permanently and properly at all levels. Hence, initiatives have been taken to introduce the event of exhibitions in mega cities like Hyderabad and Karachi where the rural women can find out the reasonable remuneration of their hard work and products. Thus, these exhibitions are expected to be expanded in major cities of other provinces as well.

2. The Purpose of Exhibition

In the recent context SRSO have organized a well-managed exhibition in order to highlight the crafts of rural women in a true spirit at Karachi. The intention & purpose of organizing event was to develop market linkages of business development groups of skilled artisans with effective strategy. This enables women artisans to have full access to local, national and international markets; leading product development, improvement in connections to value chain actors, input supplies, retailers and wholesalers. Within the scope of the overall objectives, the component demonstrates the cultural assets being identified by the community and utilization of their skills for economic and social development.

3. Inauguration of Sartyoon Sang Crafts Exhibition

All elements of Sindhi culture were there at 3rd Sartyoon Sang Craft Exhibition. In an exquisite traditional crafts displayed at the Ocean Mall Karachi, organized by Sindh Rural Support Organization (SRSO) from 5 to 7 February 2016.

In Karachi, a wide mixture of Sindhi handicrafts made by rural women were exhibited, including home textiles, basketry, jewelry, dresses, dupattas and shawls, embellished with traditional embroidery cutwork and others items.

Member of National Assembly (MNA) Ms. Nafeesa Shah inaugurated the exhibition formally and the exhibition started its journey for three days. During inauguration the Chief Executive

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Officer of SRSO Mr. Muhammad Dittal Kalhoro, Ms. Sheeren Narejo (BoD members SRSO) Ms Naheed Shah Durani (Ex-CEO SRSO) were also present.

CEO-SRSO, Muhammad Dittal Kalhoro, while highlighted the purpose, he said that the event is organised to facilitate better incomes of women artisans of rural Sindh. CEO further elaborated that



we have trained more than 7,000 women from some of the most less-privileged regions of Jacobabad, Kandhkot/Kashmore, Shikarpur, Ghotki, Kambar/Shahdadkot, Khairpur and Sukkur districts. He said that this is a platform for rural women and their creative rational work which they generally producing at their home, after the restless efforts of many days. Unfortunately, instead of many days hard-work the rural women were remained unable to get reasonable prices of their products while selling in local markets. This has profoundly discouraged the poor rural craftswomen. They have been given idea of doing business as a group, afterward rural women raised in a form of BDG, said CEO

Member of National Assembly, Ms. Nafeesa Shah after inauguration the 3rd Sartyoon Sang Crafts exhibition, comprising on stitching and unstitching cloths, Needle Work (Different types of embroidery), Straw work (Wheat straw crafts), bed sheets, Crochet work (Kundhee / Hook work) and other women stuffs. She said, SRSO in rural areas supported



and guided them to generate their source of income and poor community gradually becoming able to alleviate their poverty by starting various small type of businesses.

Ms. Nafeesa Shah said, now such type of platform is for rural women, as a great opportunity to extract maximum benefit and learn new ideas, showcase their work, and bring advancement in their routine hand-made work in order to enhance the market access/outreach which will promote the traditional products of Sindh and a good reason and source of livelihood for rural women.

She further said that such exhibitions are very good grounds and a means to attain the maturity in work and opens many ways to sustain the objective with better livelihood for rural women.

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After the inauguration the exhibition was launched formally and the customers have started to get in and began to overview the many products to purchase.

On the first day, despite of Friday 5th February, a large number of customers were witnessed due to strong media, social media and invitation campaign, the customers comparatively took interest in products which displayed and reflected the cultural aspects. SRSO facilitated 16 BDGs leaders of 8 districts of Northern Sindh to joined exhibition to promote their work before the customers with different colors and varieties together. The business development groups (BDGs) have helped out the customers in respect to the rate and characteristics of various products which relevantly supported the customers while choosing and purchasing the products.



Mr. Azeem Mevo – P&DD during the Exhibition

Visitors During the Exhibition

During the exhibition the customers have taken huge interest in the traditionally hand-made products chiefly the sindhi-rillies with different designs and embroidery work. The turnout and the inclination of customers towards the sindhi-rillies, Murhas, bed sheets, Crochet work (Kundhee / Hook work) were attracted the customers on day one. While the customers on day one have admired the exhibition and proposed that designs and rates be kept in mind for middle class people, and the products for male members must be placed and displayed in the exhibition as everyone like children can have products of their choice. In the evening of day, center of attention was Raza Allan, younger brother of late Allan Faqeer, a folk singer with foremost exponents of Sufi music. Raza amused audience by devotional rhetoric and Sufi dance singing with live performance. This music event was organized by SRSO's media partner KTN.

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On day two, the exhibition started with routine activism and strength. Gradually the customers moved and reached. The turnout of customers has increased and improved compare to last day. The customers have taken keen interest in multi-products and shown real affiliation with rural women and their products. The business development groups have additionally enhanced their capacity while ensured that each and every customer must get proper attention while before the purchasing of products, this has increased the trust of customers in the BDGs and the decorum of the exhibition. Upon such facilitation the customers have immensely appreciated the role of BDG members. While on day two, the two products i.e. dresses and the cushions which comparatively remained in focus of the customers, these two products have successfully got the extra attention of customers because of their multi colors and various designs and better affordable rates.

Although the customers have also helped the BDGs while making comments during the purchasing that some customers urged to have more stuff with additional designs and varieties, and others said to have bit improvements in the finishing of products before bring them into the market.



On day three, the exhibition entered into the last day and this day potentially attracted the more people which increased the turnout of customers compare to last two days of its inception. The customers have taken huge interest in all products equally, and this was the



Ms. Shumaila (Anchor Person) Samaa News Channel conducting the Interview of BDG Representative



New reporter Jaag News Channel conducting the Interview of BDG Representative

extra achievement of rural women that their presentation and presence has made all the products equally focused.

Yet the customers made necessary interaction with BDGs and besides having bargaining for prices they also put their remarks regarding the products/commodities produced in exhibition. Some customers wished to see this as joint venture with other organizations, and some of them have cry over the high rates and wanted to reduce the rates in view of people participating are likely from middle class. This was the most favorable day in terms of customer's interest which improved the sell and BDGs succeeded to promote the products at a significant scale.

Throughout all three days the exhibition has successfully attracted the maximum people and customers which eventually served the purpose to promote the hand-made products of rural women on one end. The people from all walks have participated and shown their huge commitment and interest in products and wished to see the cultural and semi-cultural products reasonably promoted around the country. The business development groups of different areas have received many orders for various other products which further build up the confidence of women and a sign of improved product promotion.

Besides the other people, the presence of Members of National & Provincial Assemblies including Mr Shehryar Khan Mahar (former leader of the Opposition in Sindh Assembly), Ms. Nusrat Sehar Abbasi and Vice Chairman Pano Aqil Cantonment Mr Ali Bux Khan Mahar, also applauded the efforts of the SRSO for arranging the event. They also expressed their hope that the event would be further helpful for development of linkages and easy market access to their precious products.

Women Rights Activists, Ms Irfana Mallah, Professor Amar Sindhu, Member of BoD SRSO, Mr GM Khoso, former CEO SRSO Dr Sono Khan Khangrrani, Aijaz Khuwaja, Dr Manzoor Q Unar, & other distinguished guests have immensely added the more decorum and honored the exhibition. They all encouraged and applauded the efforts and passion of rural women for producing such good traditional products.

4. Relevant Suggestions by the People/Customers

- Ms. Nafeesa Shah suggested SRSO for hiring of qualified designer for improving production of apparels. She further suggested to approach Gulf Market for the marketing of our traditional crafts. Specially participation in Dubai Annual Festival that can uplift Pakistani craft globally.
- There should be a permanent stall at the Ocean Mall by the SRSO.
- The other products of Sindh also to be introduced in future programmes/events.
- Such Exhibition also be hold within six months
- Exhibition needs to be organized nationally in other metropolitan cities of Pakistan including Lahore and Capital Islamabad.

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- The example of unity in diversity was perfectly demonstrated by the team of SRSO under the leadership of CEO- SRSO Muhammad Dittal Kalhoro.
- Visitors Quotes that "Concentration, attention, love, honor, and respect by other communalities and cultures for this well-planned event"
- Most items were unique displayed, elsewhere it was hard to find in Karachi.
- The Advertising should be enhanced before the setup of exhibition.

5. Event partners & Media Coverage

The Sartyoon Sang Craft exhibition organized at Ocean Mall Karachi with the support of partners. Their names are given below:

- Ocean Mall
- Kawish Television Network (KTN)
- Hot FM 105 Karachi
- Sindh Enterprise Development Fund (SEDF)
- Sindh Bank
- JS Bank
- Jubilee Insurance
- Sindh Cultural Tourism & Antiquates Department



“Sindh Enterprise Development Fund (SEDF), Finance Department - Government of Sindh” has been the Platinum Sponsor of the Sartyoon Sang event, the advertisement & media campaign was done by with the support of various Urdu and Sindh Television Channels, National Dailies, specially KTN, HOTFM-105 Karachi & event management which eventually made successful promotion of the 3rd event of the SRSO. Other new channels including ARY, Samaa TV, Mehran TV, Sindh TV, Jaag TV and different newspapers extensively covered the event during three days and conducted significant interviews with customers on subject of exhibition organized.

Short Documentaries and Videos were produced and on aired by different media channels. Such videos can be watched by clicking on following links:

<https://www.facebook.com/sartyoonsang/videos/905257282928776/>

<https://www.facebook.com/sartyoonsang/videos/903008739820297/>

<https://www.facebook.com/sartyoonsang/videos/896021627185675/>

<https://www.facebook.com/sartyoonsang/videos/895457443908760/>



6. The Customer Feedback activity in the exhibition:

The MER team was assigned the responsibility to obtain the proper and authentic feedback from the participants/customer on the quality, presentation and arrangements of the exhibition. The team have worked throughout the exhibition days and collected the feedback from the different people including the customers and others.

6.1 Purpose of customer feedback activity:

The customer feedback activity basically has meant to get information of customers on the quality of material, designs of the different products, and the overall arrangements in order to ensure the effective and efficient promotion of products produced by the rural women. The activity potentially helps the SRSO to organize the similar type of events in future, while keeping in mind the customers choices and ideas with previous trends. This also supports to improve the gaps occurred in last events which would be avoided in forthcoming programmes.

6.2 Methodology Adopted:

The MER team has developed a questionnaire containing the different questions directly relate to the information of exhibition on various aspects and items. Secondly Customer Feedback team also established a proper feedback desk within the venue of exhibition. The data/information was collected systematically from people who visited exhibition including the customers who purchased the various products. The information was entered into the simple MS-excel sheet and extracted the analysis of whole responses received.



Ms. Irfana Mallah giving her Feedback regarding the Exhibition

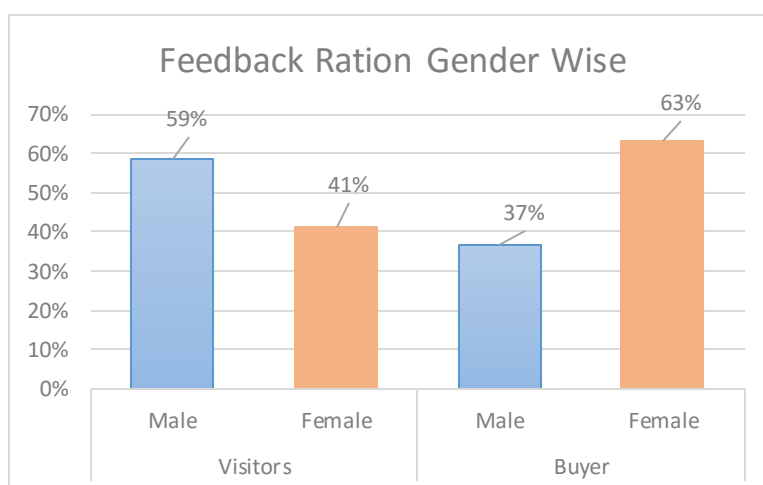


Information & Customer Feedback Desk

6.3 Major Findings of the customer feedback:

During the feedback activity feedback of such persons/individuals remained focused with the visitors who didn't made any purchasing and only visited the exhibition and the others who have find out their desired products and made purchasing for that they came in the exhibition. The overall details of the findings are mentioned below:

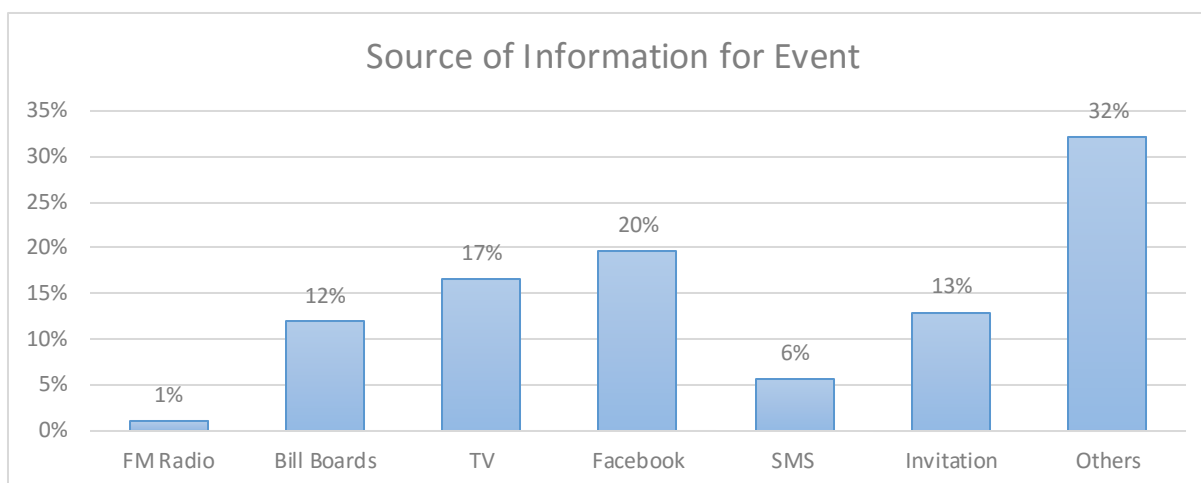
i. Customer Feedback Ratio



The chart provides the gender wise ratio of feedbacks received from persons who made purchasing and other only visited. According to the revealed data from buyers **37%** male customers provided their feedback, whereas **63%** females provided their feedback regarding the overall arrangements and the management of exhibition. A part from visitors, some persons also

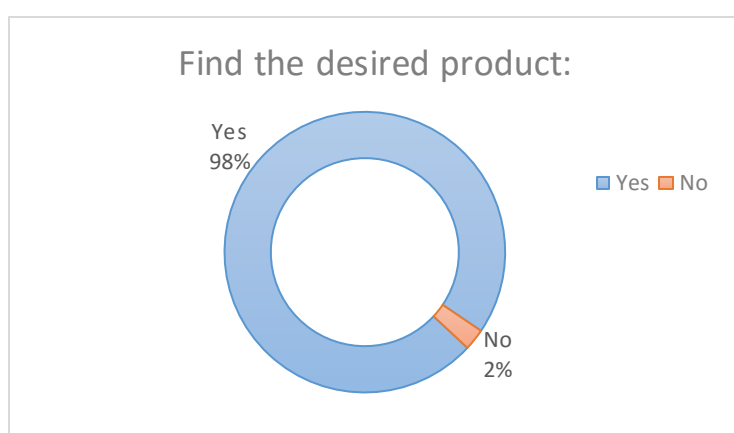
provided feedbacks yet made any sort of purchasing from the exhibition. According to the data, **59%** male persons recorded their feedback but did made any purchasing yet. While **41%** females who have only visited the event but given their feedback as well.

ii. Sources of information about the exhibition:



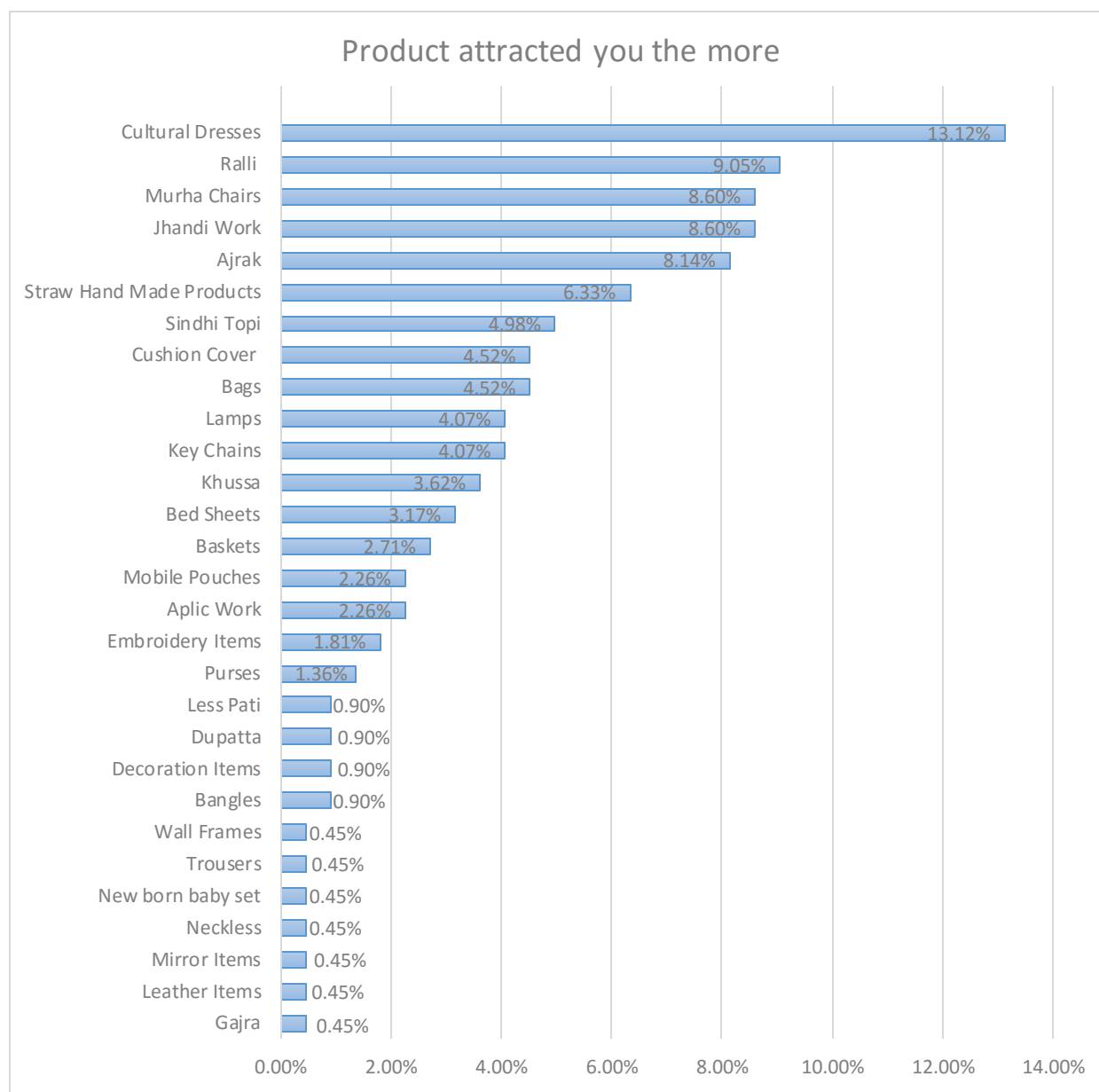
As far as the source of information regarding event is concerned, **1%** participants including customers and non-customers responded that they have been informed through FM Radio. While **17%** of participants reported that they got information through TV. Whereas **20%** participants shared that they have been become aware regarding event through the facebook. While **6%** participants/visitors reported that they have received information through SMS. **13%** people shared that they have been formally invited to participate in the event. While **12%** of the people also reported that they become informed regarding this events via bill boards. And **32%** reported to get information through other sources. The majority of people shared that they have informed by their friends for this event and few other also reported to get informed through their relatives for this exhibition.

iii. Find your desired product:



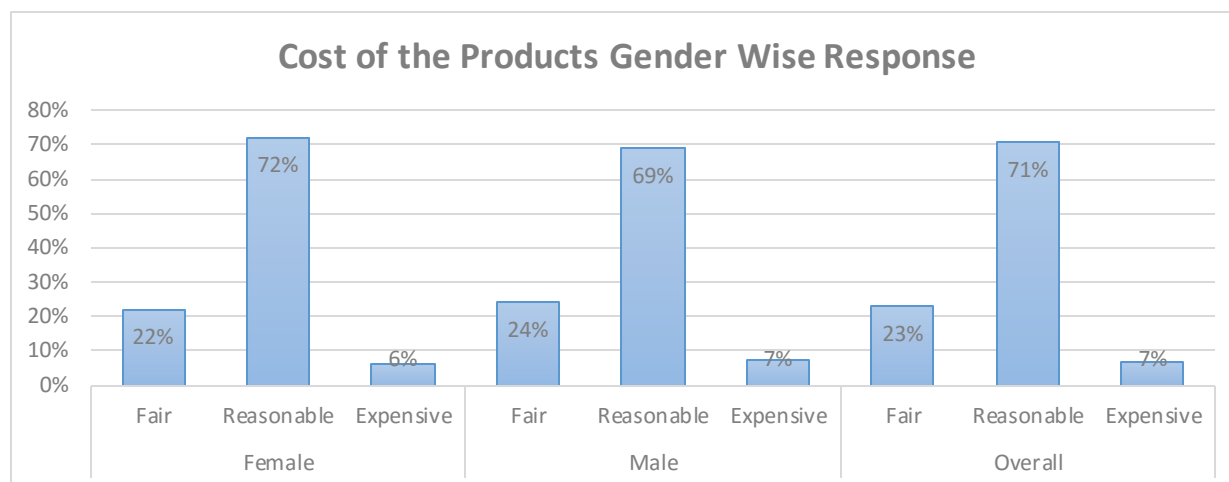
Regarding the desired products, the respondents reported differently, according to the revealed information that **98%** respondent have got their desired products in the event, whereas **2%** customers responded that they have not been success to find the desired one for their self and family.

iv. Product attracted you the more:



The above chart depicts the data regarding the products which attracted the customers more. According to the revealed data that majority of products attracted the **1% to 4%** customers but **13.12%** customers reported that they have attracted by the Cultural Dresses which were made purely in cultural way and their work was very good and becomes the cause of attraction of customers. While other **9.05%** customers reported that they have liked the Rallis which were available in the exhibition have enormously attracted them. **8.6%** customers were attracted by the Murha which was presented the different BDGs in the exhibition. **8.6%** customers reported that they become attracted by the Jhandi Work/ Items which were presented 1st time in the Sartyoon Sang event. **8.14%** responded recorded their feedback that they have been attracted by the Sindhi Ajrak. **6.33%** customers recorded their feedback that they have been attracted by the Straw Hand Made Products. While **4.98%** other customers recorded their feedback and shared that they have been attracted by the Sindhi Topi.

v. The cost of the Products you find



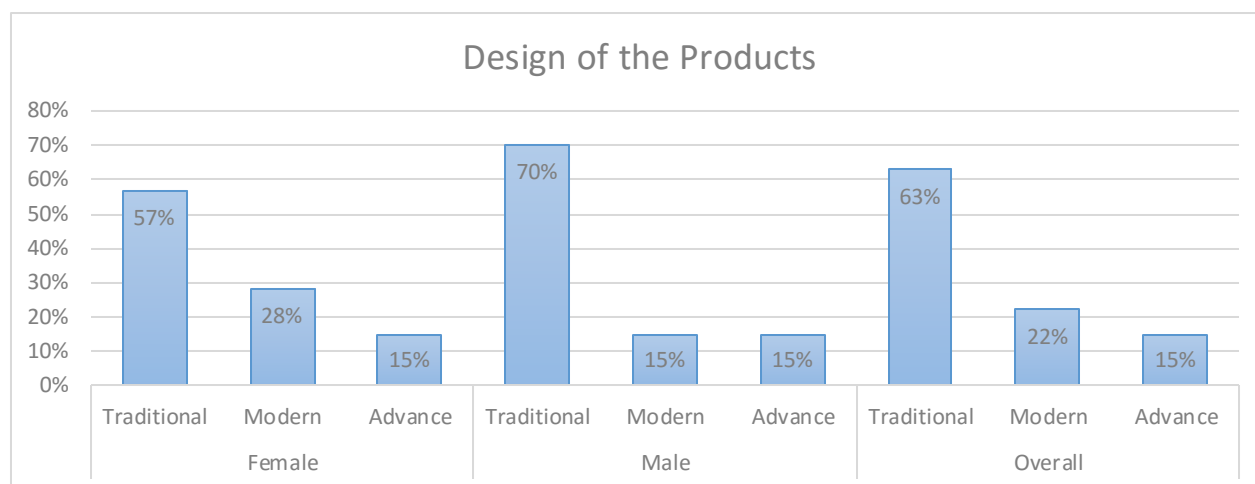
Above mentioned chart provides information regarding the cost of the different products, for that the customers were asked to rank out the cost of the products they have purchased from the exhibition. According to the responses of customers that **22%** female and **24%** male reported the cost of products as the fair while **72%** female and **69%** female reported the cost of the products as reasonable. Whereas **6%** female and **7%** male have reported as expensive products in terms of their cost in urban scenario.

vi. Ranking of Products in terms of their Quality:



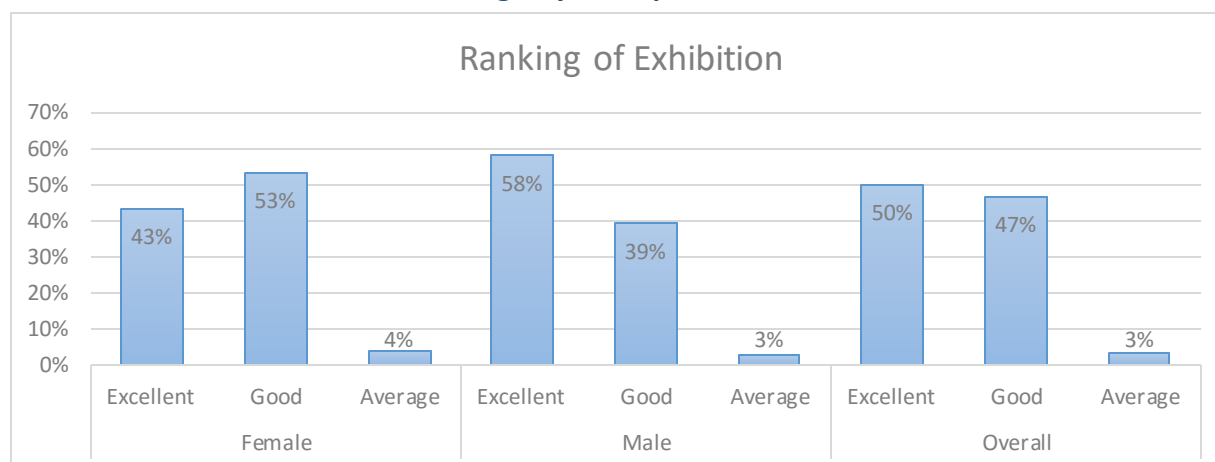
As far as the quality of products is concerned the customers were asked to provide their feedback on the quality of products. According to the revealed information **69%** male customers consider the quality of products as excellent, whereas **62%** female indicated the quality of products they find was excellent. **65%** overall respondents considered the quality as excellent in the event during the three days. While **30%** male also determine the quality as good and **33%** women customers reported regarding quality as good as well. **5%** female and **1%** male customers revealed as the quality of products presented in event is average.

vii. Measurement of designs of products brought in exhibition:



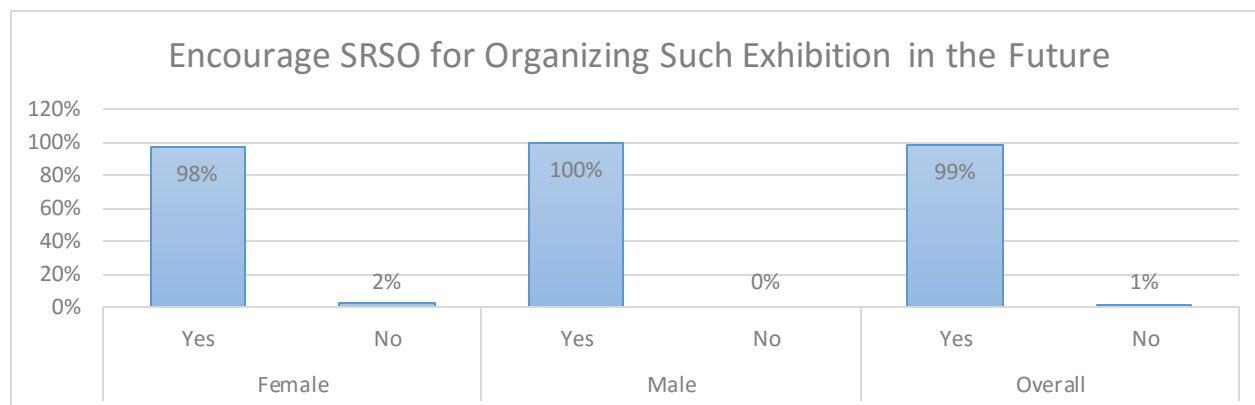
The aforementioned chart depicts the information regarding the designs of the products, from the revealed data **15%** male & **15%** female have reported the designs as advance. While **15%** male & **28%** female as well reported that according to them the designs of the products were modern. Whereas **70%** of male and **57%** of female which is a large proportion of customers who reported that the designs which they have seen were mostly traditional.

viii. Rank this exhibition according to your expectations:



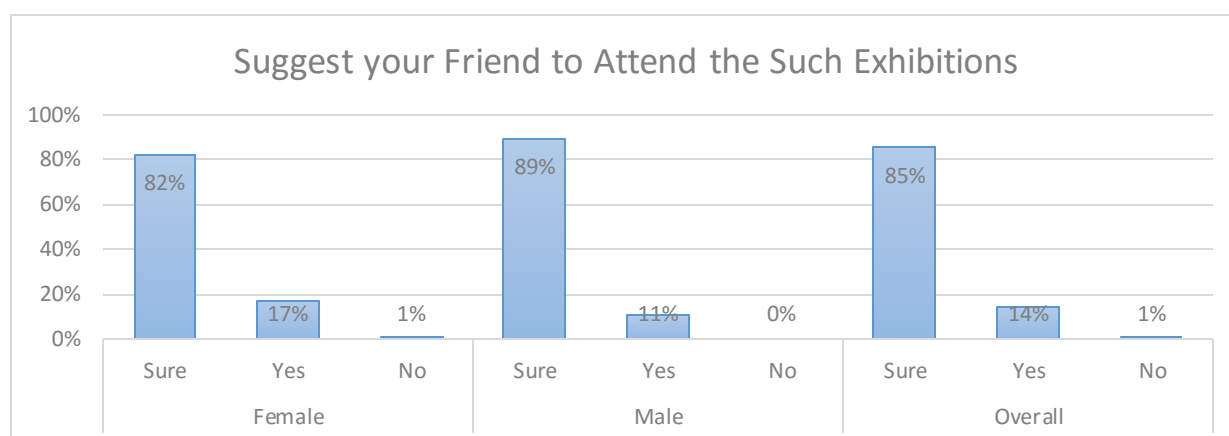
Regarding the ranking of the exhibition is concerned the **58%** male & **43%** which major proportion of female customers responded that according to their expectations the exhibition was the excellent for them. While **39%** male and **53%** female also consider the exhibition as good as per their expectations. While other **3%** male and **4%** female consider the event as average in the light of their expectant they had in their mind for the exhibition event.

ix. Either encourages SRSO for organizing such exhibitions in the future:

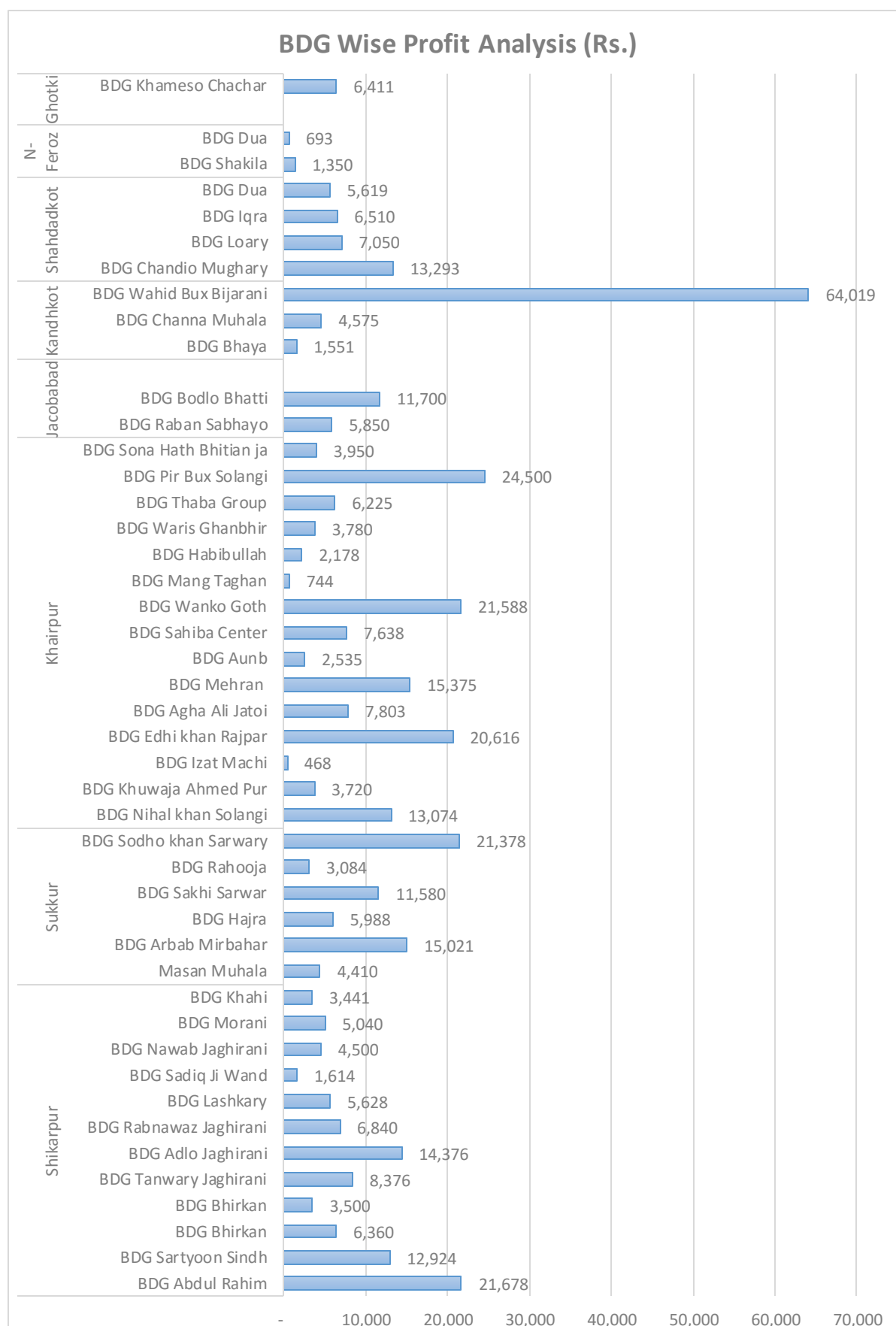


Against the question regarding encourage SRSO in future to organize such events, majority of **100%** of male customers reported that yes they will encourage to have such events in future for poor women at all levels. Most importantly the females have **98%** encouraged the efforts of SRSO and shown huge expectation to have events in others cities of Sindh Pakistan in order to promote the hand made products of poor women. Overall large majority of **99%** customers willingly encouraged SRSO to organize such events in future as well.

x. After your recent experience would you suggest your friends to attend such exhibitions:



Regarding to suggest your friends to attend such exhibitions, the **82%** of female and **89%** of male customers confidently assured that surely they will suggest their friends' relatives and family members to visit such events to get the desired products. While **17%** female and **11%** male customers reported as yes they will encourage and suggest their friends to attend such events/exhibitions wherever it organizes.



The Sale of three Days exhibition is Rs. 1,757,270/-. The payment which is made to the BDGs against their Products is Rs. 1,646,255/- and the profit Rs. 418,553/- is paid to BDGs which earned from the sale of their products in Exhibition, furthermore BDG wise profit analysis is given above.

Picture Gallery



Commissioner Sukkur Mr. Abbas Baloch during the Sartyoon Sang Exhibition



Mr. Shahryar Mahar (Opposition Leader Sindh Assembly) during the Sartyoon Sang Exhibition



Chair Person Sindh Board of Investment Ms. Naheed Memon was amongst our most distinguished guest during the Sartyoon Sang Exhibition



Mr. Muhammad Dittal Kalhoro given interview to the media during Sartyoon Sang Exhibition



Mr. Aijaz Ali Khan (ACS) with CEO SRSO during Sartyoon Sang Exhibition



Ms. Nafeesa Shah (MNA) given their interview to the KTN regarding the event during Sartyoon Sang Exhibition

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Ms. Nusrat Sahar Abbasi (MPA PML-F) discussing with CEO-SRSO regarding the event during Sartyoon Sang Exhibition



Mr. Arsalan Shaikh (Nominated Mayor-Sukkur) with CEO-SRSO during Sartyoon Sang Exhibition



Haji Anwar Khan Mahar (Ex-MPA) during Sartyoon Sang Exhibition



Mr. Ali Bux Khan Mahar & DC Central Karachi during Sartyoon Sang Exhibition



Dr Sono Khangarani (Ex-CEO SRSO), Dr. Shereen Mustafa Narejo, Ms. Naheed Shah Durani (BoD Member-SRSO), CEO-SRSO & SRSO Management During Sartyoon Sang Exhibition



Distinguished Guests during the Sartyoon Sang Event.

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Media Coverage by Different Channels



SRSO Team & BDGs Representatives in the end of Sartyoon sang Exhibition