



# Sindh Rural Support Organization



## 4<sup>th</sup> Sartyoon Sang Craft Exhibition

At Ocean Mall Karachi, 6-8 January 2017

## Event & Customer Feedback Report





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# Acknowledgement

I would like to say thanks to all our partners who put their great relentless efforts, time in contributing and arranging this type of Exhibition. Thanks to all participants who participated enthusiastically and contributed a lot to the success of the Sartyoon Sang Exhibition which was organized for the create linkages of BDGs with market and stockholders. Special thanks to Mr. Muhammad Dittal Kalhoro (CEO-SRSO), Dr. Sheeren Narejo (BoD Member of SRSO), and management of SRSO who gave the opportunity to BDGs to create their linkages with the international and local market, stakeholders and business entities.

In the end I like to say thanks to Mr. Naveed Memon (Manager - MER) and Head Office MER team for designing of questioner for the collection of customer feedback and Mr. Bakhat Ali Abro for preparing the elegant design of report and Mr. Amjad Ali Tunio in sharing the feedback analysis given by buyers and visitors in event report writing.

Naimatullah Sawand  
(MER Officer-MER Section Head Office)

## Organization Introduction

The Sindh Rural Support Organization (SRSO), is a not-for-profit organization working in Sindh and licensed under section 42 of the companies ordinance 1984 of Pakistan. It was established in 2003, with an endowment of Rs. One billion by Govt. of Sindh (GoS), in order to supplement the policy of GoS for poverty reduction, skills development, health, and education. It primarily works with the grassroots marginalized population of the area by organizing them and helping through multiple interventions, so to enable them to earn sustainable livelihoods and come out of poverty over a period.

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 supports rural women and revealed the 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 an 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 has 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. SRSO, Keeping In view the women empowering founded the Crafts Enterprise Department (CED) founded to promote HANDICRAFT in Sindh, which is a major source of livelihood for millions of people, the majority of them women. But they just need an opportunity that they were not bear the expense issues i.e. raising the cost of inputs, difficult access to credit and poor marketing network, have brought the industry to its present dismal state.



## The Vision of Sartyoon Sang Crafts Annual Exhibition

Sartyoon sang a symbol of tradition, ambassador of culture, laminating candle of poor rural women of deprived areas and its meaning is “together with friends”, working with a vision that to promote the handmade products art by poor rural artisan women by creating their linkages with market, stakeholders and sponsor companies to give projection their art. The Sartyoon sang will be a benchmark for poor rural women to improve the lives of unprivileged and disadvantaged women from unfair areas where the not equitable distribution of resources has surrounded them into a vicious circle of poverty.

### Objectives and Benefits of Exhibitions

In the recent context, SRSO has 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 an 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 suppliers, 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.

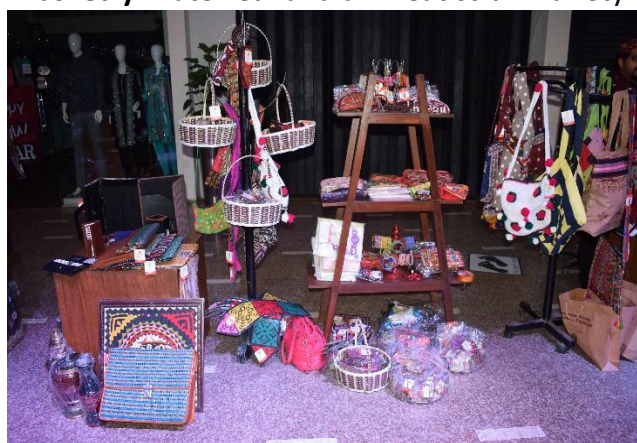
Sartyoon Sang is mandated to enhance the capacity of rural women by refining their skills and create income generating opportunities in line with market demands and trends by adding value to their existing skills and making their products competitive in national and international markets. Following are the main objectives of Sartyoon Sang Initiative:

- To promote rural entrepreneurs, preferably of women to undertake initiatives that would help them to develop their own 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'.

An extensive assortment of handmade work by poor rural artisan women embroidered items prepared by more than 450 women working under Business Development female group from far-flung & unprivileged villages of Sindh was exhibited. Conventional work symbolizing the local cultures of these areas such as **Apparel:** Diverse designs of applique work, Embroidery, Shirts, Frocks, Dupattas, shawls, stoles, quilt applique, Sindhi Embroidery and chunri etc. **Fashion Accessories:** lifestyle products such as bags, Hand Purses, Mobile cover pouches, Embroidery ornaments and buttons, **Home Textiles:** Bed Covers, Cushions, Dining Table, Runner set with intricate patchwork, cutwork and embroidery were among the main features. Many local and foreign visitors were seen picking out the different products, **Basketry:** Date Leaf and a wheat straw variety of baskets, plates, Bowls, tray sets, Jars, Hand



Fans and wall hangings. **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.

The rural poor women work is distinctive and is not available in markets so, SRSO arranges this by bringing the village branded products of far-flung areas where their products are hidden and not exposure to sell out. The artisan is working in their homes from childhood but did not get their valuation and recognition and ever since they became a part of this type of international and national Programme, her profits have doubled.



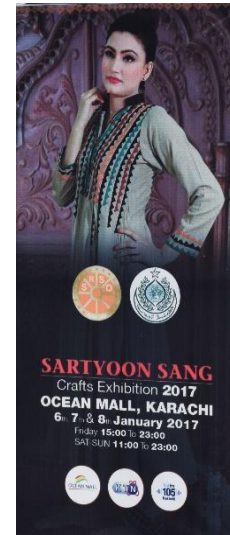
## 4<sup>th</sup> Sartyoon Sang Crafts Exhibition



With all flying colors, good expectations, hopes and full of cultural, traditional elements of Sindhi culture were there at 4<sup>th</sup> Sartyoon Sang Craft Exhibition. The exquisite traditional crafts displayed at the Ocean Mall Karachi, organized by Sindh Rural Support Organization (SRSO) from 6<sup>th</sup> to 8<sup>th</sup> January 2017. In Karachi, a wide mixture of Sindhi handicrafts made by rural women was exhibited, including home textiles,

basketry, jewelry, dresses, dupattas, and shawls, embellished with traditional embroidery cutwork and others items. CEO-SRSO, Mr. Muhammad Dittal Kalhoro inaugurated the exhibition formally and the exhibition started its journey for three days. During inauguration, the Chief Executive Officer of SRSO Mr. Muhammad Dittal Kalhoro, Ms. Sheeren Narejo (BoD members SRSO) and Senior Management of SRSO were also present. CEO-SRSO, Muhammad Dittal Kalhoro, while highlighted the purpose, he said that the event is organized 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 remained unable to get reasonable prices of their products while selling in local markets. This has profoundly discouraged the poor rural craftswomen.

Later 4<sup>th</sup> Annual Sartyoon Sang Crafts Exhibition was formally started, bringing new year collection, a variety of products with unique, creative and elegant dashing style antique cultural and ethical fashion trends



made by poor rural artisan women from interior Sindh's vast and far-flung areas. Karachi's people overwhelming welcome the cultural and ethically handmade products exhibition by rushing towards exhibition by the start of the day. The Location was, metropolitan and mass audiences were coming per day, the set and stalls were fully decorated with cultural and ethical fashion and design made products with a slow cultural



music. The exhibition ambiance totally consisted on a village and cultural theme including the women had made clothes the big notables personalities of Pakistan visited and bought the most attractive cultural product as per their liking.

While, visiting the 1<sup>st</sup> day at Exhibition EX-CEO SRSO, Ms. Naheed Shah 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. Furthermore, she said that, 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 a better livelihood for rural women.



On the first day, despite Friday 6th January, 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. During the exhibition, the customers have taken a huge interest in the traditionally hand-made products chiefly the Sindhi-rallies with different designs and embroidery work. Foreigners also too interest in the cultural and traditional products of Sindh's made by these rural women and they encourage the SRSO management for promoting such an antique products at the national level where they have got the real exposure visit of their national products. The turnout and the inclination of customers towards the Sindhi-rellies, Murhas, bed





sheets, Crochet work (Kundhee / Hook work have 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 the day, the 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.

*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 a 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 BDG 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 bringing them to 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. Respectable Ex-MPA, Mr. Anwar Khan Mahar Also visited the exhibition and took interest in cultural products and also encourage the SRSO,

the way they are working for promoting rural artisan women to alleviate the poverty. The customers have taken a huge interest in all products equally.

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 a huge interest in all products equally, and this was the



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 bargained for prices they also put their remarks regarding the products/commodities produced in the



exhibition. Some customers wished to see this as a joint venture with other organizations, and some of them have cried over the high rates and wanted to reduce the rates in view of people participating are likely from the 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.

All people also expressed their hope that the event would be further helpful for the development of linkages and easy market access to their precious products.

All visitors and buyers encouraged and applauded the efforts and passion of rural women for producing such good traditional products.

#### **4. Relevant Suggestions by the People/Customers**

- Some Notable Citizens suggested that bi-annually this exhibition should be held in Karachi.
- Young and teenage girls suggested that there should be more work on current trend by hiring a trained qualified designer for improving production of Shirts, apparels, trousers and Khussas.



- Some foreigners suggested that SRSO should approach to International Markets, i.e. Gulf Market for the marketing of our traditional crafts. Specially participation in Dubai Annual Festival that can uplift Pakistani craft globally.



### 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
- UBL Bank
- ABL Bank
- Jubilee Insurance





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/search/top/?q=sartyoon%20sang%20crafts%20enterprise>
- <https://www.facebook.com/search/top/?q=sartyoon%20sang%20crafts%20enterprise>
- <https://www.youtube.com/watch?v=ws1QbwC4nQg&app=desktop>
- <https://www.facebook.com/jamil.soomro>
- <https://www.facebook.com/jamil.soomro.7/videos/pcb.1559753554041697/1559752140708505/?type=3&theater>
- <https://www.facebook.com/search/top/?q=jaag%20tv>
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## The Customer Feedback Analysis Report

Monitoring Evaluation and Research Sector of SRSO was conducting the customer insight and a study about the exhibition every year to prioritize and value addition for future strategy with a revitalizing and new creative concepts as per customer demand and customization to attract more customers. So this year Mr. Amjad Ali Tunio (P.O-MER) & Ms. Kaneez Fatima were there to evaluate and collect the customer insights in written and verbal form for product furnishing and replica of any mistake in next strategy of Exhibition, so they held an on business feedback from customer/visitors and notables citizens regarding Exhibition Marketing, Advertising and the publicity. The other thing that was evaluated from customer insights were the product furnishing, designs, quality and cultural touch to address and touch their hearts for purchase as a precious and pearl that is not available in the local and international market.



### The purpose of Customer Feedback Activity:

SRSO-Sartyoon Sang Crafts Enterprises always there to provide cultural and ethical hand made a product with elegant ethical and cultural fashion coated products at customer doorstep by promoting poor rural artisans women so to enhance the quality, in the exhibition, there is always a customer feedback activity arranged at the location. 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

### **Methodology Adopted**

It is also a research type that analytics and data give us all sorts of insights into what our customers want from our Sartyoon Sang Crafts Enterprise products. That's what customer feedback is all about. It helps SRSO-Sartyoon Sang Craft Enterprises, WHY behind what people are doing at the exhibition either visit or buy and why they visited either due to ambiance or cultural touch points. When we match customer feedback to what we're seeing in our analytics, we get a much clearer picture of what's going on. Then we'll know how to fix problems and go after the right opportunities. The data collection method was used by developing a questionnaire containing the different questions directly relate to the information of exhibition on various aspects and products. Secondly, Customer Feedback team also established a proper feedback desk within the venue of the exhibition.

### **Major findings of the Customer Feedback**



Mostly the customers were complaining about the marketing/advertising and promotion of the exhibition, in connection this, they responded that there is no any marketing tool they have viewed in Karachi i.e. TV channel advertising relevancy Karachi people, Digital media was also missing and Local Cable Network component was also missed. The other thing

that customer were complaining that the product variety should be extended and product line should be increased as per market demand because in Karachi there are all cultures and all countries people are living and everyone is looking heart touching their concern culture and art traditional look in a creative manner. Mostly the women ratio of buyers were complaining about space/area the exhibitions was set, very congested and all people retailers, buyers, and visitor could not do window shopping for choosing any product easily.



The Stall installation in a short space was not good, stall product visibility and product gondola marketing were totally dis-mannered and non-sequence.

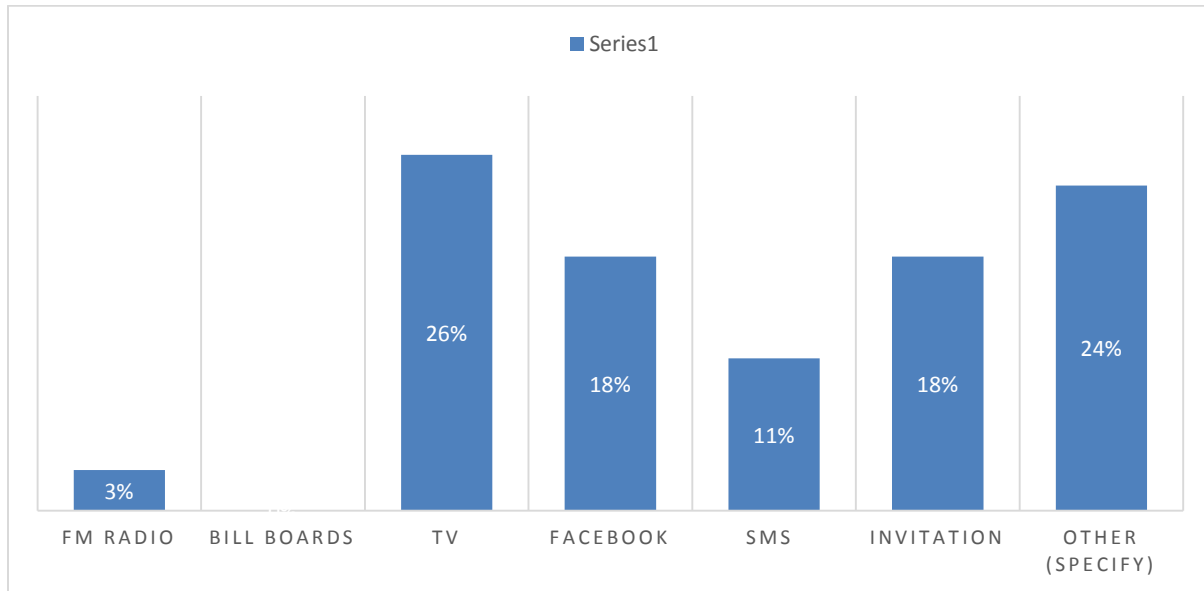


**Source of Information about the exhibition:  
Advertising/Marketing/Promotional Material Analysis**

**Analysis:** Above trend shows that the SRSO-CED sector has vitalized all the marketing and advertising (above and below the line) channels. Now, the world is totally converted on media like social and electronic media, which plays a pivoting role in reminding people that this product is your necessity in your life and converting their demand/want into their necessity. So SRSO brings all the channels on board: **Electronic Media Including:** (KTN TV, KTN News TV, Sindh TV, Sindh Tv News Samaa TV, Jaag TV, Sach TV, PTV Home, 92 News TV, Awami Awaz, Dharti TV, Abb Takk TV, Mehran TV, Awaz TV, Capital TV,), **Below the Line Media:** HOT FM-105 Karachi, **Print Media:** Dawn Newspaper, Kawish Newspaper. As far as the source of information regarding the event is concerned, **03%** participants including customers and non-customers responded that they have been informed through FM Radio. While **26%** of participants reported that they got information through TV. Whereas **18%** participants shared that they have become aware regarding event through the facebook. While **11%** participants/visitors reported that they have received information through SMS. **18%** people shared that they have been formally invited to participate in the event. While **24%** of the people also reported that they become informed regarding other sources and daily ocean mall visitors. The majority of people shared that they have informed by their

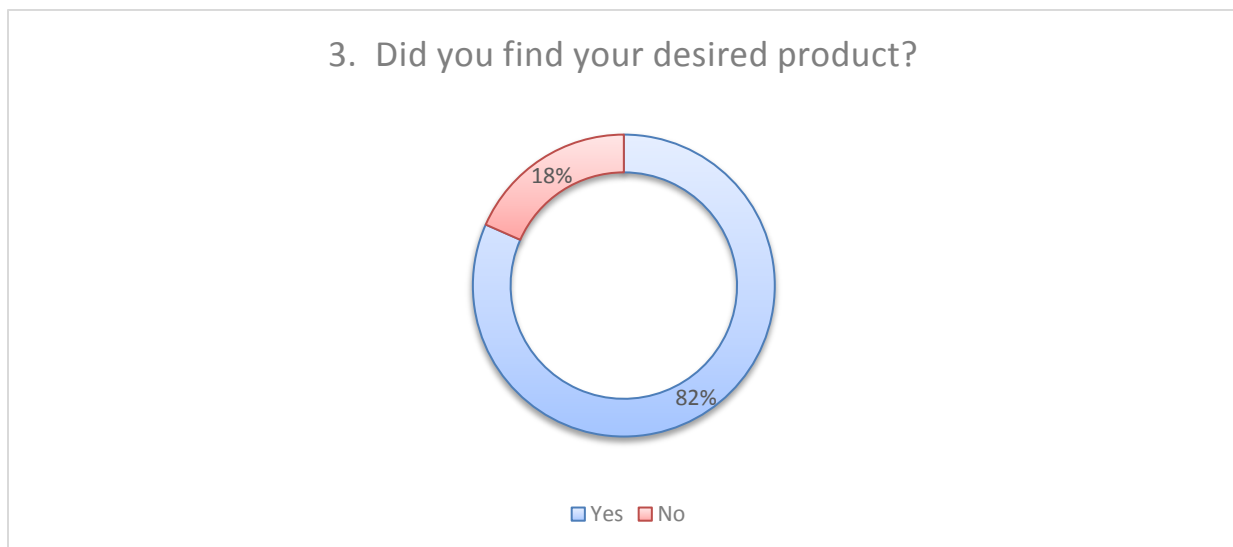


friends for this event and few other also reported to get informed through their relatives for this exhibition.



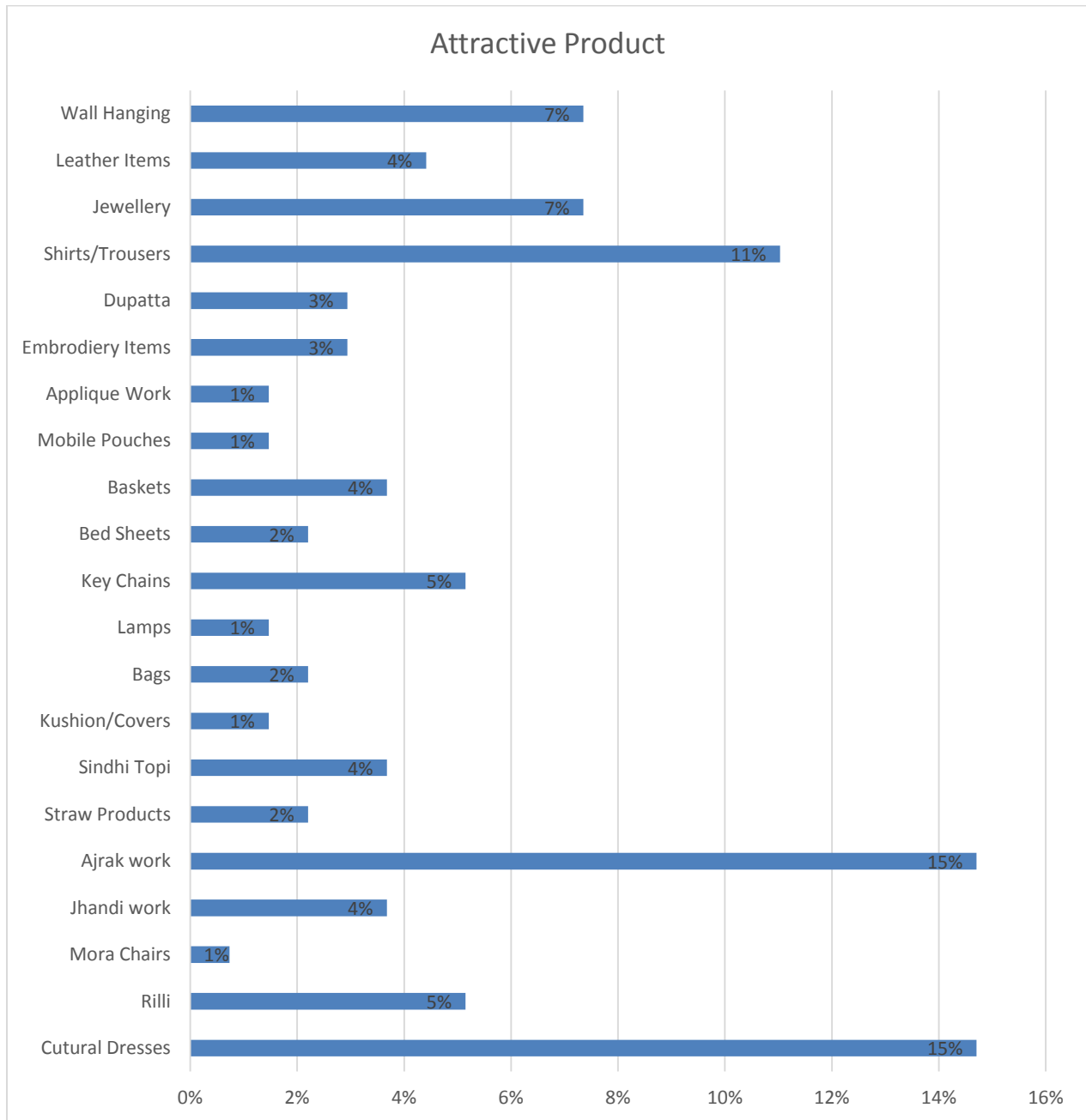
## II. Desire Products availability at Exhibition:

Regarding the desired products, the respondents reported differently, according to the revealed information that **82%** respondent have got their desired products in the event, whereas **18%** customers responded that they have not been success to find the desired one for their self and family.





### III. Attractive Product:



#### Attractive Product at Exhibition:

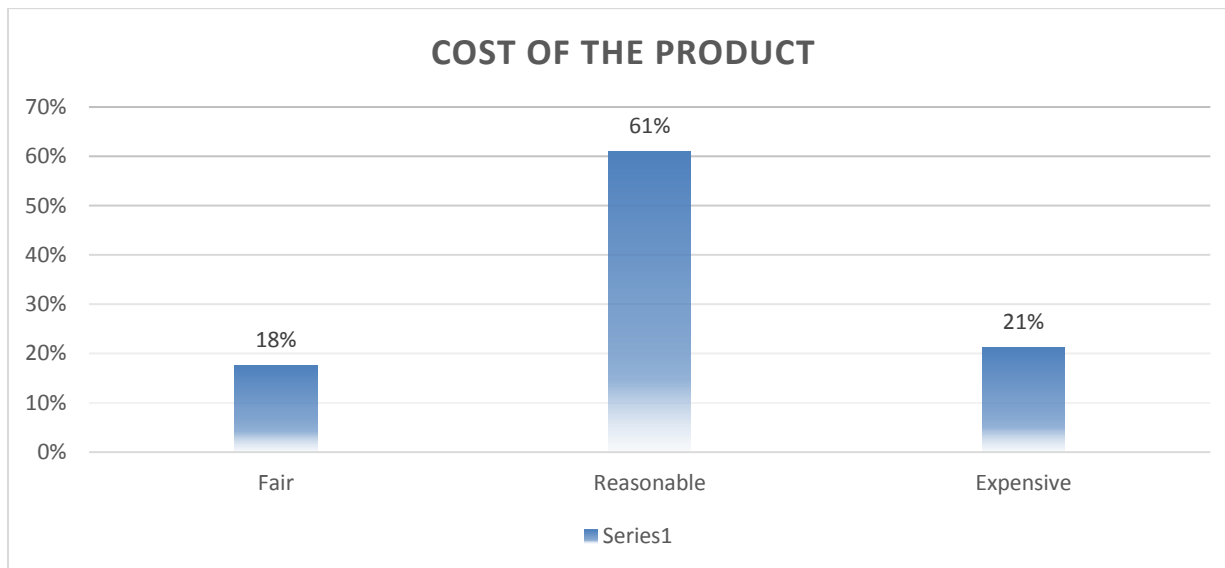
The above chart depicts the data regarding the products which attracted the customers more. According to the revealed data that majority of products attracted the **1% to 4%** customers but **15%** customers reported that they have attracted by the Cultural Dresses which were made purely in cultural way and their work was very good and becomes the cause of attraction of customers.

While other **05%** customers reported that they have liked the Rallis which were available in the exhibition have enormously attracted them. **01%** customers were attracted by the Murha which was



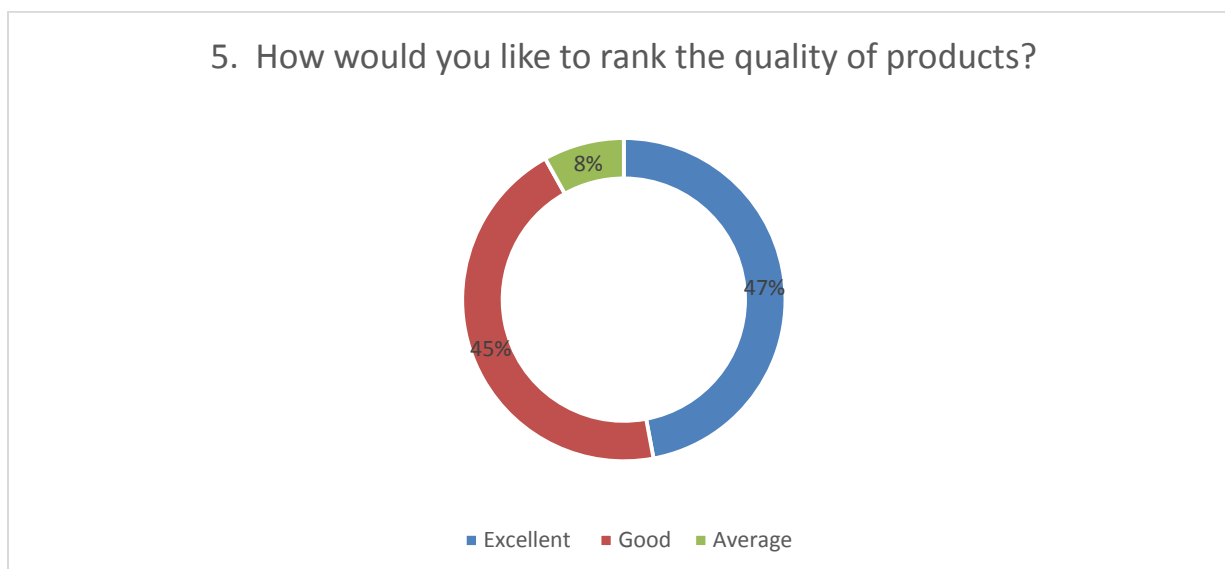
presented the different BDGs in the exhibition. **04%** customers reported that they become attracted by the Jhandi Work/ Items which were presented 1<sup>st</sup> time in the Sartyoon Sang event. **15%** responded recorded their feedback that they have been attracted by the Sindhi Ajrak. **02%** customers recorded their feedback that they have been attracted by the Straw Hand Made Products. While **4%** other customers recorded their feedback and shared that they have been attracted by the Sindhi Topi.

### 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 **61%** male reported the cost of products as the Reasonable while **18%** reported the cost of the products as fair. Whereas **21%** have reported as expensive products in terms of their cost in an urban scenario.

### The quality of the Product



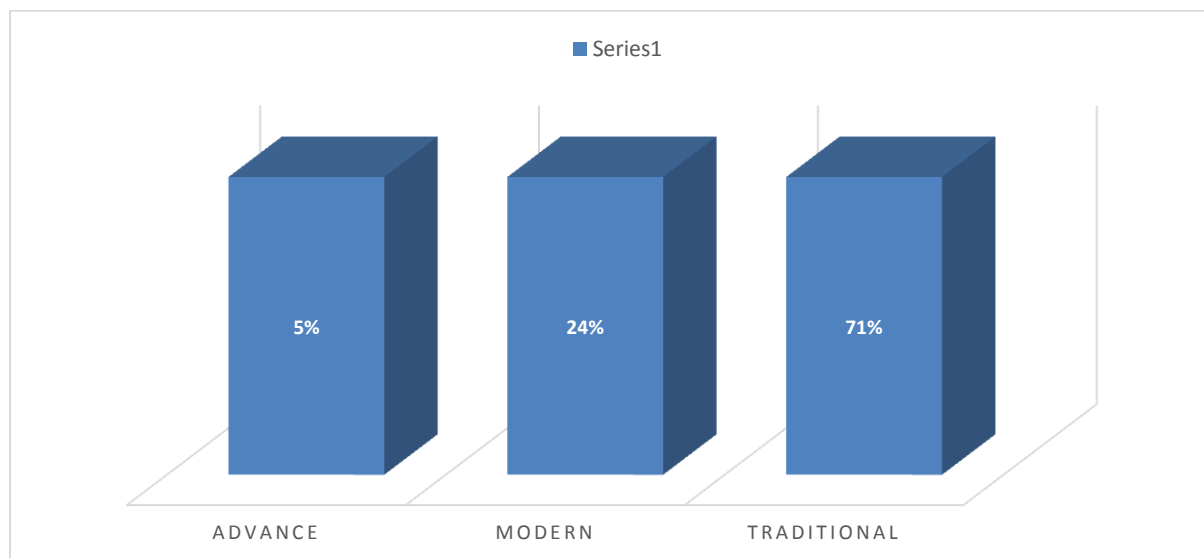


The Question that was asked from the visitors and buyers was relevant the quality and product furnishing in hand made products. As far as the quality of products is concerned the customers were asked to provide their feedback on the quality of products. According to the revealed information, **47%** customers consider the quality of products as excellent, whereas **45%** indicated the quality of products they find was good. **08%** overall respondents considered the quality as average in the event during the three days.

### Exhibitions Expectations Ranking:

When in last the question that was asked from responded that how will you rank this exhibition as per your expectations, out of which **35%** responded that excellent it was as per their expectation and **53%** responded that exhibition expectation was good what we think we perceive at the exhibition location and **12%** said that they have average expectation achieved from this exhibition.

### Designing of the Product:



The question regarding the designing and furnishing of the product was asked from the customer. The aforementioned chart depicts the information regarding the designs of the products, from the revealed data **5%** reported the designs as advance. While **24%** reported that according to them the designs of the products were modern. Whereas **71%**, which is a large proportion of customers who reported that the designs which they have seen were mostly traditional.

### Exhibition attending in future:

The last question that was asked from participants that the 60% people responded that they were will next year to the exhibition and 30% also but only 10% responded that they will not visit.



**4th Sartyoon Sang Crafts Exhibition - BDG Wise Analysis of Profit & Labor**  
**Charges till date January 09-2017**

**October-  
December  
2016**

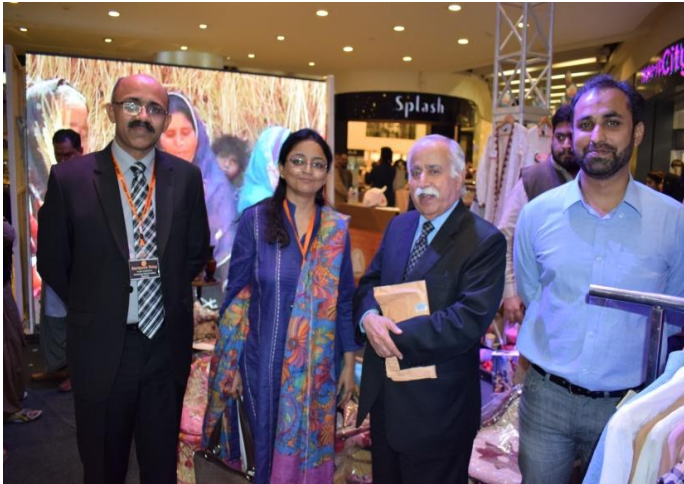
s #	BDG Name	Total Cost (A+B)	Sold stock (Cost)	Profit	Gross Profit/Loss (Excluding Closing Stock)	Total No. of Artisan	Per Artisan Labor+Profit
1	Abasi Mohla SHP	23,990	3,070	1,454	1,454	23	1,200
2	Abdul Rahim	90,960	44,078	21,634	21,634	41	2,673
3	Adloo Jagirani	140,310	82,130	39,824	39,824	47	4,021
4	Agha Ali Jatio	132,700	42,170	18,943	18,943	29	4,541
5	Ahdi Khan Rajper	43,070	11,950	5,292	5,292	27	4,529
6	Ali Nawaz Skr	10,740	7,880	3,914	3,914	12	1,291
7	Arbab Mirbahar	57,550	29,760	13,338	13,338	22	6,130
8	Baba Khusa Kkot	9,000	2,520	599	599	10	885
9	Bhirkan	81,970	29,630	15,552	15,552	15	4,390
10	Bodlo Bhatti	61,280	41,780	18,022	18,022	44	8,920
11	Bukhari Kkot	5,360	-	-	-	26	335
12	Chana Mohalla	27,150	4,390	2,290	2,290	20	1,804
13	Chandoo Mugerri	7,230	2,225	1,544	1,544	33	369
14	Gabar Maitlo KHP	11,480	2,310	1,131	1,131	25	1,758
15	Garhi Hassan	16,530	5,910	2,081	2,081	19	1,948
16	Ghogharo Qamber	32,720	9,940	5,092	5,092	15	2,034
17	Ghulam Rasool Jatio	1,200	1,200	665	665	22	115
18	Hajani/Ali Nawaz SKR	41,290	13,310	5,263	5,263	14	3,885
19	Hajra Skr (Vender Fareed)	21,900	6,570	4,019	4,019	1	8,519
20	Hameedabad	20,500	11,930	6,574	6,574	22	1,617
21	Imdad Mirani Goth Sukkur	7,830	2,610	1,511	1,511	17	331
22	Izat Machi KHP	14,680	2,340	627	627	11	763
23	Jingh group Shahdadkot	6,880	6,880	3,344	3,344	10	1,836
24	Khahi	40,450	8,450	2,328	2,328	24	1,386
25	Khamiso Chachar	24,280	11,220	7,296	7,296	11	1,953
26	Khuwaja Group	18,800	15,280	8,664	8,664	20	1,614
27	Langha-1	13,610	3,520	2,024	2,024	10	1,621
28	Langha-2	69,070	32,530	18,734	18,734	12	3,732



29	Lashkary Jagirani	52,890	28,170	15,941	15,941	25	2,122
30	Masan Mohalla	31,440	20,730	10,612	10,612	21	2,006
31	Mehboob goth	3,500	-	-	-	15	575
32	Misri Khan KHP	26,190	13,540	6,897	6,897	15	2,540
33	Nao Kot GHT	12,630	5,600	855	855	12	6,628
34	Naseer Faqeer KHP	8,400	4,730	3,107	3,107	10	3,702
35	New Roshni SHP	36,250	3,490	960	960	20	2,504
36	Nihal Solangi	12,650	10,980	5,814	5,814	24	1,131
37	Rab Nawaz Jagirani	18,340	5,800	2,850	2,850	34	1,585
38	Rahim Dad Chandion Qamber	18,850	11,715	2,551	2,551	20	1,430
39	Rahooja	31,260	8,460	4,978	4,978	15	1,208
40	Rai Chand Skr	10,420	3,330	1,207	1,207	26	674
41	Ranwati Qamber	8,500	3,000	2,375	2,375	12	1,313
42	Riaz Ajrak Maker	350	-	-	-	20	-
43	Sadiq ji wand	30,180	10,890	4,287	4,287	21	1,392
44	Sakhi Sarwer	5,500	1,400	875	875	11	358
45	Sartyoon sindh	8,000	-	-	-	41	400
46	Shoaib Rind	31,120	14,530	6,570	6,570	23	4,810
47	Sodho khn	185,610	73,860	27,850	27,850	40	2,320
48	Soni Sui Qamber	4,800	900	285	285	40	581
49	Tanviry Jagirani	44,150	21,050	9,683	9,683	42	2,004
50	Theba Group	26,460	15,500	7,125	7,125	10	4,609
51	Wahid Bux-1	31,295	20,410	11,587	11,587	15	1,941
52	Wahid Bux-2	141,120	47,228	18,550	18,550	20	8,321
53	Wahid Bux-3	16,800	11,240	3,250	3,250	15	1,485
54	Wajeeha	27,460	3,580	2,014	2,014	10	1,696
55	Wanko goth	92,770	47,225	16,540	16,540	23	2,281
56	SRSO stock (Purchased)	445,151	222,552	86,000	86,000	-	
<b>Sub Total (SRSO New stock )</b>		<b>2,394,616</b>	<b>1,045,492</b>	<b>464,513</b>	<b>464,513</b>	<b>1,162</b>	<b>2,856.48</b>
58	SRSO Old stock sale	967,525	231,825	139,095	139,095	-	
<b>Total</b>		<b>3,362,141</b>	<b>1,277,317</b>	<b>603,608</b>	<b>603,608</b>	<b>1,162</b>	



## Picture Gallery



Mr. Fazalullah Qureshi & Dr. Sheeren Narejo (BoD Member of SRSO) during the exhibition



CEO-SRSO Mr. Muhammad Dittal Kalhoro Busy with esteemed guests during exhibition



Distinguished guests during the exhibition



Customers busy in buying the different cultural products



Customers Feedback Desk



Customer at Bill counter desk during exhibition





Ms. Naheed Shah Durrani, (Managing Director, Sindh Education Foundation) during the exhibition



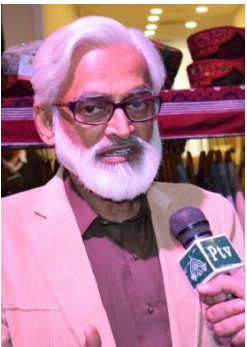
Mr. Anwar Khan Mahar (Chairman NSUSC) during the exhibition



Distinguished guests during the exhibition



ACS Development Mr. Muhammad Waseem during the exhibition



During the briefing to the media regarding the exhibition



During exhibition  
Sindhi Topi  
Different looks



Distinguished Guests











SRSO Team in the end of Sartyoon Sang Exhibition