



Sindh Rural Support Organization



Sartyoon Sang Craft Exhibition (2015) At Ocean Mall Karachi, Jan-30 to Feb-01-2015 Event & Customer Feedback Report

Acknowledgement

I would like to say thanks to all our partners who put their great efforts and time in contributing and arranging this type of Exhibition.

Thanks to all participants who participated enthusiastically and contributed a lot in success of the Sartyoon Sang Exhibition which were organized for the create linkages of BDGs with market and stockholders.

Special thanks to Mr. Muhammad Dittal Kalhoro (CEO-SRSO), Dr. Sheeren Narejo (Director-SRSO), and management of SRSO who gave opportunity to BDGs to create their linkages with market.

In the end I like to say thanks to Mr. Naveed Memon (Manager-MER), Mr. Manan Chachar & Iftikhar Abbasi for designing of questioner for collection of customer feedback and contributing in event report writing.

Farhad Ali Qureshi
(MIS Officer-MER)

Introduction:

The aim of SRSO is to support most marginalized segment of rural areas and playing vital role in the poverty reduction through the empowerment of rural women. Inevitably, the fact is that women are doing hard work at home and village to support their family and do all restless efforts which ease life of their family. Thus, women are always being evidently ignored in various forms and found mostly victimized in utter traditional barriers.

SRSO adopted with rejuvenated approach to support rural women and revealed adorable existence of women in society and utilizing tremendous potential of women because they are doing embroidery work at home to support their family but they did not receive reasonable remuneration due to interruption of middle man and inaccessibility to potential Market.

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 level. Hence, creativity took admirable the initiatives to introduce the event of exhibitions. Thus, initial planning to organize at broad levels.

1. 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 of organizing event is to develop marketing strategies by forming business development groups of skilled artisans. This enables women artisans to have 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.

2. Event partners:

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
- JS Bank
- Summit Bank
- Jubilee Insurance
- Pakistan Petroleum Ltd (PPL)
- AHAN
- Sindh Bank
- Indus Crafts



The advertisement & media campaign was done by with the support of KTN, HOTFM-105 Karachi & event management which eventually made successful promotion of the event.

3. Inauguration of Sartyoon Sang Exhibition:

Sartyoon Sang Crafts Exhibition was organized by Sindh Rural Support Organization (SRSO) at Ocean Mall, Karachi. Mir Hazar Khan Bijrani, Minister for Works & Services department-GoS was the Chief Guest of the Inauguration ceremony program; he inaugurated the exhibition formally and the exhibition has started its journey for upcoming three days. During inauguration the Chief Executive Officer of SRSO Mr. Muhammad Dittal Kalhoro, Director SRSO Ms. Sheeren Narejo and Mr. Nazar Memon were accompanied of Mir Hazar Khan Bijrani.



CEO-SRSO remarked, 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 they 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 women.



SRSO took initiative and trained the 7,000 women from some of the most under developed areas of Jacobabad, Kandhkot/Kashmore, Shikarpur, Ghotki, Kamber/Shahdadkot, Khairpur and Sukkur. They have been given idea of doing business as group, afterward rural women raised in form of BDG. SRSO supported rural women and enhanced their skills to furnish their hand-made craft as well as took efforts to provide market linkages to the rural women and artisans. This exhibition program is continuation of those efforts and initiative which the SRSO have took for rural women in order to highlight their work nationally with maximum market coverage and regular linkages.

Mir Hazar Khan Bijrani applauded the efforts of SRSO in rural areas who 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 businesses. He further said now such type of platforms are for rural women as 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.

He added 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.

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 day first the customers comparatively took interest in products which displayed and furnish the cultural aspects. The different business development groups of rural women have started 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 huge interest in the traditionally made products chiefly the sindhi-rillies with different designs and collections. The turnout and inclination of customers towards the sindhi-rillies was appreciateable and the sindhi-rilly was the only product which interestingly 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 their own products. In the evening of day 1st the musical show & coverage of the event was organized by SRSO's media partner KTN.



On day two, the exhibition has started with routine activism and strength. Gradually the customers moved and reached. The turnout of customers have increased as well as improved compare to last day. The customers have taken much 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 willingly appreciate 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 have urged to have more stuff with additional designs and varieties, and others have said to bit improve the finishing of products before bring them into the market.



On day three, the exhibition entered into the last day and this day has 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 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 have wished to see this as joint adventure with other organizations, and some of them have cry over the ordinary 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 selling that has improved the sell and BDGs have succeeded to promote the products desirously.

Throughout all three days the exhibition has successfully attracted the maximum people and customers which have 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 have 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 Assembles (MNAs & MPAs) i.e. Ms. Nafeesa Shah, Ms. Sharmeela Farooqi, Ms. Ghazala Siyal, Ms. Shamim Mamtaz, Ms. Kalsoom Chandio, Ms. Nusrat Sultana & Ms. Rukhsana Shar, including board of directors Mr. Fazalullah Qureshi, Mr. Ghulam Mustafa Abro, Mr. Muhammad Nazar Memon, Mr. Nazar Mahar & 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:

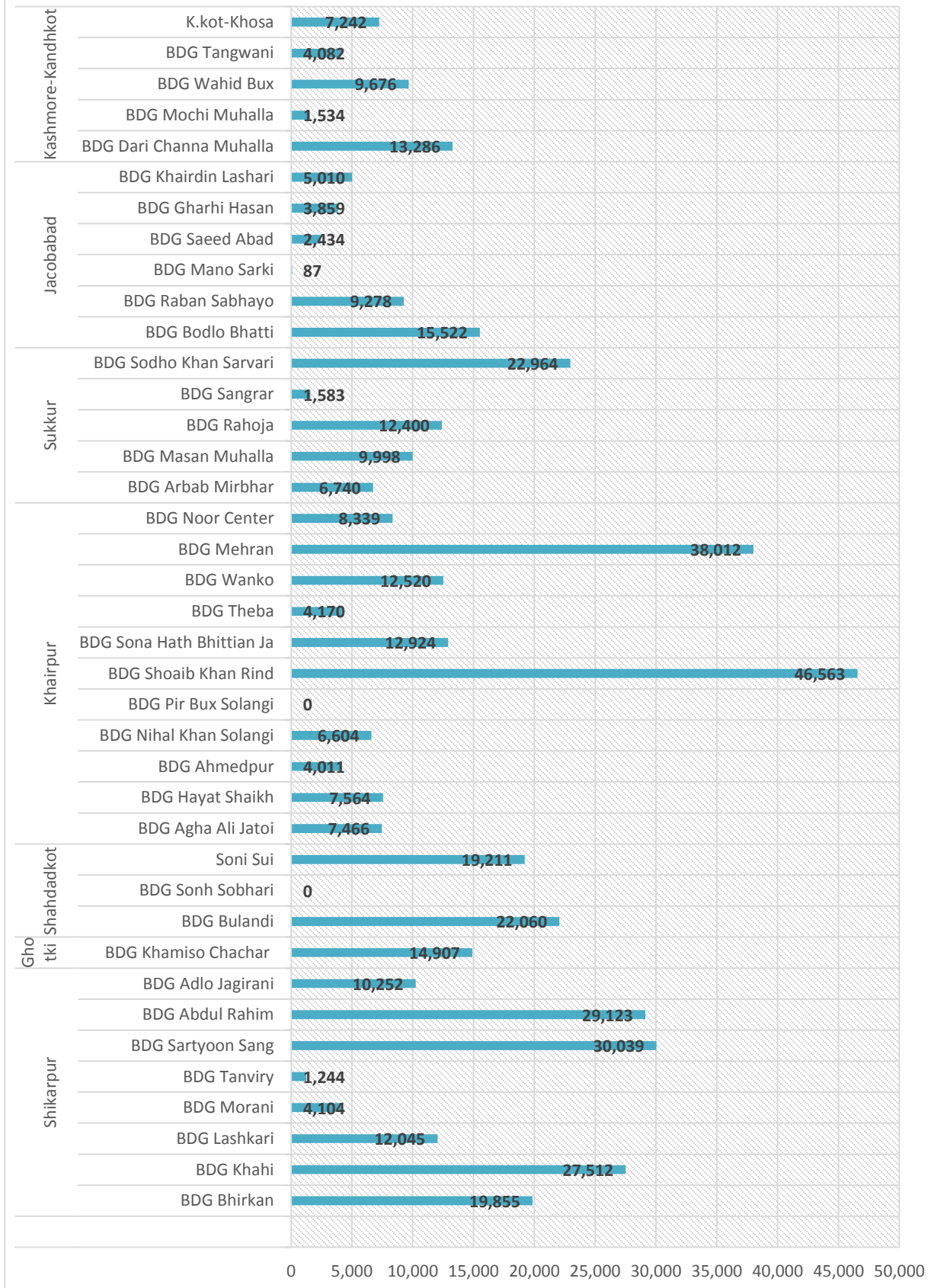
- Still there is a need to improve the quality of some products with designs and colors.
- Debit/Credit card facility must be available in exhibition which attracts the more marketing.
- The development and finishing of products be given additional time to make them fully prepared and able to produce in local or national markets.
- Additional promotion and marketing is necessary to enhance the scale of this trend.
- The magnitude of such events to be larger in open and improved space.
- There should be separate stalls of purely cultural products which differentiate them from others.
- The music corner should be at separate and small corner which may not affect the customers while conversing with BDGs.
- The more innovation and style with cost control be concentrated in future events/programmes.
- The other products of Sindh province also to be introduced in future programmes/events.
- Such exhibition needs to be organized nationally in other mega cities of Pakistan.

Business Development Group (BDGs) Sale & Profit Analysis:

S.No	District	BDG Name	Members	Sale	Profit
1	Shikarpur	BDG Bhirkan	25	44,122	19,855
2		BDG Khahi	33	61,138	27,512
3		BDG Lashkari	33	26,767	12,045
4		BDG Morani	12	9,120	4,104
5		BDG Tanviry	22	2,765	1,244
6		BDG Sartyoon Sang	27	66,753	30,039
7		BDG Abdul Rahim	36	64,718	29,123
8		BDG Adlo Jagirani	35	22,781	10,252
9	Ghotki	BDG Khamiso Chachar	20	33,127	14,907
10	Shahdadkot	BDG Bulandi	14	49,022	22,060
11		BDG Sonh Sobhari	10	0	0
12		Soni Sui	50	42,691	19,211
13	Khairpur	BDG Agha Ali Jatoi	17	16,591	7,466
14		BDG Hayat Shaikh	10	16,810	7,564
15		BDG Ahmedpur	60	8,914	4,011
16		BDG Nihal Khan Solangi	31	14,675	6,604
17		BDG Pir Bux Solangi	18	0	0
18		BDG Shoaib Khan Rind	13	103,472	46,563
19		BDG Sona Hath Bhattian Ja	15	28,719	12,924
20		BDG Theba	12	9,266	4,170
21		BDG Wanko	14	27,822	12,520
22		BDG Mehran	19	84,470	38,012
23		BDG Noor Center	10	18,532	8,339
24	Sukkur	BDG Arbab Mirbhar	12	14,978	6,740
25		BDG Masan Muhalla	17	22,219	9,998
26		BDG Rahoja	18	27,555	12,400
27		BDG Sangrar	10	3,517	1,583
28		BDG Sodho Khan Sarvari	20	51,030	22,964
29	Jacobabad	BDG Bodlo Bhatti	22	34,492	15,522
30		BDG Raban Sabhayo	15	20,618	9,278
31		BDG Mano Sarki	20	194	87
32		BDG Saeed Abad	21	5,409	2,434
33		BDG Gharhi Hasan	20	8,575	3,859
34		BDG Khairdin Lashari	17	11,134	5,010
35	Kashmore-Kandhkot	BDG Dari Channa Muhalla	12	29,525	13,286
36		BDG Mochi Muhalla	17	3,408	1,534
37		BDG Wahid Bux	20	21,503	9,676
38		BDG Tangwani	27	9,072	4,082
39		K.kot-Khosa	10	16,094	7,242
Total			814	1,031,600	464,220

SRSO facilitated to the BDGs by providing them advance amount for the production of different handy crafts and also provided logistic, administrative & accommodation facilities to the BDGs members since they were belonging to the rural areas and were not familiar with urban dynamics.

BDG Wise Profit Analysis



5. 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.

5.1 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.

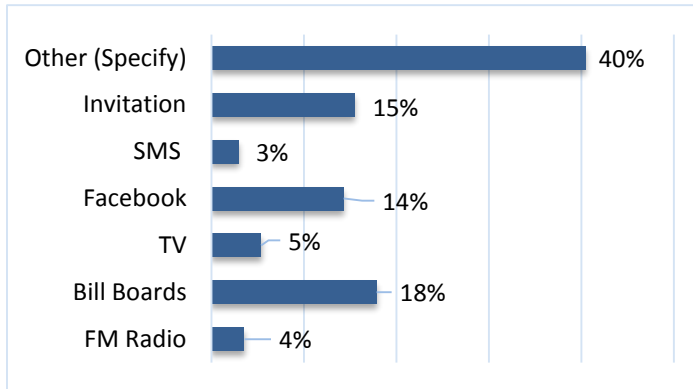
5.2. Methodology Adopted:

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.

5.3. 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 is mentioned below:

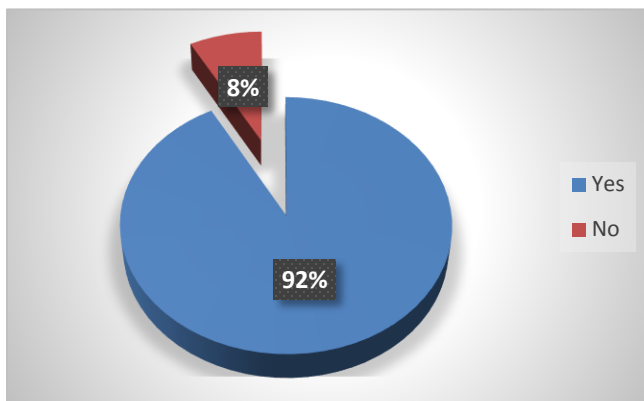
5.3.1. Sources of information about the exhibition:



The Graph shows that six options/sources have been used to disseminate the information of exhibition keeping in mind the team have recorded the responses of people that 4% people received event information through FM Radio, while 18% bill boards, 5% people get information via television, 14% masses from face book, 3% people through SMS service, 15% through formal invitation and 40% people participated in exhibition by chance who

shared that advertisement of such type of exhibition should be made at least one month prior to event through newspapers of all languages which are spoken in the area. The advertisement portion hence needs to be made improved as publicize the event effectively with all means and efforts.

5.3.2. Find your desired product:



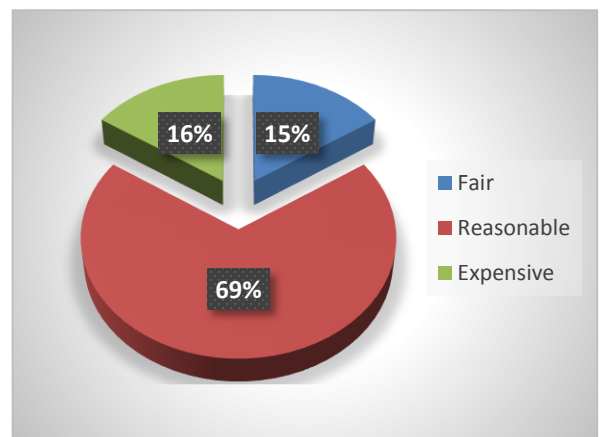
As shown in chart, that 92% people have find out their desired products and encouraged the efforts of artisan's hard work and guided them to produce same designing on attractive colors. Some of visitor contacted Business Development Group to give them order on their desire designing and color that found most valuable in the exhibition.

While 8% people who responded that they could not find out their desired product and described that the majority of products are found missing

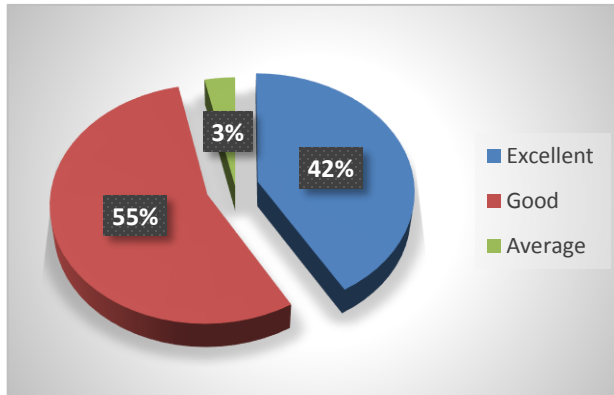
and addressing merely female fabrication which seemed limitation of culture promotion. As a result they should bring maximum products to represent Sindh culture completely and also produce items for man and children items.

5.3.3. The cost of the Products you find:

The aforementioned Chart provides information that 15% people find the cost of the products was fair in comparison of artisans' hard work, whereas 16% explained that they have find reasonable price of the products they purchased, yet majority the 69% people shared that in comparison of price; items are expensive which supposed to be reasonable in accessible of all people because such items are available in reasonable prices at relevant Sindhi traditional shop so it would be better to keep fair and reasonable prices which make the middle class people to come and purchase items and think to create linkages with rural artisans.



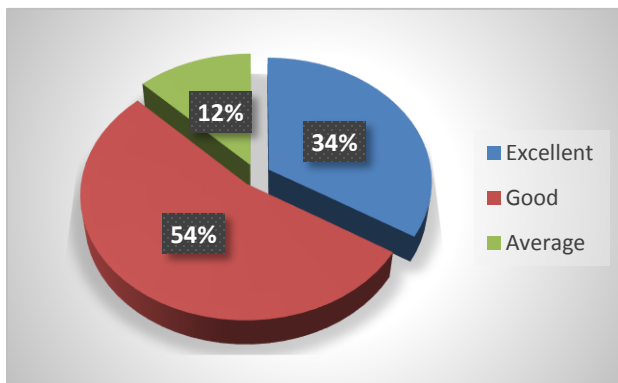
5.3.4. Ranking of Products in terms of their Quality:



The chart reveals that the 3% public ranked the quality of products as average, while 42% ranked it as excellence, whereas 55% masses ranked the product quality as Good. Here it is necessary to mention that the 3% and 42% people described that there is a bit lacking of good stuff because in comparison with urban and rural areas, one finds the huge difference of stuff. The urban people

choice mostly rely on the quality of the stuff/products, whereas the stuff produced in exhibition is quality maintained but focused in rural perspective and lacking far behind to meet urban quality expectations.

5.3.5. Measurement of designs of products brought in exhibition:

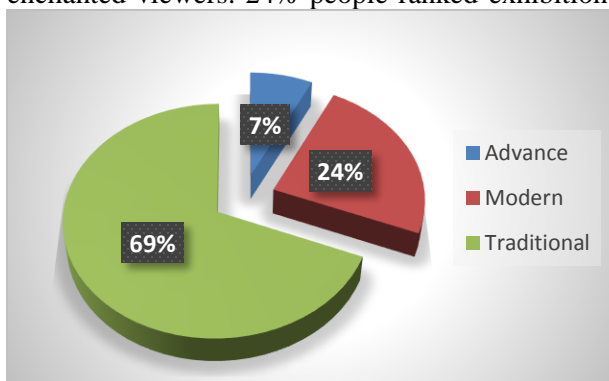


The chart depicts that 12% people measured the designs as Average, whereas 34% people measured the designs as Excellent, and remaining 54% masses measured the designs as Good. It is significant to describe that 12% & 54% apparently stated that Products along with stuff in addition to designing are attractive and charming except choices of colors found limited, besides there is a bit gap of stitching color-matching and contrast for qualitative product. These designs are traditionally good so designing could be more attractive and should be produce in

multiple color choices to lead them towards the designing of excellence.

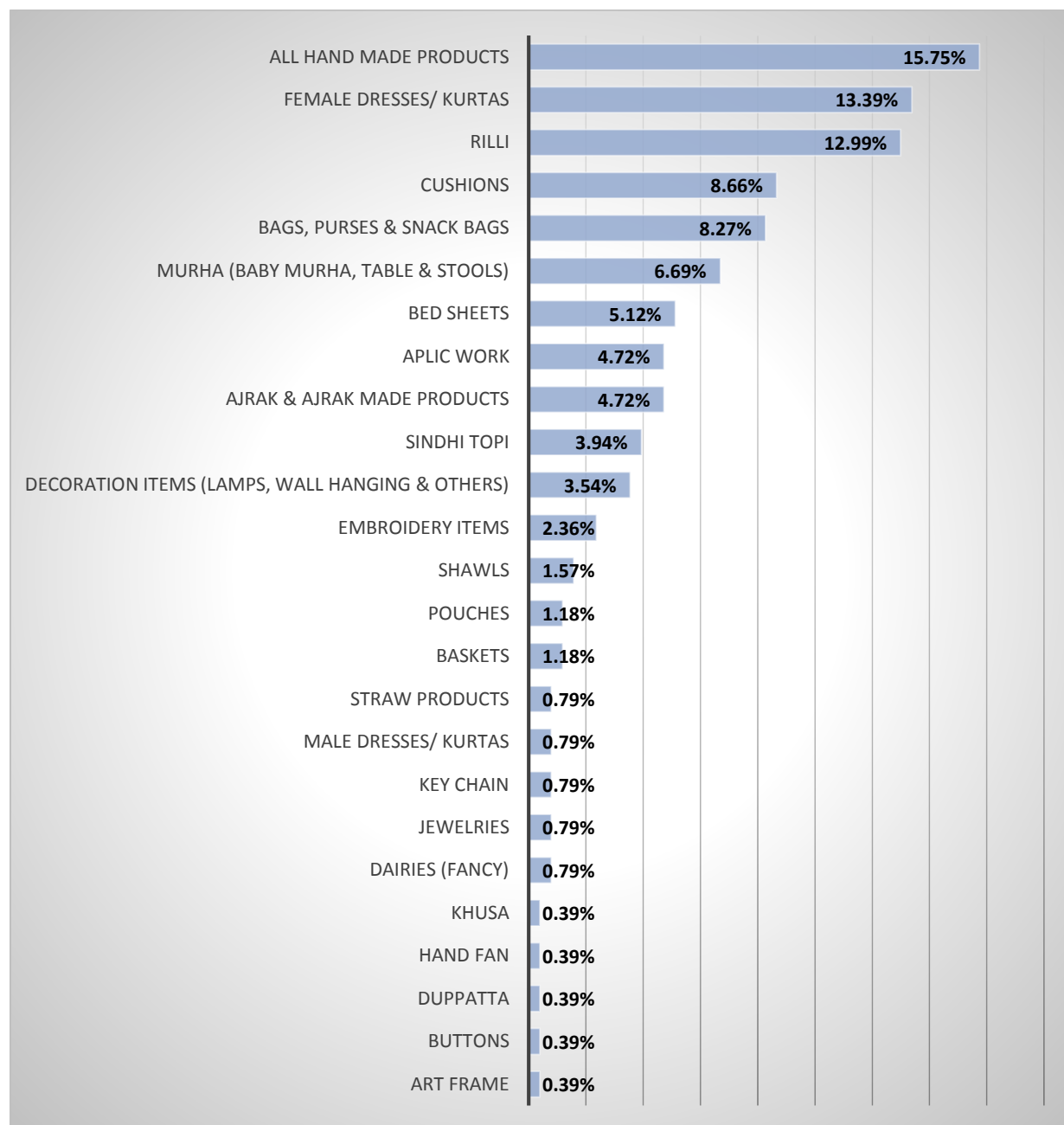
5.3.6. Rank this exhibition according to your expectations:

As shown in chart that the 7% visitors and customers ranked this exhibition as Advanced, and 24% ranked the event as Modern and 69% people ranked it as Traditional. 7% people ranked it as advance due to proper placement of products in attractive outlook display and all items were produced by hand-made art that enchanted viewers. 24% people ranked exhibition as modern because such hand-made designing found



produced on different colors, mobile covers and cushions have been produced with hand-made embroidery with diverse choices. 69% people shared their views exhibition as traditional because majority of designs and dress including all items were representing Sindhi tradition.

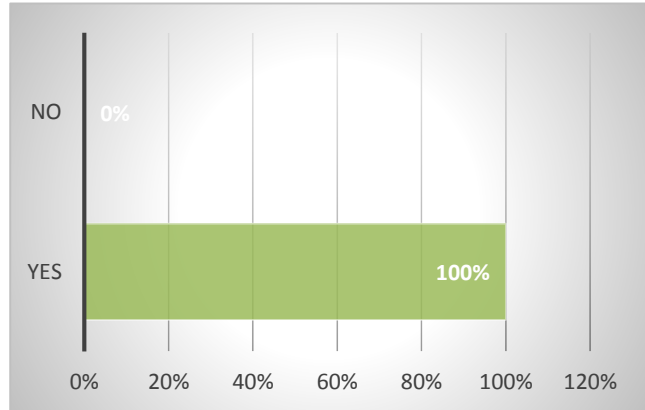
5.3.7. Product attracted you the more:



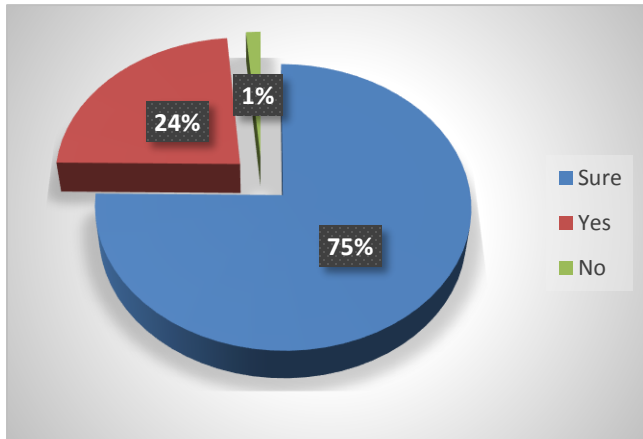
The aforementioned Graph shows that, 17 products took attention of customer from the exhibition. In the prioritization, the status of products found i.e. All hand made products 15.75%, female dresses 13.39%, Rilli 12.99%, cushions 8.66%, bags & purses 8.27%, Murha 6.69%, Ajrak & Ajrak made products 4.72%, sindhi topi 3.94%, decoration items 3.54%, embroidery items 2.36%, shawls 1.57%, pouches 1.18%, baskets 1.18%, straw products, 0.79%, Male dresses 0.79%, key chain 0.79%, jewelries 0.79%, fancy dairies 0.79%, khusa 0.39%, hand fans 0.39%, dupatta 0.39%, buttons 0.39% and Art Frame 0.39% remained in attention of customers. It has been observed that the large sizes of items were well displayed and attracted customers and mainly remain salable production as usual.

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

The mentioned Graph depicts that, 100% positive feedback response of customers, it has been revealed that people highly appreciated SRSO to organize such exhibition and encouraging Business Development Groups from village who are yet carrying traditional and cultural Art. Such exhibition has revived importance of Sindh culture and provided opportunity to rural women as they could be able to start their BDG with source of promoting culture and support their family independently.



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



The chart shows that 75% people willingly agreed to share with their colleagues and friend for promoting of event and maximum approach of people at exhibition. 24% people showed agreed to inform their colleagues. Only 1% people showed their unwillingness to disseminate exhibition's information because of limited Sindh Cultural products availability in the exhibitions.

Pictures Gallery



Mr. Meer Hazar Khan Bijrani, Mr. Muhammad Nazar Memon (Director-SRS), Dr. Sheeren Narejo (Director-SRSO) & Mr. Muhammad Dittal Kalhoro (CEO-SRSO) during the exhibition.



Ms. Nafeesa Shah (MNA) & Dr. Sheeren Narejo (Director-SRSO) during the exhibition



Ms. Sharmila Farooqi during the exhibition



Mr. Fazalullah Qureshi during the exhibition.



Mr. Muhammad Nazar Mahar (Director-SRSO) during the exhibition



Mr. Ghulam Mustafa Abro (Director & Ex-Acting CEO-SRSO) during the exhibition



Distinguished guests during the exhibition



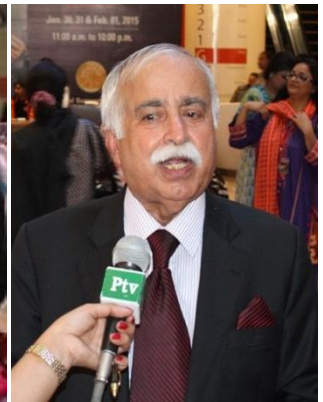
ACS Development Mr. Muhammad Waseem during the exhibition



Customers Feedback Desk



Customers Feedback Desk



During the briefing to the media regarding the exhibition

