



# Sindh Rural Support Organization (SRSO)



**Sartyoon Sang Craft Exhibition (June-2015)  
At Sindh Museum Hyderabad  
Event & Customer Feedback Report**

## 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.

## Event Partners:

The Sartyoon Sang Craft exhibition organized at Sindh Museum Hyderabad with the support of our partners. List is given below:

- Community Development Fund (CDP-GoS)
- Kawish Television Network (KTN)
- Hot FM 105 Hyderabad
- Sindh Bank
- Summit Bank
- Jubilee Insurance
- Pakistan Petroleum Limited (PPL)
- JS Bank



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

## 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 Hyderabad. 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. Inauguration of Exhibition:

Community Enterprise Development (CED) sector of SRSO has organized an exhibition in Hyderabad in order to promote traditional hand made products of rural poor women of northern districts of Sindh. The exhibition was inaugurated by Mr. Asif Haider Shah (Commissioner Hyderabad). The commissioner has taken huge interest in different products. He also praised the marvelous role of



rural women and the endeavors of SRSO CED sector for arranging such exhibition in Hyderabad to link the work of rural women with all parts of Sindh which is practically a good initiative. During the inauguration of the exhibition Mr. Mohammad Dittal Kalhoro CEO-SRSO, Mr. Jamal Mustafa Shor RM-SRSO, Ms. Rukhsana Riaz Ali Snr Manager-CED were accompanied of the commissioner. While CEO-SRSO has briefly shared the purpose and benefits of such events for rural women as this plays significant role in the livelihood of the rural women. Through this type of events women have opportunity to grab the more and more opportunities to enhance their existing livelihood with maximum efforts.



Subsequent to the inauguration, the event has started formally and on day one the customers have also started to enter into the exhibition. The BDGs have started to promote their work with customers and the customers have taken interest in various products of traditional type and designs. The business development groups have also facilitated the customers regarding the rates/prices of different products with its qualities and characteristics as well. While on day one, the turnout of the customers have been found average but below to the expectations which were set out as day wise before the start of this exhibition. During the purchasing of different products/items SRSO have also organized the traditional and cultural musical arrangements in form of singers who were singing live Sindhi songs which has further added the decorum of the event and customers have also appreciated this as well.



One day two, the exhibition started at morning. Large number of customers moved to the exhibition and started their purchasing. Majority of customers on day two have success to find out the desired products in the exhibition. The customer have comparatively focused on the handmade products such as Sindhi

relies, and the other items of their interest. While during purchasing the customers also discussed the different rates of the products, its designs, and colors and fitting as well.

While on day two the role of BDGs has enormously increased because increase in customers, enhanced the purchasing ratio as compare to the day one. Yet the respective BDG members played splendid role and provided each and every information that was required by customers regarding different products. It was the result of good dealing of BDGs that some



customers have also ordered for various products which attracted them more. While on day two it was also noticed that some of the customers have clearly commented while regarding the rates of the different products which were seeming high according to them. Yet they applauded the designs and finishing made on those products. Based on the good designs and better finishing those customers also made proper bargaining to get the products on their desired rates. The BDG members have considered their bargaining wherever any reasonable choice/option existed for customers. It was the sheer result of BDGs efforts and sincerity that the customers comparatively found happy and satisfied from the presentation of quality in different products.

On day two, the hand-made products again remained the centre of customers they were preferring to purchase of products based on their need and fashion.

Day three started, this was the last day of the exhibition, and it was being expected to arrival of many customers and sale of products at large. Initially the good number of customers and visitors reach the



exhibition. Gradually all BDGs remained engaged while facilitating and providing products to the different customers. On day three majority of customers took interest in dresses and its designs and varieties.

On day three some additional designs of traditional hand-made products has been made available in the event so that the interest of maximum customers could be driven and the linkages of different BDGs would be formed on sustainable basis.

Overall in three days the exhibition have tremendously remained beneficial for customers and the BDGs particularly for poor rural women to get the good rates of their products in return of efforts done by day and night in rural areas. 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 segments of the society 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.

### **3. 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.

#### **3.1. 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.

#### **3.2. Methodology Adopted:**

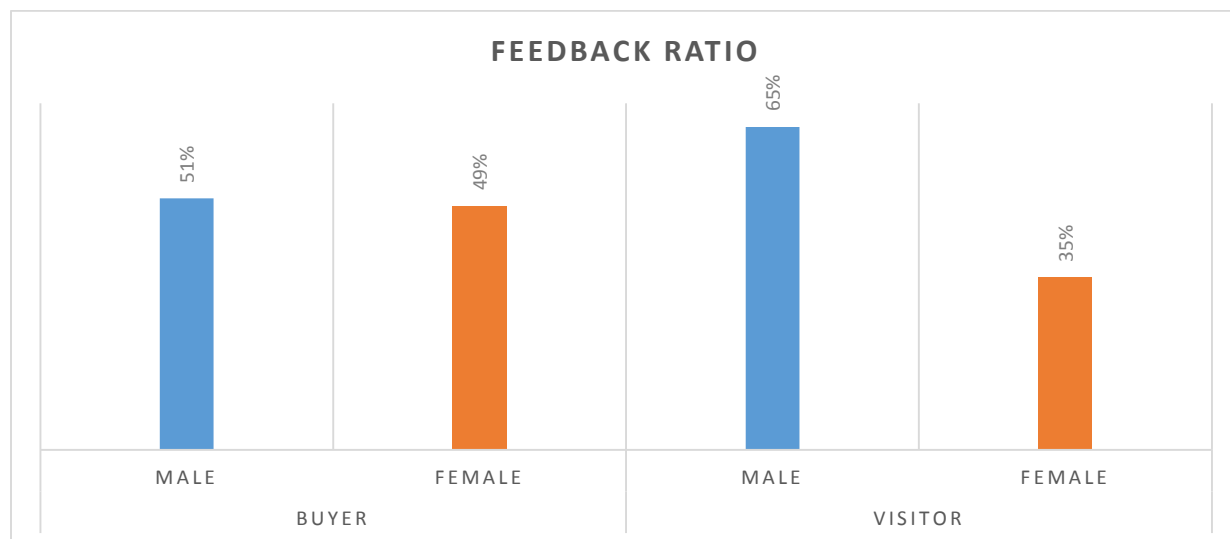
The MER team has developed a questionnaire containing the different questions directly relate to the information of exhibition on various aspects and items. Secondly Customer Feedback team also

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.

### 3.3. Major Findings of the customer feedback:

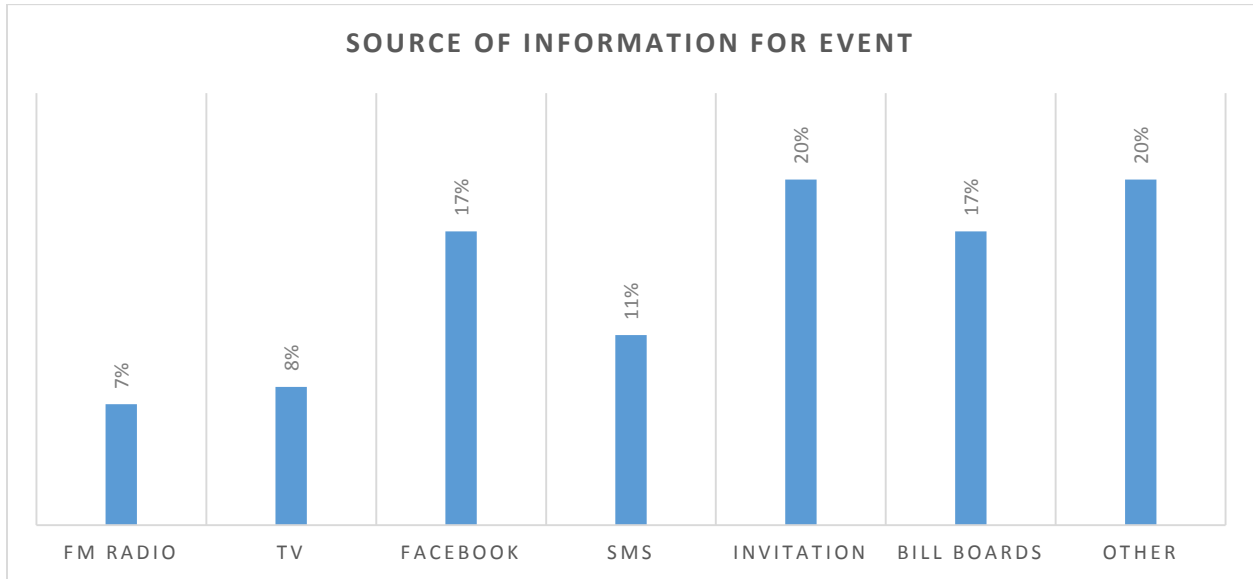
During the feedback activity feedback of such persons/individuals remained focused with the visitors who didn't made any purchasing and only visited the exhibition and the others who have find out their desired products and made purchasing for that they came in the exhibition. The overall details of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

#### 3.3.1. 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 51% male customers provided their feedback, whereas 49% females provided their feedback regarding the overall arrangements and the management of exhibition. A part from buyers, some persons also provided feedbacks yet made any sort of purchasing from the exhibition. According to the data, 65% male persons recorded their feedback but did made any purchasing yet. While 35% females who have only visited the event but given their feedback as well.

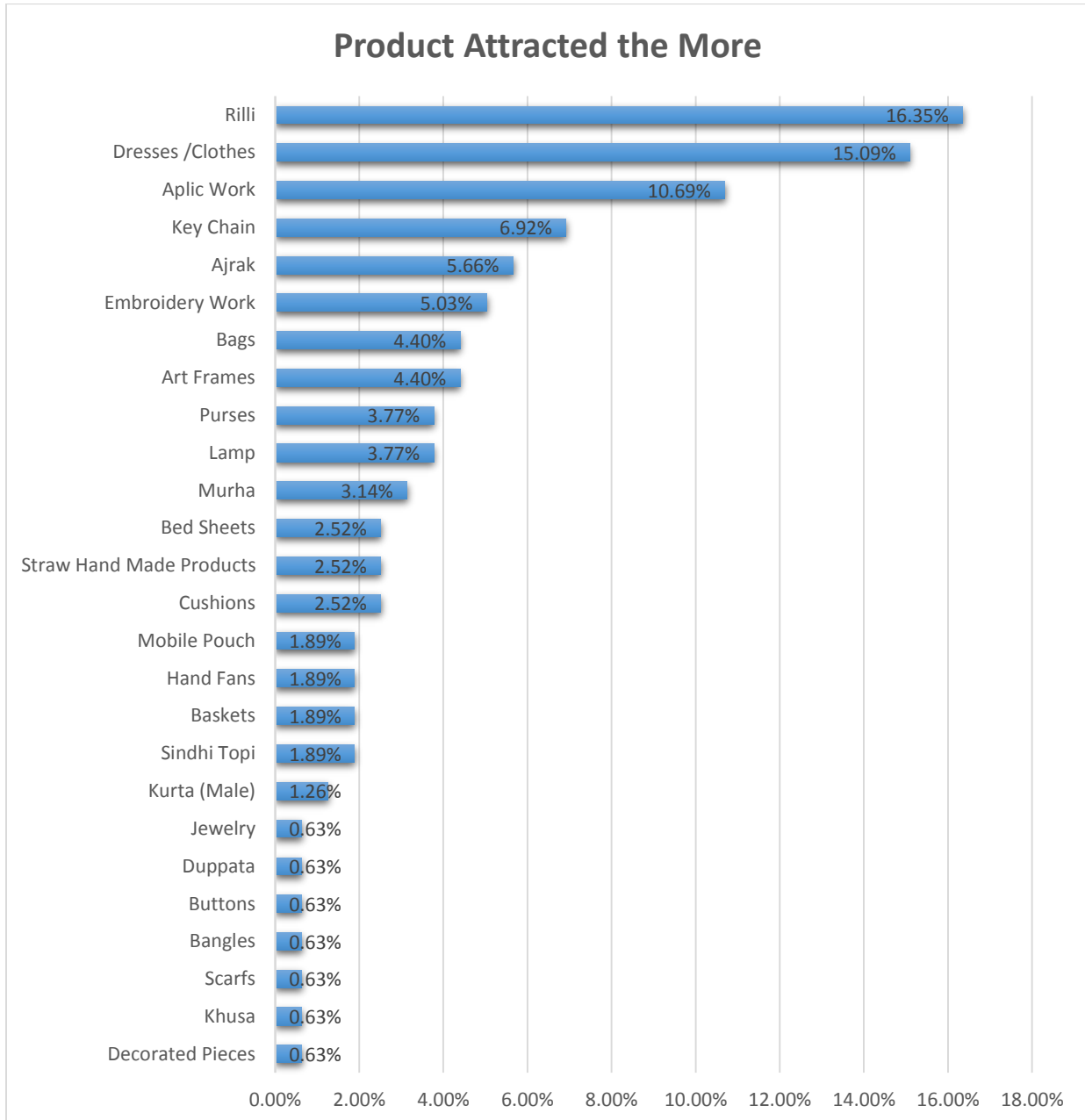
### 3.3.2. Sources of information about the exhibition:



As far as the source of information regarding event is concerned, 7% participants including customers and non-customers responded that they have been informed through FM Radio. While 8% of participants reported that they got information through TV. Whereas 17% participants shared that they have been become aware regarding event through the facebook. While 11% participants/visitors reported that they have received information through SMS. 20% people shared that they have been formally invited to participate in the event. While 17% of the people also reported that they become informed regarding this events via bill boards. And 20% reported to get information through other sources. The majority of 17% 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.



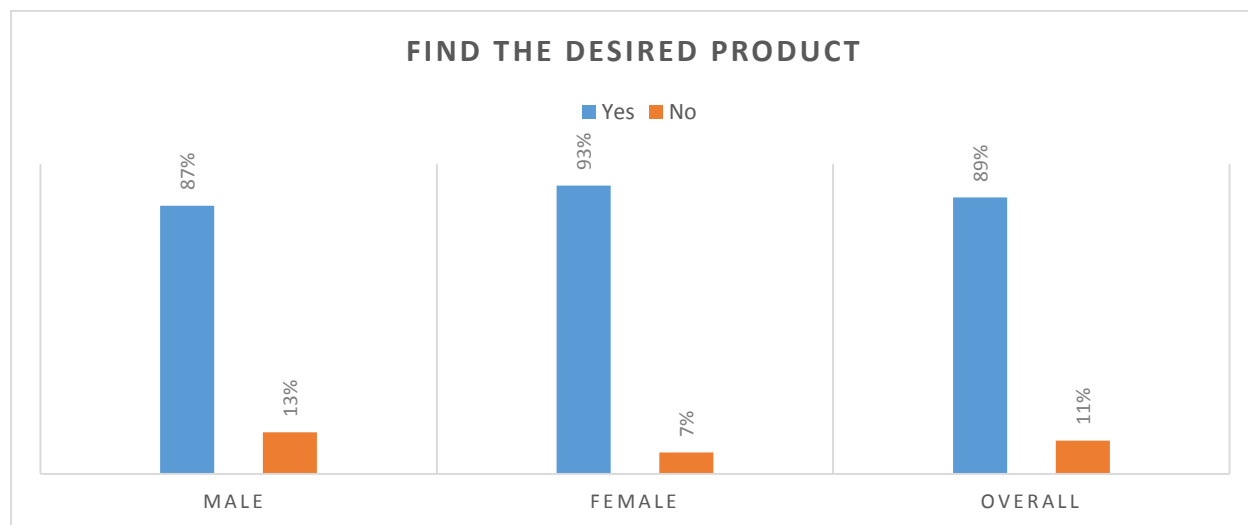
### 3.3.3. Product attracted you the more:



The above charts depicts the data regarding the products which attracted the customers more. According to the revealed data that majority of products attracted the 1% and 2% customers but 16.35% customers reported that they have attracted the Rellies which were made purely in cultural way and their work was very good and becomes the cause of attraction of customers. While other 15.09% customers reported that they have liked the dresses/cloths were available in the exhibition have enormously attracted them to purchase. 10.69% customers were attracted

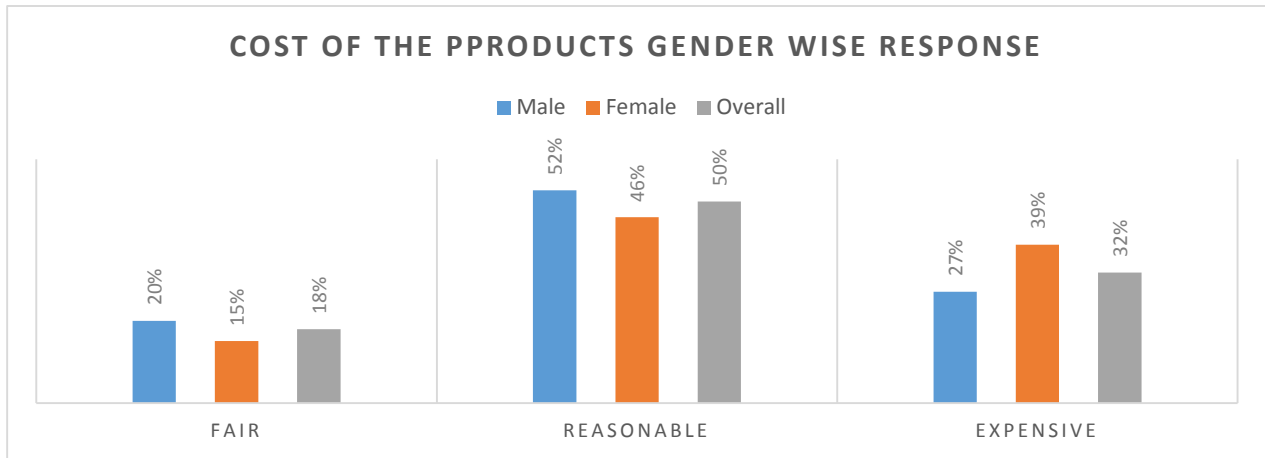
by the Applic work which was presented the different BDGs in the exhibition. 6% customers reported that they become attracted to the work key chain presented in the event. While 6.92% other customers recorded their feedback and shared that they have been attracted by the Sindhi Ajrak.

### 3.3.4. Find your desired product:



Regarding the desired products the male and female respondents reported differently, according to the revealed information that 87% male shown that they have got their desired products in the event, whereas 13% male customers responded that they have not been success to find the desired one for their self and family. Likewise 93% satisfactorily reported that they have been complete remained successful while finding their desired products to purchase. While few 11% females reported not find their desired products in the exhibition event. Comparatively of both 89% customers successfully find their desired products which they wanted to purchase from the exhibition, while 11% unfortunately could not find their desired products in the event during all three days.

### 3.3.5. The cost of the Products you find:



Abovementioned charts 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 20% male and 15% females reported the cost of products as the fair while 54% male and 46% females reported the cost of the products as reasonable. Whereas 27% male and 39% female have reported as expensive products in terms of their cost in urban scenario.



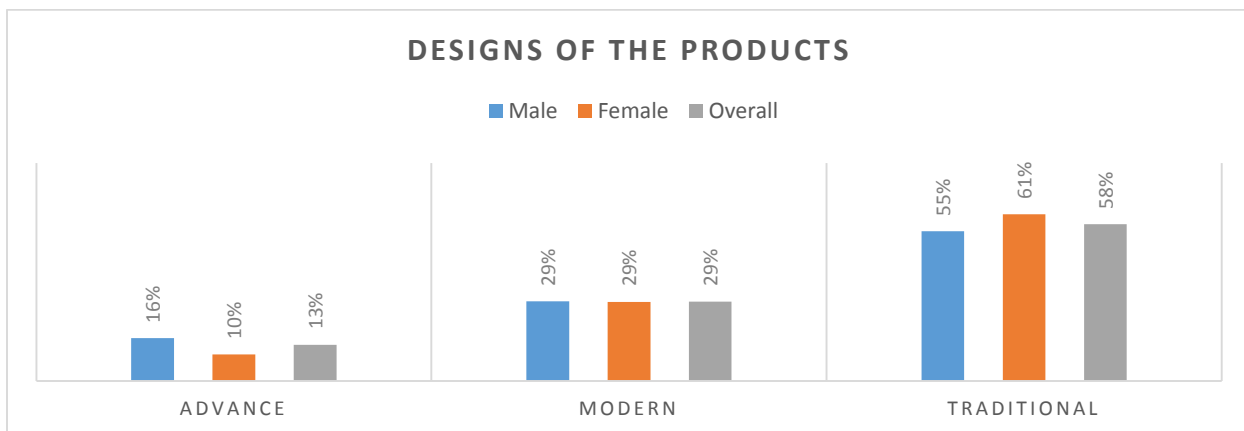
Regarding the cost of the products, it was further categorized in two ways one who were invited and other who were not invited. According to the information invited customers that 18% have reported as fair cost of the products, whereas 18% not-invited customers also reported as fair. While 61% invited customers reported as reasonable whereas 43% not-invited customers reported as reasonable as well. However 20% invited reported products as expensive whereas 38% not-invited persons reported as the expensive products.

### 3.3.6. 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 44% customers consider the quality of products as excellent, whereas 57% women indicated the quality of products they find was excellent. 49% overall respondents considered the quality as excellent in the event during the three days. While 44% also determine the quality as good and 38% women customers reported regarding quality as good as well. 42% male/female customers revealed as the quality of products presented in event is good from all the aspects.

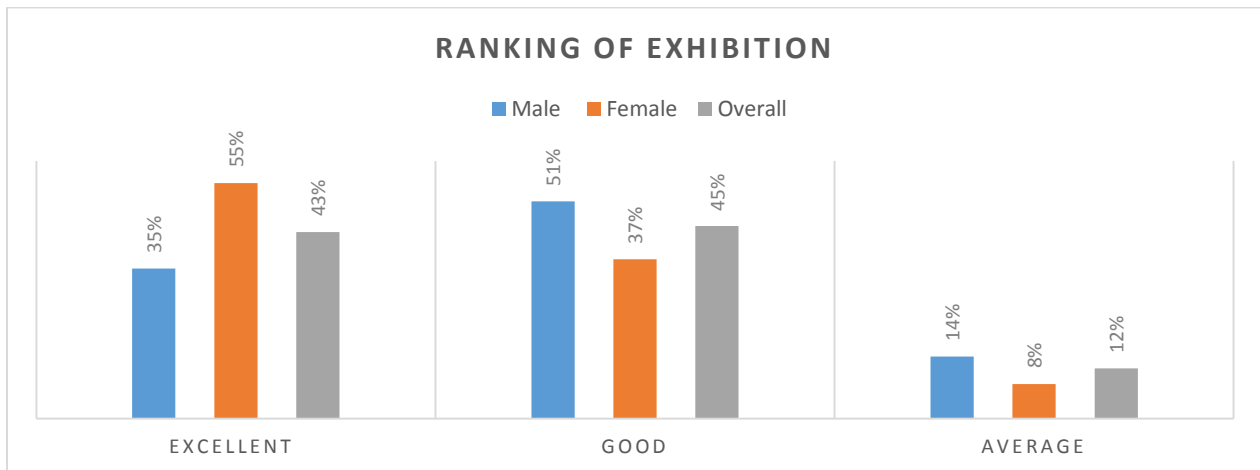
### 3.3.7. Measurement of designs of products brought in exhibition:



The aforementioned chart depicts the information regarding the designs of the products, from the revealed data 16% male & 10 female have reported the designs as advance. While 29% male & 29% female as well reported that according to them the designs of the products were modern.

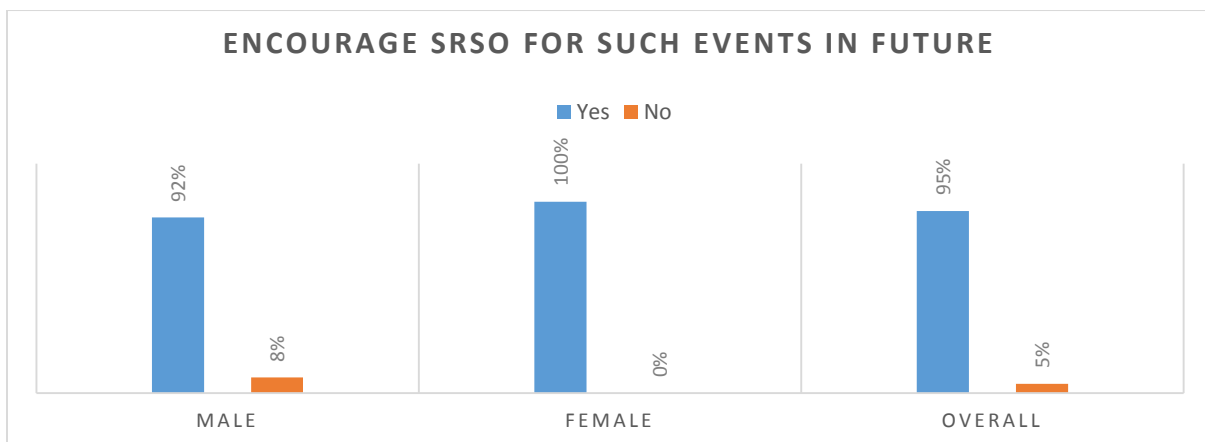
Whereas 55% of male and 66% of female which is a large proportion of customers who reported that the designs which they have seen were mostly traditional.

**3.3.8. Rank this exhibition according to your expectations:**



Regarding the ranking of the exhibition is concerned the 35% male & 55% which major proportion of customers responded that according to their expectations the exhibition was the excellent for them. While 51% male and 37% female also consider the exhibition as good as per their expectations. While other 14% male and 8% female consider the event as average in the light of their expectant they had in their mind for the exhibition event.

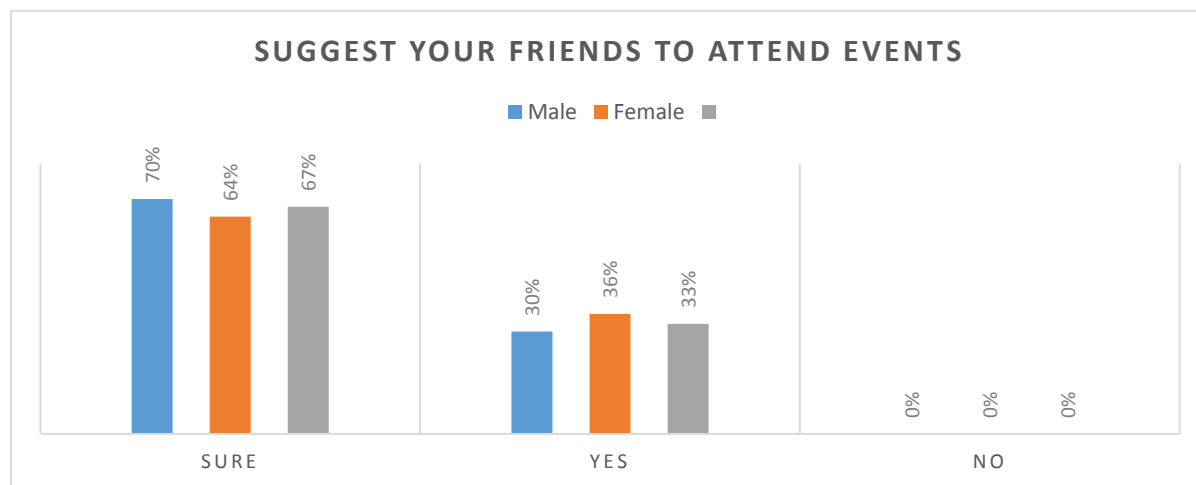
**3.3.9 Either encourages SRSO for organizing such exhibitions in the future:**



Against the question regarding encourage SRSO in future to organize such events, majority of 92% of male customers reported that yes they will encourage to have such events in future for

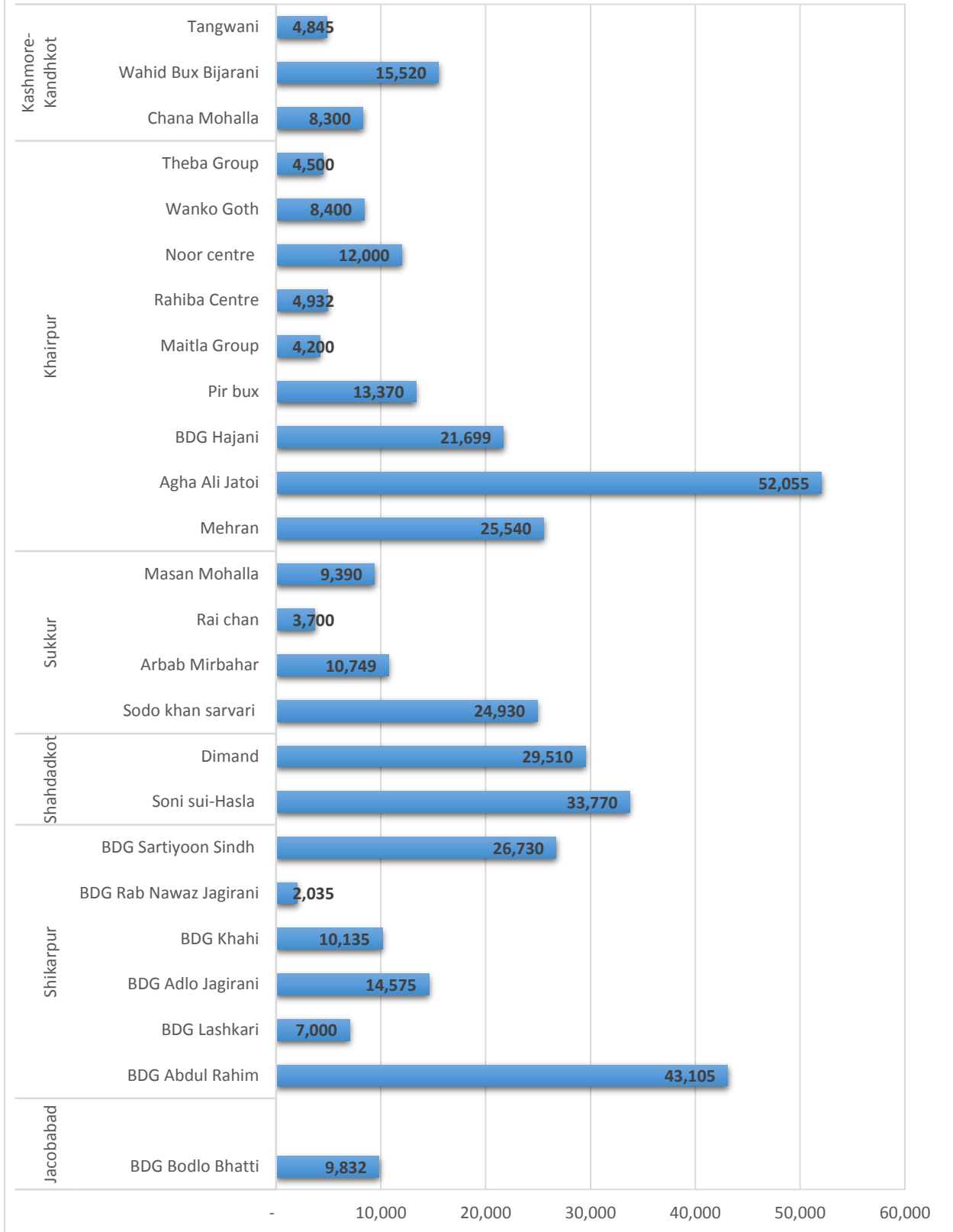
poor women at all levels. Most importantly the females have 100% encouraged the efforts of SRSO and shown huge expectation to have events in others cities of Sindh Pakistan in order to promote the hand made products of poor women. Overall large majority of 95% customers willingly encouraged SRSO to organize such events in future as well.

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



Regarding to suggest your friends to attend such exhibitions, the 70% of male and 64% of female customers confidently assured that surely they will suggest their friends' relatives and family members to visit such events to get the desired products. While 30% male and 36 female customers reported as yes they will encourage and suggest their friends to attend such events/exhibitions wherever it organizes.

## BDGs Wise Sales Analysis (Rs.)



### **3.4. Conclusion:**

After having this customer feedback activity, it can be concluded easily that the exhibition has been arranged properly and it has achieved far visible results that,

- Majority of customers appreciated the sources of information through that they could be aware regarding this exhibition event. They have additionally suggested that the invitation in person is the most effective and best way to turn out the masses for such events.
- Many customers attracted to the products like mostly towards the hand made products, rellies, dresses/cloths and Ajrak. Customers appreciated the hand made products and the Ajrak.
- The majority of customers male and females have been successfully find their desired products in the exhibition and purchased as well.in previous exhibition which organized at Karachi in which many customers have failed to find their desired products and returned without any kind of purchasing.
- Majority of the customers reported the cost was the reasonable and affordable for all segments in order to purchase.
- Majority of the respondents/customers consider the quality of the products was simply excellent and good from all aspects in urban dynamics.
- According to the feedback of majority of customers that the designs which were brought in the exhibition were the traditional which bit need to improve by including other designs purely based on hand made products.



## Picture Gallery



Mr. Asif Haider Shah (Commissioner Hyderabad), Mr. Muhammad Dittal Kalhoro (CEO-SRSO), Mr. Jamal Shoro (RM-SRSO), Ms. Ruksana Riaz Ali (Sr. Manager CED-SRSO) & Naveed Memon (Manager-MER) during the exhibition



Mr. Nazar Muhammad Mahar Sb, Director-SRSO giving their feedback regarding the exhibition.



BDG wise products display during the exhibition



Customers During the Exhibition



Mr. Shakeel Abro (CEO-AHAN) During Media Briefing



Mr. Asif Haider Shah (Commissioner Hyderabad)



BDG Member sharing their views with Media



Mr. Muhammad Dittal Kalhoro (CEO-SRSO) During Media Briefing