



SRSO-CRAFT ENTERPRISE DEVELOPMENT (CED)

12th Sartyoon Sang Crafts Exhibition

February 3, 4 and 5, 2023

@ Ocean Mall Clifton Karachi (Sindh)



Monitoring, Evaluation, and Research (MER) Unit

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1. About Report

Title	Description
Activity	12 th Sartyoon Sang Crafts Exhibition
Dates	February 3, 4 and 5, 2023
Venue	Ocean Mall Clifton Karachi (Sindh)
Inaugurated by	Mohtrama Aseefa Bhutto Zardari
Organized by	Craft Enterprise Development (CED) Unit Sindh Rural Support Organization (SRSO)
Reported by	Ali Anwar Azad (AM-Communication & Documentation-MER) SRSO Head Office Sukkur

2. Detail of Event

Three-day 12th Sartyoon Sang Crafts Exhibition on February 3, 4 & 5, 2023, was organized by the Sindh Rural Support Organization (SRSO), in collaboration with the Sindh Government and other partners. The event's objective was to facilitate better incomes for the flood-affected women artisans of rural Sindh.

Mohtrama Aseefa Bhutto Zardari on Friday inaugurated the exhibition on the first day of Friday February 3, 2023 at Ocean Mall, Karachi. On the occasion, Sindh Minister for Health, Dr. Azra Peechuho, Minister for Local Government, Syed Nasir Hussain Shah, Chief Executive Officer (CEO) SRSO, Muhammad Dittal Kalhoro, Provincial Secretary, Minority Affairs Muhammad Abbas Bolach, Member BoD Azar Ayaz, and Mr. Ghulam Sarwar Khehrrro were also present.

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

These events are aimed at boosting the local crafts and beginning a process for connecting our Business Development Groups (BDGs) and artisans to the high-end market of Karachi. This is purely an effort to develop market opportunities for rural women especially those from extremely remote villages of northern Sindh and the profit being earned from these exhibitions is transferred to these artisans

Thousands, of visitors and buyers visited each stall and met with rural artisans and they also got information about their products and post-flood situation and its impacts on their lives and livelihood.

They appreciated the artisan crafts and exhibition. They arranged such an activity to promote rural artisans and their handicrafts in a big urban market of Karachi.

The Chief Executive Officer (CEO) of SRSO and Manager of Crafts and Enterprise Development (CED)-SRSO facilitated and briefed them during the visit.

The crafts exhibition received an overwhelming response from local and international visitors especially Karachi in order to support a noble cause by making a difference in the lives of the flood-victim women artisan of Sindh.



All main-stream media i.e., print, electronic and digital of Sindhi, Urdu and English languages extensively covered the exhibition through conducting news-stories, interviews of artisan, SRSO team members and management, visitors and buyers.

Thousands of women and key officials and renowned persons visited the exhibition and appreciated the work of skilled women entrepreneurs and SRSO efforts including, **Ms. Naheed Shah Durrani (Chairperson SRSO)**, Provincial Secretary for Social Welfare Sindh, Dr. Sheeren Mustafa Narejo, Managing Director STEVTA Dr. Ghulam Mustafa Sohag, Economist, Dr Kaiser Bengali, Senior Journalist Ghazi Salahuddin, Executive Director IRC Sadiqa Salahuddin, Chairperson, Sindh Commission on the Status of Women, Government of Sindh, Nuzhat Shirin and others.

Summary of Displayed Crafts

S #	District	Total No. of BDGs	Total No. of Member Artisans	No. of BDGs Participating Exhibition	No. of Members Participating Exhibition	No. of Products
1	Badin	3	45	1	20	60
2	Ghotki	7	110	3	74	274
3	Jacobabad	14	332	4	110	459
4	Kandhkot-Kashmore	13	245	3	54	187
5	Khairpur	35	659	19	295	5,340
6	Larkana	73	1,251	24	360	519
7	Mirpur Khas	10	265	3	50	95
8	Naushero Feroze	5	74	1	8	10
9	Qambar-Shahdad Kot	83	1,439	19	305	451
10	Shikarpur	28	770	9	180	945
11	Sukkur	12	228	6	86	803
12	Thatta	3	60	3	30	45
	TOTAL	286	5,478	95	1,572	9,188



Objectives of the Exhibition

The Craft Exhibition is being organized by SRSO last 11 years to promote the work of artisan rural women and support financially the most marginalized women in the province. The event also attracted large numbers of people from throughout Sindh, especially from Karachi city where all ingredients of Sindhi culture are there. In an exquisite traditional craft that has been displayed, a wide mixture of Sindh's handicrafts made by rural women has been exhibited. The specific objectives of the 12th exhibition were as under:

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



- Capacity building of artisans/craftswomen through customers' feedback.
- Linkages development with market/designers/entrepreneurs.

Inauguration of the Exhibition

On Frist day February3, 2022, Mohtrama Aseefa Bhutto Zardari inaugurated the exhibition. He visited the all established stalls by rural artisans, met artisan and got information about their products , views to come to Karachi and market these products and post-flood situation in their areas. He purchased hand-made crafts from each staff to support and encourage artisan women and their crafts.

CEO-SRSO facilitated her during visiting stalls and meeting with artisans. On this occasion, he talked with the artian and SRSO team members as well and shared their views about the exhibition. He appreciated the work of rural women and the efforts of SRSO for promoting their work through this initiative.



Media Engagement /Coverage

The Sindhi, English and Urdu media especially extensively covered the exhibition. All mainstream tv channels visited the exhibition for 3 days. They all conducted interviews of artisan women, SRSO team members and management as well. Chief Guest, SRSO



representatives, artisan women, and visitors talked with the media and shared views and experiences about the exhibition and marketed crafts.

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

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





Social Media Coverage

Social media an effective tool of media, promotion, communication and marketing as well in a current era . Therefore, especial efforts were undertaken to promote and update exhibition, crafts and artisan before and during exhibition. According to SRSO-MER Social Media Status Report February, 2023 Total 91 social media posts/updates were developed and shared on official pages 31 Facebook, 30 linkedin and 30 Twitter.

Meanwhile only facebook page **790, 791 people have reachout and 14, 863 people** engaged through comments, likes and sharing the 8 posts/updates.

Top 08 News posts were viewed/reach out till February27, 2023

Top Ranked	News/Update	Date	Post Reach	Engagement
01	Sartyoon Sang Exhibition concluded	5-2-2023	540,485	4,950
02	Sartyoon Sang Exhibition1st Pictorial Highlights	4-2-2023	142,262	3,001
03	Sartyoon Sang Exhibition Meet Rural Artisan	3-2-2023	59,768	1,105
04	Sartyoon Sang Exhibition Today is Last Day	5-2-2023	16,967	2,872
05	Aseefa BZ inaugurates Sartyoon Sang Exhibition	3-2-2023	10,115	2,218
06	Dr. Kasier Bengaili visits Sartyoon Sange Exhibition	5-2-2023	9,772	330
07	Meet Rural Artisan Leela at Sartyoon Sange Exhibition	4-2-2023	5,849	387
08	Media Covers Sartyoon Sang Exhibition	3-2-2023	5,573	3,74

Main Visitors of the 12th Sartyoon Sang Exhibition

- Dr. Kaiser Bengali The Economist
- Mr. Ghulam Abas Baloch-Secretary Minorities-Govt. of Sindh
- Ms. Naheed Shah Durani Chairperson SRSO
- Ms. Shereen Mustafa Secretary Social Welfare Department-GoS
- Dr. Ghulam Mustafa Sohag (Managing Director-STEVTa)
- Ms. Sadiqa Salahddin (BoD-SRSO and Excutive Director IRC)
- Mr. Ghazi Salahuddin The Senior Journalist
- Ms. Nuzhat Shireen (Chairperson-Sindh Status of Women Commission)
- Mr. Aazar Ayaz SRSO BoD
- Mr. Ghulam Sarwar Khehro SRSO BoD



On the first day February 3, 2023, **Ms. Naheed Shah Durani Chairperson Sindh Rural Support Organization (SRSO)** visited exhibition. She met artisan and got information about their work and views about participating in exhibition at Karachi. CERO-SRSO was together and facilitated in visiting stalls.



On February 3, 2023 **Dr. Sheeren Mustafa Secretary Social Welfare Department-Govt. of Sindh** visited the 12th Sartyoon Sang Exhibition organized by SRSO in collaboration with GoS on February 3, 4, & 5, 2023 @ Ocean Mall Karachi Sindh. She visited each stall, met rural artisan and got information about their products and post-flood situation and its impacts on their lives and livelihood. She appreciated the artisan crafts and exhibition, and said arranging such an activity to promote rural artisans and their handicrafts in big urban centers and this is a great effort being made by the SRSO.



On February 4, 2023, a **delegation from JICA-Light F Project** visited the 12th Sartyoon Sang Exhibition organized by SRSO in collaboration with GoS and other partners on February 3, 4, & 5, 2023 @ Ocean Mall Karachi Sindh. It aims to generate income opportunities for rural artisan through promoting and marketing their crafts, especially supporting them in recovery from the flood disaster effects. They visited each stall, met rural artisan and got information about their products and post-flood situation and its impacts on their lives and livelihood.



They appreciated the artisan crafts and exhibition and said this is a great effort being made by the SRSO to promote rural hand-made crafts and artisan's income. Chief Executive Officer-SRSO Mr. Muhammad Dittal Kalhoro facilitated her during visiting stalls.



On February 4, 2023, **Madam Sadiqa Salahuddin Executive Director Indus Resource Center and SRSO-BoD along with renowned journalist and human rights activist Mr. Ghazi Salahuddin** visited the 12th Sartyoon Sang Exhibition organized by SRSO in collaboration with GoS and other partners. They visited each stall, met rural artisan and got information about their product and appreciated them. Chief Executive Officer-SRSO Mr. Muhammad Dittal Kalhoro facilitated them during visiting stalls.



February 4, 2023, **Madam Nuzhat Shirin Chairperson Sindh Commission on the Status of Women (SCSW)** visited the 12th Sartyoon Sang Exhibition organized by SRSO in collaboration with GoS and other partners on February 3, 4, & 5, 2023 @ Ocean Mall Karachi Sindh. They visited each stall, met rural artisan and got information about their product and appreciated them on hardworking and confidence to combat with calamity disaster situation. Chief Executive Officer-SRSO Mr. Muhammad Dittal Kalhoro

facilitated them during visiting stalls.

February 5, 2023, The **renowned economist Dr. Kaisar Bengali** visited the 12th Sartyoon Sang Exhibition organized by SRSO in collaboration with GoS and other partners on February 3, 4, & 5, 2023 @ Ocean Mall Karachi Sindh. He visited each stall, met rural artisan and got information about their product and labour work. On this occasion, he also talked with media and artisan and said, it's nice to see such a nice and innovative traditional work with modern needs by rural artisan women of Sindh. It must be exported and according to marketable standards as that more financial profit can be went them. Manager CED-SRSO facilitated them during visiting stalls.

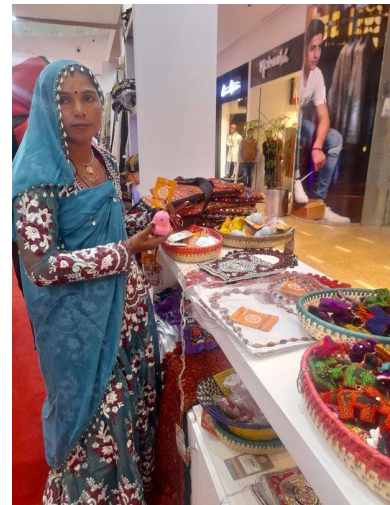


Meet SRSO-Sartyoon Artisan of 12th Exhibition 2023



Ms. Nusrat - An artisan from a flood-affectef village Misri Khan Taluka Kot Diji district Khairpur participated in 12th Sartyoon Sang Exhibition Feb 3, 4, & 5, 2023 organized by SRSO . She works on key Applique+ Hurmuch crafts and displayed her crafts.

Ms. Lajwanti- An artisan from village Raichand Taluka Rohri district Sukkur!! She works on key chains/ crecied crafts and displayed their crafts in 12th Sartyoon Sang Exhibition Feb 3, 4, & 5, 2023 organized by SRSO.



SRSO-Sartyoon Sang Artisan Boaaa- An artisan from village Izat Khan Lashari district Thatta!! She works Katcha Pakka on apperals i.e. shalwar, and kames



A-Sartyoon Sang Artisan Soomri Bhatti- An artisan from village Bodla Bhatti taluka Thul district Jacobabad!! She makes different things from wheat i.e. shamyion, desh, toobrra, showpeaces etc. She has also flood-affected and displayed their work .



A-Sartyoon Sang Rural Artisan Ms. Hazooran from village Khowja UC Badil Sher Taluka Kingri District Khairpur. She has displayed Applac-Rilli Work @ 12th Sartyoon Sang Exhibition Ocean Mall Karachi Sindh Feb 3, 4 and 5, 2023



A SRSO-Sartyoon Sang Artisan Samreen Solangi - An artisan from Mohan Jo Daro.!! She makes different things i.e seals, pirest, dancning girl, pots, wheels, jewelry etc of Mohan Jo Daro from the mud of Mohan Jo Daro.

She has also displayed their work please come and buy traditional handmade products at the exhibition.

Meet Sarah- An artisan from vilg Ponho Shoro district Thatta @ 12th Sartyoon Sang Exhibition Feb 3, 4 & 5, 23 @ Ocean Mall Clifton Karachi organized by SRSO She works silver patti on Khusa & displayed their craft. Plz come & buy traditional handmade products.



3. Customer's Feedback Analysis

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

The vision beyond Customer feedback is so important because it provides SRSO management, marketers, and Sartyoon Sang crafts enterprises owners with insight that they can use to improve their business, products, and/or overall customer experience. The following are the top six reasons why customer feedback is important to Sratyoon Sang Crafts Enterprises.



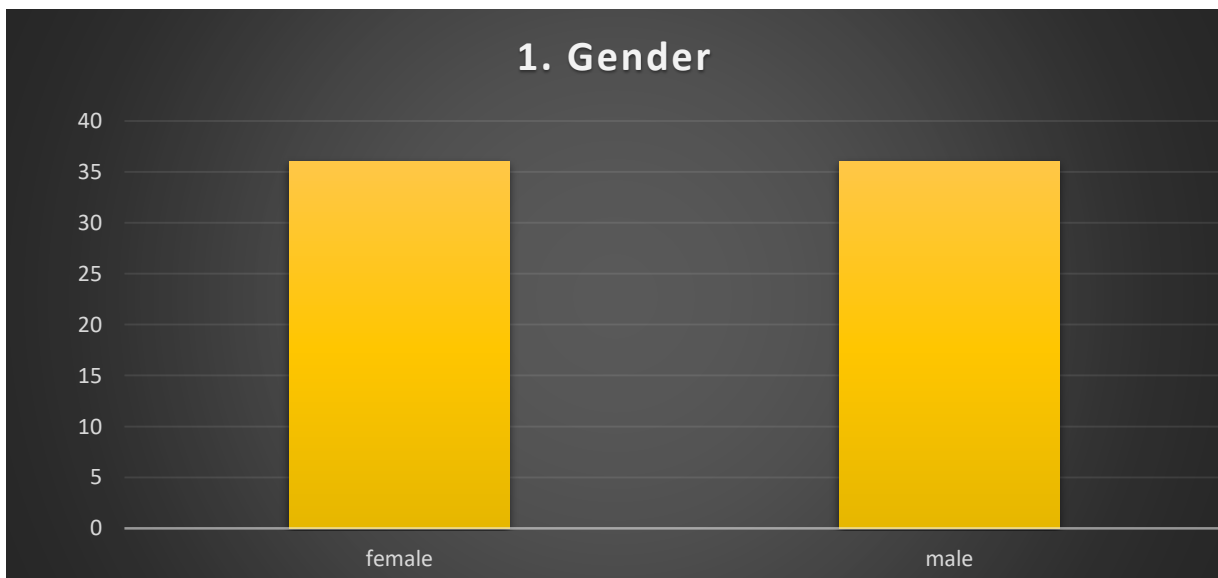
1. It can help improve a product or service
2. It offers the best way to measure customer satisfaction
3. It provides actionable insight to create a better customer experience
4. It can help improve customer retention
5. It delivers tangible data that can be used to make better business decisions
6.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

An Analysis and Major findings of the Customer Feedback

The summary of the respondent of the conducted/collected customer feedback. According to the Summary total of 62 customers/visitors were intervened during the three-day exhibition.

Respondent Summary

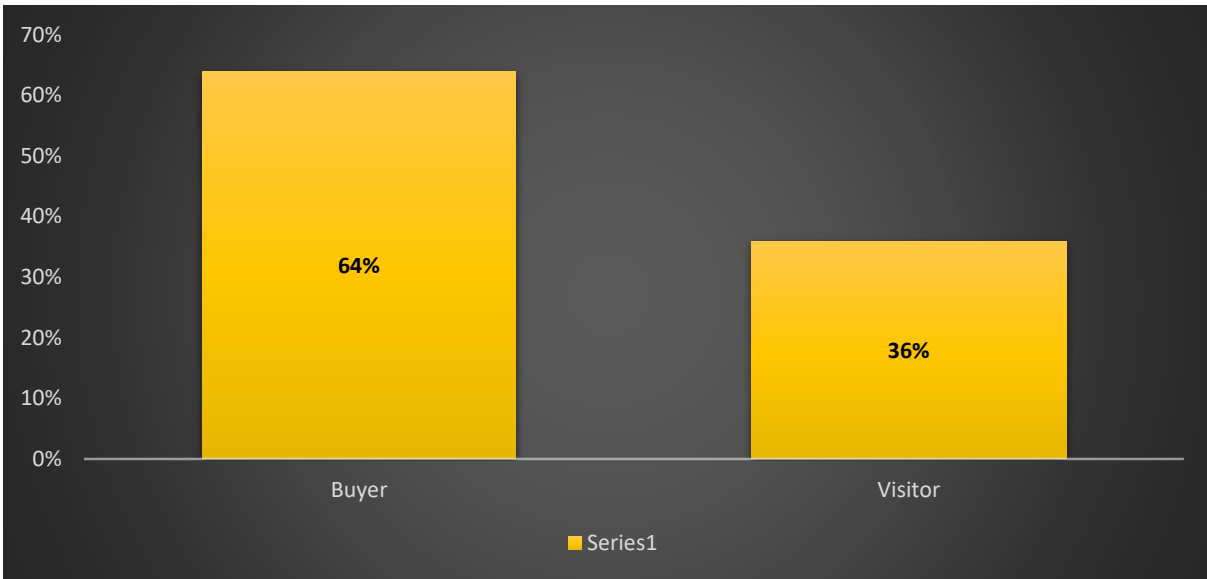
Respondent	Customer	Visitor
	40 (64.23%)	22 (36.76%)
Gender	Male	Female
	42 (63%)	20 (63%)
Nationality	Pakistani	Non-Pakistani
	60 (96.77%)	2 (3.22%)
Address	Karachi	Other Parts
	50 (80.09%)	12 (19.90%)



Buyer/Visitor:

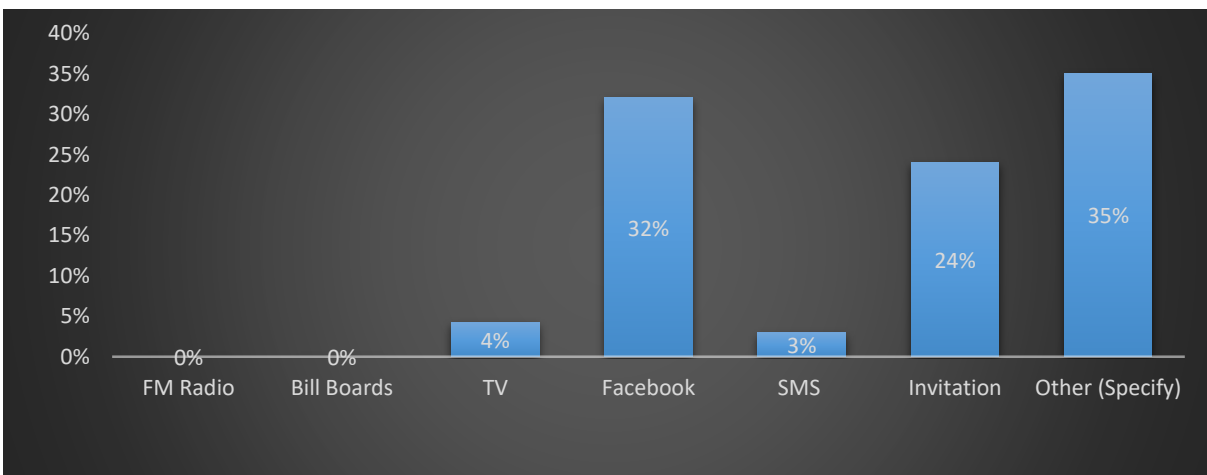


At the Exhibitions, every type of person came but the analysis in the graph shows that there were most of them purchased the products. According to conducted interviews, 64% of people were buyers and 36% were visitors who just visited the exhibition. Therefore, the buyers mostly did the bulk amount of shopping with huge products that attract them to buy the products.



How did you get information about this exhibition?

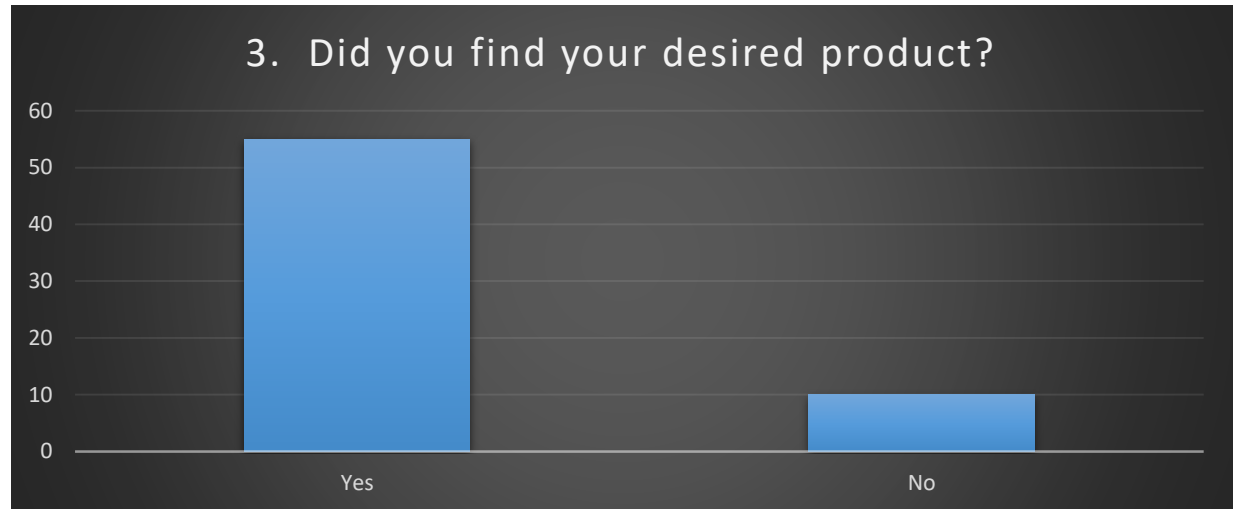
As far as the source of information regarding the event is concerned, **35** participants including customers and visitors responded that they have been informed of other sources, i.e whatsapp, visting Ocean Mall, especially friends which visited the exhibition and regular visitors of the Ocean Mall. While **32%** of participants reported that they got information through Facebook and **24%** through invitation by SRSO and only **04%** of interviewers said they have been informed through TV and 3% SMS.



Desire Products availability at Exhibition:



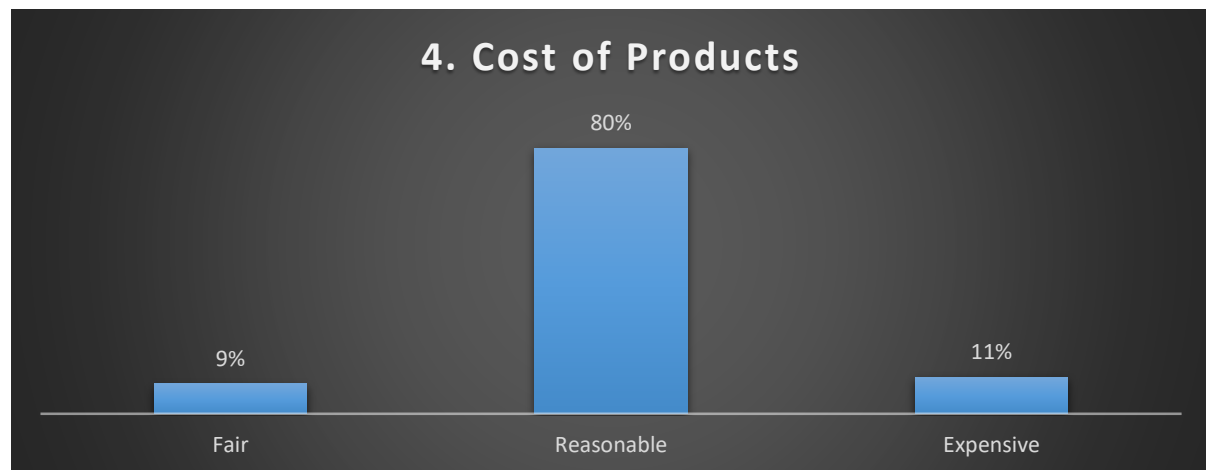
Regarding the desired products, the respondents reported differently, according to the revealed information that **88.14% of** respondents have got their desired products in the event, whereas only **12% of** customers responded that they have not been successful to find the desired one for their self and family.



The cost of the product

The above-mentioned chart provides information regarding the cost of the different products, for that the customers were asked to rank out the cost of the products they have purchased from the exhibition. According to the responses of customers that **88 %** reported the cost of products as the Reasonable. Whereas **9%** reported the cost of the products as fair and only **11%** have reported as expensive products in terms in traditional items and middle class.

13



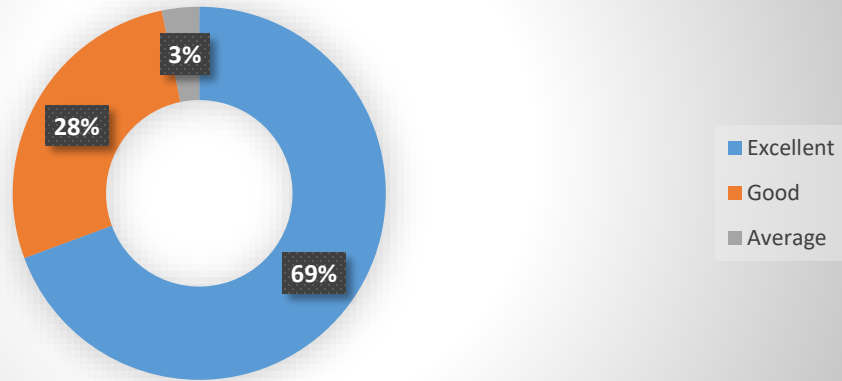
The Quality of the Product

The question that was asked from the visitors and buyers was relevant to the quality and product furnishing in handmade products. As far as the quality of products is concerned the customers were asked to provide their feedback on the quality products. According to the revealed information, **67.60% of** customers consider the quality of products as excellent, whereas **30.94%**



indicated the quality of products they find was good, and only **1.40%** of respondents considered the quality as average in the event during the three days.

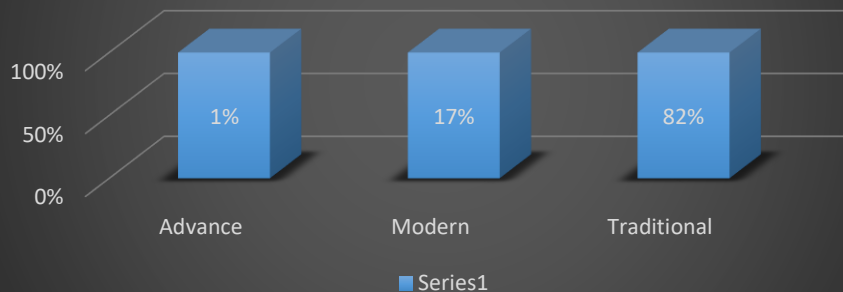
5. How would you like to rank the quality of products?



Designing of the Product:

The question regarding the designing and furnishing of the product was asked by the customer. The aforementioned chart depicts the information regarding the designs of the products, from the revealed data only **1.40%** reported the designs as advanced. While **17.12%** reported that according to them the designs of the products were modern. Whereas **82.46%** which is a large proportion of customers who reported that the designs which they have seen were mostly traditional.

6. Designing of the Product



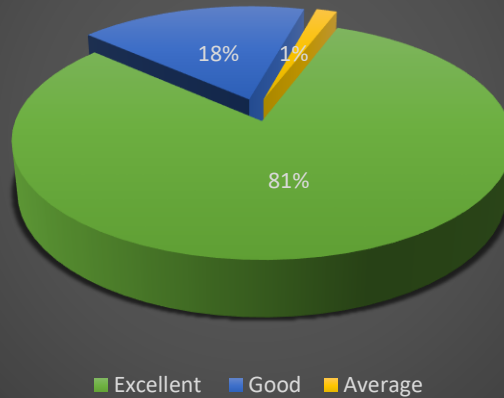
Exhibitions Expectations Ranking:

When last the question that was asked from responded that how will you rank this exhibition as per your expectations, out of which **81.45%** responded that excellent it was



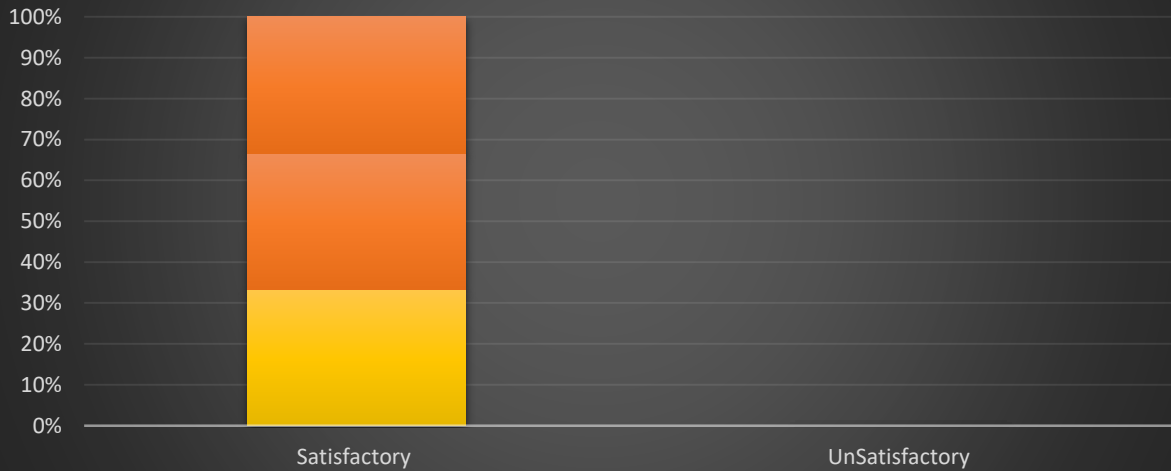
as per their expectation and **18.71%** responded that exhibition expectation was good what we think we perceive at the exhibition location and **1.81%** said that they have average expectation achieved from this exhibition.

7. How would you like to rank this exhibition according to your expectations?



How would you rate the staff customer dealing?

8. How would you rate the staff customer dealing.



On your recent experience, would you like to suggest your friends to attend such exhibitions in future?



9. On your recent experience, would you like to suggest your friends to attend such exhibitions in future?



4. The Evaluation of the Exhibition

Best Practices/Learning

- Participation of artisan women with their products and displayed and sole their work.
- Inauguration by Mohtrama Aseefa Bhutto Zardari and participation of key Sindh Government representatives.
- Huge mainstream media engagement and coverage especially English newspapers and electronic media.
- Proper promotional campaign through social media during exhibition
- Ownership of the Sindh Government and support of the Ocean Mall administration.
- Hardworking and joint efforts of the SRSO team and management which made successful to the exhibition.
- Great teamwork and spirit were demonstrated by SRSO team during the exhibition for doing the best .
- Support/engagement of the multi-sponsoros and partners including Sindhi media (TV channels).

Recommendation/s

- Continue/take septes for social media campaign before and during the exhibition.
- Explore and assess more suitable marketable venues for exhibition i.e. Doll Mall, Lucky Mall, etc.
- Proper orientation and training of the Sartyoon Sang Team on customer motivation and services by a professional trainers.



- Most of buyers and visitors suggested this exhibition must be organized on quarterly and six monthly basis.
- Most of buyers and visitors suggested this exhibition must be organized at different venues/markets of city.
- SRSO take steps for export hand-made crafts to provide financial maximum benefit to rural artisan women.
- Detail profile of each artisan and its crafts must be developed and displayed as well shared through social media.
- Detailed of displayed products/crafts must be displayed/visible clearly during exhibition.
- Ensure participation of famous persons from the different sectors to promote rural women artisan women made art during the exhibition.
- Arrange and brief properly to media persons during **inauguration** and visiting exhibition.

5 Report Annexure

- 5.1 Table of the Customer's Feedback
- 5.2 Pictorial Highlights of the Exhibition
- 5.3 Media Coverage/Highlights
- 5.4 Main Visitors of the Exhibition
- 5.5 Main Event Sponsors/ Partners



Table of Customer's Feedback Analysis

How did you get information about this exhibition?	<input type="checkbox"/> FM Radio	<input type="checkbox"/> TV/Local Cable	<input type="checkbox"/> Facebook/WhatsApp	<input type="checkbox"/> Text SMS	<input type="checkbox"/> Invitation	Other
	0	3 (4%)	20 (32.71%)	2 (3.04%)	15 (24.00%)	22 (35.00%)

Did you find your desired product?	Yes	No
	55 (88.14%)	10 (11.85%)

How did you find the cost of products?	<input type="checkbox"/> Fair	<input type="checkbox"/> Reasonable	Expensive
	6 (9 %)	49 (80.46%)	7 (11.85%)

How would you like to rank the quality of products?	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	Average
	43 (69.60%)	17 (27.94%)	2 (3 %)

How would you like to measure the design of the products in the exhibition?	<input type="checkbox"/> Advance	<input type="checkbox"/> Modern	Traditional
	1 (1.40%)	10 (17.12%)	51 (82.46%)

How would you like to rank this exhibition according to your expectations?	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	Average
	50 (80.45%)	11 (18 %)	1 (2 %)

How would you rate the staff customer dealing?	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Unsatisfactory
	62 (100 %)	0 (0 %)

On your recent experience, would you like to suggest your friends to attend such exhibitions in the future?	<input type="checkbox"/> Sure	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	50 (80.%)	12 (20.%)	0 (0%)

Respondent Summary

Respondent	Customer	Visitor
	40 (64.23%)	22 (36.76%)
Gender	Female	Male
	42 (67.30 %)	20 (32.70%)
Nationality	Pakistani	Non-Pakistani
	60 (96 %)	2 (4 %)
Address	Karachi	Other Parts
	50 (80.09%)	20 (20.90%)



Pictorial Highlights





Media Coverage-Electronic





Media Coverage : Print

DAWN
FOUNDED BY QUAD-I-AZAM MOHAMMAD ALI JINNAH

Aseefa inaugurates three-day rural crafts exhibition

Event aims to facilitate better income opportunities for flood-hit women

KARACHI Thousands of women across Sindh are displaying their crafts at the 12th Sartoon Sang Crafts Exhibition, inaugurated by the Sindh Chief Minister, Aseefa Bhutto Zardari, on Saturday. The event is a three-day affair, showcasing the skills of women who have lost their livelihoods due to flooding. Aseefa Bhutto Zardari, the Sindh Chief Minister, inaugurated the exhibition, which is being held at the Clifton Show House. She said that the exhibition is a great opportunity for women to showcase their skills and earn a better income. She also announced that the government will provide financial support to women who have lost their livelihoods due to flooding. The exhibition is organized by the Sartoon Sang Crafts Society, which is a non-profit organization that provides training and support to women in rural areas. The exhibition is open to the public and is free of charge. It is expected to attract a large number of visitors and generate significant revenue for the women who are participating in the exhibition.

Pakistan OBSERVER

Aseefa inaugurates 12th Sartoon Sang Crafts exhibition

The inauguration of the exhibition was held at the Clifton Show House. Aseefa Bhutto Zardari, the Sindh Chief Minister, inaugurated the exhibition, which is being held at the Clifton Show House. She said that the exhibition is a great opportunity for women to showcase their skills and earn a better income. She also announced that the government will provide financial support to women who have lost their livelihoods due to flooding. The exhibition is organized by the Sartoon Sang Crafts Society, which is a non-profit organization that provides training and support to women in rural areas. The exhibition is open to the public and is free of charge. It is expected to attract a large number of visitors and generate significant revenue for the women who are participating in the exhibition.

National Herald TRIBUNE
Founder: Ghulam Akbar

KARACHI: PPP leader Aseefa Bhutto Zardari taking keen interest in dresses during an exhibition organized by Sartoon Sang Crafts on the opening ceremony - INN

The exhibition is being held at the Clifton Show House. Aseefa Bhutto Zardari, the Sindh Chief Minister, inaugurated the exhibition, which is being held at the Clifton Show House. She said that the exhibition is a great opportunity for women to showcase their skills and earn a better income. She also announced that the government will provide financial support to women who have lost their livelihoods due to flooding. The exhibition is organized by the Sartoon Sang Crafts Society, which is a non-profit organization that provides training and support to women in rural areas. The exhibition is open to the public and is free of charge. It is expected to attract a large number of visitors and generate significant revenue for the women who are participating in the exhibition.

THE NEWS
Over 1,000 rural women from flood-hit areas showcase their handicrafts at Clifton show

Handicrafts exhibition organized by Sartoon Sang Crafts on the opening ceremony

The exhibition is being held at the Clifton Show House. Aseefa Bhutto Zardari, the Sindh Chief Minister, inaugurated the exhibition, which is being held at the Clifton Show House. She said that the exhibition is a great opportunity for women to showcase their skills and earn a better income. She also announced that the government will provide financial support to women who have lost their livelihoods due to flooding. The exhibition is organized by the Sartoon Sang Crafts Society, which is a non-profit organization that provides training and support to women in rural areas. The exhibition is open to the public and is free of charge. It is expected to attract a large number of visitors and generate significant revenue for the women who are participating in the exhibition.

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12th SARTYOON SANG CRAFTS EXHIBITION 2023

Februraru 3, 4 and 5, 2023 at Ocean Mall Karachi (Sindh)

Inaugurated by:

Mohtrama Aseefa Bhutto Zardari

Supervised and Hosted by:

Mr. Muhammad Dittal Kalhoro (CEO-SRSO)

Orgazning Team

- Mr. Riaz Hussain Jalani, Manager Craft Enterprise Development (CED)
- Mr. Shahzaib Hussain Mahar Sr. Manager SRSO-Administration
- Mr. Ali Anwar Azad, Assistant Manager-Communicaiton-MER
- Mr. Jameel Soomro Media Consultant-Communicaiton MER
- Mr. Ghulam Abas Baloch-Secretary Miniorities-Govt. of Sindh
- Ms. Naheed Shah Durani Chairperson SRSO
- Ms. Shereen Mustafa Secretary Social Welfare Department-GoS
- Dr. Ghulam Mustafa Sohag (Managing Director-STEVTa)
- Ms. Sadiqa Salahddin (BoD-SRSO and Excutive Director IRC)
- Mr. Ghazi Salahuddin The Senior Journalist
- Ms. Nuzhat Shireen (Chairperson-Sindh Status of Women Commission)
- Mr. Aazar Ayaz SRSO BoD
- Mr. Ghulam Sarwar Khehro SRSO BoD

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