



10-12TH JULY 2020
URAAN CH. 7 ONLINE EXHIBITION
IMPACT REPORT



Kaarvan Crafts Foundation
Crafting Livelihoods











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ONLINE EXHIBITION SCHEDULE







FRIDAY 10 JULY 2020

3 PM	 ARTISAN Rubina Arif, Lodhran <i>Block Print, Fabric Painting</i>	 MODERATOR Uzair Ali, BNU Textile Design	Facebook LIVE Link https://zoom.us/j/97129636148
5 PM	 ARTISAN Shahnaz Hanif, Multan <i>Cross-Stitch, Bead Work</i>	 MODERATOR Dania Khan, BNU Textile Design	Facebook LIVE Link https://zoom.us/j/9268872337
6 PM	 ARTISAN Safia Bibi, Bahawalpur <i>Mukesh, Ar Work, Shadow Work, Kacha Tanka, Pakka Tanka, Tarkashi</i>	 MODERATOR Mehmood Munawar, BNU Textile Design	Facebook LIVE Link https://zoom.us/j/97452734675
8 PM	 ARTISAN Zahida Nasreen, Vehari <i>Mukesh, Gota Work, Kacha Tanka, Shadow Work, Mirror Work</i>	 MODERATOR Iqra Sohail, BNU Textile Design	Facebook LIVE Link https://zoom.us/j/96316187560

SATURDAY 11 JULY 2020

3 PM	 ARTISAN Saima Batool, Multan <i>Balochi Work, Mirror Work, Tarkashi</i>	 MODERATOR Sehar Sarwar, BNU Textile Design	Facebook LIVE Link https://zoom.us/j/91714776029
5 PM	 ARTISAN Misbah Nadeem, Vehari <i>Phulkari, Balochi Work, Ar Embroidery, Mirror Work</i>	 MODERATOR Musdaq Shaheen, BNU Textile Design	Facebook LIVE Link https://zoom.us/j/99993438280
6 PM	 ARTISAN Shabana Kanwal, Multan <i>Jal Work, Gota Work</i>	 MODERATOR Uzair Ali, BNU Textile Design	Facebook LIVE Link https://zoom.us/j/98586615972
8 PM	 ARTISAN Shaida Bibi, Bahawalpur <i>Gota Work, Shadow Work, Chikankari Work, Applique Work</i>	 MODERATOR Mehmood Munawar, BNU Textile Design	Facebook LIVE Link https://zoom.us/j/97320559257

SUNDAY 12 JULY 2020

3 PM	 ARTISAN Syeda Abida, Haripur <i>Phulkari</i>	 MODERATOR Iqra Sohail, BNU Textile Design	Facebook LIVE Link https://zoom.us/j/98805231576
5 PM	 ARTISAN Asama Ahmed, Bahawalpur <i>Kacha Tanka, Polly Tanka, Mirror Work, Ar embroidery, Fabric Painting</i>	 MODERATOR Musdaq Shaheen, BNU Textile Design	Facebook LIVE Link https://zoom.us/j/96650438598
6 PM	 ARTISAN Manaza Hyat, Abbottabad <i>Hand Woven Bags & Pillows, Mirror Work</i>	 MODERATOR Dania Khan, BNU Textile Design	Facebook LIVE Link https://zoom.us/j/91121882782

INTRODUCTION

In these unprecedented times of COVID-19 — economy, workflow and life as we know it — is asking us to create new rituals, new modes of engagement and to strengthen our humanity by sharing our resources, our time and our energy to support one another from afar. The pandemic has had a major impact on Pakistani Rural Women Entrepreneur's economic livelihoods. Rural Artisan from Multan village, Shabana Kanwal says that everyone she knows are staying at home. No one goes out to the field to work. Embroidery orders are at a standstill. Conventional means of working, market linkages and cash flow are severely affected. Obstruction of projects led to innovation. Kaarvan has created remote gathering, field work and to build rural micro-entrepreneurs' capacity for digital marketing and selling. With Remote "Digital Readiness" — constitutes the training & capacity building on the necessary 'Survival Kit' for any remote trainings to take place. "Digital Enablement" — this follows the digital readiness & constitutes a range of trainings given to group of micro-entrepreneurs who connect remotely from their mobile phones on platform best suited for the training. "Digital Market Linkages" — Online Exhibition is compilation of all the digital enablement training put to action from design aesthesis, product photography, digital portfolio to communication. It is also medium of promotion, continuation and protection of traditional Pakistani crafts and the craft woman.



Prior to the recent undertaking of remote digital enablement, it is Kaarvan's strategic partnership with The British Asian Trust and Samsung Pakistan that took the latest technology to the grassroots level in a simple and easy way. Through the development of Aanganpk.com, an e-commerce platform created with, by and for rural artisans — digital courtyard where female artisans can upload their crafts — take orders, sell, and receive payments from national and international customers through showcasing their products and interacting with customers through Android Mobile Devices.



SOLD PRODUCT CODE 0102



Manaza Hyat, Abbottabad
Hand-Loom Woven Bag with
Metal Adornments, Size 10x22"
Rs. 1,500

+92 345 540 1898



Kaarvan Crafts Foundation's Uraan — Chapter 7 Online Exhibition was compilation of these efforts and it was held on July 10-12th, 2020 with eleven of our Digitally Enabled Rural Artisans from far flung villages of Multan, Lodhran, Vehari, Bahawalpur, Haripur and Abbottabad. Promotion and Preservation of Traditional Pakistani Crafts through Online Exhibition. The idea is to make visible the grassroot point of contact that is the artisan making the craft. Online Exhibition is means of bringing the artisans to the forefront and spread awareness of local crafts through tangible product experience. At the same time persevering the traditional attire and leaving room for modern fashion fusion as these artisans are mostly selling unstitched cloth.

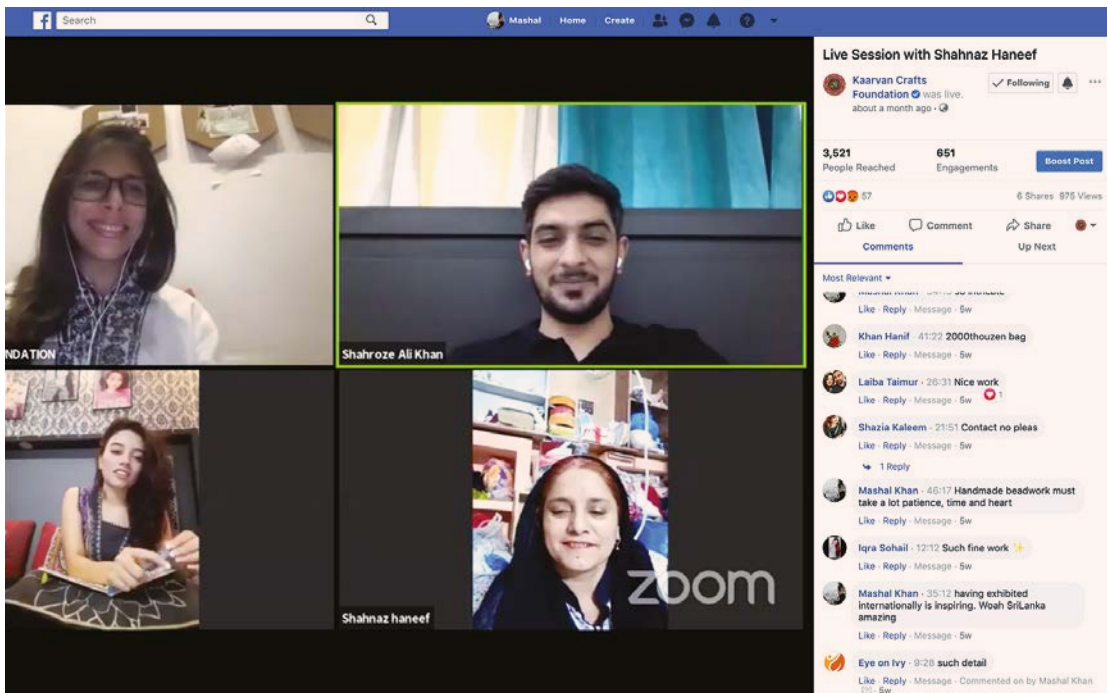


Shabana Kanwal, Multan
Phulkari Dupatta
Rs. 2,500

+92 302 430 1586

THERE ARE TWO DESIGN PHASES IN THE ONLINE EXHIBITION:





- 1) Product Gallery of various crafts categorized for each artisan.
- 2) Facebook LIVE Session of artisan where viewers and customers can interact with rural artisans and build market linkage.

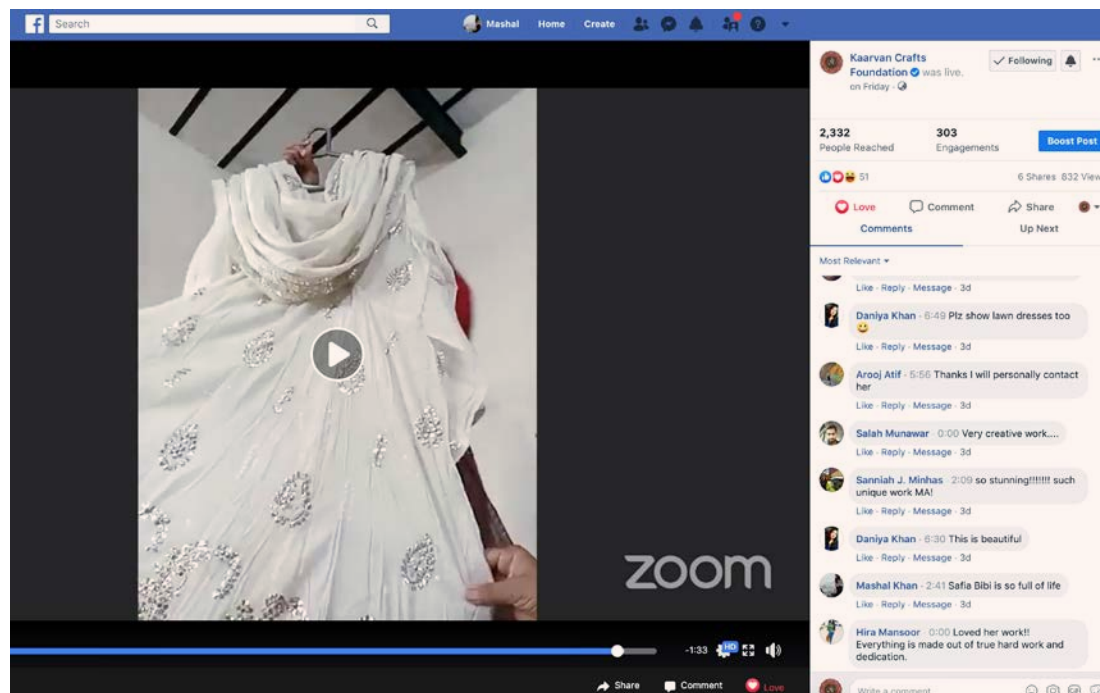


From July 2020 Online Exhibition Kaarvan has observed that collaborating with institutions like Beaconhouse National University's Textile Department strengthens and scales up the outreach and promotion of craft. Also, it sensitizes the youth to roots of Pakistani heritage through remote interaction with rural artisans via digital platforms. Having not only the rural artisans preserving the craft but also the youth join hands in this initiative with their social media flair and modern trends.

SUMMARY OF ORDER

The summary of artisan-wise orders received during and after the three-day online exhibition is graphically represented below.

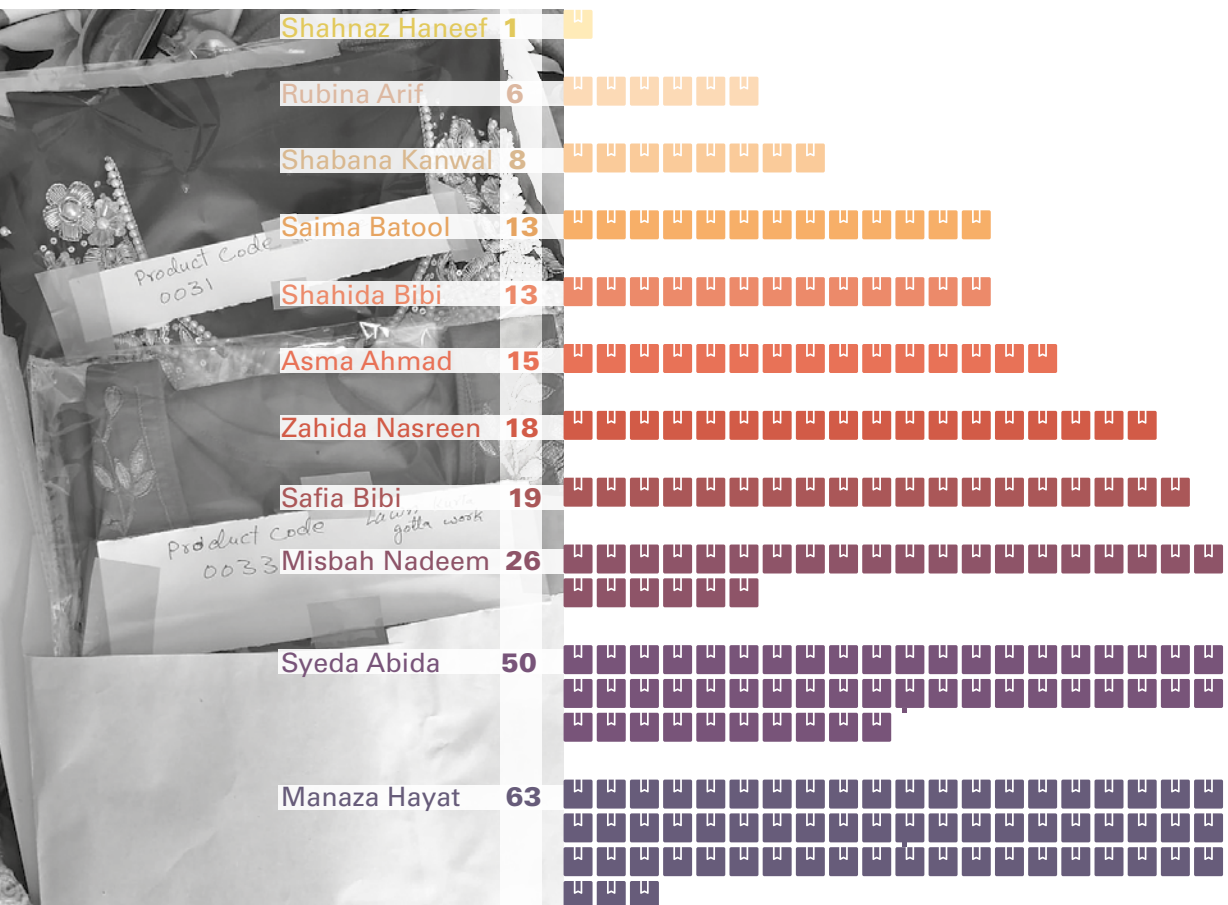
 Name of Artisan	 No. of Orders	 Total Sales (PKR)	 Average Price Per Order (PKR)
Shahnaz Haneef	1	8,000	8,000
Rubina Arif	6	10,900	1,817
Shabana Kanwal	8	20,450	2,556
Saima Batool	13	43,650	3,358
Shahida Bibi	13	26,000	2,000
Asma Ahmad	15	52,200	3,480
Zahida Nasreen	18	89,500	4,972
Safia Bibi	19	49,500	2,605
Misbah Nadeem	26	62,900	2,419
Syeda Abida	50	166,800	3,336
Manaza Hayat	63	72,000	1,143
Total	232	601,900	2,594

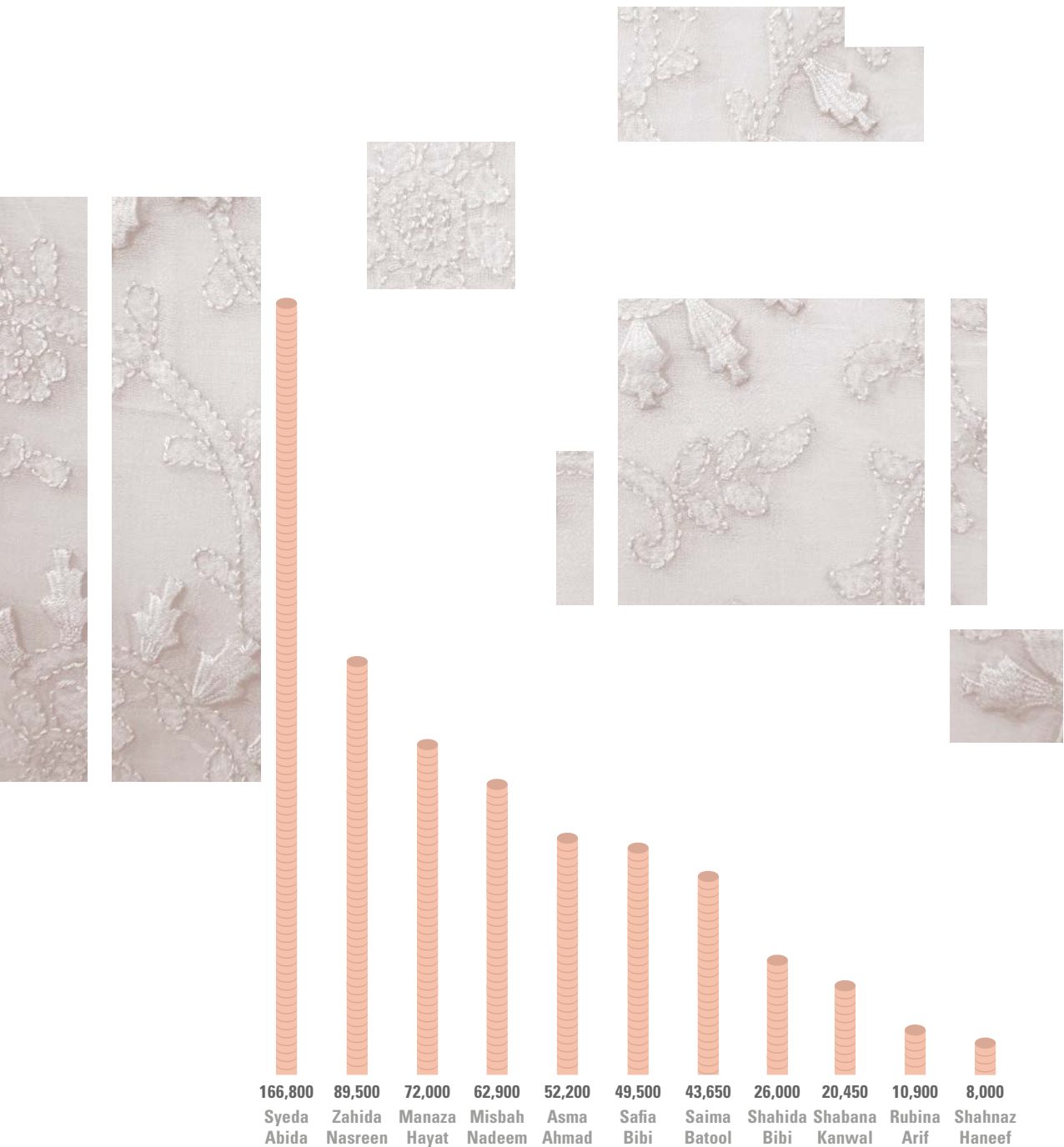


The screenshot shows a Facebook post from 'Kaarvan Crafts Foundation'. The post is a live video showing a white, heavily embroidered lawn dress hanging on a hanger. The video player has a play button and a 'zoom' watermark. The post has 2,332 people reached, 303 engagements, and 6 shares. Comments from users like Daniya Khan, Arooj Atif, Salah Munawar, Sanniah J. Minhas, and Mashal Khan are visible.

The table demonstrates that 232 orders were delivered after the three-day online exhibition by 11 Microentrepreneurs who took part in it. The number of orders delivered by each entrepreneur is presented below in a bar graph, with each entrepreneur delivering 21 orders on average.

NO. OF ORDERS PER ARTISAN





TOTAL SALES (PKR) PER ARTISAN

The total sales generated by the three-day online internship was **PKR 601,900**. The distribution of these sales' artisan-wise is presented in the figure above. The average amount of total sales registered by each artisan is **PKR 54,718**.

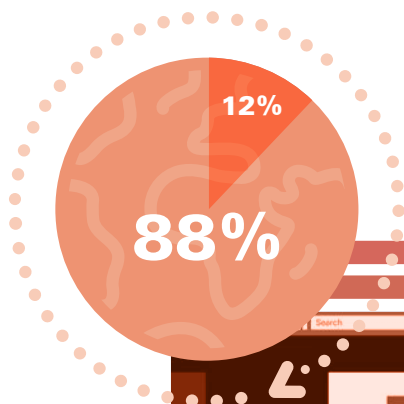
TYPE OF ORDER

The orders were received not only from Pakistan but from abroad as well. The latter have been categorized as global orders.

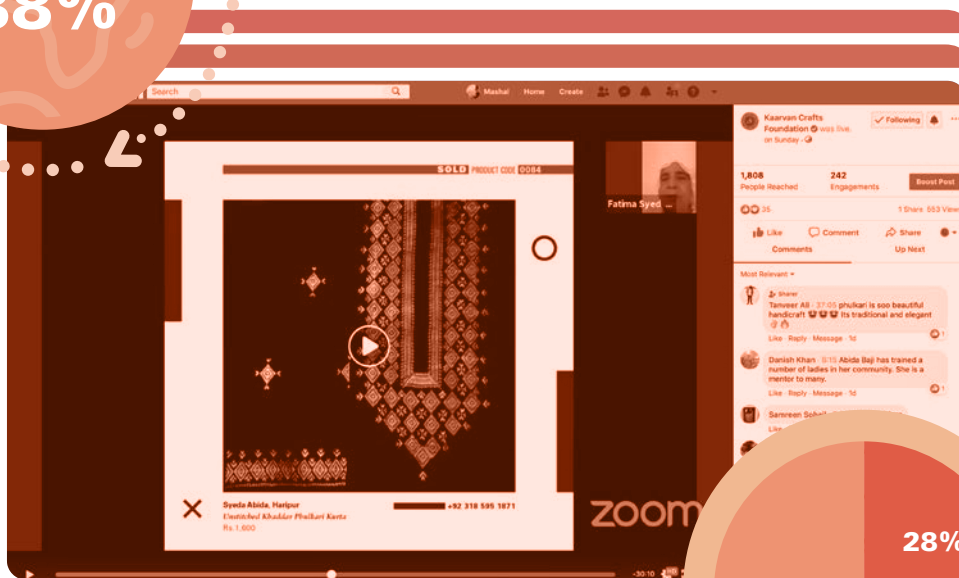
Type of Order	Frequency	Order Percentage	Revenue Generated	Revenue Percentage	Average Price
Global Order	29	12%	169,350	28%	5,840
Local Order	203	88%	432,550	72%	2,131
Total	232	100%	601,900	100%	2,594

ORDER PERCENTAGE BY TYPE

12% of the orders have been received from abroad whereas 88% were local orders.

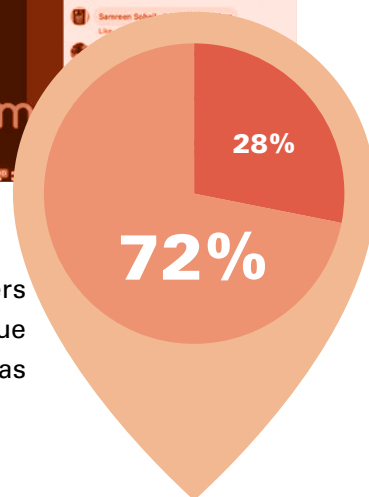


■ Global Order
■ Local Order



REVENUE GENERATED BY TYPE

If the orders' revenue is considered, the global orders derive more than one quarter or 28% of the revenue generated by the three-day online exhibitions, whereas local orders form 72% of the revenue.










ORDER TYPE AVERAGE PRICE (IN PKR)

■ Global Order
 ■ Local Order

It is further interesting to note that the average price paid of a global order i.e. PKR 5,840 is significantly higher than that of the average price of a local order i.e. PKR 2,594.

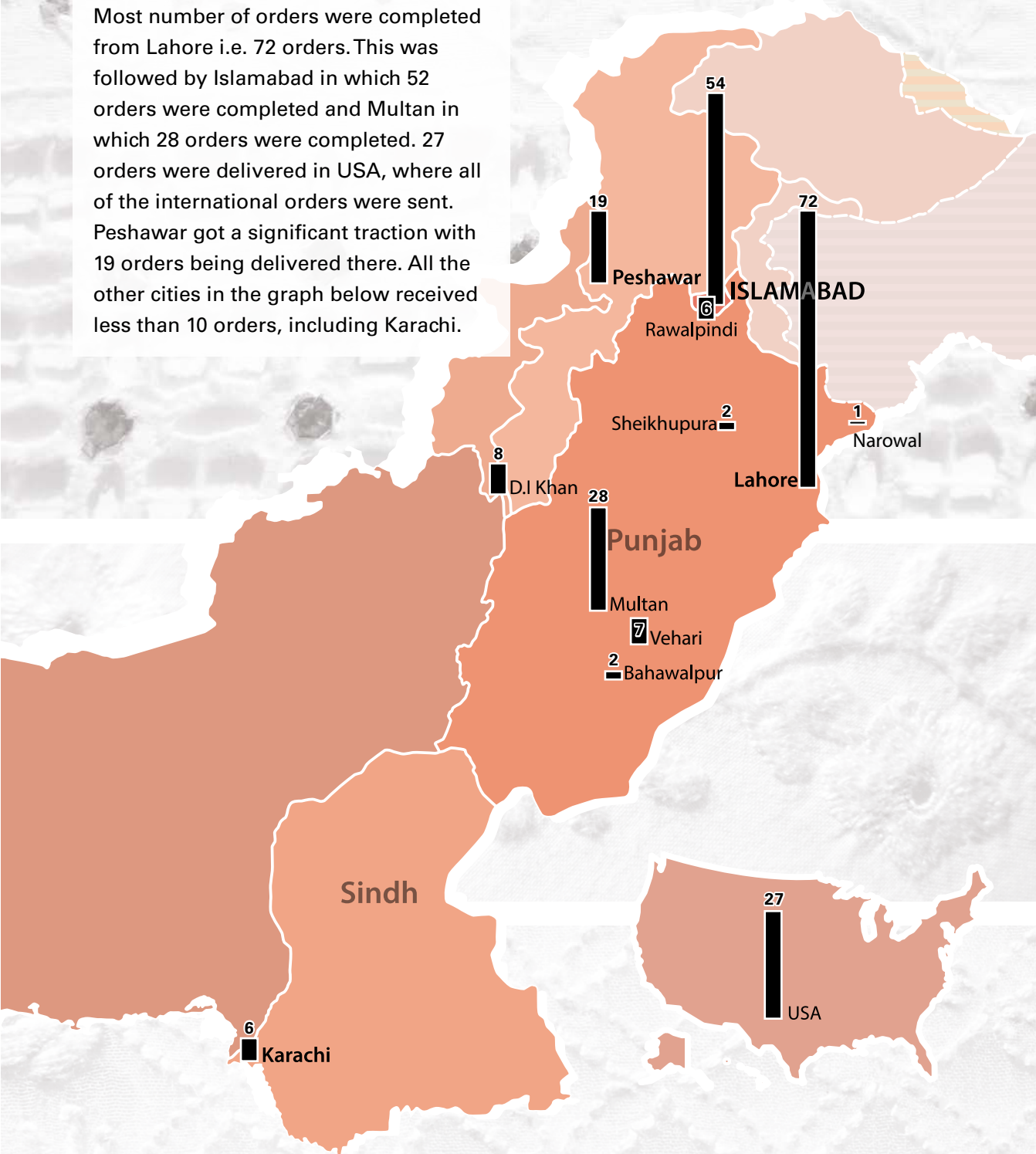
GEOGRAPHICAL SPREAD OF ORDERS

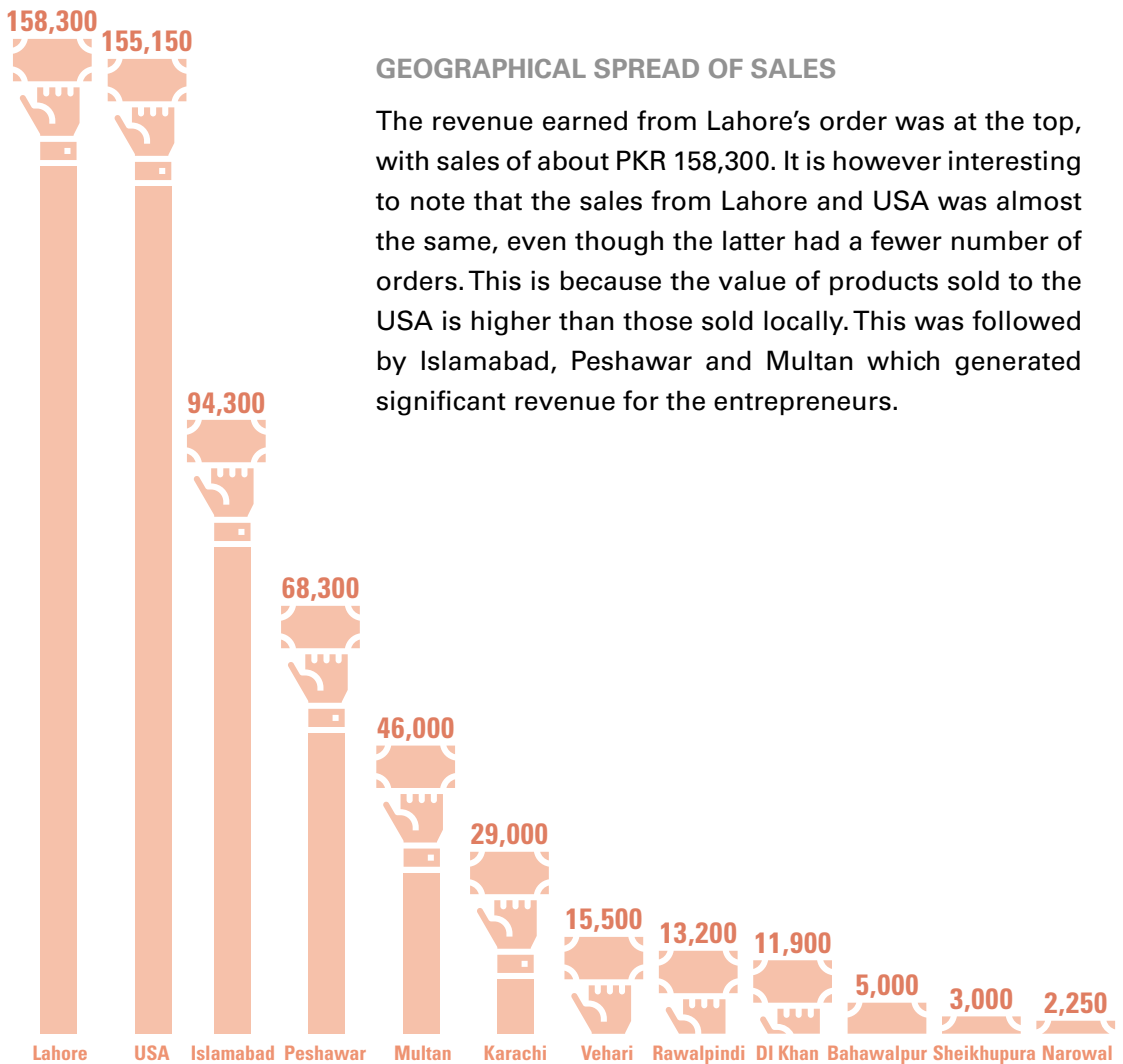
Geographical spread of orders along with total sales generated from the online exhibition is shown in the table below.

 Area Type	 Area	 Total No. of Orders	 Total Sales	 Average Price Per Order
Local	Lahore	72	158,300	2,199
Local	Islamabad	54	94,300	1,746
Local	Multan	28	46,000	1,643
International	USA	27	155,150	5,746
Local	Peshawar	19	68,300	3,595
Local	D.I Khan	8	11,900	1,488
Local	Vehari	7	15,500	2,214
Local	Karachi	6	29,000	4,833
Local	Rawalpindi	6	13,200	2,200
Local	Sheikhupura	2	3,000	1,500
Local	Bahawalpur	2	5,000	2,500
Local	Narowal	1	2,250	2,250
Grand Total		232	601,900	2,594

GEOGRAPHICAL SPREAD OF ORDERS

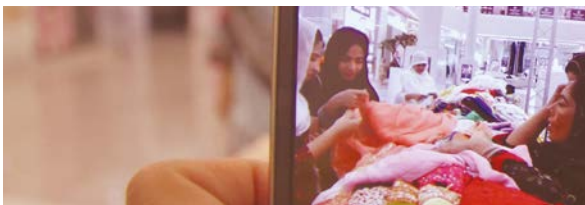
Most number of orders were completed from Lahore i.e. 72 orders. This was followed by Islamabad in which 52 orders were completed and Multan in which 28 orders were completed. 27 orders were delivered in USA, where all of the international orders were sent. Peshawar got a significant traction with 19 orders being delivered there. All the other cities in the graph below received less than 10 orders, including Karachi.









GEOGRAPHICAL SPREAD OF SALES

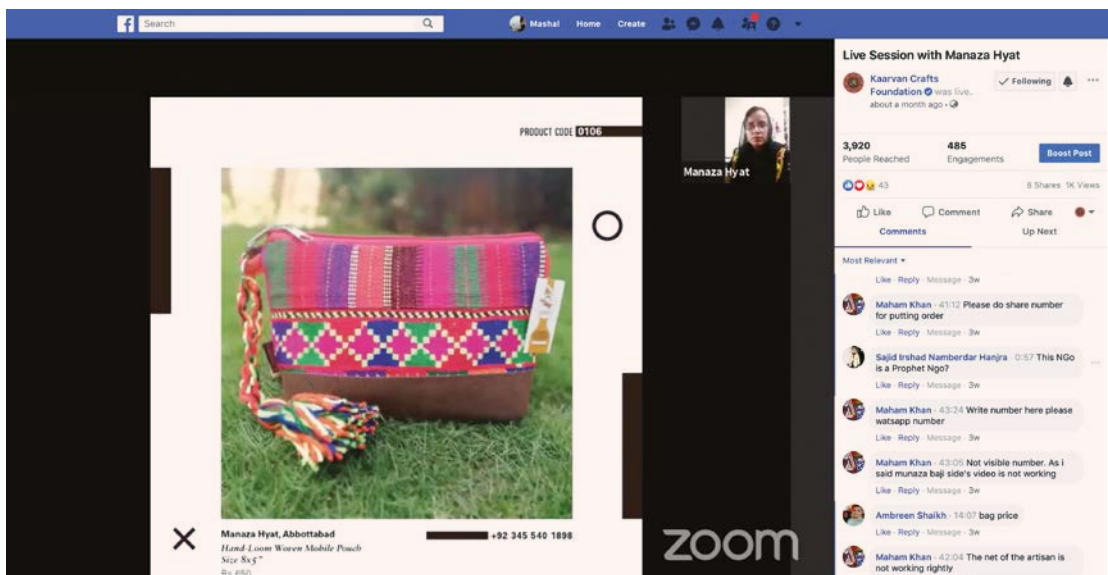
The revenue earned from Lahore's order was at the top, with sales of about PKR 158,300. It is however interesting to note that the sales from Lahore and USA was almost the same, even though the latter had a fewer number of orders. This is because the value of products sold to the USA is higher than those sold locally. This was followed by Islamabad, Peshawar and Multan which generated significant revenue for the entrepreneurs.



NEW CUSTOMER CONNECTIONS

The online exhibition resulted in the entrepreneurs making new customer connections and successfully converting new orders. The table below demonstrates the number of products sold during exhibition and the percentage of orders sold after exhibition, which is a testament to creating new customers as a result of the exhibition.

 Name of Artisan	 Products Sold From Catalogue	 Total No. of Orders Per Artisan	 Percentage of Orders Sold After the Exhibition
Shahnaz Haneef	1	1	0%
Rubina Arif	6	6	0%
Shabana Kanwal	4	8	50%
Saima Batool	3	13	77%
Shahida Bibi	7	13	46%
Asma Ahmad	4	15	73%
Zahida Nasreen	5	18	72%
Safia Bibi	4	19	79%
Misbah Nadeem	5	26	81%
Syeda Abida	7	50	86%
Manaza Hayat	12	63	81%
Total	58	232	75%



PRODUCT CODE 0106

Manaza Hyat, Abbottabad
Hand Loom Woven Mobile Pouch
Size 8x5"
Rs. 650

+92 345 540 1898

zoom

Live Session with Manaza Hyat

Karnyan Crafts Foundation
about a month ago

3,920 People Reached 485 Engagements

Boost Post

8 Shares 1K Views

Like Comment Share

Comments

Up Next

Most Relevant

Maham Khan · 41:12 Please do share number for putting order

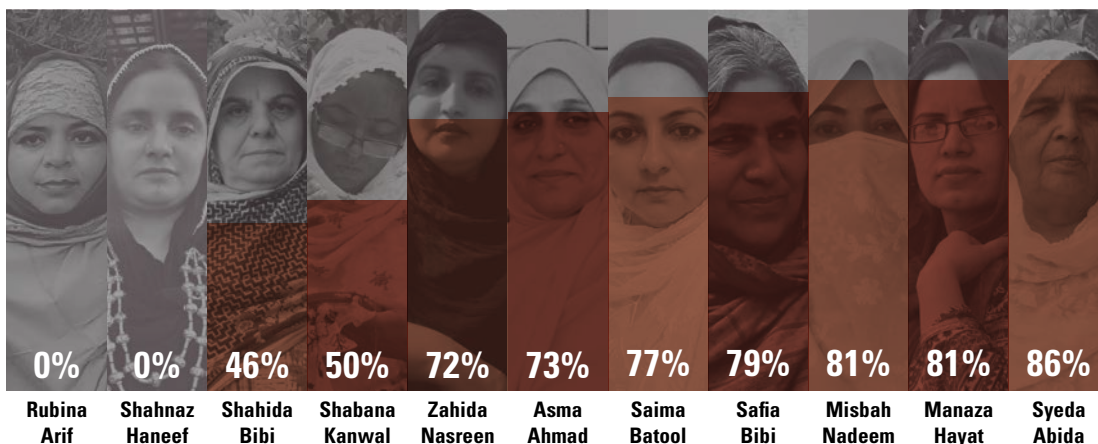
Sajid Irshad Namberdar Hanjra · 0:57 This NGO is a Prophet Ngo?

Maham Khan · 43:24 Write number here please whatsapp number

Maham Khan · 43:06 Not visible number. As I said munaza baji side's video is not working

Ambreen Shaikh · 14:07 bag price

Maham Khan · 42:04 The net of the artisan is not working rightly



PERCENTAGE OF ORDERS SOLD AFTER THE EXHIBITION

It can be seen that three-quarters of the total order (75%) were sold after the exhibition and were new customers. Only 25% of orders were sold within the exhibition dates. Moreover, the graph below highlights the percentage of orders that were sold by each artisan after the exhibition. It shows that Manaza Hayat sold 51 orders out of her 63 orders after the exhibition, therefore drawing a connection with at least 51 new customers and 86% of her orders post the exhibition. 7 out of 11 entrepreneurs sold more than 50% of their orders to new customer-base.

SOURCE OF ORDERS RECEIVED BY ARTISAN

Table shows the division of orders placed through different social media platforms. 88% of the total orders were placed through direct contact/WhatsApp. It was observed that most of the people directly contacted artisans to place orders through contact numbers rather than sending a message through Facebook. 5% of the total orders were placed through Facebook messages and 7% order were placed through Instagram Direct Messages.

Source of Order	Frequency	Percentage
Direct Contact + WhatsApp	203	88%
Facebook	12	5%
Instagram	17	7%
Total	232	100%

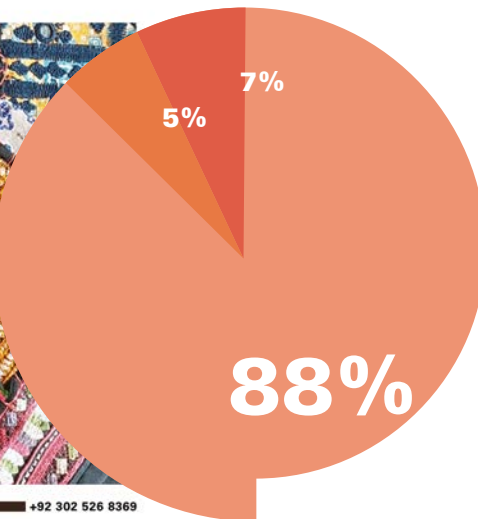


+92 302 526 8369

Saima Batool, Multan
Double Bed Sheet with Pillow Covers with
Sindhi, Balochi and Mirror Work
Rs.4,050

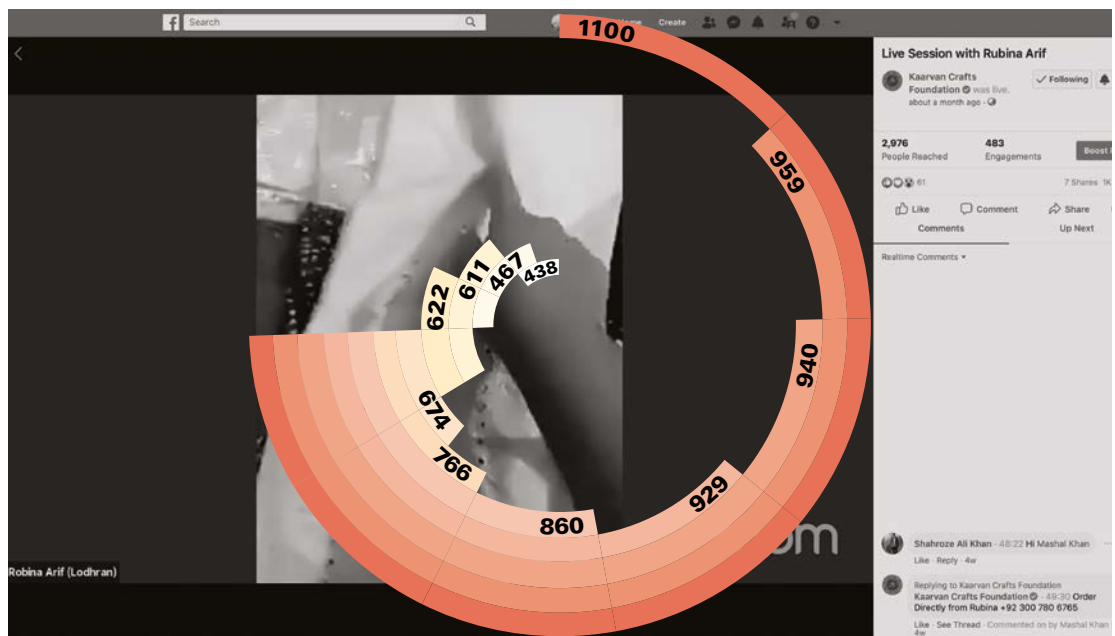
- Facebook
- Instagram
- Direct Contact + WhatsApp

SOURCE OF ORDER - ONLINE PLATFORM



SOCIAL MEDIA ENGAGEMENT TREND DURING THE ONLINE EXHIBITION

The total of 8,366 views were generated from the online exhibition, signifying its collective reach. A total of 373 comments were expressed on the exhibition posts on social media. The posts were shared 73 times organically, and a total of 552 people reacted on the posts - making the total engagements to 998 (373+73+552).



- Rubina Arif
- Zahida Nasreen
- Shahnaz Haneef
- Manaza Hyat
- Safia Bibi
- Saima Batool
- Shabana Kanwal
- Syeda Abida
- Shahida Bibi
- Misbah Nadeem
- Asma Ahmad

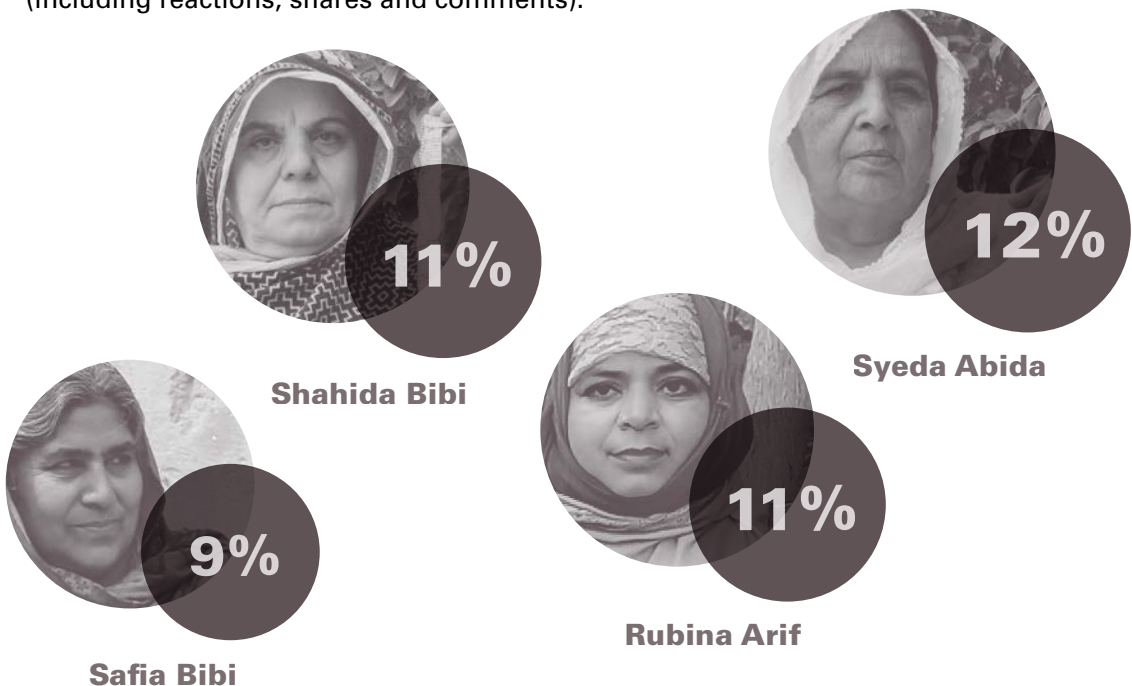
TOTAL VIEWS OF ARTISAN – FACEBOOK POST

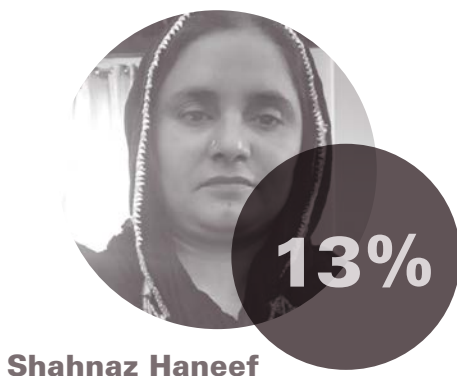
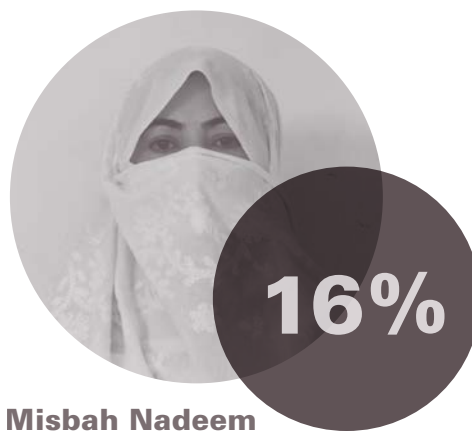
TOTAL ENGAGEMENTS – FACEBOOK POST



■ Rubina Arif ■ Zahida Nasreen ■ Shahnaz Haneef ■ Manaza Hyat ■ Safia Bibi ■ Saima Batool
 ■ Shabana Kanwal ■ Syeda Abida ■ Shahida Bibi ■ Misbah Nadeem ■ Asma Ahmad

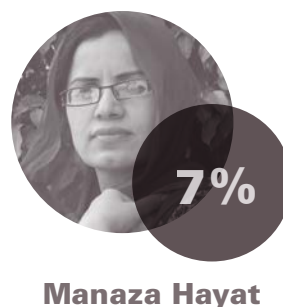
The total engagements on the live session of each artisan on Facebook post is shown graphically below. Zahida Nasreen received the most engagement with 127 engagements (including reactions, shares and comments).









AVERAGE ENGAGEMENT PER VIEWS – FACEBOOK

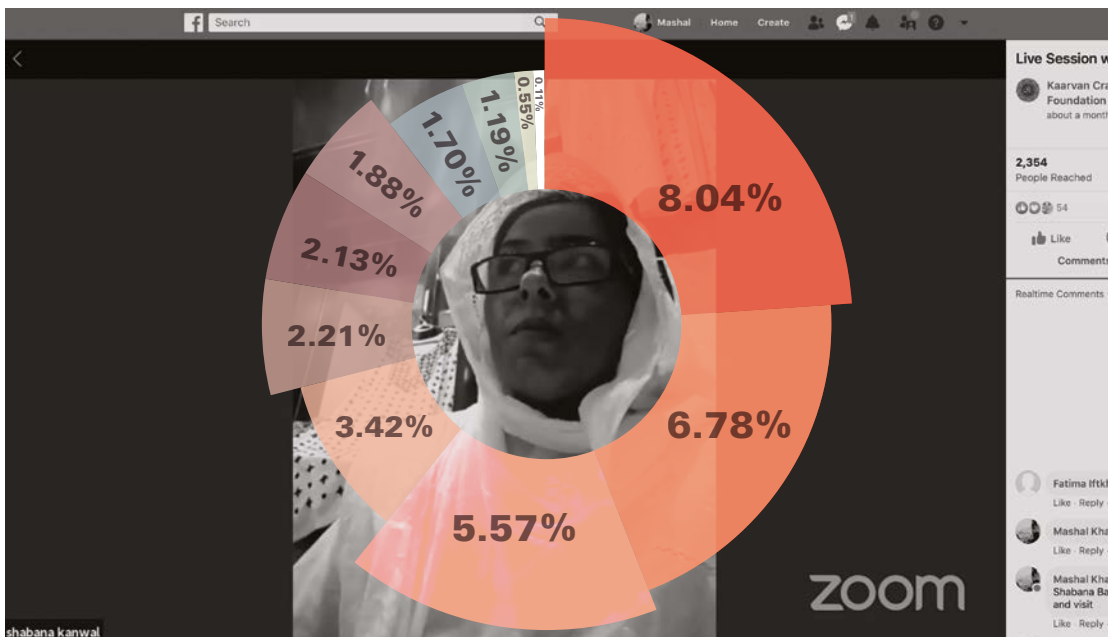
A fairer comparison would be to treat engagement relative to the number of views. The average engagement per view on the live session of each artisan on Facebook post is shown graphically. It shows that 16% of Asma Ahmad's viewers engaged with her post. Likewise, 16% of Misbah Nadeem's viewers engaged with her post.



CONVERSION: SALES/VIEWS

Another variable of interest is to assess the order per view percentage to give an idea of the conversion rate of social media marketing. Higher the percentage of order per view, the more successful the campaign has been in converting sales. The table below shows the results of views per order.

 Name of Artisan	 No. of Orders	 Total Views	 Order/Views
Syeda Abida	50	622	8.04%
Manaza Hayat	63	929	6.78%
Misbah Nadeem	26	467	5.57%
Asma Ahmad	15	438	3.42%
Safia Bibi	19	860	2.21%
Shahida Bibi	13	611	2.13%
Zahida Nasreen	18	959	1.88%
Saima Batool	13	766	1.70%
Shabana Kanwal	8	674	1.19%
Rubina Arif	6	1100	0.55%
Shahnaz Hanif	1	940	0.11%





 Syeda Abida
  Manaza Hyat
  Misbah Nadeem
  Asma Ahmad
  Safia Bibi
  Shahida Bibi
  Zahida Nasreen
  Saima Batool
  Shabana Kanwal
  Rubina Arif
  Shahnaz Hanif



ORDERS/VIEWS

Syeda Abida had the highest percentage of orders by views with 8.04%, which means that 8% of the total views on Syeda Abida's live sessions converted into the number of products sold. Therefore, while Rubina Arif had the highest views, Zahida Nasreen had the highest engagement and Asma Ahmad had the highest engagement over views ratio, Syeda Abida's session views managed to derive most converted orders for her relatively.

PRODUCT DESCRIPTION W.R.T ORDERS PLACED

The table below gives the details of all the products that customers placed orders after the online exhibition.

 Product Name	 Total No. of Orders Placed
Shirt Khaddar Phulkari	19
Phulkari Shirt	16
Sofa Cushion	15
Kids Shirt	12
Tarkashi Shirt	11
Handbag	8
Key Pouch	6
Flat Bag	5
Dupatta Lawn with Shadown Work	5
Wallet	5
Unstitched Shirt Applique	4
Lawn Shirt Tarkashi and Chikankari	4
Chikankari Shirt	4
Net Dupatta	3
3 Piece Suit	3
Necklace	3
Tarkashi Trousers	3
Lawn Shirt with Mirror Work	3
Lawn Suit	3
Simple Shirt	3
Backpack	3
Lawn shirt with Tarkashi	3
Long Strap Bag	2
Chiffon 2 Piece Suit	2

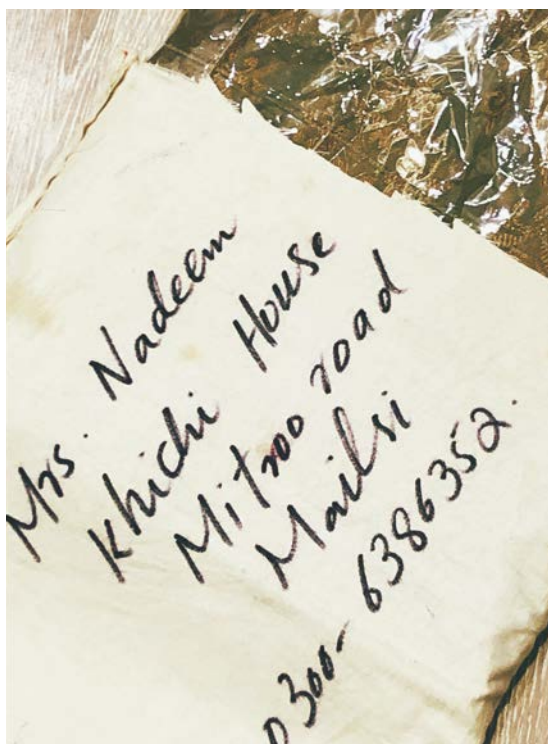
	
Product Name	Total No. of Orders Placed
Dupatta with Mirror Work	2
Mukesh suit 2 Piece	2
Chiffon Shirt Gota Work	2
Applique Work Trousers	2
Shirt Tarkashi and Chikankari	2
Khaddar Phulkari Shawl	2
Small Cushion	2
Bead Lace	2
Gao Takia Pillow	2
Shirt	2
Lawn Suit Embroidery	2
Lawn Embroidery	2
Mobile Pouch	2
Shirt Tarkashi	2
Kurta	2
3 Piece Suit Tarkashi, Ar Work, Mirror Work with Chikankari Dupatta	1
2 Piece Suit Kashmiri and Mirror Work	1
Pure Chiffon Shirt with Mirror Work	1
Kameez Dupatta 2 Piece	1
2 Piece Suit Masuri with Tarkashi	1
Bead Motif	1
Paint Chiffon Dress	1
Khaadi Applique work 3 Piece Suit	1
Applique Shirt	1
Khaadi Lawn Applique Suit	1
Stitched Gota Work Kurta	1
Khaddar Phulkari Dupatta	1
Chiffon with Pakka Tanka, Gota, Ar Work	1
Bedsheet	1
Cushion cover	1
Kid's Shirt	1
Phulkari Lawn Trousers	1
Belt	1
Saree Tarkashi	1

**Product Name****Total No. of Orders Placed**

2 Piece Gota Work	1
Embroidery on Trousers	1
Lawn 3 Piece Suit	1
Gota Work Chunri 2 Piece	1
Lawn 3 Piece Suit Kacha Tanka	1
Gota Work Frock	1
Lawn Chunri Dupatta	1
Indian Phulkari Dupatta	1
Block Print Bedsheet	1
Mukesh 2 Piece Suit	1
Block Print Suit	1
Chunri Suit Gota Work	1
Block Print with Chikankari	1
Net Suit Gota Work	1
Bucket Bag	1
Paint Stoller Pure Chiffon	1
3 Piece Lawn Suit with Gota	1
Dori Bag	1
Lawn Suit Chikankari	1
Round Bag	1
Chiffon 2 Piece with Gota Work	1
Shawl	1
Lawn Suit with Chikankari	1
Applique Work Shirt	1
Lawn with Applique Work	1
Fancy Shirt with Mirror Work	1
Lawn With Pakka Tanka	1
2 Piece Suit Masuri with Chikankari and Mukesh	1
Lawn with Tarkashi and Gota	1
Stitched Gota Work Dress	1
Lawn with Tarkashi, Chikankari and Applique	1
Gota Work Dupatta	1
Lawn with Tarkashi, Chikankari and Mirror	1
Hair Pin	1
3 Piece Suit with Mirror Work and Pakka Tanka	1



Product Name	Total No. of Orders Placed
Hanging	1
Mari B Shirt	1
Mirror Work Shirt	1
Total	232





Kaarvan Crafts Foundation

Crafting Livelihoods



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www.kaarvan.com



137-C-1 Model Town Lahore



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