

Jan – Mar. Newsletter 2019

COLLECTIVE COMMONS



Kaarvan Crafts Foundation
Crafting Livelihoods

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CRAFTING LIVELIHOODS

Empowering Livelihoods for Women in Low Income Communities Since 1998



Women in Pakistan
based in rural areas

EMPOWER
LIVELIHOODS



KARVAN CRAFTS FOUNDATION HAS STRETCHED!

We have extended and further integrated the Sustainable Development Goals (SDGs) with our developmental program that caters to both human dignity and individual integrity. In addition to vocational skills and linkage to industrial market, this year is of self-awareness, of sharing local stories, of connection and of unlocking the intangible social skills of daring leadership.

Working with the multidimensional network of stakeholders such as with The British Asian Trust, DFID - UK Department for International Development, Punjab Skills Development Fund (PSDF), Center for Economic Research in Pakistan (CERP), Samsung and many other affiliates — Kaarvan is thinking global and acting locally. It has established a framework that is part of larger Constellation of Change that aims to provide a series of soft skills/ social skills in alignment with the International SDGs where Pakistani Female Artisans can learn to contribute to the well-being of self, family and society.

Through storytelling and media engagement with our Goodwill Ambassador RJ Sophie from FM 91 we bridge the urban rural divide by modeling and showcasing examples of belonging, inclusivity and diversity of perspectives.

With active reflection and action of our ongoing initiatives, social projects, digital literacy trainings, incubation centers, workshops and collaborations — Kaarvan continues its collective movement towards a culture of peace and inclusivity.

RJ SOPHIE FROM FM 91 #STEPPINGOUT CAMPAIGN

Sophiya Anjam – RJ Sophie from FM91 Pakistan is Kaarvan's Goodwill Ambassador. Sophiya helps to further bridge the urban and rural understanding, bring the resilient village micro-entrepreneurs to the forefront, emotionally connect and empathize with one another. Through the partnership Sophiya shares and inspires millions of her fans with her experience of meeting the courageous trainees through electronic and digital media.

Watch the S Stories episode of "Digitize to Equalize" and see how Pakistani women from remote areas are embracing technology and tapping into opportunities via digital portal/ e-shop — www.aanganpk.com.



DIGITIZE TO EQUALIZE





DEMAND ELICITATION ACTIVITY

Under demand elicitation activity, stitchers and DPs are trained on eliciting rural preferences for fabrics, designs and colors and are motivated and provided with forms to collect this data themselves. This provides them with opportunity to step out and make connections with other rural women to develop their customer base within and outside their villages.

As part of the activity, the data collected by DPs also helped CERP and Kaarvan to cater toolkit order as per rural demand for upcoming round of stitching to ensure high rural sales before Eid-ul-Fitr 2019.

CERP

Center for Economic
Research in Pakistan



BRITISH ASIAN TRUST
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TOGETHER





ROUND TWO OF LIVESTOCK MANAGEMENT PROJECT

Kicked off the Women Training in Livestock Management Project in remote villages of Narowal in partnership with Punjab Skills Development Fund (PSDF), Kaarvan will be enhancing the animal care capacity of 2,500 Females. The trainings impart comprehensive, best-farm practices and complement theoretical knowledge with practical application to ensure that the women are skilled in livestock care.

The trainings also encourage women to participate in decisions regarding their nutrition, reproduction, sale and products etc.





How to participate?

- 1) Repost this post on your Instagram account.
- 2) Share a video on your Instagram with the hashtag #HearMeToo and #Choose2SpeakUp, with a message for ending violence against women and girls. Tell us how you #Choose2SpeakUp to help end violence against women and girls.
- 3) Tag UN Women Pakistan in your video and tag 5 friends to take up the challenge.
- 5) Make sure you are following @unwomenpakistan.
- 6) Best 16 videos with moving messages will be selected for giveaways.
- 7) The winners will be announced on 10 December 2018.

#Choose2SpeakUp



UN WOMEN INSTA CHALLENGE #CHOOSE2SPEAKUP

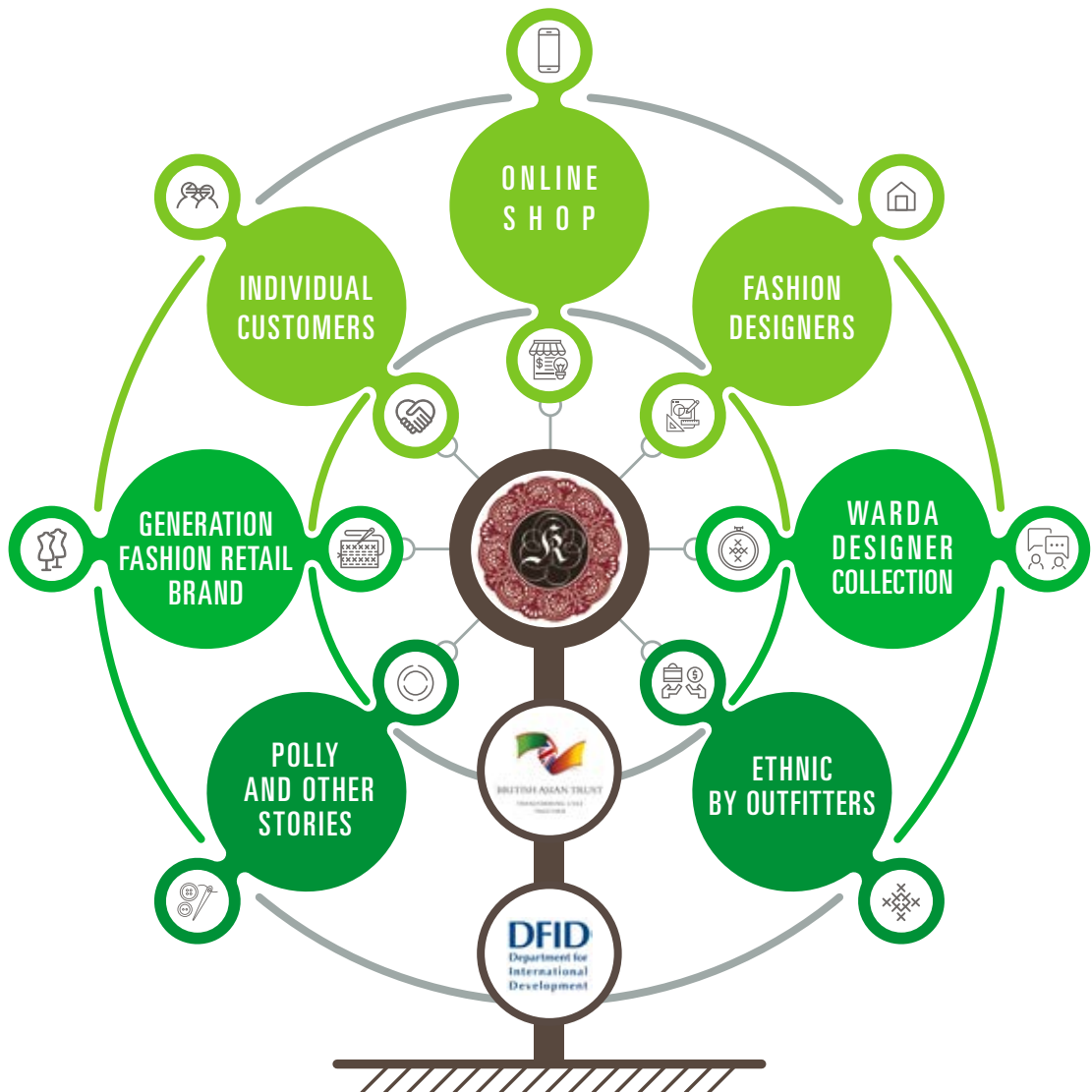
Truly humbled to be selected by UN Women Pakistan. What an exciting beginning of discourse of how to end violence. Here's to keep pushing the parameters of dialogue and courageously facing our fears. Violence whether emotional, physical or mental can only be confronted by a personal willingness to do something about it. It requires getting uncomfortable and courageously facing our fears.

How to end violence? Means asking the question are you/ I/ we willing to face our fears and step into the unknown?

— SALIMA HASHMI'S THOUGHTS ON KAARVAN —

Artist, Curator, Educationist and Human Rights Activist Salima Hashmi shares her candid views on what is Kaarvan all about. In a short video message, Salima Hashmi says "one looks at these women, as one hears their stories, one is humbled but also incredibly confident of the future that seems promising and is unfolding before our eyes."





WOMEN ECONOMIC EMPOWERMENT PROGRAM (WEE) MARKET LINKAGES

The WEE program is expanding the capacities of 1320 women through Skills Enhancement and Product Development trainings in rural areas of the Punjab. Moreover, it has capacitated 120 women as Micro-Entrepreneurs in Business Management & Communications skills. The illustration above showcases how the project connects these Micro-Entrepreneurs with Industry Brands and Fashion Designers to increase their earnings and economic resources.

RETAILER BRANDS CONNECTIVITY

WEE Micro-Entrepreneurs in Multan, Vehari, Lodhran and Bahawalpur are working on Generation Orders using various hand embroidery techniques for both casual and semi casual outfits. Collaboration with Generation is also cultivating skills design details, fusing eastern and western elements, product finishing and packaging.



FAST SCHOOL OF MANAGEMENT KAARVAN INTERACTION SERIES

CEO of Kaarvan, Danish Khan shared his experience of pushing boundaries of disciplines both corporate and developmental sector at FAST School of Management, Lahore. Khan spoke about working in a space of experimentation around complex issues — crafting an emergent practice of social innovation that shape shifts in subversive yet expansive ways. He is devoted to examining the ways in which gender roles and all forms of human inequality are embedded in culture and society. Works to reduce gender difference by providing life skills opportunities to marginalized women living in low-income communities across Pakistan. Khan believes that the representation and participation of women will pave the path for a culture of peace in Pakistan.

remove barriers that
people face because of

SOCIAL JUSTICE

is an

UNDERLYING PRINCIPLE

for

peaceful & prosperous
coexistence
within and among nations.

— WORLD DAY OF SOCIAL JUSTICE, 20 FEBRUARY —
Come Join Us (Feb. 18-22) Week of Social Justice Workshops
with Pakistani Female Artisans at Kaarvan Centers



Kaarvan Crafts Foundation
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21/2/2019
STIL-004-003
Tuesday
T:21
P:
A

1. Hood
2. Mobile
3. Plastic bag
4. Paper + Lighter
5. Rope
6. Medicine
7. Money
8. Food
9. First Aid Kit

deep listening, open will and
responsiveness led to unlock
and getaway from hypothetical
flood catastrophe in 15 minutes



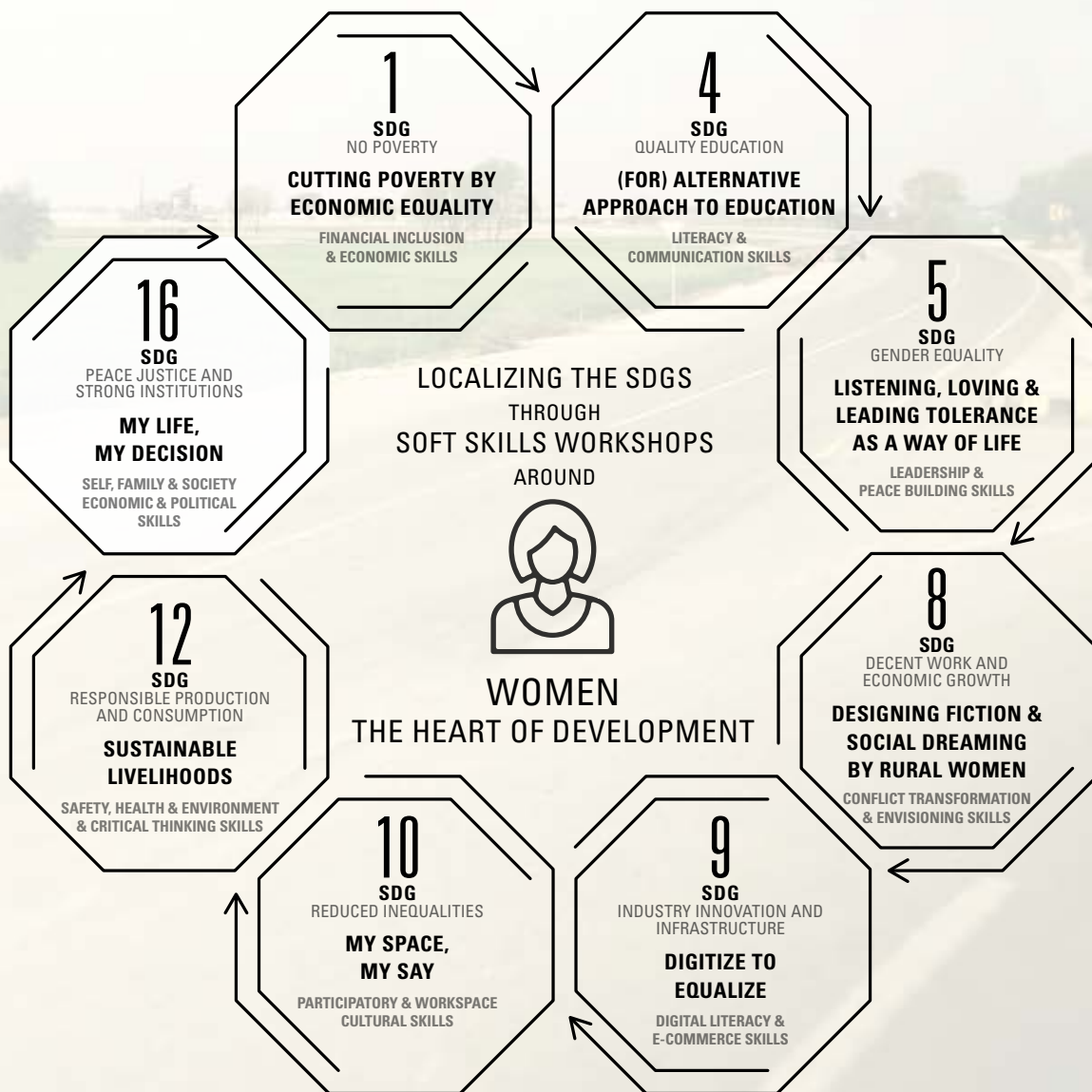
SOCIAL JUSTICE WEEK WITH RURAL WOMEN AND FELLOW CHANGE MAKERS

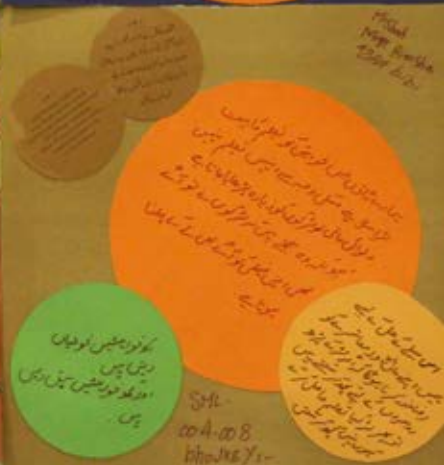
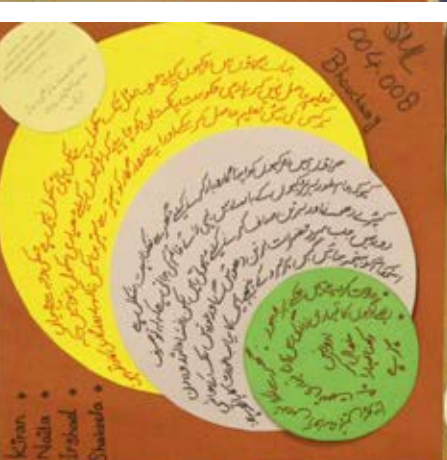
A week long of interactive workshops was held at 5 districts of Punjab: Gujranwala, Nankana Sahib, Kasur, Sheikhupura and Bahawalpur — a great gathering of change makers as Punjab Commission on the Status of Women and Centre for Economic Research in Pakistan also joined us alongside women artisans — as we discussed the idea of justice, fairness, inclusivity and participation through interactive activities with rural women.

“Clarity is kindness.” Rural women showcased this during the confronting stereotypes as whispered to Kaarvan team to assist participants that couldn’t read the label. In the hypothetical flood catastrophe their deep listening, open will and responsiveness to the situation as team led them unlock and getaway from catastrophe. During the deconstruction and reconfiguration of Article 37 of Pakistani Constitution these women came to terms with the invisible way power shows itself in groups — who speaks up; who talks over who; what of the quiet listener? It was great learning sharing session of communication skills, teamwork, decision-making skills, conflict resolution skills and self-awareness.

In addition to field workshops, there was an ongoing digital dialogue on social media and with RJ Sophie around the concept and meaning of social justice; #JustBeJust.









JUST WHAT?

What do you want me to do? What can I, an individual, a commoner possibly do? Deep down... in our hearts we secretly know where we are not doing enough, where we are letting ourselves and the rest of the world down. We turn a blind eye; we tune out ugly parts of reality — we want that kurta forget whether price is just; we buy wheat knowing that farmer harvesting crop is most likely under pressure of crushing debt by the massive food corporations they are contracted to.

What to do? The problem is too big and there is nothing I as an individual could do. That's lazy thinking, easy scapegoating and sets up a false us-versus-them mentality.

Just What?



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JUST WORK

Then what gets in the way of rural women working? Is it trust? Culturally unventured space? No go? Lack of exposure? Control? Power? It could be bits of all these things that create hurdles for women working rural areas.

Let us work towards opening hearts, minds and self to things that get in the way — concepts of gender, age, race ethnicity, religion, culture or disability. Work towards a community where these things can take a back seat and look at developing human capacity for a culture of peace.

Just Work



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Crafting Livelihoods

JUST EDUCATE

Oh I know this topic seems blah and you're probably rolling your eyes thinking not this topic again. While its true that women are going to college and working in traditionally masculine fields and speaking in public. This is happening to a lesser degree in rural areas. Remote village areas all over Pakistan need more resources, facilities and public institutions.

Just

It's just education right? Think about how women in rural areas are missing out on opportunities because of the resistance to discuss the importance of education and its correlation to women empowerment in urban colleges. Brushing this topic off as a feminist ideology when patriarchal mindset is quite strongly rooted in villages and prevent girls and women from fully understanding/ questioning the world around them. Everyone has the right to education that helps express themselves and develop in whatever she wants to become — a doctor, a teacher, a chef, a designer.



Just Move

JUST MOVE

How often are we stuck in rut, thinking oh man what now? Mentally, we list all things preventing us from doing what we really want to do. Okay, some of the stuff like financials, mobility (getting from one to another) do get in the way. But the biggest challenge to overcome is one's personal willingness. Once you step out the mindset of 'I can't do this' to 'let me take a risk and try'. A world of opportunities open up. Yes, its nerve wrecking as hell... if you truly believe in yourself and in your dream. All you need to do is move. Take responsibility for both dreaming and reality-checking those dreams with action*.

*Maybe have a planning buddy/ family member on board to hash out the action plan with.

JUST FEAR

Whether its social justice or any other aspect of our personal or working life — fear of failure — freezes us and get in the way of our moving forward. Thoughts like...

"I'm not good enough" or

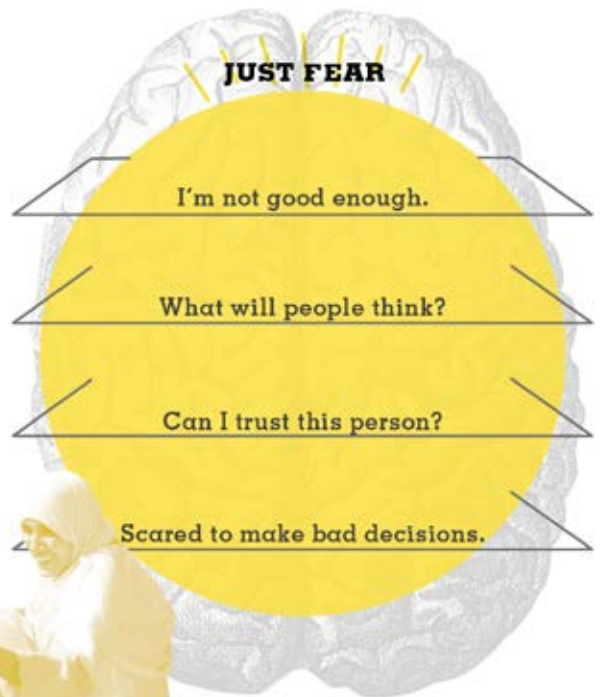
"I can't do that what will people think?"

"Why bother speaking up when no one is even interested in what I have to say?"

"No way am I going to be honest about this. What if its used against me? Better keep quiet."

"I don't want to make mistake in front of my community and embarrass myself. Better to keep doing what I'm familiar with."

It is this very fear that halts innovation, change and creativity to take place. Instead of being fearful of not being perfect... we should embrace our imperfect selves and practice healthy striving, empathy and self-compassion.



JUST LAND

Land I walk on, sleep on and cultivate food on. Land is always there. So what will throwing a little wrapper here or there; or using coals for energy; or constantly drilling out oil or gas — really matter? The thing is on its own it probably doesn't but things are much one interconnected. It is this interconnectivity and collective blind spot that leads "dynamic complexity," this systematic distance or delay between cause & effect in space and time.

Yes even the tiniest action has a ripple effect. Therefore, each one of us play role in affecting our land — the choice on how is up to us.

Like support local farmers, waste less, litter less... because the little things we do, do matter.



JUST THINK

How often do we get stuck in the mindset of success/ failure – leaders/ followers – oppressor/ oppressed – creative/ business – realist/ idealist? When really things are much blended than these hard binaries we have come to believe and act on. It's time we visit our 'blind spot' that invisible dimension where our everyday social interactions take place. Practice integration of our attention and intention. Acknowledge that we don't know everything and rumble with the limits of knowledge... to call out to our hidden prejudice. Redirect our attention to COLLECTIVE ACTION OF CO-CREATING NEW FUTURE OF LIVING that is opposite to the false world of binaries.



Just Think



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JUST PEOPLE

People are just people. No matter what religion, color, area, or social status we were born into. It has to do with how we meet one another with respect, humility and open heart.

Let us forgo this age-old way of sensing and seeing the world through prestige, status and influence. Engage in a deeper way of seeing with our hearts. Enable infrastructures that facilitate shared seeing and finding new modes of existing that disrupts unhealthy systems that alienates and creates us-versus-them structures.



Just People



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An aerial photograph of a city, likely in South Asia, showing a mix of urban development and open land. A prominent feature is a tall, cylindrical minaret with a domed top, situated in the lower right quadrant of the circular image. The city is densely packed with buildings, and there are patches of greenery and open fields. The image is framed within a large, light-colored circle that overlaps with other circles in the background.

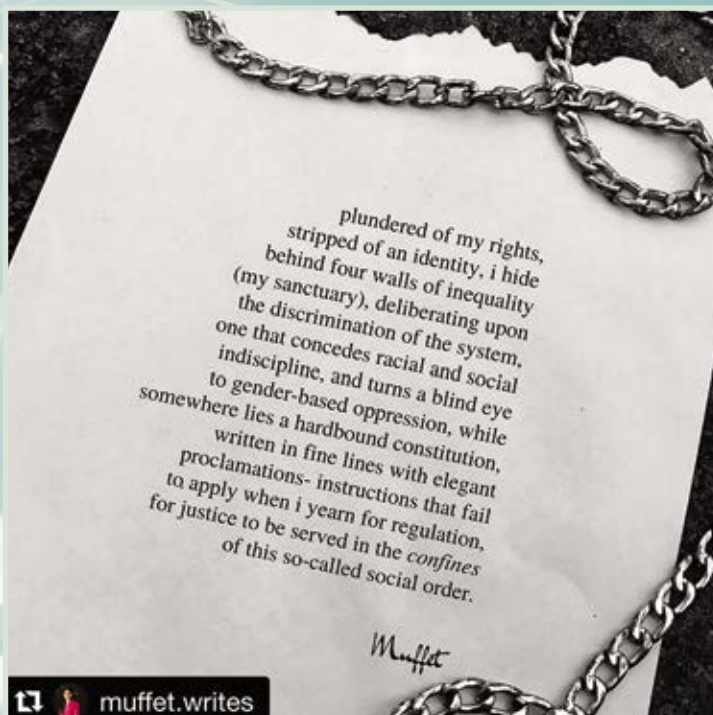
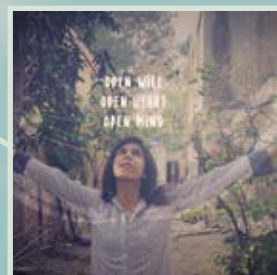
Just Connect

JUST CONNECT

How often do we enter space/ meeting/ travel with preconceived notions of an individual, a sect or an area? The trouble with “Yeah, I know that already” is that are simply reconfirming habitual judgments and aren’t truly listening or learning anything new.

Imagine meeting people with blank canvas and engage in real dialogue where diverse perspectives can emerge — be included, respected and valued.

Let us bridge this distance between urban and rural economy into one. To listen empathically and shift perceptions. To truly connect with one another by seeing, hearing; giving and receiving without judgment.



REFRESHER TRAININGS

Time to refresh learnings! 3-days village level training sessions with over 514 Women Stitchers working under 51 Micro-Entrepreneurs from 53 villages in remote areas of Bahawalpur and Bahawalnagar are revisiting lessons on Drafting, Cutting, Stitching and Business Benefits. During these sessions, information on rural sales and profits made by DPs in past rounds was also shared in some villages to motivate stitchers/DPs to sell more in future rounds. Kaarvan partnered with Centre for Economic Research in Pakistan in order to expand the traditional training services provision model and open opportunities to access the apparel industry through increased entrepreneurial and business trainings.



CERP

Center for Economic
Research in Pakistan



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TOGETHER





سچر کے لیے

اس کے علاوہ آپ اپنے کاموں میں دوسری پہلوؤں کے ساتھ ساتھ اپنے دوستوں اور رشتہ داروں کے ساتھ بھی بہت نرم و گھٹیا رہے۔ آپ نے اپنی زندگی میں بہت سے لوگوں کو اپنا دوست بنایا تھا، لیکن ان میں سے بہت سے لوگوں کو آپ نے اپنا دشمن بنایا تھا۔ آپ نے اپنی زندگی میں بہت سے لوگوں کو اپنا دوست بنایا تھا، لیکن ان میں سے بہت سے لوگوں کو آپ نے اپنا دشمن بنایا تھا۔



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DFID

Department for
International
Development

RETAILER BRANDS CONNECTIVITY

WEE MicroEntrepreneurs in Multan, Vehari, Lodhran and Bahawalpur are busy fulfilling market orders of hand embroideries that preserve local cultures and celebrate tradition. These women are developing a design sensibility of international fashion — designs, cuts and patterns that seek to fuse ethnicity with the glamour of chic.



ONGOING FIELD TEAM TRAININGS ON MARKET TRADE AND SEIZING OPPORTUNITIES

Practical and Theoretical teachings go hand-in-hand by learning by doing. In addition to WEE Micro-Entrepreneurs fulfilling market orders and being part of the chain that creates high street fashion — the Rural Facilitators give ongoing trainings on:

1. How to start, manage and grow a business
2. Product Presentation
3. Financial Management
4. Pricing & Costing
5. Input Material & Supply Management
6. Record Keeping
7. Marketing & Sales Management

This information is conveyed through interactive activities through engaged dialogue and play that give these women holistic outlook of how to start their own business or work with competitive market trends.



INTERNATIONAL WOMEN'S DAY WITH LIVESTOCK TRAINERS

Celebrated International Women's Day with Livestock Trainers at Narowal. Where these women through interactive activities practiced their dialogic speaking provided a comprehensible and convincing argumentation, took turns appropriately in interaction. Also worked as a team to reach a collective decision regarding who was 'wolf' among the villagers. Apart from cooperating, they also learn to listen to statements and information critically, and experience the power of manipulation first-hand.

Being Livestock Trainers, they came up with innovative solutions to halting a virus that madman had spread in the community. Showcasing quick adaptability and responsiveness to the solution. It was greatly energizing to see these women talking straight and taking action.



DR. IQRA'S LIVESTOCK CENTER IN NAROWAL CELEBRATES INTERNATIONAL WOMEN'S DAY

Dr. Iqra was one of the Trainers with whom the Kaarvan Team had celebrated International Women's Day prior to the actual day. It was exciting and heartwarming to see Dr. Iqra take the initiative on her own and further spread the practice of gratitude and of celebrating of women all over the globe have made whether that is in their homes, community, education or industry.



EXTENDING THE COLLECTIVE KINSHIP OF HANDICRAFT TO THAR, SIND PROVINCE

2-day initiative that enhanced skills of women in 3 villages of Sind province through “Product-Based Handicraft Training” — teaching color, quality and market trends. The project objective: upgrade skills of women in designing and color in cloth embroidery; increase their knowledge on the value chain and make market linkages; provide guidance on how women can work in groups; and develop women into effective business managers and organizational leaders.





CELEBRATING 1 YEAR COMPLETION OF SFML

Kaarvan in partnership with Punjab Skills Development Fund (PSDF) celebrated Skills for Market Linkages (SFML) 1-year completion of Milestones and Victories. This isn't the end but more of a transitioning to the next level of entrepreneurship and becoming Master Trainers.

These Women Trainers led teachings on technologically high-end Commercial Tailoring sewing machines; market linkage activities involving Market Exposure Visits, Demand Generation, Order Processing & Delivery to 500 Women Stitchers in 25 Training Centers in rural areas of three districts in Punjab: Kasur, Nankana Sahib and Sheikhpura.

On Saturday 23 February 2019, the 25 Centers Women Trainers shared key learnings and challenges of their perspective areas and how to make the program even better. These Women Trainers also received certificates distributed by Head of Programs Mr. Nawazish Ali, Programs Manager Ms. Sumeera Gul and Project Coordinator Mrs. Shahnaz Parveen.





World Social Work Day



CULTIVATING COMMITMENT AND SHARED PURPOSE WITH WORLD SOCIAL WORK DAY

Kaarvan celebrates World Social Work Day in house with core team members honoring our commitment 'to the pursuit of people' and working side by side with rural women. A day of connection where we recognize that social work — is never boring, presents jigsaws to unravel, a constant run against time, its about getting close and real, being amazed by people's courage, heart and resilience.



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COLLECTIVE COMMONS



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