



**Kaarvan Crafts Foundation**  
*Crafting Livelihoods*



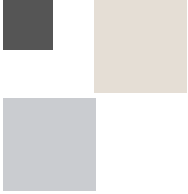
URAAAN CH. 9 EXHIBITION | UN WOMAN PAKISTAN  
CFP No. UN WOMEN PAKISTAN/WEE&SL/2021/001

# **Empowered Women – Resilient Communities**



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**300** WOMEN HOME-BASED WORKERS

**50** WOMEN DIFFERENTLY ABLED

**35** WOMEN ENTERPRISES FROM MULTAN



# BACKGROUND

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Investing in women's economic empowerment is a critical step towards gender equality, poverty eradication and inclusive economic growth. According to UNWomen, "Women's economic empowerment includes women's ability to participate equally in existing markets; their access to and control over productive resources, access to decent work, control over their own time, lives and bodies; and increased voice, agency and meaningful participation in economic decision-making at all levels from the household to international institutions." 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. For this reason, Kaarvan provides an opportunity to these economically struck artisans to showcase their skills and generate income. The idea is to create sustainable market linkages through a decentralized model so that women can be included into the economic activity.

## PROJECT INTRODUCTION

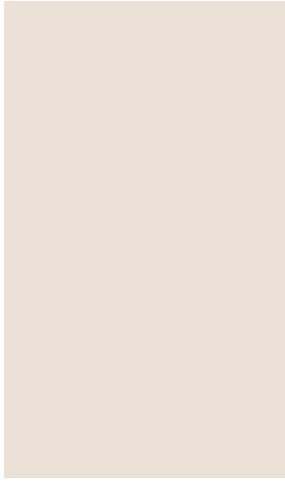
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The intervention "Empowered Women – Resilient Communities" is designed to address four major constraints to Women Home-Based Workers including the Women with Disabilities (WWDs) in Multan in initiating or scaling their own enterprise; (i) Lack of skills development, (ii) inadequate business management skills and financial literacy, (iii) limited access to financial services and (iv) restricted access to market.

The project shall improve access of 300 WHBW and 50 WWDs including 35 Women Enterprises from Multan to resources for enhancing profitability (information, market-based skills, financial services, technology and linkages with private sector). It shall mobilize WHBW and WWDs, form them into functioning groups and connect them with a range of resources (access to finance, market, skills development, and enterprise development etc.).

The project aims to create an enabling environment for women and girls to participate in the economy, including as entrepreneurs, and access social protection services and financial services for improved and sustainable livelihoods.





## OUTPUT 1.4

35 Women Entrepreneurs from the community have improved access to market opportunities through conventional and digital market linkage activities.

- i) 35 women entrepreneurs from the community have attended at least 1-Value Chain visit.
- ii) 35 women entrepreneurs from the community have attended at least 2 Buyer-Seller Meetings.
- iii) 35 women have attended at least 1 exhibition.
- iv) 35 women entrepreneurs from community have attended 4 training sessions on digital enablement.











## ABOUT THE EXHIBITION

Kaarvan Crafts Foundation's Uraan Chapter 9 Exhibition was compilation of the women home-based workers learning during the intervention. The exhibition was held on July 2nd & 3rd, 2021 with thirty-four (34) of our Enabled Rural Artisans from district Multan. The idea was to make visible the grass root point of contact that is the artisan making the craft. The exhibition is means of bringing the artisans to 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.





# SUMMARY OF ORDERS/ SALES

On the two-day exhibition at Emporium Mall, 34 Micro-entrepreneurs from Multan participated and set up exclusive stalls. The women exhibited beautifully crafted hand-made products. These 34 women were group leaders and each one of them represented the work of 9 other home-based artisans. The summary of 34 artisan-wise sales generated during the two-day exhibition is represented below:

# S.No.	 Name	 Day 1 (Amount in PKR)	 Day 2 (Amount in PKR)	 Total Sales (Amount in PKR)
1	Mansab Bibi	68,000	184,000	252,000
2	Shahnaz Haneef	111,900	115,650	227,550
3	Rehana Nadeem	72,500	91,500	164,000
4	Nusrat Sultana	53,900	89,700	143,600
5	Shabana Bibi	70,300	55,700	126,000
6	Yasmeen Kousar	49,450	72,350	121,800
7	Nayyar Wajid	29,600	84,000	113,600
8	Shabana Kanwal	44,400	66,000	110,400
9	Tehmina Anjum	40,000	66,000	106,000
10	Riaffat Sultana	31,200	72,500	103,700
11	Mumtaz Baigum	50,000	51,600	101,600
12	Sabiha Khanam	30,000	53,300	83,300
13	Javaria Asgher	11,300	70,700	82,000
14	Asma Zahoor	43,500	36,800	80,300
15	Sayeda Saima Batool	29,500	50,500	80,000
16	Humaira Yasmeen	17,600	59,700	77,300
17	Arooj Shoukat	24,000	51,600	75,600
18	Sobia Amir	28,200	45,100	73,300
19	Kaneez Bibi	23,300	45,200	68,500
20	Kiran Manzoor	25,700	41,750	67,450
21	Shah Jahan Begum	20,000	45,100	65,100
22	Shabana Hameed	29,000	35,300	64,300
23	Shahida Parveen	11,200	49,700	60,900
24	Shamim Akhter	21,400	39,000	60,400
25	Rehana Kousar	16,900	40,500	57,400
26	Shahzadi Haneef	11,600	38,400	50,000
27	Lubna Ahmad	27,900	20,800	48,700
28	Noreen Shoukat	20,300	25,000	45,300
29	Robina Bibi	33,000	9,600	42,600
30	Umy Roman	12,300	16,900	29,200
31	Amina Adnan	16,000	13,000	29,000
32	Rozina sadiq	3,500	22,650	26,150
33	Farhana Jabeen	12,550	12,300	24,850
34	Riffat Jabeen	3,200	9,000	12,200
<b>Total Sales</b>		<b>1,093,200</b>	<b>1,780,900</b>	<b>2,874,100</b>





On Day 1, the average generated sales were around PKR 32,000. Whereas on Day 2, the average generated sales were worth PKR 52,000. Keeping this in view, each artisan generated sales worth PKR 84,532 in the two-day exhibition. The above table also shows that Mansab Bibi generated the highest sales worth PKR 252,000.

Total recorded Sales Value that the Community Entrepreneurs have earned from the two days Exhibition is PKR 2,874,100, which from our experience is around 60% of the total Sales made during the two-days exhibition, 40% of the sales goes unrecorded. As the core objective of the event is for the Community Entrepreneurs to make maximum product sales and earnings. Hence many a times in the effort of closing the sales with a couple of customers visiting a stall, the sales do not get recorded on the receipts. It can be conservatively assumed that the Community Entrepreneurs made a total sales amounting to around PKR 4.7 Million.



# BUYER-SELLER MEETINGS

The micro-entrepreneurs were provided the opportunity to interact with customers/buyers directly. In this way buyers could place orders with the artisans for customized products. The below table shows the number of orders placed and sales generated from seller interaction post-exhibition.

# S.No.	Name	Sales from Buyer Seller Meeting with End Consumer (Amount in PKR)	No. Of Orders Placed	Products Detail
1	Nusrat Sultana	45,000	3	Tarkashi Shirts and Dupatta
3	Shabana Kanwal	35,000	3	Tarkashi Shirts and Applique Dupatta
4	Shahnaz	78,000	5	Cross Stitch Shirts and Dupatta
7	Shah Jahan Baigum	42,000	3	Beads Work Janmaz and Runner
9	Rehana Nadeem	55,000	3	Shirts and Trouser
10	Tehmina Anjum	12,000	1	Tarkashi and Mirror Dupatta
14	Yasmeen Kousar	20,000	2	Beads Work Janmaz
20	Rehana Kousar	15,000	2	Khussa and Shirts
24	Sayed Saima Batool	18,000	2	2 Pieces Suite
25	Javaria Asgher	28,000	3	Cross Stitch and Tarkashi Shirts
34	Mansab Bibi	30,000	4	Shirts Applique Work
<b>Total Sales</b>		<b>378,000</b>	<b>31</b>	







## MARKET EXPOSURE VISITS

Apart from the exhibition, these rural artisans were provided with the market exposure – both for the input material and the retail. All these micro-entrepreneurs visited Shah Alam Market which is the largest wholesale market for input material in Lahore from where micro-entrepreneurs get the chance to directly interact with the wholesalers and purchase raw materials for making products. They also exchange contact numbers for sustainable raw material procurement from urban markets and orders. The entrepreneurs were also exposed to the retail market in Rung Mehal and Azam Cloth Market.



# DUKAN.PK COLLABORATES WITH KAARVAN: DIGITAL ENABLEMENT TRAININGS & ONLINE SHOPS CREATION FOR COMMUNITY MICRO-ENTREPRENEURS

In order to empower the micro-entrepreneurs of UN Women's project, Kaarvan Crafts Foundation collaborated with Dukan.pk for digitally enabling these women by creating their web stores on Dukan.pk. Dukan's team conducted training sessions for women entrepreneurs to help them create their own web stores through Dukan app. In these sessions, women entrepreneurs used their smartphones to create their e-commerce website, prepare their product catalogue, manage inventory and fulfill orders using integrated delivery logistics. With the theme of "Digitize to Equalize", Dukan also participated in the exhibition to provide these entrepreneurs with the opportunity to penetrate the e-commerce market. Many of the training participants remarked that with their own e-commerce websites, they will now be able to book orders from potential buyers from urban areas even after the exhibition.

**READ:** <https://propakistani.pk/2021/07/08/kaarvan-crafts-and-dukan-partner-to-create-e-commerce-stores-for-female-artisans/>

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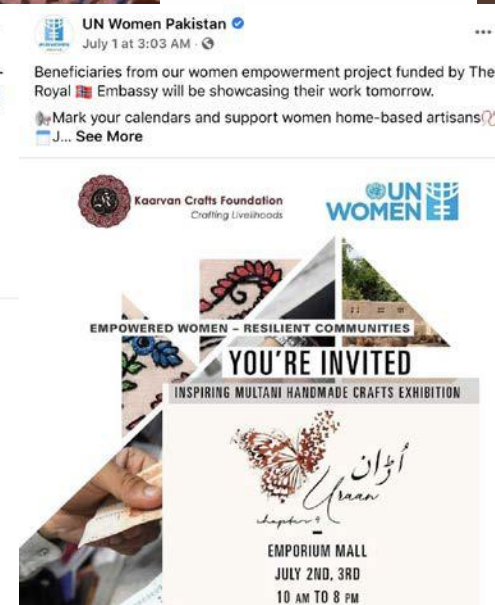
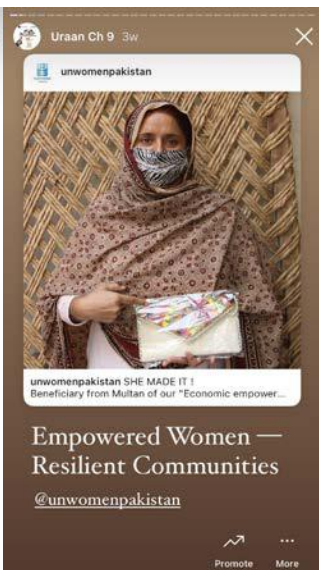
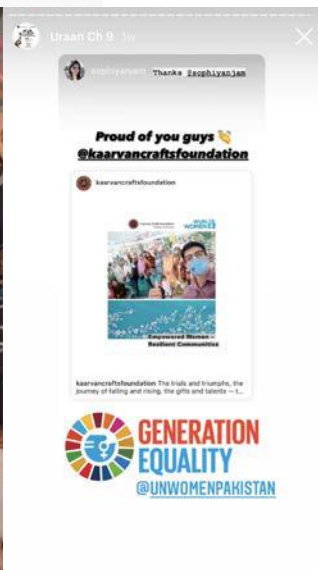
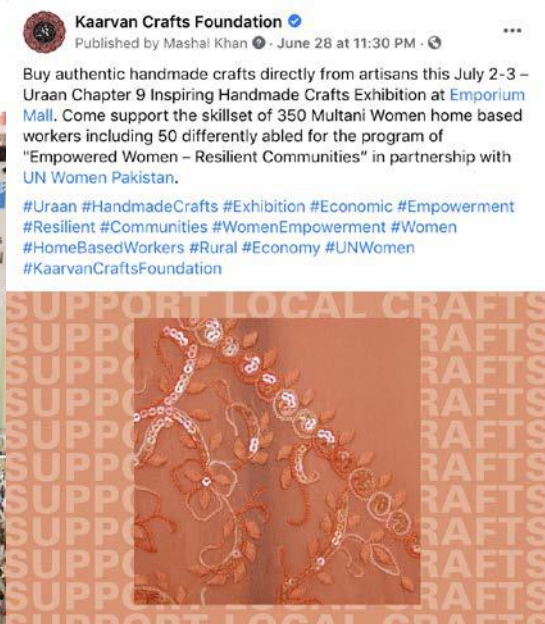
## Kaarvan Crafts and Dukan Partner to Create E-Commerce Stores for Female Artisans

Posted 1 week ago by Press Release



Kaarvan Crafts Foundation, which provides livelihood generation skills to women in rural Pakistan, has partnered with Dukan to create e-commerce stores for female artisans.







# MEDIA COVERAGE & ADVOCACY

A holistic social media campaign and event was developed to create a larger interest of the public around the Exhibition. Coverage by a few media outlets is mentioned below.

**READ:** <https://pk.mashable.com/culture/10538/multani-handmade-crafts-exhibition-by-kaarvan-crafts-foundation>

**Mashable** Pakistan

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Culture

## Multani Handmade Crafts Exhibition by Kaarvan Crafts Foundation



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[Kaarvan Crafts Foundation](#) WITH SUPPORT OF UN WOMEN PAKISTAN PRESENTS URAAN CHAPTER 9 EXHIBITION AT EMPORIUM MALL, JULY 2-3 2021

Kaarvan Crafts Foundation is delighted to invite you to Uraan Chapter 9 at Emporium Mall on Friday and Saturday July 2nd and 3rd.

This is part of a collaborative project 'Empowered Women – Resilient Communities' in partnership with UN Women Pakistan.

UN Women Pakistan and Kaarvan have come together to work towards Economic Empowerment of 350 women home-based workers including 50 differently-abled under its "Empowered Women – Resilient Communities" project in Multan.

The beneficiaries of this project belong to excluded groups from marginalized communities. They are being provided with trainings in life skills, financial literacy, and supported to enhance access to resources including microfinance and other government led social protection programs.

This exhibition will feature the work of female artisans associated with the program. On display will be hand crafted items ranging from clothing to homeware.





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