



15- 18TH OCT 2020

URAAN CH. 8 ONLINE EXHIBITION IMPACT REPORT



Kaarvan Crafts Foundation

Crafting Livelihoods



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SCHEDULE

THURSDAY 15 OCTOBER 2020

3 PM



ARTISAN

Shamin Aktar, Multan

Cross Stitch, Kacha Tanka, Pakka Tanka, Sindh Tanka, Mirror Work, Shadow Work



MODERATOR

Mishal Tiwana, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/93511623976>

4 PM



ARTISAN

Zaina, Kalasha

Kalasha Weave Embroidery, Weave Basket, Bead Work



MODERATOR

Aimon Fatima
Anthropologist, Digital Curator & Museum Consultant

Facebook LIVE Link

<https://zoom.us/j/96074881063>



MODERATOR

Khadija Inam
Kaarvan Youth Ambassador



MODERATOR

Anum Azhar
TNS Beaconhouse

5 PM



ARTISAN

Jameela, Kalasha

Kalasha Weave Embroidery, Bead Work



MODERATOR

Maria Gulraize Khan
Heritage, Education and Communications Consultant

Facebook LIVE Link

<https://zoom.us/j/95750661379>

7¹⁰ PM



ARTISAN

Sobia Amir, Multan

Fabric Painting, Embroidery



MODERATOR

Osama Asif, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/91539903477>

8 PM



ARTISAN

Nayyar Wajid, Multan

Bharawan Tanka, Pakka Tanka, Chikankari, Aari Work, Mirror, Gota Work, Kora Dabka Work



MODERATOR

Naureen Hasan, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/99773080256>

9 PM



ARTISAN

Rehana Nadeem, Multan

Cross Stitch, Bead Work, Tarkashi



MODERATOR

Anusheh Atif, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/91608438827>

FRIDAY 16 OCTOBER 2020

11 AM



ARTISAN

Shaista Batool, Multan
Bharwan Tanka, Chikankari,
Mirror Work, Kacha Tanka,
Aari Work, Chain Stitch



MODERATOR

Mahnoor Amir, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/96778950653>

4 PM



ARTISAN

Shazia Hameed, Lodhran
Chikankari, Mukesh, Tarkashi,
Gota Work, Pakka Tanka, Mirror,
Shadow Work, Lazy Daisy Stitch



MODERATOR

Amara Aslam, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/91418317827>

5 PM



ARTISAN

Shamshad Mai, Bahawalpur
Tarkashi, Chikankari, Gota Work,
Chunri, Chabbi



MODERATOR

Zarish Anwar, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/94177258599>

6 PM



ARTISAN

Nasreen Iqbal, Mailsi
Gota Work, Karabi Work, Pakka
Tanka, Kacha Tanka, Chikankari,
Bharawan Tanka, Mirror Work,
Lazy Daisy, Aari Tanka



MODERATOR

Aleezay Ashfaq, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/95439795240>

7 PM



ARTISAN

Asma Zahoor, Multan
Tarkashi, Chikankari, Gota Work,
Chunri, Applique Patti, Mukesh,
Pakka Tanka, Kacha Tanka,
Shadow Work



MODERATOR

Roshaney Javed, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/94648268788>

9 PM



ARTISAN

Shaiza Parveen, Vehari
Tarkashi, Mukesh, Aari Work,
Block Print, Mirror Work,
Chikankari, Banarasi



MODERATOR

Seher Farooq, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/93875836034>

SATURDAY 17 OCTOBER 2020

1 PM



ARTISAN

Zareena Basher, Multan

*Gota Work, Tarkashi, Pakka Tanka,
Kacha Tanka, Mirror Work,
Chain Stitch*



MODERATOR

Swera Shabbir, BNU

Textile Design

Facebook LIVE Link

<https://zoom.us/j/97324606902>

6 PM



ARTISAN

Naseem Ahkter, Haripur

Phulkari



MODERATOR

Zainab Asif, BNU

Textile Design

Facebook LIVE Link

<https://zoom.us/j/93014286781>

7 PM



ARTISAN

Rehana Kausar, Multan

*Rilli Work, Cross Stitch, Pakka
Tanka, Kacha Tanka, Sindb Tanka,
Ribbon Embroidery, Aari Work,
Mirror Work*



MODERATOR

Aiza Ali, BNU

Textile Design

Facebook LIVE Link

<https://zoom.us/j/96362216183>

8 PM



ARTISAN

Fatima Baloch, Balochistan

*Balochi Embroidery,
Bead Work, Mirror Work*



MODERATOR

Zeenia Amir, BNU

Textile Design

Facebook LIVE Link

<https://zoom.us/j/96203311613>

9 PM



ARTISAN

Shahjahan Begum, Multan

Bead Work



MODERATOR

Ahmad Arif, BNU

Textile Design

Facebook LIVE Link

<https://zoom.us/j/93993929998>

SUNDAY 18 OCTOBER 2020

3 PM



ARTISAN

Noor Ilahi, Bahawalpur
*Mukesb Work, Cross Stitch,
Gota Work*



MODERATOR

Ansa Karim, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/99432416096>

4 PM



ARTISAN

Rehana Nigar, Sindh
*Sindhi Tanka, Chunri, Mirror
Work, Rilli Work, Pressed Gota
Work, Sindhi Ajrak, Sindhi Gaj*



MODERATOR

Manahil Shoaib, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/97753307956>

7 PM



ARTISAN

Shabana Falaq, Multan
Bead Work



MODERATOR

Mahnoor Fatima, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/97040937114>

8 PM



ARTISAN

Tahira Yasmeen, Multan
*Cross Stitch, Shadow Work,
Chikankari, Tarkashi, Pakka
Tanka, Aari, Adda Work*



MODERATOR

Anum Rabaeel, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/94355220793>

9 PM



ARTISAN

Nazia Fareed, Bahawalpur
*Chikankari, Shadow Work,
Pressed Gota, Aari Work, Polle
Tanka, Rilli Work, Mukesb Work,
Pakka Tanka, Mirror Work*



MODERATOR

Farwa Ehsan, BNU
Textile Design

Facebook LIVE Link

<https://zoom.us/j/91920150756>

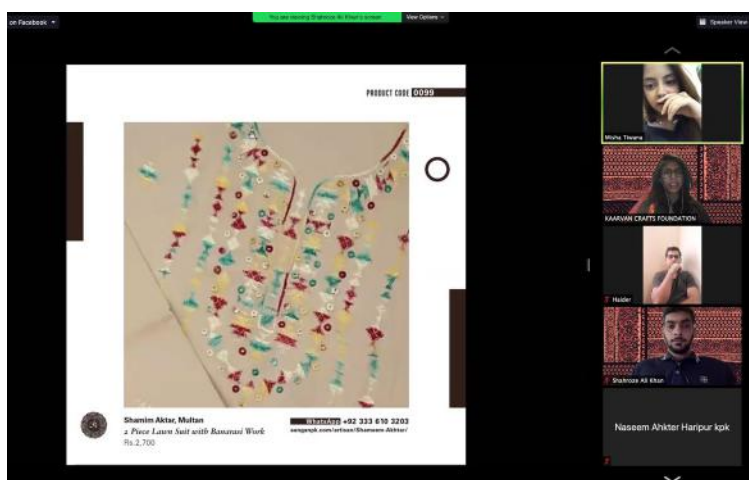
BACKGROUND

Investing in women's economic empowerment is a critical step towards gender equality, poverty eradication and inclusive economic growth. According to UN Women, "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. 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.



INTRODUCTION

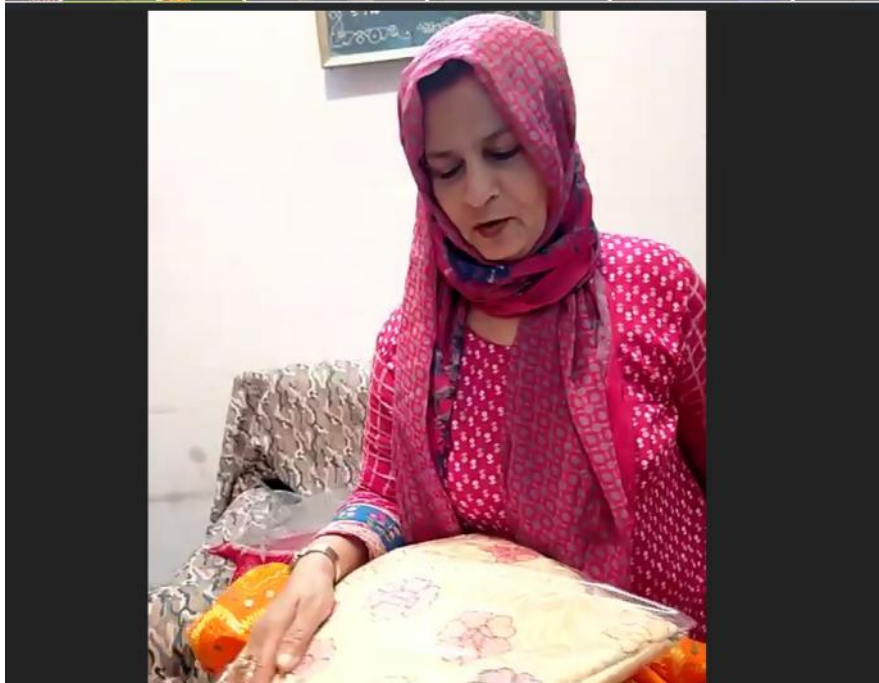
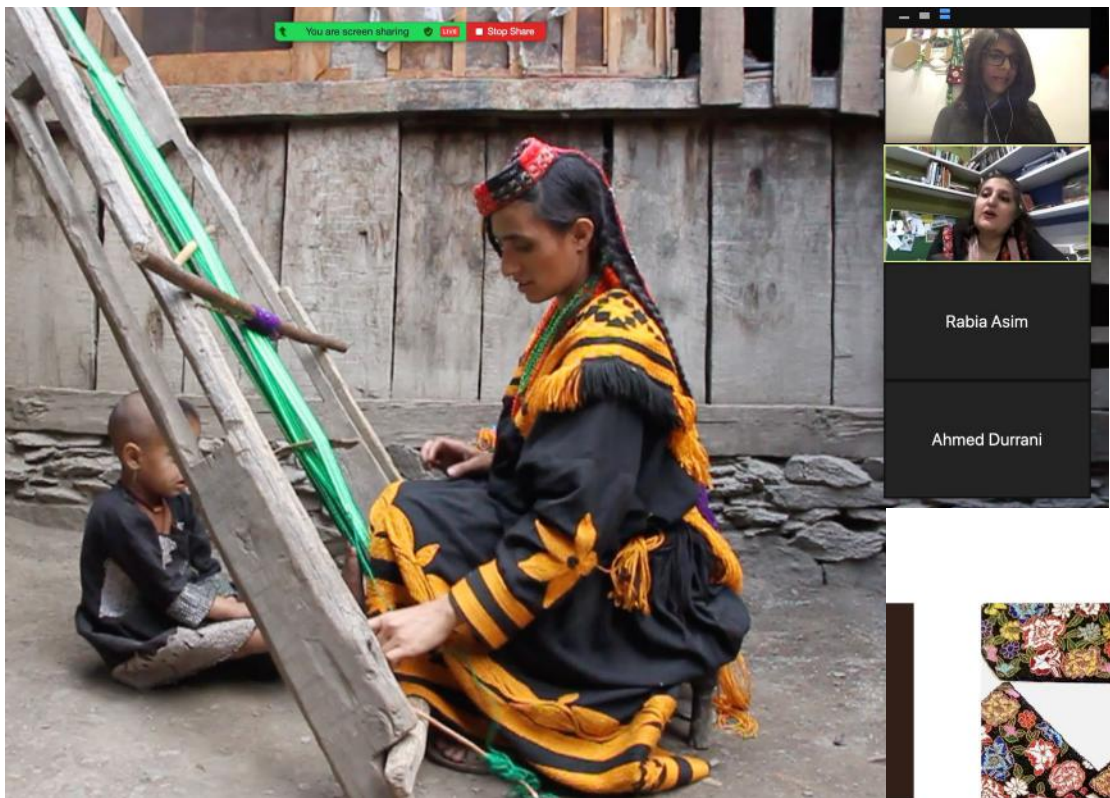
Kaarvan Crafts Foundation's Uraan — Chapter 8 Online Exhibition was compilation of these efforts and it was held on October 15-18, 2020 with twenty-two (22) of our Digitally Enabled Rural Artisans from across Pakistan. The idea is to make visible the grass root point of contact that is the artisan making the craft. Online 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.



THERE ARE TWO DESIGN PHASES IN THE ONLINE EXHIBITION:

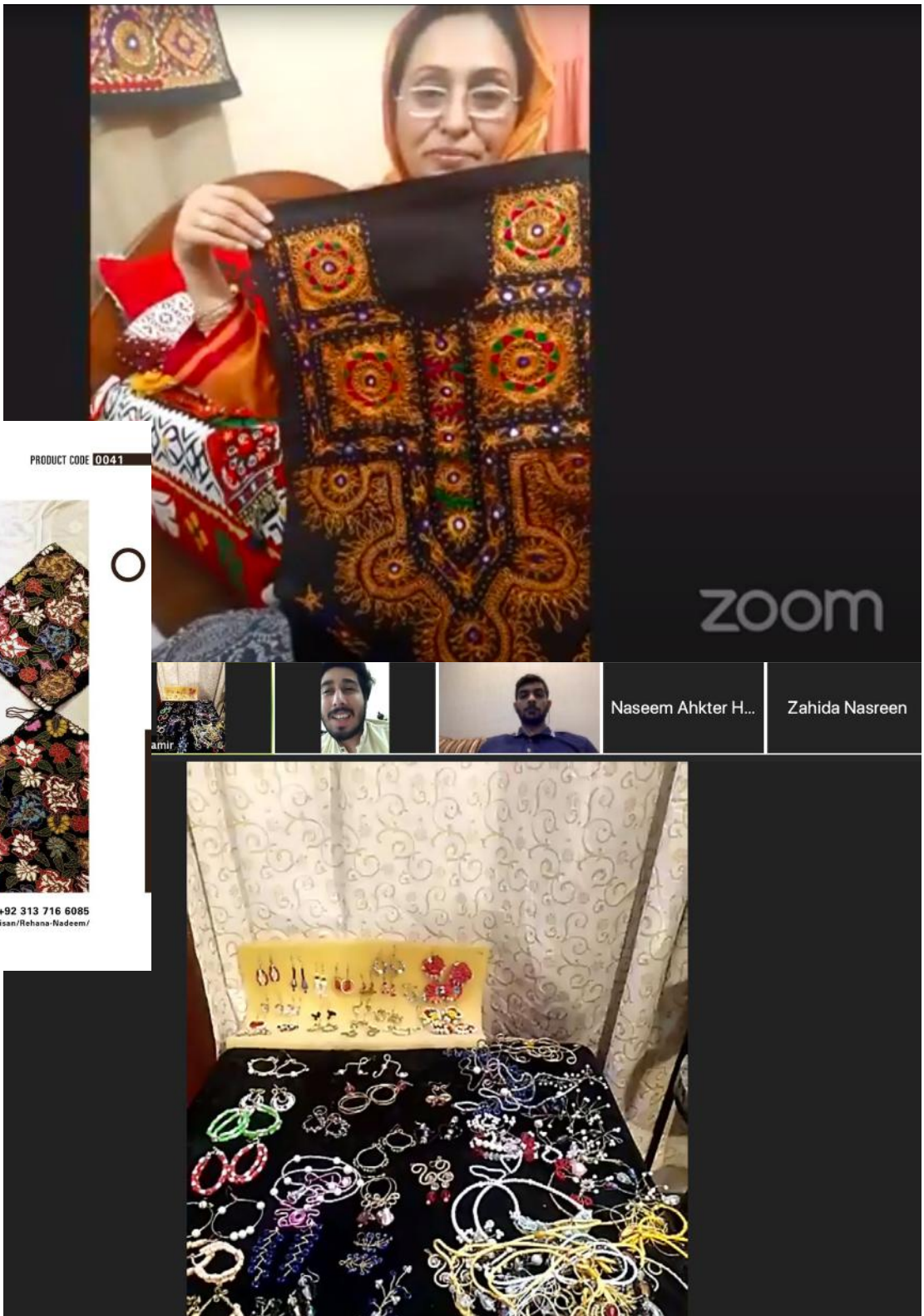
1. Product Gallery of various crafts categorized for each artisan.
2. Facebook LIVE Session of artisan where viewers and customers can interact with rural artisans and build market linkage.

From July 2020 Online Exhibition Kaarvan has observed that collaborating with institutions like Beacon house 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.



Rehana Nadeem, Multan

Summer Set Bead Work – 5 Mats, 3 Table
Runners, 1 Tissue Box Cover, 1 Tea Cozy
Rs.18,000



PRODUCT CODE 0041







amir

WhatsApp +92 313 716 6085
aanganpk.com/artisan/Rehana-Nadeem/

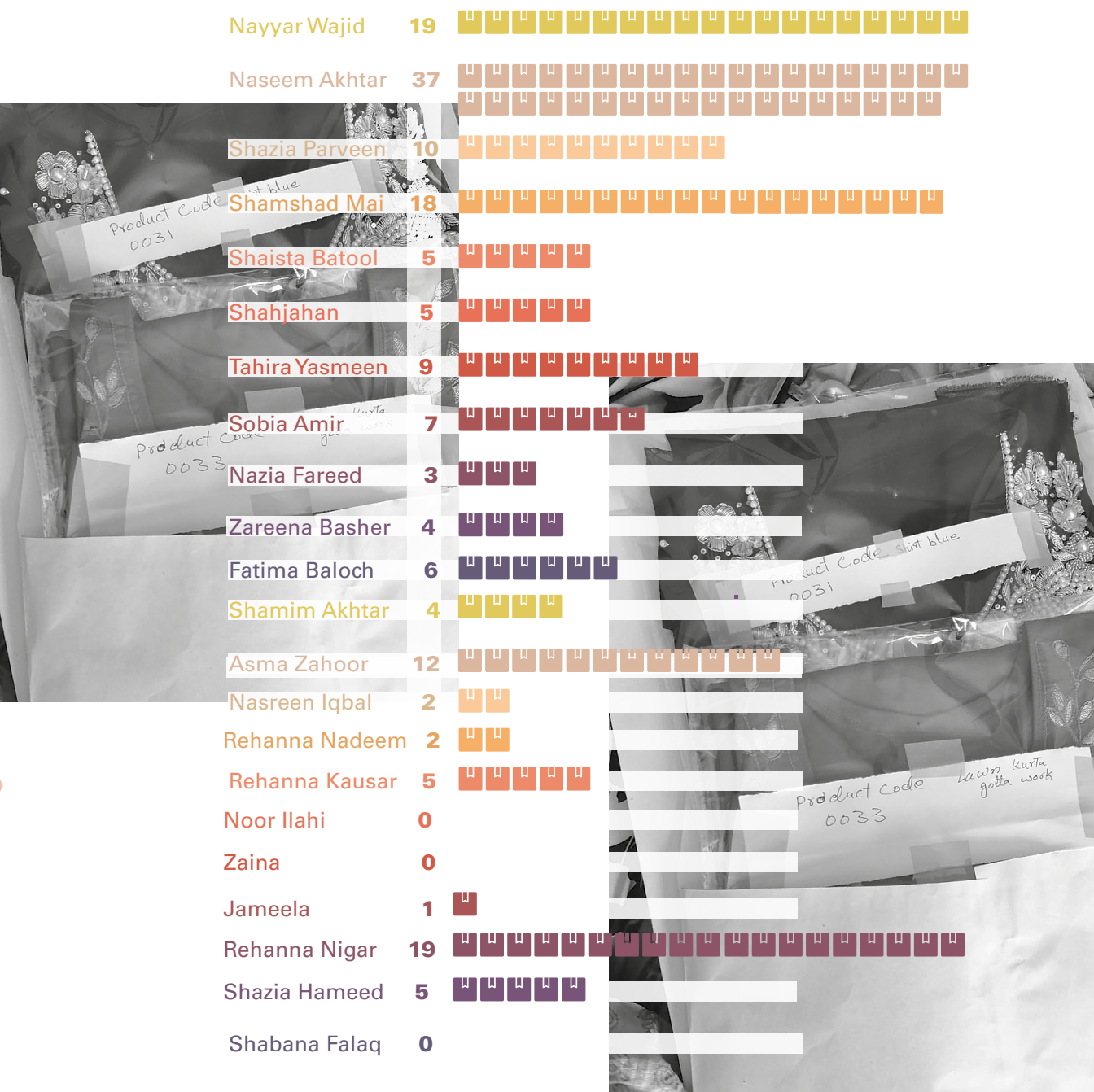
SUMMARY OF ORDER

The key tenets of exhibition were to provide income generation opportunity to rural women during the partial lockdown and restricted mobility. Rural women artisans were disconnected with the consumer market for displaying of their hand-made products. During the exhibition via Facebook LIVE, 22 rural artisans participated in the four-day long activity and managed to sell 175 products all together. These products generated total sales of PKR 681,300 with average price per order as PKR 3,893. The summary of artisan-wise orders received during online exhibition is graphically represented below;

			
Name of Artisan	Total Units Sold	Total Sales (PKR)	Average Price Per Order (PKR)
Nayyar Wajid	19	53,400	2,811
Naseem Akhtar	37	263,300	7,116
Shazia Parveen	10	25,900	2,590
Shamshad Mai	18	71,200	3,956
Shaista Batool	5	16,200	3,240
Shahjahan Begum	5	7,500	1,500
Tahira Yasmin	9	33,000	3,667
Sobia Amir	7	23,100	3,300
Nazia Fareed	3	15,000	5,000
Zareena Basher	4	9,500	2,375
Fatima Baloch	6	900	150
Shamim Akhtar	4	10,200	2,550
Asma Zahoor	12	39,400	3,283
Nasreen Iqbal	2	7,300	3,650
Rehanna Nadeem	2	13,500	6,750
Rehanan Kausar	5	13,550	2,710
Noor Ilahi	-	-	-
Zaina	2	3,500	1,750
Jameela	1	3,000	3,000
Rehanna Nigar	19	51,750	2,724
Shazia Hameed	5	20,100	4,020
Shabana Falaq	-	-	-
Total	175	681,300	3,893

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



SOURCE OF ORDERS RECEIVED BY ARTISAN

Rural artisans from across Pakistan were virtually connected to local and international market via social media platforms thereby creating a Digital Entrepreneurial ecosystem in rural areas during pandemic. Kaarvan's team designed Digital Product Catalogues (Name of artisan, Product name, Contact number) for each artisan and developed a month-long virtual campaign on Kaarvan's Instagram and Facebook page to ensure event outreach. This social media campaign enabled customers from across Pakistan and abroad to directly interact with rural artisans for order placement through Whatsapp numbers, Instagram DMs & Facebook. During the online exhibition, artisans appeared via Facebook LIVE feature and displayed their hand-made products. The below pie chart & Table shows division of orders placed through different social media platforms. 76% of the total orders were placed through WhatsApp numbers given on the catalogue. It was observed that most of the people directly contacted artisans to place orders through contact numbers rather than sending a message through Facebook. Only 1% customers placed orders through Facebook messages whereas 2% order were placed through Instagram DMs. Interestingly, 21% orders were finalized through email addresses which depicts the integration of rural women's access to e-communication tools.

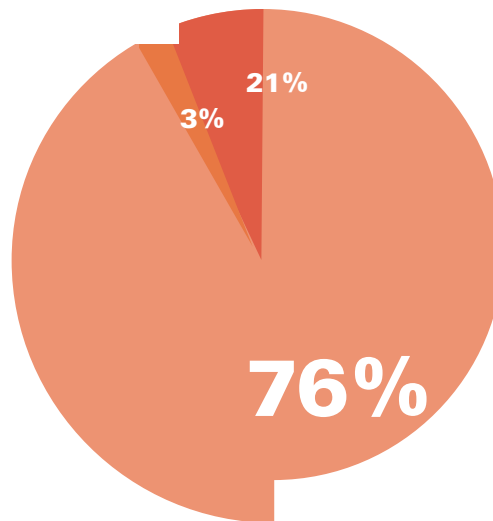
 Source of Order - Online Platform	 Percentage
WhatsApp	76%
Facebook	1%
Instagram	2%
Email	21%





Shamim Aktar, Multan
2 Piece Chiffon Suit with Shadow
and Mirror Work
Rs. 2,700

WhatsApp +92 333 610 3203
aanganpk.com/artisan/Shameem-Akhtar/



- Facebook & Instagram
- Email
- WhatsApp

**SOURCE OF ORDER -
ONLINE PLATFORM**

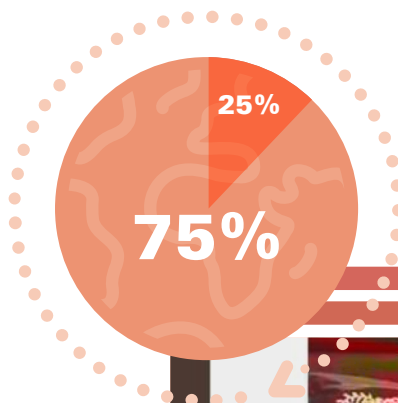


TYPE OF ORDER

The online exhibition was LIVE streamed to a wide potential customer base through Facebook & Instagram's platform. Kaarvan enabled rural women to showcase their products not just to the local customers but to international customers as well.

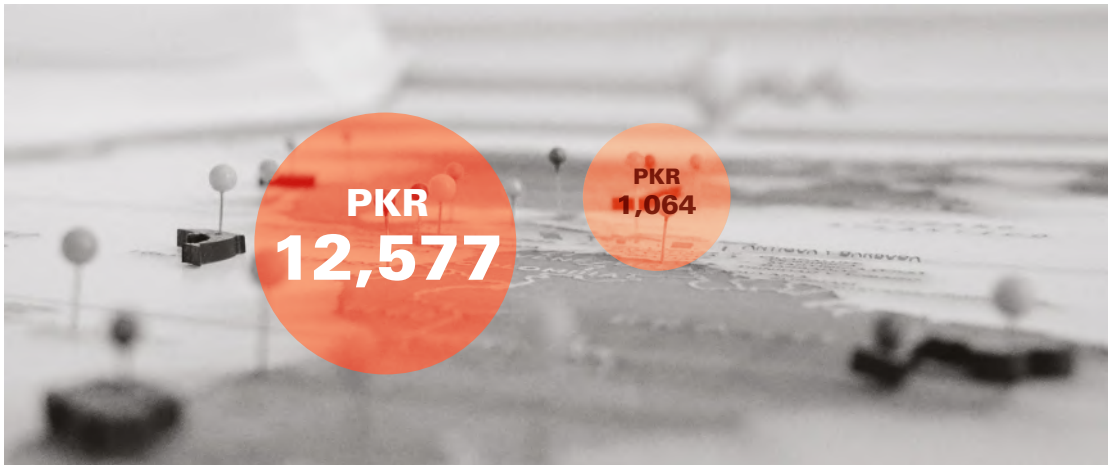
ORDER PERCENTAGE BY TYPE

25% of the total orders were placed from global customers whereas 75% orders were placed from local customers residing in Pakistan.



■ Global Order
■ Local Order

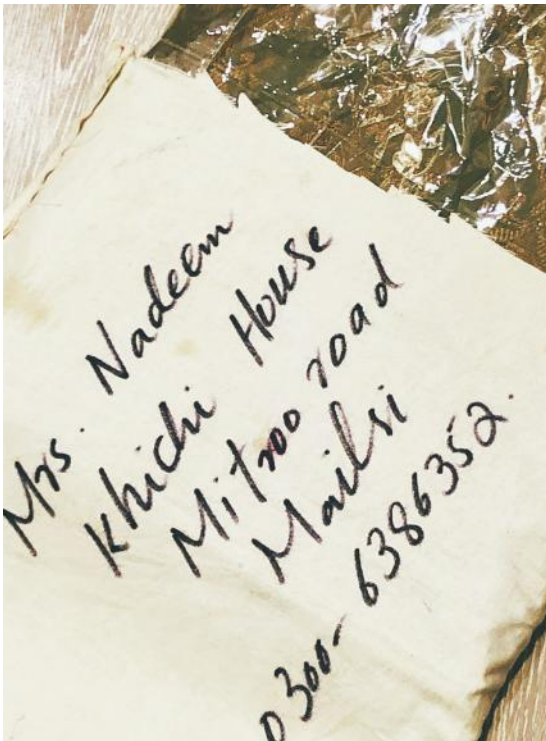




■ Global Order ■ Local Order





ORDERTYPE AVERAGE PRICE (IN PKR)

The average price of order placed by global customer was higher than the average of order placed by a local Pakistani customer.



GEOGRAPHICAL SPREAD OF ORDERS

From the previous section it was analyzed that 25% of the total orders placed were from customers who were residing outside Pakistan. The online exhibition proved to be a favorable means of increasing clientele basis for rural women residing in far flung areas. The revenue earned from Lahore & USA's order were at the top, with sales of PKR 180,750 from Lahore whereas PKR 140,500 from USA. It was interesting to note that the orders placed to Swat generated a fair enough sales worth PKR 80,000. This was followed by Karachi, Islamabad, and Multan which generated significant revenue for the entrepreneurs. The geographical spread of orders along with total sales generated from the online exhibition is shown in the table below;

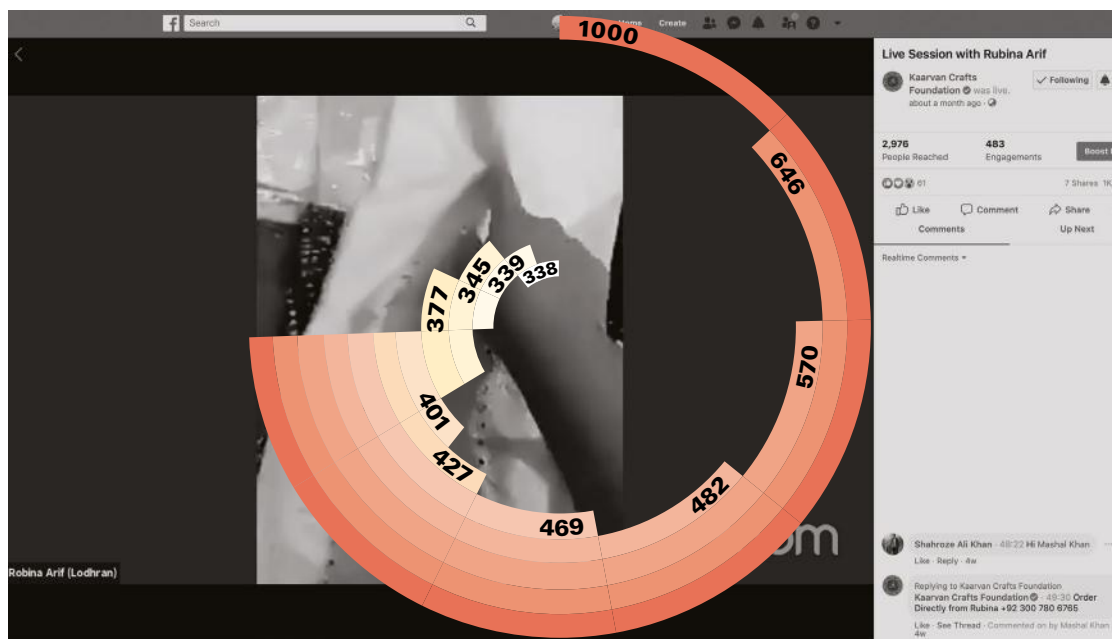
 Area Type	 Area	 Total Units Sold	 Total Price (PKR)	Average Price Per Order
International	USA	43	140,500	3,267
Local	-	1	2,200	2,200
Local	Islamabad	13	89,700	6,900
Local	Karachi	15	87,900	5,860
Local	Lahore	66	180,750	2,739
Local	Larkana	3	7,500	2,500
Local	Multan	10	37,700	3,770
Local	Peshawar	5	14,000	2,800
Local	Rawalpindi	5	12,500	2,500
Local	Sheikhupura	4	10,550	2,638
Local	Sindh	6	18,000	3,000
Local	Swat	4	80,000	20,000
Grand Total		175	681,300	





SOCIAL MEDIA ENGAGEMENT TREND DURING THE ONLINE EXHIBITION


The online exhibition that took place via Facebook LIVE sessions turned out to be a source of wider outreach for rural artisans. The artisans were restricted to their households due to the pandemic and partial lockdown. These unprecedented times were a huge disappointment for rural crafts market that left them crippled to continue businesses. Digital platforms such as the social media ascertained to be a life-saver for these artisans to exhibit their hard-work. Total views on the live session of each artisan on Facebook post is shown below.



- Jameela
 Tahira Yasmeen
 Shamim Akhtar
 Nayar Wajid
 Rehana Kausar
- Sobia Amir
 Shazia Parveen
 Asma Zahoor
 Naseem Akhtar
 Rehanna Nadeem
- Shaista Batool

TOP VIEWS OF ARTISAN – FACEBOOK POST

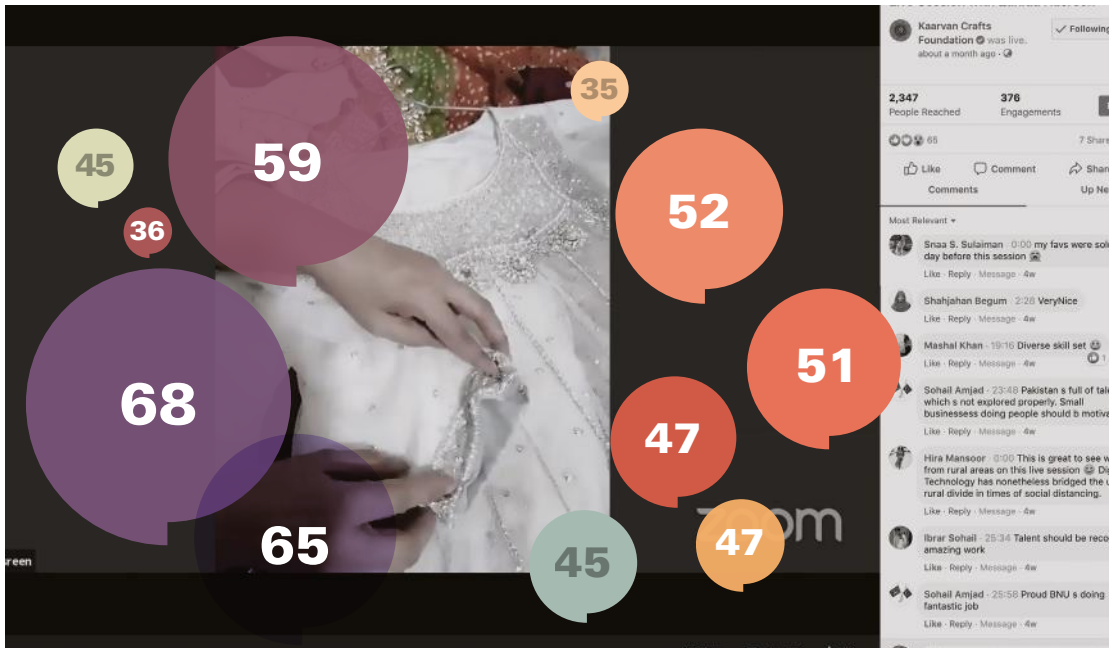


	((▷))
Name of Artisan	Total Views
Nayyar Wajid	482
Naseem Akhtar	345
Shazia Parveen	401
Shamshad Mai	224
Shaista Batool	338
Shahjahan Begum	220
Tahira Yasmeen	646
Sobia Amir	427
Nazia Fareed	292
Zareena Basher	243
Fatima Baloch	256
Shamim Akhtar	570
Asma Zahoor	377
Nasreen Iqbal	214
Rehanna Nadeem	339
Rehanna Kausar	469
Noor Ilahi	187
Zaina	271
Jameela	1000
Rehanna Nigar	268
Shazia Hameed	320
Shabana Falaq	270

TOTAL VIEWS OF ARTISAN – FACEBOOK POST

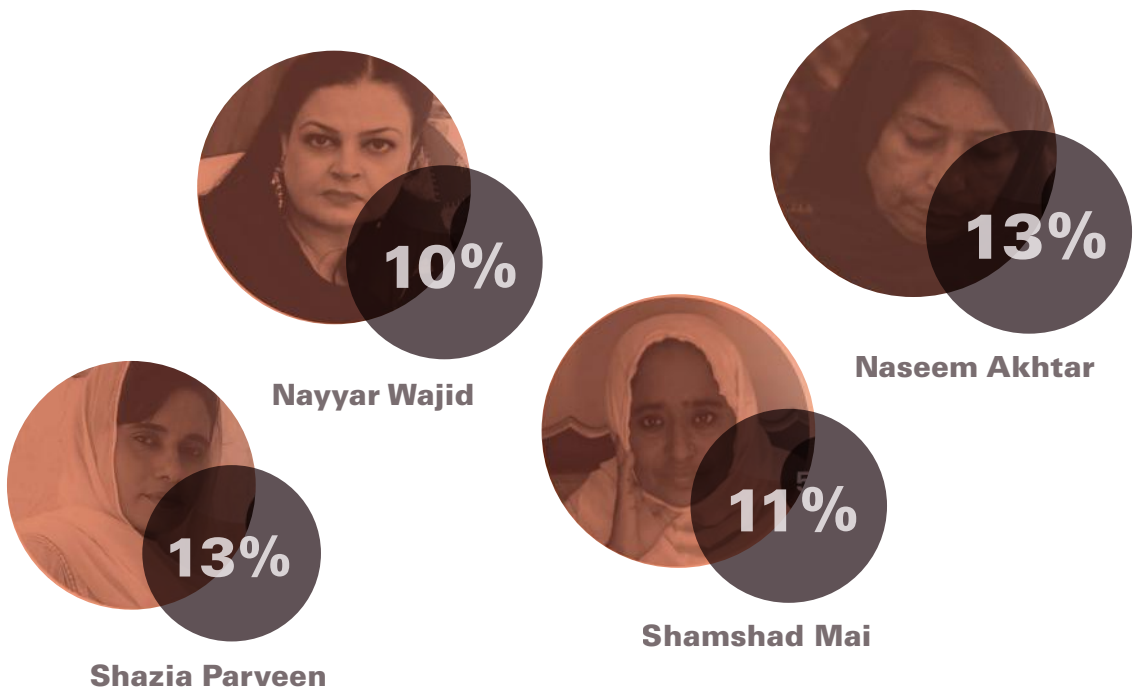


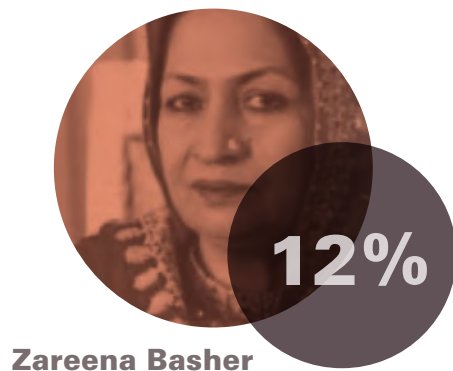
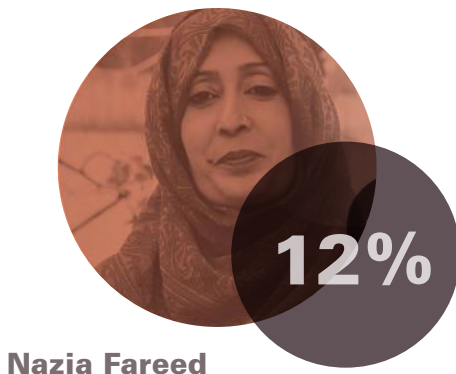
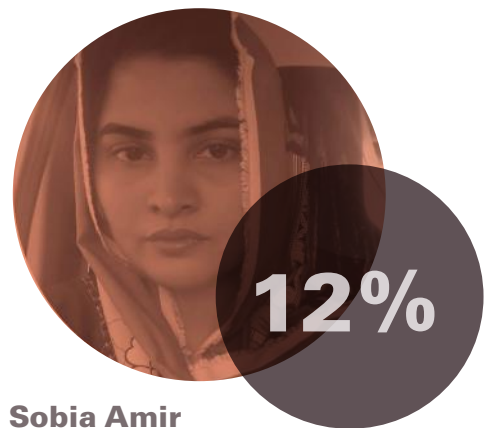
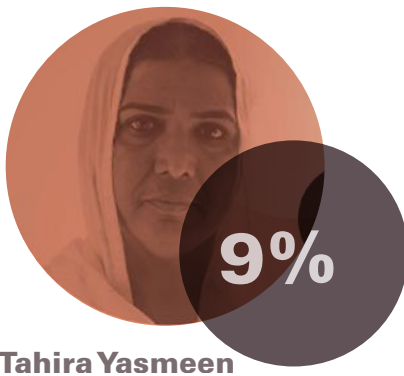
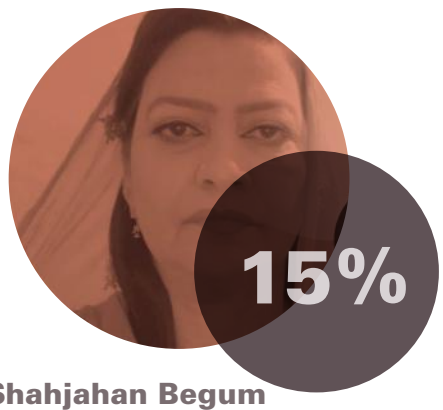
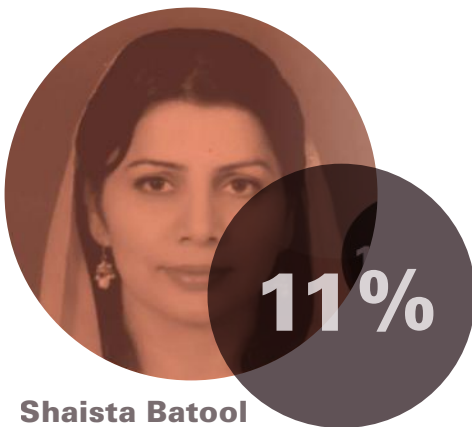
TOTAL ENGAGEMENTS – FACEBOOK POST



■ Shamim Akhtar ■ Jameela ■ Tahira Yasmeen ■ Shaista Batool ■ Nayyar Wajid ■ Rehanna Nadeem
 ■ Shazia Parveen ■ Shazia Hameed ■ Nazia Fareed ■ Asma Zahoor ■ Naseem Akhtar

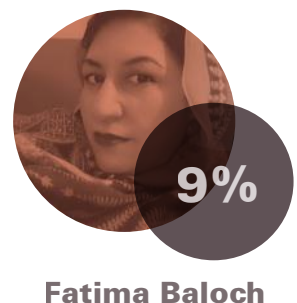
The total engagements on the live session of each artisan on Facebook post is shown below. Shahjahan Begum, Rehanna Nadeem, & Shazia Hameed received the most engagements including reactions, shares and comments.





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 11% of Shaista Batool's viewers engaged with her post. Likewise, 15% of Shahjahan Begum's viewers engaged with her post.





12%

Shamim Akhtar



12%

Asma Zahoor



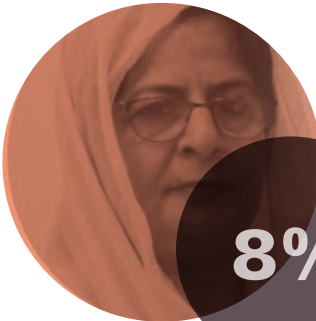
10%

Nasreen Iqbal



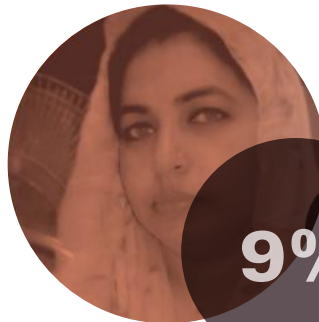
15%

Rehanna Nadeem



8%

Rehanna Kausar



9%

Noor Ilahi



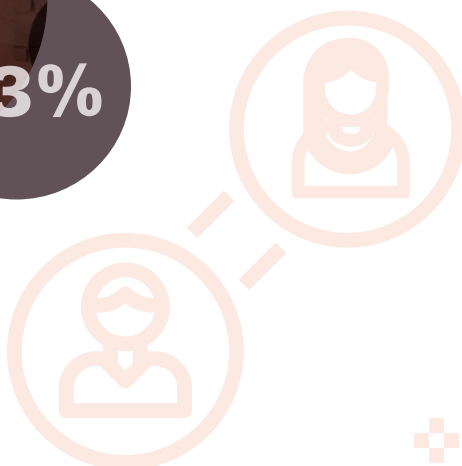
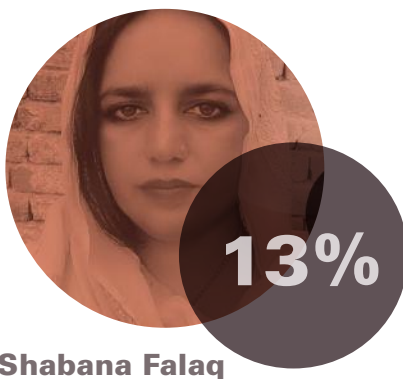
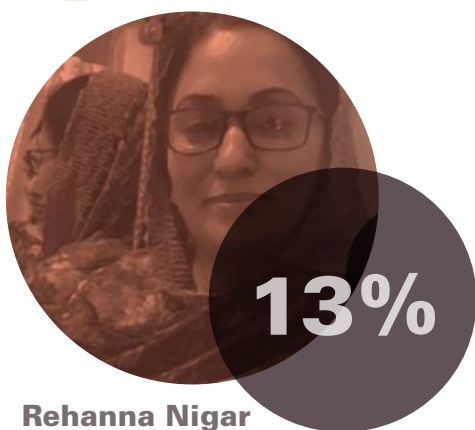
7%

Jameela







8%

Zaina



CONVERSION: SALES/VIEWS

Another variable of interest was to assess the order placed 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	Total Units Sold	Total Views	Sales Conversion
Nayyar Wajid	19	482	3.94%
Naseem Akhtar	37	345	10.72%
Shazia Parveen	10	401	2.49%
Shamshad Mai	18	224	8.04%
Shaista Batool	5	338	1.48%
Shahjahan Begum	5	220	2.27%
Tahira Yasmeen	9	646	1.39%
Sobia Amir	7	427	1.64%
Nazia Fareed	3	292	1.03%
Zareena Basher	4	243	1.65%
Fatima Baloch	6	256	2.34%
Shamim Akhtar	4	570	0.70%
Asma Zahoor	12	377	3.18%
Nasreen Iqbal	2	214	0.93%
Rehanna Nadeem	2	339	0.59%
Rehanna Kausar	5	469	1.07%
Noor Ilahi	-	187	0.00%
Zaina	2	271	0.74%
Jameela	1	1000	0.10%
Rehanna Nigar	19	268	7.09%
Shazia Hameed	5	320	1.56%
Shabana Falaq	-	270	0.00%

Mrs. Nadeem
 Khichi House
 Mitroo road
 Mailsi
 0300-6386352.





Kaarvan Crafts Foundation

Crafting Livelihoods



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info@kaarvan.com.pk



www.kaarvan.com.pk



137-C-1 Model Town Lahore



www.facebook.com/
KaarvanCraftsFoundation