



CULTIVATING COMMITMENT AND SHARED PURPOSE



Kaarvan Crafts Foundation
Crafting Livelihoods



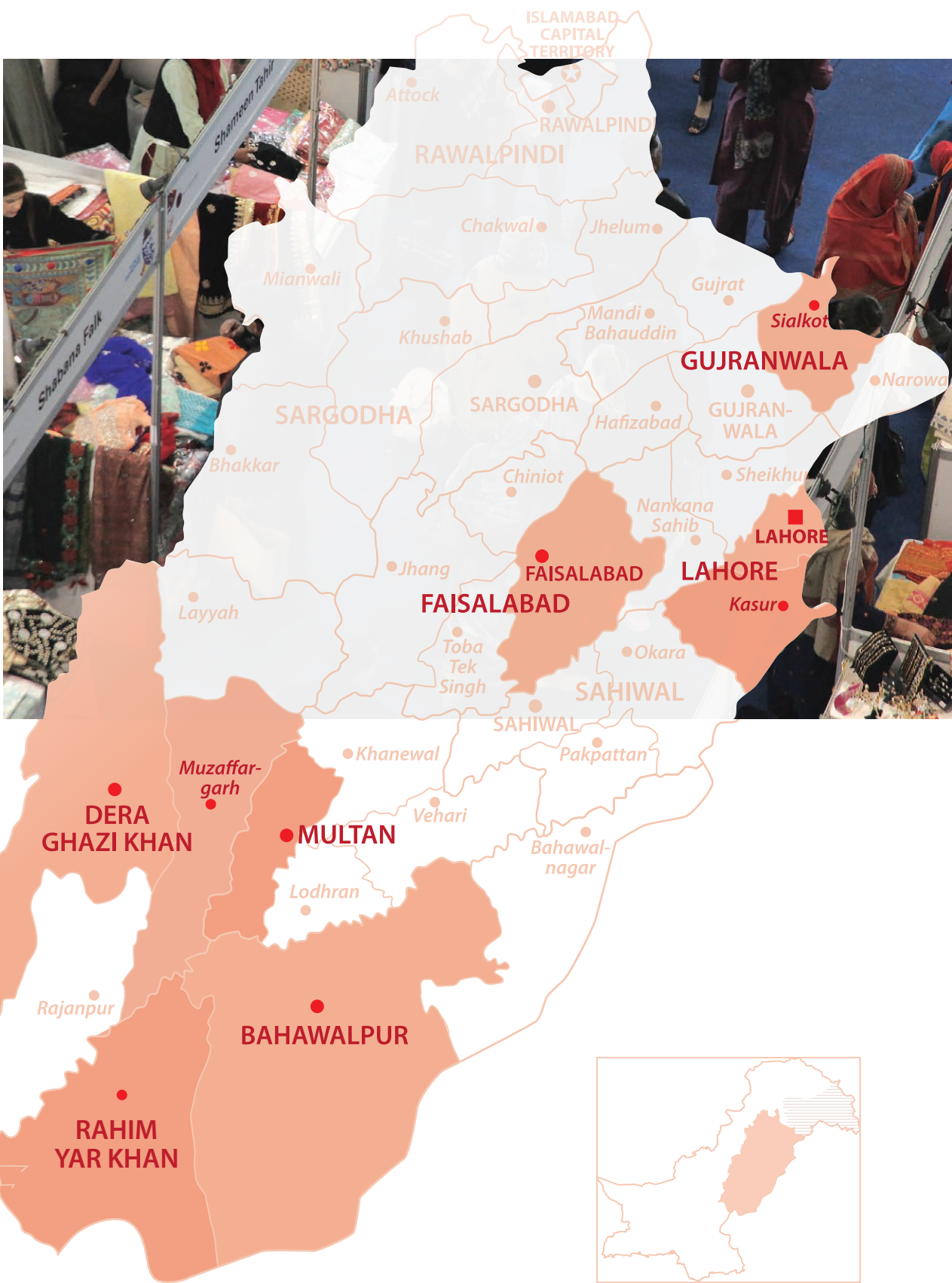
URAAAN CH.17 EXHIBITION | DEC 22-25, 2023 PUNJAB, PAKISTAN
DISTRICTS: Multan, Rahim Yar Khan, Bahawalpur, and DG Khan, Muzaffargarh, Lahore, Faisalabad, Sialkot

Collective Community
Inspiring Handmade Craft Exhibition

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ABOUT URAAN COLLECTIVE CHANGE PLATFORM FOR MARKET LINKAGES

Uraan by Kaarvan is a platform of connectivity where rural women entrepreneurs bridge the gap with urban market by exercising a range of skills & market linkages activities learnt during their involvement during the various partner programs. This event unlocks the intra & inter district collective learning opportunity where micro-entrepreneurs observe and learn from each other – the best practices of selling skills including customer service, negotiations, product display, design development, pricing/costing and lot more. The event is a moment of truth where all the trainings imparted to the rural women in far flung communities evolve into a practical income generation opportunity for them.

Along with the support of our change-maker partners ranging from UN Women, British Asian Trust, Target Foundation and Foreign, Commonwealth & Development Office, the Market Linkages Event and Exhibition expanded with the inclusion of Women Chamber Of Commerce & Industry (WCCI) and government entity Sanatzar also known as District Industrial Home for Women is working under the department of Social Welfare & Bait-ul-Maal. This only strengthen women entrepreneurs learning from one another's craft productions and building a craft network inclusive of numerous stakeholders.



Muhammad Rehan Nabi, Executive Director, Government of the Punjab admiring the skills of rural women entrepreneurs



Farzana Shahid, BNU Registrar also a creative was deeply immersed in the artisan hand embroideries



LUMS-SAHSOL Head of Department Uzair Jamil Kayani engages with Maria, a trans-gender artisan-entrepreneur



Bushra Aitzaz Ahsan, Light Maker and Advocate of Human Rights appreciating Nusrat Sultana's tarkashi embroidery



Muneeza Manzoor Butt from Violence Against Women Center Multan spread awareness among the rural women entrepreneurs as well as the general public visiting Uraan Ch. 17





Dr. Shehla Javed Akram, Founder President of the Women Chamber of Commerce and Industry Lahore Division appreciating indigenous crafts

Experience transcends that of exhibition as it is culmination of all the trainings coming into a practical income generation opportunity.



Sahar Atif, Fashion Designer & Entrepreneur interacting with artisan-entrepreneurs



Shahzad Ashraf, Development Professional of UN Women Lahore gaged artisan-entrepreneur business experience and key-take aways from this market linkages event



With UMT unlocking climate action research - by developing understanding on perception & impact of climate change



With JazzCash - Future Progress for Women: Reshaping Globalization through Digital & Financial Inclusion



Showcasing craft fusion dupatta

INDIVIDUAL ACTIONS ON A COLLECTIVE SCALE



DRIVING WOMEN'S ECONOMIC EMPOWERMENT

82

5,679,100 PKR



WOMEN'S ECONOMIC EMPOWERMENT

33

2,434,000 PKR



SANATZAR

5

669,350 PKR



CATALYSING WOMEN-LED ENTERPRISE GROWTH IN PAKISTAN

4

155,150 PKR



WOMEN'S ECONOMIC EMPOWERMENT

42

1,690,100 PKR



WOMEN CHAMBER OF COMMERCE & INDUSTRY

5

483,000 PKR

foundation

130

Home Based Women Members visited stalls and engaged in intra & inter district collective learning opportunity with micro-entrepreneurs

GRAND TOTAL

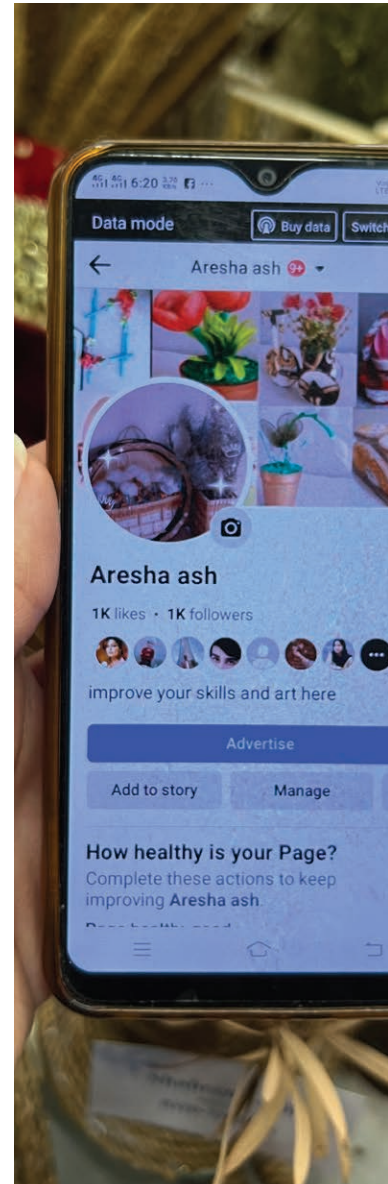
170

9,899,200 PKR

SUMMARY OF ORDERS/ SALES

The four-day exhibition at Emporium Mall, 170 micro-entrepreneurs from Multan, Rahim Yar Khan, Bahawalpur, and DG Khan, Muzaffargarh, Lahore, Faisalabad, Sialkot participated and set up exclusive stalls. The women exhibited beautifully crafted hand-made products. These 170 women were group leaders and each one of them represented the work of 9 other home-based artisans. The summary of 170 women entrepreneurs' sales generated during the four-day exhibition is represented below.

Driving Women's Economic Empowerment			
# S.No.	Name	District	Total Sales (Amount in PKR)
1	Salma Bibi	Bahawalpur	85,000
2	Taskeen Kousar	Bahawalpur	20,000
3	Madiha Arshad	Bahawalpur	40,000
4	Ayesha Batool	Bahawalpur	100,000
5	Ayesha Ali	Bahawalpur	40,000
6	Rabia Bibi	Bahawalpur	40,000
7	Maria Ahamd	Bahawalpur	156,000
8	Salma Rasheed	Bahawalpur	40,000
9	Asia Noor Alvi	Bahawalpur	35,000
10	Fouzia Muskan	Bahawalpur	85,000
11	Ayesha Kanwal	Bahawalpur	50,000
12	Shabana Riaz	Bahawalpur	55,000
13	Shabana Saeed	Bahawalpur	81,000
14	Shazia Bibi	Bahawalpur	40,000
15	Kazneez Zahra	Bahawalpur	50,000
16	Sehrish Ibrahim	Bahawalpur	50,000
17	Iram Ateeq	Bahawalpur	150,000
18	Qurat Ul Ain	Bahawalpur	85,000
19	Sartaj Begam	Bahawalpur	45,000
20	Asifa Amir	Bahawalpur	60,000
21	Imtyaz Bibi	Bahawalpur	30,000
22	Nusrat Bibi	Bahawalpur	35,000
23	Zunaira Ashraf	Bahawalpur	35,000
24	Sanjeeda Bibi	Bahawalpur	90,000
25	Kalloom Bibi	Bahawalpur	50,000
26	Rufta Parveen	Bahawalpur	50,000
27	Sobia Mukhtiar	Bahawalpur	70,000





Driving Women's Economic Empowerment			
# S.No.	Name	District	Total Sales (Amount in PKR)
28	Saima Ashiq	Bahawalpur	40,000
29	Salma Shabeer	Muzaffargarh	46,000
30	Shaista Perveen	Muzaffargarh	40,000
31	Kosar Perveen	Muzaffargarh	39,000
32	Rahila Afaq	Muzaffargarh	30,000
33	Mansab Sultana	Muzaffargarh	55,000
34	Robina Bibi	Muzaffargarh	47,000
35	Aysha Riaz	Muzaffargarh	70,000
36	Jaweria Khalid	Muzaffargarh	37,000
37	Rabia Bibi	Muzaffargarh	48,000
38	Shazia Bibi	Muzaffargarh	34,000
39	Najma Shaheen	Muzaffargarh	52,000
40	Robina Bibi	Muzaffargarh	55,000
41	Tasleem Fatima	Muzaffargarh	59,000
42	Saima Ramzan	Muzaffargarh	105,000
43	Rubab Fatima	Muzaffargarh	52,000
44	Uzma Bibi	Muzaffargarh	42,000
45	Samina Nasira Kokab	Muzaffargarh	60,000
46	Asima Bibi	Muzaffargarh	41,000
47	Ayesha Adnan	Rahim Yar Khan	155,000
48	Kishwar Parveen	Rahim Yar Khan	9,000
49	Sonia Imtaiz	Rahim Yar Khan	42,000
50	Shahzadi Hanif	Multan	270,000
51	Yasmeen Kousar	Multan	302,000
52	Saima Jamil Khawaja	Multan	215,000
53	Shahezadi Bibi	Multan	65,000
54	Lubna Ahmad	Multan	50,000
55	Amina Adnan	Multan	135,000
56	Muqadas Bibi	Multan	410,000
57	Ruksana Sharif	Multan	89,000
58	Qudsia Karim	Multan	96,000
59	Fizzah Arshad Rao	Multan	32,000
60	Nusrat Bibi	Multan	165,000
61	Naseem Akhter	Dera Ghazi Khan	14,200
62	Nadia Bibi	Dera Ghazi Khan	36,500
63	Nighat Bibi	Dera Ghazi Khan	61,700
64	Leila Bibi	Dera Ghazi Khan	35,200

Driving Women's Economic Empowerment

# S.No.	Name	District	Total Sales (Amount in PKR)
65	Nasra bibi	Dera Ghazi Khan	30,000
66	Mahnoor shareef	Dera Ghazi Khan	43,500
67	Zahra batool	Dera Ghazi Khan	44,000
68	Saima Ather	Dera Ghazi Khan	163,000
69	Maryam Abubkar lighari	Dera Ghazi Khan	90,000
70	Abida Gull	Dera Ghazi Khan	76,000
71	Kalsoon Bibi	Dera Ghazi Khan	40,000
72	Shamim Akhter	Dera Ghazi Khan	22,500
73	Tahira Perveen	Dera Ghazi Khan	47,000
74	Aqeela Bibi	Dera Ghazi Khan	50,700
75	Nazia Perveen	Dera Ghazi Khan	19,000
76	Javairiya Rasheed	Dera Ghazi Khan	40,000
77	Nasreen Akhter	Dera Ghazi Khan	20,500
78	Saghaira Irshad	Dera Ghazi Khan	16,000
79	Ume Farwa	Dera Ghazi Khan	25,700
80	Ume Humaira	Dera Ghazi Khan	18,500
81	Aysha Abdul Shakoor	Dera Ghazi Khan	46,100
82	Zahida Perveen	Dera Ghazi Khan	85,000
Total Sales			5,679,100



UN WOMEN Lahore

# S.No.	Name	District	Total Sales (Amount in PKR)
1	Atifa Sagheer Akhtar	Lahore	30,100
2	Saba Iqbal	Lahore	3,600
3	Shabana Shaheen	Lahore	—
4	Nosheen Javed	Lahore	83,000
5	Amna Ashiq	Lahore	8,000
6	Humira Haider	Lahore	4,000
7	Adeeba Almas	Lahore	60,000
8	Humaira Nasir	Lahore	19,100
9	Bushra Ali Khan	Lahore	30,500
10	Touqeer Fatima Bokhari	Lahore	120,000
11	Atiya Jabeen	Lahore	11,000
12	Anum Jahanzaib	Lahore	33,000
13	Naseem Irshad	Lahore	40,000



UN WOMEN Lahore			
# S.No.	Name	District	Total Sales (Amount in PKR)
14	Musarrat Fayaz	Lahore	41,000
15	Rani Ateeq	Lahore	25,000
16	Muqaddas Bibi	Lahore	33,000
17	Shaheen Ayub	Lahore	18,000
18	Musarrat Habib	Lahore	45,000
19	Farhat Perveen	Lahore	62,000
20	Rabia Yakoob	Kasur	120,000
21	Nusrat Perveen	Lahore	—
22	Gazala Satari	Lahore	16,000
23	Laiqa Zafar	Lahore	45,000
24	Shazia Sakhawat	Lahore	50,500
25	Shehnaz Bibi	Lahore	3,000
26	Fozia Sikander	Lahore	10,500
27	Batool Fatima	Lahore	20,800
28	Hina Zahid	Lahore	119,000
29	Yasmeen Mustafa	Lahore	32,000
30	Sajida Tahir	Lahore	27,000
31	Uzma Hameed	Lahore	75,500
32	Bushra Ijaz	Lahore	41,000
33	Irum Naveed	Lahore	51,000
34	Memoona Almas	Lahore	90,000
35	Zahida Perveen	Lahore	41,000
36	Rubab Rasheed	Lahore	184,000
37	Rubina Bibi	Kasur	18,000
38	Ramzana Bibi	Kasur	26,000
39	Shabana Zulfiqar	Kasur	20,000
40	Saima Ashraf	Kasur	17,500
41	Rehana Abbas	Kasur	—
42	Saima Ghafoor	Kasur	16,000
Total Sales			1,690,100





UN WOMEN Multan			
# S.No.	Name	District	Total Sales (Amount in PKR)
1	Asma Bibi	Multan	41,900
2	Yasmeen Muskan	Multan	38,000
3	Samina Shahbaz	Multan	28,000
4	Farwa Bibi	Multan	40,000
5	Rumana Gul	Multan	45,000
6	Shanza Bibi	Multan	39,000
7	Kaneez Bibi	Multan	92,000
8	Rukhsana Mai	Multan	88,000
9	Shahnaz Bibi	Multan	85,600
10	Mahnoor Khan	Multan	73,000
11	Rehana Bibi	Multan	150,000
12	Shazia Sadiquee	Multan	66,000
13	Naznain Begum	Multan	65,000
14	Faiza Shareef	Multan	25,000
15	Sidra Raja	Multan	28,000
16	Tahira Bibi	Multan	37,000
17	Sadia Shouqat	Multan	87,000
18	Nazia Bibi	Multan	180,000
19	Haseeba Hussain	Multan	70,000
20	Ruqaya Ijaz	Multan	75,000
21	Fouzia Bibi	Multan	80,000
22	Nadia Riaz	Multan	63,000
23	Razia Nawaz	Multan	105,000
24	Rukhsana Parveen	Multan	73,000
25	Sana Sagheer	Multan	65,000
26	Farah Deebea	Multan	55,000
27	Bharawa Mai	Multan	175,000
28	Hafsa Fisha	Multan	47,500
29	Saima Fazal	Multan	150,000
30	Shazia Aqeel	Multan	60,000
31	Nosheen Javeed	Multan	70,000
32	Aneeqa Khalid	Multan	67,000
33	Nazia Fareed	Multan	70,000
Total Sales			2,434,000



Catalysing Women-led Enterprise Growth in Pakistan			
# S.No.	Name	District	Total Sales (Amount in PKR)
1	Rimsha	Faisalabad	50,000
2	Akbar Bibi	Faisalabad	20,150
3	Nagina Javaid	Sialkot	30,000
4	Samina Bibi	Sialkot	13,000
Total Sales			155,150



Women Chamber of Commerce & Industry		
# S.No.	District	Total Sales (Amount in PKR)
1	Multan	217,350
2	Bahawalpur	108,675
3	Faisalabad	48,300
4	Lahore	54,000
5	Dera Ghazi Khan	54,675
Total Sales		483,000



Sanatzar		
# S.No.	District	Total Sales (Amount in PKR)
1	Rawalpindi	31,300
2	Bahawalpur	115,000
3	Faisalabad	145,050
4	Lahore	182,650
5	Dera Ghazi Khan	195,350
Total Sales		669,350



INTRA & INTER DISTRICT COLLECTIVE LEARNING

With inclusion of Women Chamber of Commerce & Industry (WCCI) and Sanatkar we observed the weaving and crisscrossing of craft networks as our rural artisan-entrepreneurs interacted with more seasoned women entrepreneurs and exchanged best practices they had acquired through experience. Kaarvan Team discerned pattern of key-learnings that artisan-entrepreneurs shared repeatedly with themselves.

SHARING OF CRAFT ENTERPRISE INSIGHTS



Observe customer demand

What are they purchasing the most?

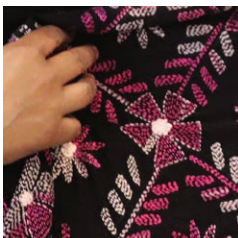
Is it heavy or light embroidery?

Notice the color selection – is it pastel or bright?



Always share business card

Build clientele and industrial relations



Invest in quality cloth

Spending money on quality materials help build trust in the local brand



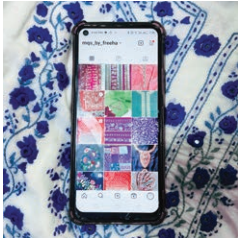
Collective bargaining

Listen to customer's offered price and negotiate fair price that keeps production cost in mind

A photograph of two women in a museum or gallery setting, examining a textile sample. The woman on the left is wearing a dark beanie and a dark jacket, looking down at the textile. The woman on the right is wearing a light-colored jacket and is also looking at the textile. The textile is a large, patterned fabric with intricate geometric and floral designs. The background shows a modern building with large glass windows and a sign that reads "MUSEUM". The entire image is overlaid with a semi-transparent dark red filter.

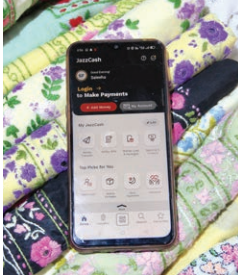
WOMEN'S COMMUNICATIONS NETWORK

SHARING OF CRAFT ENTERPRISE INSIGHTS



Building an online presence

Importance crafting connections with potential customers, brands and influencers via digital marketing on Facebook, Instagram, YouTube or TikTok



Digital finance unlocking business funds

Easy of transaction is a click away with JazzCash and Easypaisa. Utilizing digital wallets on-site as well as home-based buying and selling via WhatsApp, Facebook or Instagram



Modeling and encouraging healthy striving and entrepreneurship

Showcasing indigenous products and sharing business learnings with growing women members from districts of Faisalabad and Sialkot

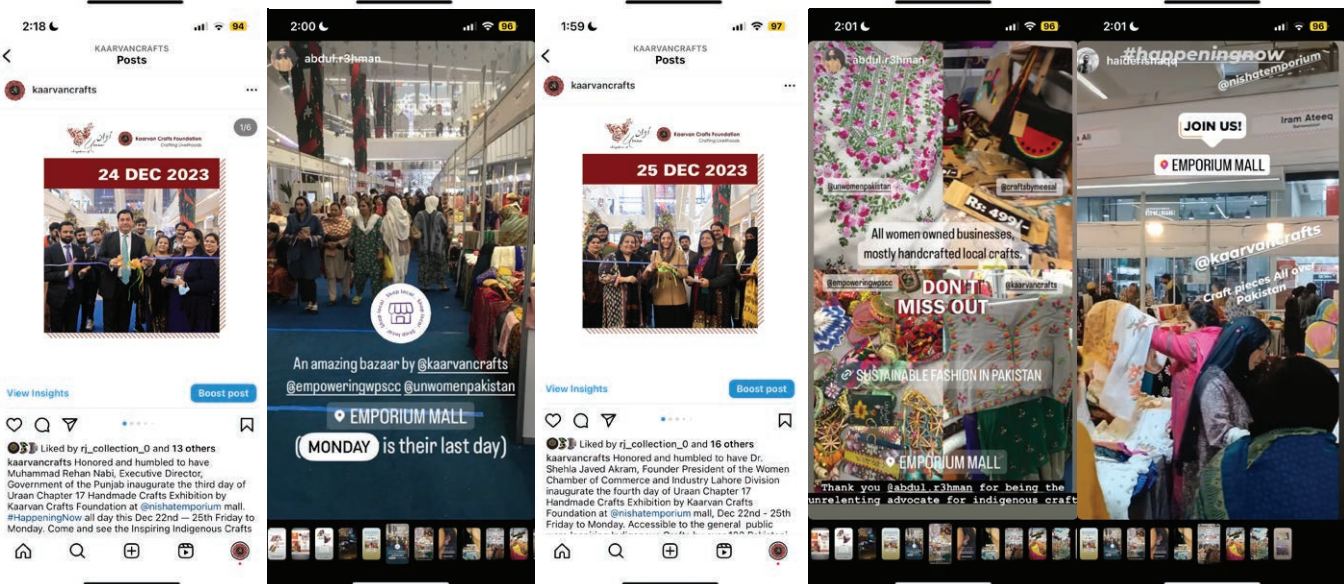
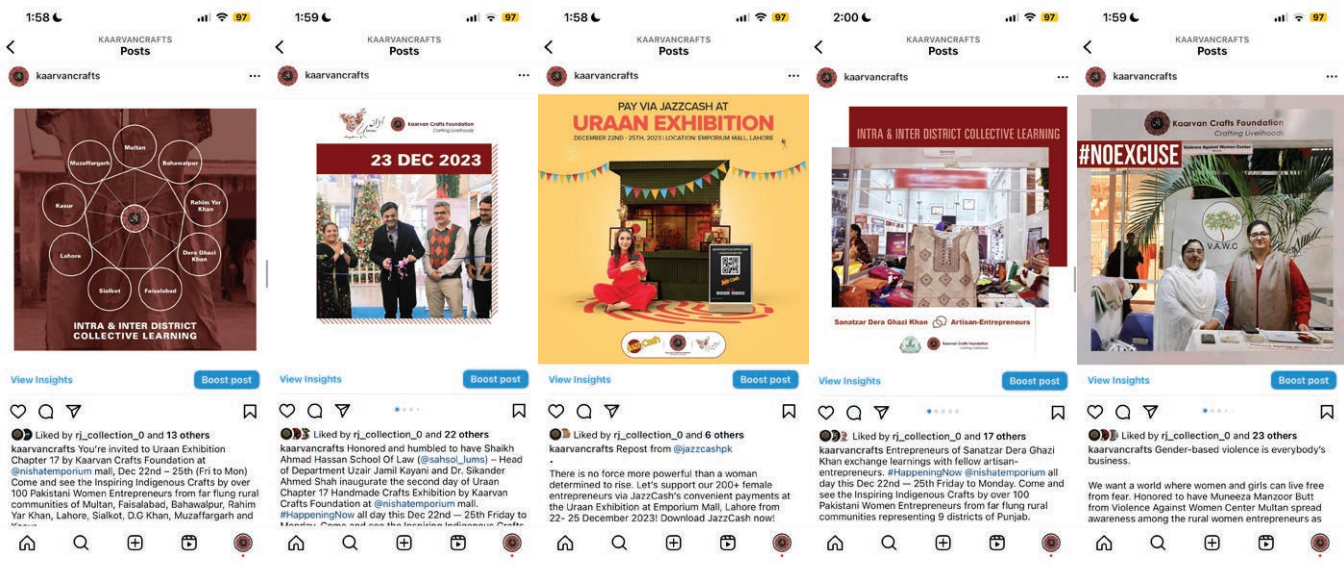
Reshaping global connections to be more inclusive and deeply human, acknowledging people as providers of care for one another and not just producers of commodities.

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.



<https://www.instagram.com/reel/C1NF1MrLX24/?igsh=cGtpajBwMWNnZWR2>

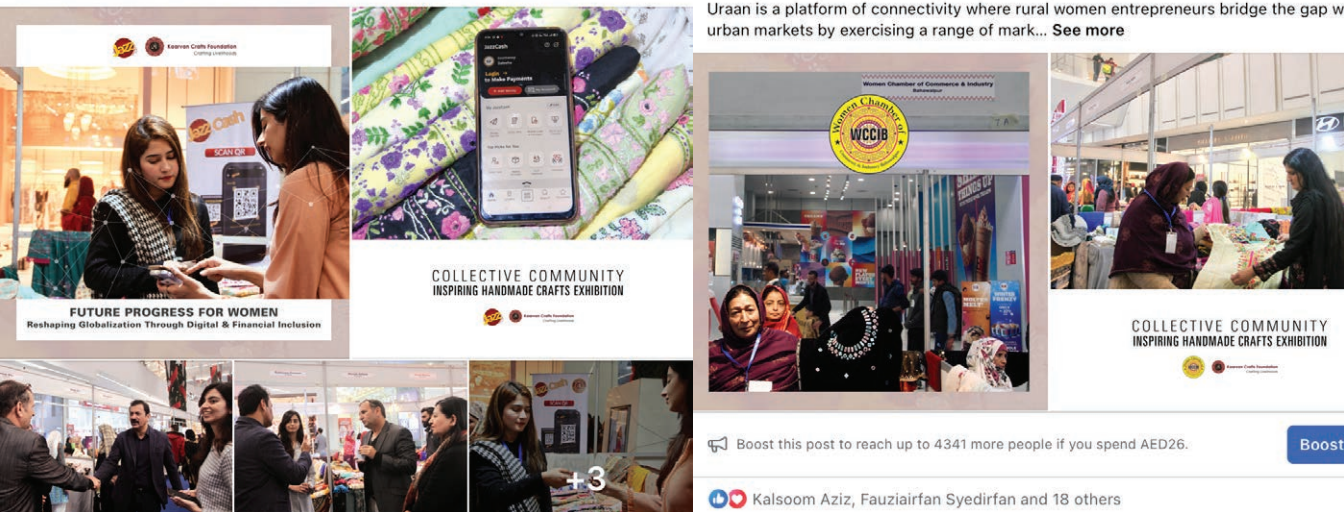


In partnership with **JazzCash**, we're progressing towards reshaping Digital Finance, highlighting ways that rural women are organizing to enter the global arena, challenge and change the operation of markets and the use of new technology.

During the 4 days of this Uraan Exhibition Chapter 17 (Dec 22-25) at Emporium Mall, Team JazzCash engaged with almost 200 artisan-entrepreneurs introducing them to benefits of QR codes and other tools for their Businesses through JazzCash B... [See more](#)

Kaarvan Crafts Foundation
December 26, 2023 · 🌐

Entrepreneurs of **Women Chamber of Commerce & Industry Bahawalpur** exchange learn with fellow artisan-entrepreneurs at Emporium Mall, Dec 22nd - 25th Friday to Monday. Accessible to the general public were Inspiring Indigenous Crafts by over 100 Pakistani Women Entrepreneurs from far flung rural communities representing 9 districts of Punjab. Uraan is a platform of connectivity where rural women entrepreneurs bridge the gap w urban markets by exercising a range of mark... [See more](#)



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Kalsoom Aziz, Fauziairfan Syedirfan and 18 others

 **foundation**


British Asian
Trust




Kaarvan Crafts Foundation
Crafting Livelihoods


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WOMEN**




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