



## AIK HUNAR AIK NAGAR

### COMPANY PROFILE:

Aik Hunar Aik Nagar (AHAN) is operating as a not-for-profit Company since 2007. It is registered under Section 42 of the Companies Ordinance 1984, and is a subsidiary of Pakistan Industrial Development Corporation (PIDC), under administrative control of Ministry of Production, Government of Pakistan.

AHAN is governed by a Board of Directors (BoD) bearing representation from both public and private sectors. AHAN head office is based in Lahore with regional offices present in all four provincial headquarters; Lahore, Karachi, Peshawar and Quetta.

We aim to generate non-traditional employment opportunities in rural areas by adopting and indigenizing the One Village One Product (OVOP) concept of Japan and One Tambon One Product (OTOP) of Thailand. Our primary objective is to alleviate poverty in rural and peri-urban areas of Pakistan by supporting rural based micro and small enterprises engaged in the production of non-farm goods. AHAN adopts a holistic approach at the grass root level by creating synergies through a network of rural enterprise initiatives. Coordination with rural support programs (RSPs) and NGOs has enabled us to facilitate increased market access and foster industry linkages to enterprising communities along with social interventions in education, health, and small scale infrastructure projects.

We cater to both supply and demand side dynamics of micro and small enterprises. On the supply-side, we build capacities of crafts persons by engaging expertise of well-known designers to assist artisans in production of high quality contemporary products. Whereas on the demand-side, we facilitate market linkages through; participation of crafts persons in national and international trade exhibitions, booking of display space in designers' outlets, and developing linkages with exporters.

AHAN develops rural, non-farm clusters through provision of the following services to craft persons:

- Skill Enhancement and Capacity Building
- Product Development and Designing
- Technical Up-gradation
- Quality Assurance
- Marketing and Promotional Support
- Financial Support through Linkages with Microfinance Institutions (MFIs)

## **Product Development and Quality Assurance**

AHAN has developed in-house cutting edge design facilities. Teams of creative designers, patternmakers and cutters from major sectors such as textiles, ceramics, leather, silver ware and woodwork have been taken onboard. This team of experts works in close coordination with our marketing department to continuously develop new products with improved designs and quality to keep pace with the ever changing market trends.

### **AREA OF INTEREST:**

#### **SERVICES/ HANDICRAFTS**

### **CONTACT DETAILS:**

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