



SINDH RURAL SUPPORT ORGANIZATION (SRSO)

Company Profile:

The Sindh Rural Support Organization (SRSO), is a not for profit organization licensed under section 42 of companies ordinance 1984 of Pakistan. The organization's core objective is to reduce poverty. It works at the grass root levels to strengthen the poor through social mobilization and multiple interventions which could gradually help the marginalized populations to move on to sustainable livelihoods. SRSO started working some 12 years ago and took up projects supported by Government and Non-government agencies to implement rural development, Health, Income generation program, Natural Resource Management, Livestock improvement, VTP etc. It primarily works with women and by now SRSO has presence in approximately 600,000 households in 10 districts of North Sindh.

Craft Enterprise Development

Since 2007, SRSO started promoting craft enterprise as alternative livelihood (nonfarm) in the areas of rural Sindh. SRSO organizes rural artisans and upgrade their skills through trainings and workshops and also strives to provide them market through participating in national & international exhibitions/festivals as well as organizing exhibitions.

SRSO, through its Human Development Program, has trained over 40,000 youth in different trades. 50% of them are women from some of the most under developed rural areas of District Jacobabad; Kandhkot/Kashmore; Shikarpur; Ghotki; Khairpur, Sukkur, Larkana, Naoshehro feroz, Sahaheed Benazir Abad and Kambar/Shahdad kot.

The range of craft products include:

- **Apparel:** Variety of Applique and Embroidery Shirts, Frocks, Dupattas, Shawls and Stoles
- **Fashion Accessories:** Bags, Hand Purses, Mobile Pouches, Embroidery, Ornaments etc
- **Home Textiles:** Bed Covers, Cushions, Dining Table Runner sets made with intricate Patch Work, Cut work and Embroidery.
- **Basketry:** Date Leaf and Wheat Straw variety of Baskets, Plates, Bowls, Tray Sets, Jars, Hand Fans, Mobile Covers and Wall Hanging.
- **Foot Wear:** Variety of Traditional Embroidery Khusa with pure leather stuff, for all age group
- **Ajrak Fabric Products:** Embroidery Shirts, Stoles, Baby Moora, Stools, Baby Chairs, Hand Fans, Large Moora Set, Embroidery Cushion, Mobile Pouches.

Sartyoon Sang-SRSO's Crafts Enterprise Initiative

Sartyoon Sang meaning 'together with friends' was established by the SRSO in 2011 with the vision to provide a market linkage to the scores of artisans especially rural women initially at regional level and then gradually at national and international level. SRSO plans to strengthen the *Sartyoon Sang* Crafts Enterprise in order to gradually help it in growing into a leading social and ethical fashion house. It is being envisaged to evolve into a brand where innovation, tradition and workmanship comes together to provide exclusive handmade products both for the local and international market and simultaneously it creates systematic and strong opportunities for greater and more sustainable incomes for the rural artisans especially women.

With a view to gradually improve the market access of these artisans women; SRSO has connected the *Sartyoon Sang* with the artisans through formalized small business groups called; the Business Development Groups (BDGs) in different villages.

There are presently 135 BDGs are formed with more than 2,600 women members across these 10 districts. SRSO markets the products of these BDGs through *Sartyoon Sang* Crafts Enterprise.

Area of Interest/Sector:

**To improve livelihood of rural women artisans through promoting their Handicrafts
Business**

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