



Crafts Forever

Indus for All Programme, WWF - Pakistan

Handicrafts Catalogue





Introduction



With its rich cultural and natural heritage, Sindh provides an ideal platform for craftsmanship. Handicraft making has been one of the main livelihood sources of the inhabitants, after agriculture and livestock rearing. The Indus Ecoregion in Sindh, in particular, boasts a diverse range of traditional craft, such as handloom weaving, block

printing, needle embroidery, patchwork, appliqué, pottery, furniture and artwork on clay products. There is a wide range of products within each of these product techniques. They are recognized for its value at a national and international level.

However, with the introduction of mechanized tools and machines, stagnancy in handicraft design and lack of product innovation, the demand for traditional products has declined rapidly, harming efforts for preservation of cultural heritage and livelihood of local artisans.

Under Indus for All Programme of World Wide Fund for Nature – Pakistan, livelihood development plans were implemented in four ecologically critical sites of Indus Ecoregion, namely Keti Bunder (Thatta district), Keenjhar Lake (Thatta district), Pai Forest (Shaheed Benazirabad district) and Chotiari Reservoir (Sanghar district). Local handicrafts were promoted through establishment of vocational centres and shops for 150 local women. To ensure its success, trainings were given in product development: color combination, design development, quality material use, motif placement and development of contemporary products with modern touch without losing indigenous essence of skills. The skilled artisans are being trained further as entrepreneurs through capacity building in negotiation, skills selling, record keeping and income expenditure calculation. These women were also given exposure to potential outlets / markets (e.g. Expo exhibitions) and working with brands (e.g. Gul Ahmed and Alkaram Textiles). Linkages with relevant organizations (e.g. Sindh Indigenous and Traditional Crafts Company and Aik Hunar Aik Nagar) have been formed, for further production and marketing support. These efforts have resulted in empowering women for sustainable development and providing livelihood alternatives for women living in rural areas of Indus Ecoregion.



Handbags



Product Code: LB01
PKR: 2500

Intricately embroidered bag of leather and cloth, with multi-coloured tussle

Product Code: LB02
PKR: 2000

Stylishly stitched double-sided embroidered bag, with a striking color combination and beaded tussle



Product Code: LB03
PKR: 2500

Appealing, double sided embroidered original leather bag with metallic, string chain to carry.





Clutchbags



Product Code: LC02
PKR: 1000

Clutchbag with hand applic work done in warm shades of orange

Product Code: LC02
PKR: 1000

Clutchbag with hand applic work and draped design at the back



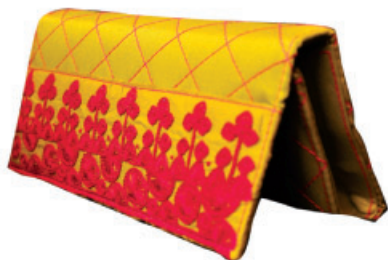
Product Code: LC03
PKR: 2000

Elegant leather clutch with hand embroidery and mirror work harmoniously integrated





Clutchbags



Product Code: LC02
PKR: 1000

Clutchbag with hand applic work in bright shades of orange

Product Code: LC05
PKR: 1500

Black leather clutchbag with
exquisite hand embriorey





Keychains



Product Code
SKC01



Product Code
SKC02



Product Code
SKC03



Product Code
SKC04



Product Code
SKC05

PKR: 200 each

Brightly colored embroidered keychains based on theme 'species of Indus Ecoregion'. Beautifully designed by the local artisans of Pai Forest, the stuffed product will work well as a personal collectable item as well as a perfect souvenir for foreign visitors, to remind them of the unique culture of Indus Ecoregion



Frames

Frames with exclusive Sindhi embroidery patterns to adorn your interiors and present as souvenirs



Product Code: HDF01
Size: 4"X4"
Price: 250

Product Code: HDF02
Size: 4"X4"
Price: 250



Product Code: HDF03
Size: 4"X4"
Price: 250



Frames



Product Code: HDF04

Size: 8"X8"

Price: 500

Product Code: HDF05

Size: 12"X12"

Price: 800



Product Code: HDF06

Size: 12"X12"

Price: 800





Cushions

Embroidered cushion covers with tassels, inspired by traditional Sindhi embroidery. Seperable 100% cotton cushion inside



Product Code: HDC01
Size: 12"X12"
Price: 500

Product Code: HDC02
Size: 12"X12"
Price: 500



Product Code: HDC03
Size: 12"X12"
Price: 500



Cushions



Product Code: HDC04
Size: 8"X8"
Price: 500

Product Code: HDC05
Size: 12"X12"
Price: 600



Product Code: HDC06
Size: 12"X12"
Price: 600



Hangings Bells

Copper bells hung on a cotton band, with embroidery and mirror work. An innovative blend of fine thread work and bell chime



Product Code: HDB01

Size: 8"X8"

Price: 800



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