

Sadhna this year has done a collaboration with Women on wings, Netherland based company that that helps to market handcrafted products made by rural women in India helping the enterprise through the consultancy services. Women on Wings had sent their expert Cornelia Guise who conducted a workshop with the marketing and production team. She also conducted a session on Visual Merchandising for exhibition and showroom artisans. She worked with the team to set up brand rules for Sadhna and further develop a brand book. One of Sadhna's challenges is to develop into a strong brand and with the support of artisans and design and marketing team members she helped in analyzing Sadhna brand and its communication tools. Cornelia also worked with the team on customer journey and came up with new ideas on visual merchandising that will help to create a better customer experience.



○ The Management Committee meeting for the last quarter of the financial year was held on 6<sup>th</sup> January 2016. The 55 group leaders forming part of the Management Committee along with the Production Manager, Social Manager and Chief Executive discussed on work related issues and other social issues prevailing in the villages. Discussion was also held on the output to be delivered by each groups. Extra efforts to be taken by the instructors and group leaders to get the maximum output and quality work from the artisans which will help them to generate better income.

○ Sadhna participated in Dastkari Mela at Dilli Haat in INA, New Delhi from 1-15<sup>th</sup> Jan 2016. We got a very good response at the exhibition. Our new styles in Kurtas and Kurtis were appreciated. Sadhna stall at the Mela was big in terms of space and visibility and was a huge hit among visitors. Two artisans Seema Thiroda and Sheela Yadav participated in the exhibition who were very enthusiastic, quick and informative. They represented Sadhna products in an attractive way and also

convinced the customers to buy more products. The artisans managed to generate sale of Rs. 5 lakh and above during this exhibition.

○ Sadhna with support of ILFS, a National level institute conducted a Sewing Machine Operator training for 50 days at Delwara Centre. 25 artisans participated in the training which commenced on 12<sup>th</sup> Feb and ended on 31<sup>st</sup> Mar 16. The training mainly focused on men's wear and on completion of the training exam was conducted by the ILFS team. The 22 artisans who cleared the exam were issued certificates.



○ The Fatehpura showroom sales picked up in the month of Feb and March 2016 with tourists pouring in from different parts of the country. We had visitors from Sweden, Australia, UK and USA who loved to shop Sadhna products. Sadhna also conducted a summer season sale from 3-17<sup>th</sup> March 2016. Sadhna also exhibited some old stock and fresh arrivals were displayed in a separate corner. The customer response on new arrivals was excellent and we managed to sell both old and new stock. The exhibition sales managed to generate a revenue of 8.4 lakhs (approx)

○ Sadhna is delighted to announce that its products are now available on Amazon.in . Sadhna entered into a contract with Amazon in the month of December 2015. The site has become active from February 2016. Sadhna products namely kurtas, dupattas, stoles, bags etc are now available on Amazon.

○ Eye Camp: In the first week of March, Sadhna conducted an free eye camp for the artisans. This camp was conducted with the support of Wasan Eye Care. The camp was conducted location wise namely Sheeshwi, Fatehnagar, Bhindar, Delwara and at the main production centre in Udaipur city. Proper eye check was done by doctors and spectacles required in some cases for the women were provided at nominal rates. The camp proved beneficial for the artisans as the women falling in the respective areas participated in the camp on the particular date given. In all totally 350 artisans took the benefit of this camp.



○ Sadhna too celebrated Women's Day on 8<sup>th</sup> March 2016, honoring its women members and make them feel special for the contribution done by them towards the society, family and community at large. A small program was arranged for all the artisans and staff members at Arunodhay Hostel (Sadhna's Production Centre). Games and other recreation activities were conducted for the artisans. Sadhna had also called a yoga specialist Ms. Parvathi who conducted a one hour yoga session for the artisans in which artisans were taught some breathing and stretching exercises. She also emphasized on the practice of yoga in everyday life which is one of the means of stress buster. The artisans enjoyed the session. The winners who participated in games were given small gifts. It turned out to be a memorable event for all.



○ Sadhna this season has developed whole new range of products in indigo for retail stores and online buyers. We have developed new stoles, kurtas, saris, shirts for our customers. Sadhna is getting a good feedback for these products and they are well appreciated by our customers.



***For any further information please contact us @ [sadhna@sadhna.org](mailto:sadhna@sadhna.org)***  
or call us on 0294-2454655: website: [www.sadhna.org](http://www.sadhna.org)

You can now shop online at [www.store.sadhna.org](http://www.store.sadhna.org)



**THANK YOU**

