



Sadhna

Newsletter Sept – Nov 15



Sadhna participated in XVI National Convention Workshop held from 19-20th September 15 organized by Fair Trade Forum India. FTF- Members across India participated in National Workshop on skilling India for building a Fair Trade World.



The Chief Executive along with Marketing Incharge represented Sadhna in this workshop. It was a good opportunity to interact with other FTF members and understand their views on skilling India. The Workshop was later followed by AGM held on the next day.

- Sadhna participated in the 4th International Textile and Apparel Fair-“VASTRA” organized at Jaipur Convention Centre (JCC) from 28-30th September. It was a platform to showcase Sadhna products at the international fair in which both national and international buyers across the globe and within India participated in. Meera Sharma, artisan from Sadhna along with the marketing personnel participated in the Fair.



- The Management Committee meeting of Sadhna was held on 7th October 15. All the 50 group leaders representing their respective groups attended the meeting. Discussion was held on work related matters. The main agenda to educate the artisans to deliver quality products for all orders. The production co-coordinator and field supervisors also discussed on the classification of artisans into A B and C category depending upon their skills. Discussion was

Discussion was also held on that artisan doing good work i.e. excellent quality with timely delivery are categorized under A and are skilled artisans, B under semi skilled and C will be categorized as unskilled.



• ICICI in concurrent with National Excellence Awards 2015 awarded Sadhna as the “Social Enterprise of the Year”. The inaugural and award function was held on 9th October at Hotel Golden Tulip, Udaipur. In order to recognize and reward the extraordinary performance as well achievements by ICI, Agriculture, Mining, Social and other allied fields this award was conferred

upon. The award ceremony was attended by the Chief Executive, Production Coordinator and Sadhna artisans.

• **Exhibitions:** Sadhna got an opportunity to exhibit its products at Hotel Udaivilas for a four day Global conference for Mckinsey Group hosted by Palomino Hospitality, Delhi in the first week of October. It was a good opportunity to exhibit Sadhna products which was well appreciated by all and Sadhna managed to generate fairly good sales.

Sadhna also participated in “Addishilp” organized by TRIFED at Dilli Haat from 1-11th Nov 2015 and Nature Bazaar at Andheria Modh, New Delhi from 19-28th Nov 2015 organized by Dastkar.

• **Volunteers/Interns:**

Sadhna has two interns- Pragya Patni and Pooja Patel from SDPS Women’s College, Indore. One of them will be developing new range in kurta/kurtis for Sadhna’s Summer ‘16 based on the prevailing market trends/forecast. The other student will be working on Visual Merchandising (VM) for Sadhna stores. The interns will be working for a period of two months starting from 25th nov 15 - Jan 16’.

**** Thank you ****

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