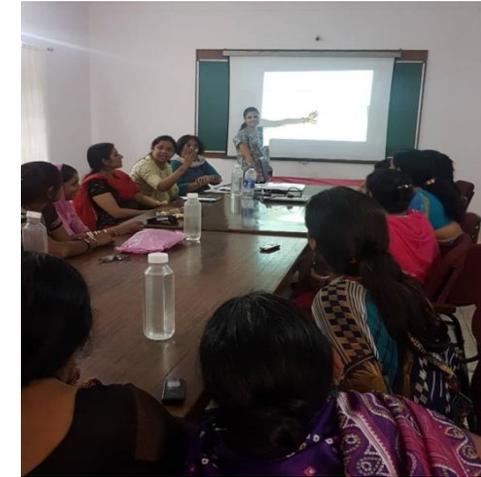


- SADHNA has always taken an initiative of providing continuous training to all its staff & artisan members so as to enhance their skill set. Based on this policy, a 7 days tenure block print workshop was held for our printing artisans in Jaipur in collaboration with Rangotri Organization. The workshop was attended by 3 members Block Print artisan group along with their supervisory in-charge.



- Sadhna's buyer, Marla Kragel's yet another visit in August acted as a morale booster for us. She visited a few groups and our production centre to further place orders with us and witness her ongoing order working. She runs an organization with the name of Hands of empowerment and regularly supports Sadhna through her orders and direct/indirect marketing initiatives.

- The Marketing team conducted an Exhibition Committee Meeting to discuss upcoming exhibition schedule and further impart training on marketing & visual merchandising aspects. Going one step ahead, digitalization concept was emphasized in terms of imparting training on the usage of CREDIT CARD machine to our Exhibitory Artisans.



- Sadhna was promoted by Varun Dhawan, a popular Movie star for his upcoming movie SUI DHAGA during the promotion events.



The film talks about the need of social entrepreneurship as a tool for social and economic development of artisans. Taking the message of "Made in India" forward, the film modestly tries to bring back our traditional art forms and handicrafts in focus.

- Sadhna conducted its yearly Rakhi festival sale cum exhibition at Jagdish Chowk Store in the month of August. Attractive discounts were offered to our retail customers.

A social & morale initiative of extending a little help from our side was undertaken in the form of donating 5% of the sales proceeds from this exhibition to the Kerala Flood Victims

Sadhna
RAKHI SALE

Hello people! As you all might know the situation of kerala right now, if not then here's a brief.

kerala is hit by flood and other natural calamities, due to which people had to leave their homes and take shelter in relief camps.

SADHNA will be donating 5% of its exhibition sale of this store to the kerala victims from 19th Aug. to 25th Aug., as every penny counts.

Let's reunite and help our people out there in Kerala.

Community
THE SPIRIT OF GIVING BACK

Sadhna

RAKHI SALE!

AUGUST 19-25, 2018

JAGDISH TEMPLE ROAD,
KASARON KI OLE,
UDAIPUR 303001
PH.: +91 294 2417457

upto 50% off



- Sadhna's CEO, Seema Shah along with Garima Mehta, Marketing In-Charge participated in Tribes India launch of Punctantra collection launched by their brand ambassador Mary Kom.

Mary Kom is an Indian Olympic Boxer having huge popularity amongst Indian youth.



For any further enquiries, please call on 0294-2454655, visit our website: www.sadhna.org; online store: www.store.sadhna.org

