



A Women's Handicraft Enterprise

Newsletter March – August, 2019



Annual General Meeting

Sadhna's Annual General Meeting (AGM) was held in the month of June. The Chief Guest to the function was Mr. Pravir Krishna- MD TRIFED. The main attraction of the AGM was dance, skit and fashion show performed by the artisans. The new collections were displayed during the Fashion Show.

Sadhna also launched its premium brand named RAAB- By Sadhna



Guest Visits

Mr. Nadir Patel- High Commissioner of Canada paid a visit at Sadhna's store along with some guests. It was indeed pleasure meeting him in person and appreciated our work.





DELWARA HANDICRAFT EXPERIENCE

We have recently designed a workshop in our Delwara Production unit for conscious fashion lovers.

Under the guidance of our artisans, they can try their hands on Block printing, basic mending and Advanced embroidery. All this helps in gaining appreciation of the skills possessed by our village craftspeople and thereby also helps in increasing sale of Sadhna's products. This is done through collaboration with 'Delwara Heritage and Community Walk'.



Go tribal Campaign by TRIBES INDIA

A play on women empowerment was presented to throw light on the societal issues like dowry, child marriage, acid attack and domestic violence in a dramatic yet captivating way.

It was inaugurated by the brand ambassador of Tribes India which was held at India Habitat Centre, New Delhi





Women Collectives Workshop, Pune

Collective action has largely been seen as an emancipatory tool for poverty aiming at designing pathways for making these women collectives sustainable.

Ms. Kusum Sharma & Ms. Kaushalya Vaishnav from Sadhna were invited as a speaker for the same.



Annual Stock Clearance Sale, 2019

Sadhna Organised an Annual Sale in the month of March from 16-31 giving discounts upto 60% which was centre of attraction to our customers in and around Udaipur.

Annual Rakhi Sale

To celebrate a timeless bond between loved ones , Sadhna organised an Annual Rakhi Sale during 8-14 August, 19 with discounts upto 60%





Usttad workshop by NIFT

Usttad workshop by ministry of Minority Affairs, Government of India was conducted upgrading the skills and training in traditional arts crafts development was held at Sadhna, Delwara conducted by NIFT, Gandhinagar

By Aashish Satyavrat Sahu and his fellow team members during March, 2019

Exhibitions

Sadhna participated in various exhibitions namely Goraiya, Dastkar, Exim Bank- Kolkata, Trifed, Axis Bank- Mumbai etc. to create more awareness towards sustainable and ethical fashion, and highlighting Sadhna's commitment to empowering women all over India.



- Health and Hygiene seminar was held at Bhedwas and Delwara spreading Cancer awareness, conducted by doctors from GBH American Hospital, Udaipur
- Homenet Impact Study- HNSA working on a paper on Organising and Organising Models for Home-Based Workers. With this study, they studied various organising models across South Asia, including Sadhna's Social Enterprise model.
- An Eye Check-Up camp was held at Delwara, Udaipur, Bhindar and Shishvi for our artisans.
- Sadhna also celebrated World Fair Trade Day and displayed products at Fatehsagar Pal for spreading more awareness and reaching customers directly.





Best group Award

This year Sadhna awarded two Best Artisan Group namely Manoharpura and Madaar with a cheque of Rs.1,00,000



Annual Picnic

Sadhna's team of staff along with 250 women artisans spent a wonderful picnic at Ganesh Tekri, Nathdwara

