



Sadhna

Sadhna- A Women's Handicraft Enterprise

Newsletter- Aug- November 17



- Rakhi sale was conducted at Sadhna's Jagdish chowk store from 1-6th August 17. This sale has been conducted at the store from last two years consequently . The store being located in the heart of Udaipur city attracts tourists during the season and the objective was to attract retail customers and increase the footfalls at the store. However attractive discounts and schemes helped in pulling the retail crowd during the sale

- Artisan and staff picnic was arranged together for the first time this year on 17th Aug at Rajasmand Lake. The total strength of artisans were 300 who were much excited and enjoyed a lot. It was an fun trip for the women as most of them do not get a chance to move out from their villages.



Women on Wings celebrated its 10 anniversary along with it business partners and one of them being Sadhna was privileged to be apart of this amazing journey. Sadhna Artisan – Durga Yadav was invited to Netherlands on 25th to shared her experience/ journey as to how she struggled to earn a living, at the same time educating her daughter and later herself being an entrepreneur. Working is empowering and brings self- confidence and Durga is a living proof that job and an income give women the opportunity to give their children proper education. Durga's journey has inspired many women not only in her village but others too.



- Sadhna complies with the global standards for Fair Trade Organization and has been registered at the World Fair Trade Organization as a **Guaranteed Fair Trade Organization**. Sadhna is now authorized to use the WFTO Product Label on their products.
- Sadhna joins in the celebrations of the 50th anniversary of its parent organization - SEVA MANDIR @ Vidya Bhawan campus. Community Mela (Apno Mela) was organized on 11-12 Nov wherein field workers, children and tribal/rural women from Udaipur, Rajsamand and other nearby districts participated in the Mela. SEVA MANDIR has done a commendable work in last five decades supporting the villages in child health, education ,women issues...etc.



- 14th WFTO Biennial Conference was held on 9-10th November 17 at Delhi followed by AGM on 11th November. Sadhna's Chief Executive- Seema Shah attended the Conference. During the same period Fair Trade Utsav event was held at DLF Saket, New Delhi from 8-13th November and the same was respreted by Sadhna artisans who exhibited the products at the stall.



- Sadhna had participated in the Fair Trade Design Competition- Mohammed Islam Design Awards under three categories. Best Home ware Product Household Textiles)- Appliqué embroidery Silk Cushion Cover, Best New Fashion Accessory- Reversible Silk Shawl and Best new product from re-cycled material- Hand-crafted Dog Collar & Leash Set. Sadhna received first price for its product Dog leash & collar under the category of Bst product fro recycled material.

- Sadhna has participated in various exhibitions orgnised by Dastkaar and Dastkari Haat Simiti at various places in Banglore, Pune, Delhi etc. Apart from these Sadhna has done corporate exhibitions organized through Exim Bank, Mumbai, Colgate Mumbai etc which helps in brand promotion and creating ts presence in other cities.



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