

- TRIBES India products are now available at Sadhna Jagdish Chowk Store. The store now displays various items made by tribal artisans across India. Tribal products include gondh paintings, brass and marble items etc. Continuous efforts are being taken to revamp our Jagdish Chowk Store by collaborating with Tribes India with the aim to increase footfall at the store.
- A skill development training was conducted by USTTAD, Ministry of Minority Affairs, Govt of India. A 15 day workshop in the month of January, coordinated by NIFT, Gandhinagar had a participation of 15 artisans along with Designers. The objective was to train artisans in the core designing elements and creating products with their design inputs.



- Sadhna's buyer, Marka kragel visited a few artisan groups in the month of January. She runs an organization with the name of Hands of empowerment and regularly supports Sadhna through her orders and direct/indirect marketing initiatives. Her visit boosted the artisans in its own way.

- A 2 days Budget planning and Visioning Workshop with Artisans, Staff and Board Members was conducted in the month of February at Kaya Training Centre, Udaipur with the aim to percolate budgetary exercise(2018-19) to all levels. An active participation was witnessed during the workshop by all departmental heads and Artisan group Leaders.



- Sadhna celebrated Women's Day on March 8 with its artisans across all centers and also at village level. Games and other activities were conducted to mark the day with joyous celebration. The winners of different competitions were felicitated with gifts. The whole arrangement motivated the women at Sadhna to feel the importance of their presence throughout



- Sadhna conducted its yearly much awaited Summer sale cum exhibition at Fatehpura store from 18-25 March 2018. Attractive discounts were offered to our retail regular customers.

Along with the same, Sadhna participated at few other exhibitions namely Looms Weaves & More @ Kolkata in March and Sanatkada @ Lucknow in the month of February.



A promotional poster for Sadhna's 'BIG SUMMER SALE!!'. The poster features the Sadhna logo at the top, a 'Visit now' speech bubble, and the text 'ON HANDMADE Garments | Accessories | Homefurnshings'. A central banner announces 'Upto 50% OFF' for the dates '18-25 Mar 18; 10 am- 8 pm'. The venue is listed as 'Sadhna, Fatehpura Store. Seva Mandir Campus, Udaipur-313004'. It also includes the text 'Do not miss to catch up on New Arrivals for *Spring Summer*' and contact information: 'For any further queries please contact on 0294-2454655; email: sadhna@sadhna.org; online store: www.store.sadhna.org'.



- Sadhna's CEO, Seema Shah along with artisans were felicitated on March 31, 2018 by ICICI rural Self Employment Training Institute (RSETI) for extending support and empowering women thereby conducting regular trainings and enabling them to join mainstream of society. RSETI Udaipur provides full time training programs and has extended its outreach through its satellite centers and situated in various nearby districts of Udaipur.