

# *Revival of Women's Livelihood in Swat*



Heritage Foundation-UNESCO-DFID  
Project for revitalization of crafts for  
women's empowerment, identity and pride.



# I N T R O D U C T I O N

Heritage Foundation, established in 1980, is a Pakistan-based, not-for-profit, social and cultural entrepreneur organization engaged in research, publication and conservation of Pakistan's cultural heritage.

The Foundation has been instrumental in saving a large number of heritage treasures and, UNESCO team leader 2003-2005, oversaw the stabilization of the endangered Shish Mahal ceiling of the Lahore Fort World Heritage site.

Since 2000, its outreach arm KaravanPakistan has involved communities and youth in heritage safeguarding activities.

As part of Heritage for Rehabilitation and Development Programme, work on several projects has been undertaken in partnership with Nokia and Nokia Siemens Network for rehabilitation of communities, particularly women, affected by the Great Earthquake 2005 in Northern Pakistan. The establishment of KaravanPakistan institute for Research and Training (KIRAT) in 2008 has helped in carrying out research and training on varied aspects of the earthquake affected areas.

In 2009, the Foundation was able to provide humanitarian assistance to Swat IDPs camping in Mardan, Batal and Abbottabad. Since February 2010 through the UNESCO-UK Aid project, the Foundation has worked with 500 women for the revitalization of artisanship in the Union Council of Barikot, Charbagh, Islampur, Landikuss, Mingora and Saidu Sharif.

## V I S I O N

To promote heritage and culture as a basis for rehabilitation, income generation and development.

## M I S S I O N

The mission Swat is to achieve economic empowerment of women through revitalization of traditional crafts, and creation of linkages with urban outlets for sustainable marketing avenues.





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## Introduction

Swat, once a verdant land of peace and promise, has been shaken entirely by militancy and strife in the last few years. The launching of military operation in 2009, forced a huge exodus into relief camps that were set up in various parts of Khyber Pakhtunkhwa (NWFP).

The association with Swat communities of the Heritage Foundation volunteer wing, the Karavan Volunteers, began when we set up camp for Internally Displaced Persons (IDPs) at Shaikh Shahzad Camp in Mardan. Working mainly with women and children, the project began with the distribution of food and non-food items that had been collected through the generosity of friends and well wishers. In cooperation with the camp authorities, lead by Mr. Muddassir Malik, community kitchens were constructed, providing a cool haven in the intense heat of Mardan. The speedy construction of the superstructure was based on the use of sustainable materials, such as bamboo, mud, lime and matting, that provided eminently suitable accommodation.

In addition, a large tent was set up as an assembly venue for women where activities such as sewing for livelihoods literacy classes, and instructions on hygiene practices were carried out. In another large tent daily classes were held for children to encourage sports and crafts activities.

The assembly tents were 'summarized' i.e. made cool through the use of sustainable construction materials on the same pattern as the community kitchens. Since many IDPs had arrived near the HF Base Camp in Hazara,

they were also provided as much assistance as possible, while those residing in Abbottabad were provided machines and garments, gifts for children and food items.

Having had close interaction with the brave women and children of Swat, in spite of the harsh conditions in the area, we took up the gauntlet when the opportunity was presented to provide further assistance – Though infact it was with considerable trepidation that the project was undertaken. Since the women, by returning to their homes in Swat, had shown their determination to withstand the onslaught of militancy, we felt it was now our duty as a civil society organization to be on hand during their hour of need.

Since Earthquake 2005 struck in October 2005 the support provided to traditional bead craft, under the Heritage for Rehabilitation and Development Program organized by Heritage Foundation-Nokia-Nokia Siemens Network, has led to women's empowerment and better quality of life. We were therefore confident that a programme organized on similar lines for revitalization of traditional crafts would also lead to income generation and empowerment of women.

At the outset, the requirements of the objective of achieving the craft training of 500 women in just over three months seemed unattainable. Even under normal circumstances the task of identification and selection for training of such a large number of skilled women from marginalized communities seems daunting. Usually, it would take several months for training and awareness regarding acceptable quality of artisanship and product finishing. The realization of

these objectives in post-disaster Swat, where militancy continues to surface, required a great deal of grit, and a resolute determination for showing solidarity and support at this perilous juncture in Swat's history.

The programme structure was designed with sensitivity towards prevalent norms and ground conditions, along with built-in motivational factors to ensure enhanced results.

The outcome has been beyond our expectations. The women have come forward with extraordinary zeal to make a success of the programme. They have worked hard to become skilled and have made products that they had not been aware of - indeed had never seen before.

Initially almost 700 women were registered. Those selected for further training in 6 union councils comprised 337 women attaining grade A and B in embroidery products, 110 women for revitalizing handloom industry of Islampur, and another 53 women who are now engaged in the production of almost extinct woollen yarn on their spinning wheels. Additionally, a closed vocational training centre in Odigram, a non-operational women's sewing centre in Mingora and a defunct potters' workshop and women's handloom centre in Islampur, have been revitalized and will continue to provide training to women.

It is our resolve that the journey we have embarked upon must be continued. A package of luxuriant land in Islampur has been acquired to build the KaravanPakistan Green Women's Centre. The objective is to carry out further capacity building and training,

entrepreneur-ship for sustained livelihoods, informal education, hygiene and primary healthcare, and computer literacy classes. Renewable energy options are also being explored. The building, to be constructed with using sustainable materials, i.e. bamboo, local stone, mud and lime, will be started in July, and is expected to be ready by December 2010.

It is also my hope that the experiment being carried out at the HF Base Camp in Hazara in organic farming in partnership with NARC, will be extended to Swat so that opportunities for livelihoods through agriculture and improved diet for women and children may also be tapped.

We would like to record our appreciation for the generous support provided by UNESCO and UK Aid, without which it would not have been possible for us to initiate the programme for serving the brave and valiant women of Swat. We are particularly thankful to Ms. Farhat Gul and Mr. Javad Aziz for their assistance throughout the project. Our warm thanks are due to the Additional Chief secretary, Khyber Pakhtunkhwa, and DCO, Swat, for the cooperation extended to us. My thanks are also due to Heritage Foundation's coordinating and field teams, master trainers and local trainers for their courage and hard work, particularly Mr. Naheem Shah, Ms. Irum Sajjad and Ar. Marvi Mazhar for the zeal with which they undertook the assignment.

Yasmeen Lari, Sitara-i-Imtiaz  
Chair & CEO, Heritage Foundation



## The Project

**T**he UNESCO Project Reviving Livelihood through Handicrafts in Post Conflict Areas, was designed for 6 union councils (UC) namely, Islampur, Saidu Sharif, Mingora, Landikus, Barikot and Shamozaï in Swat. However, in view of disturbed conditions in Shamozaï, UC Charbagh was taken up instead.

The project was devised in order to collect data regarding female literacy and levels of poverty, as well as information about current and endangered crafts.

In view of the after-effects of insurgency, it was clear that the main office could not be set up in Swat, instead a Swat Base Camp was established in Peshawar in a safe area in the University Town, which was equipped with necessary equipment, furniture and other necessities. The back-up support was continuously provided from HF Base Camp in Hazara and HF Head Office in Karachi. Three project coordinators, working under the guidance of the CEO, Heritage Foundation as Honorary Project Director, operated from the camp office, as well as undertaking regular field visits to monitor and coordinate training activities in the field.

A Peshawar-based master trainer for embroidery and product finishing prepared the necessary patterns and material that were provided during weekly training sessions to trainers at the field/training Office established in Saidu Sharif.

The project emphasized the need training for livelihood. However, where originally the setting up of training venues in cities and towns was envisaged, due to the usual constraints on women, HF has used the Karavan Mini Craft Centre (KMCC) model that has already produced satisfactory results in the Hazara Earthquake Area.

The funding allocated in the project for training was utilized by HF to purchase the products made by the trainees. Since all the products were graded, this gave an impetus to the trainees to produce better results, and thus earn a larger amount. This strategy was remarkable for the speed at which women were able to improve their products. Those who were not able to move from Grade 'C' to Grade 'B', were finally dropped from the programme, and only those were retained who had shown marked improvement in their work.

Among the important objectives was identification of crafts that needed revival/revitalization. Since Islampur had been affected by the strife, the strategy of involving women through providing training and home-based khaddis, the loom production is gathering momentum. Studies have been carried out to explore the potential for revival of other minor crafts, such as basketry, pottery, doll-making and gemcraft.

Another project target was the rehabilitation of dormant vocational centres that in the past had provided skill training to women. These centres were identified along with the surviving infrastructure and equipment. The existing items were evaluated and only

those that needed replacement or would improve the functioning of the centers, have been supplied for making the centres operational. Accordingly, one sewing and knitting centre in Odigram, one sewing center in Mingora, one potter's workshop and a khaddi training centre in Islampur have been given support, and were already functioning at the time of writing.

The exhibition to be held at the end of the project will showcase thousands of products that have been produced during the 3 months of the project by 500 trainees. The sale proceeds from the exhibition will be deposited in a special HF Swat Women's Fund to be formed as a revolving fund for future support to craft production.

## Participants' Data

Altogether 12 centres were established with a total enrolment of 697 participants. However, through a process of sifting and grading, 500 women were selected to proceed with the programme. The following data is based on the information collated from the forms designed by Ms. Bir Gul Bangash and Ms. Irum Sajjad of Heritage Foundation.

From the data it is clear that there is an extremely high illiteracy rate among the participants, with women either being entirely non-literate or with an ability to only read the Holy Quran. Women from Saidu Sharif have the highest education level, several being college graduates. On the other hand some areas of Islampur have almost 100% of non-literate women. The following are the details of



Karavan Mini Craft Centres (KMCC) established since March 2010:

#### KMCC 1: Barikot

The trainer is Ms. Sheema with 72 women trainees out of whom 6 are in the vulnerable category. The non literate constitute 58% while almost 32% have studied upto middle school.

#### KMCC 2: Charbath I

The trainer is Ms. Noreena with 58 women trainees out of whom 16 are in the vulnerable category. Those with basic skill of reading the Holy Quran constitute 50% while almost 30% have studied upto middle school.

#### KMCC 3: Charbagh II

The trainer is Ms. Saira with an enrolment of 34 women out of whom 9 are in the vulnerable category. Those with basic skill of reading the Holy Quran constitute 55% while almost 11% have studied upto middle school, and there is one college graduate.

#### KMCC 4: Charbagh III

The trainer is Ms. Sabrina with 58 women trainees out of whom 7 are in the vulnerable category. 70% of these women are able to read the Holy Quran while only 27% have studied upto middle school. There is 1 college graduate.

#### KMCC 5: Charbagh IV

The trainer is Ms. Reema with 17 trainees. 82% of the trainees are able to read the Holy Quran, while only 17% have attended middle school.

#### KMCC 6: Islampur I

The trainer is Ms. Azra with 44 women with 8 in the vulnerable category. 63% of the trainees are able

to read the Holy Quran only, while 36% have attended middle school.

#### KMCC 7: Islampur II

The trainers are Ms. Nasreen and Mr. Riaz with a total of 163 trainees engaged in handloom and yarn spinning work out of which 62 women are in the vulnerable category. Almost the entire membership of this centre are the non-literate.

#### KMCC 8: Landikus

The trainer is Ms. Shahista with 47 women. Almost 60% of the trainees are able to read the Holy Quran only, with 25% having attended middle school.

#### KMCC 9: Mingora

The trainer is Ms. Sardaran with an enrolment of 12 trainees out of which 2 are in the vulnerable category. One is non-literate, while the others are able to read the Holy Quran.

#### KMCC 10: Odigram

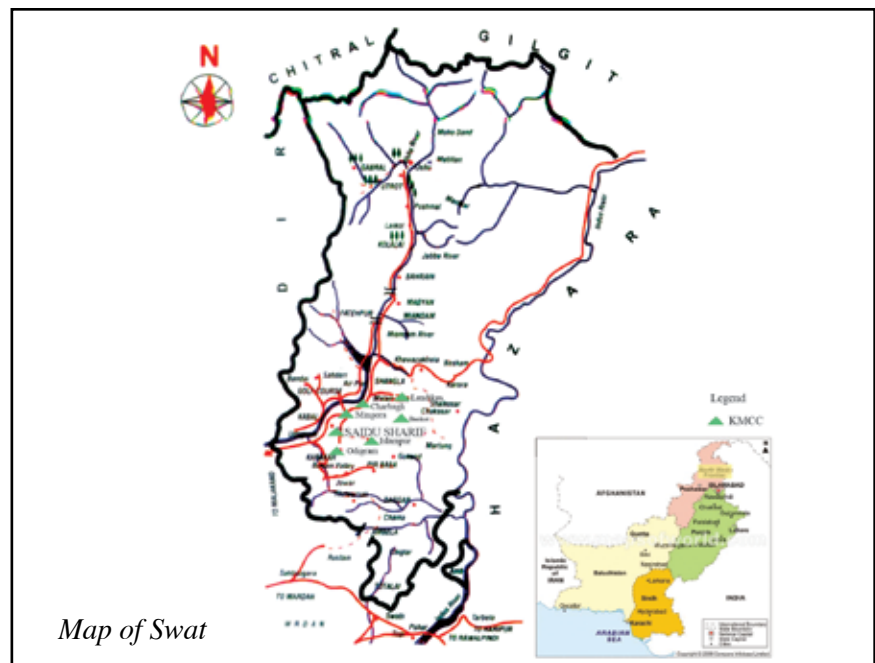
The trainer is Ms. Salma with 53 women out of whom 5 are in vulnerable category. All 53 trainees are non-literate.

#### KMCC 11: Saidu Sharif I

The trainer is Ms. Safia with 41 women, out of whom 4 are in the vulnerable category. 41% of the trainees are able to read the Holy Quran only, while 41% have attended high school.

#### KMCC 12: Saidu Sharif II

The trainer is Ms. Zahida with an enrolment of 97 women out of whom 10 are in vulnerable category. 20% of the women are able to read the Holy Quran, and 19% have attended middle school, and a surprising 30% are college graduates.



## Challenges

In a strife-torn post-disaster zone where life had still not returned to normal, the challenges have been many. Some relate to militancy while others are due to low literacy and high poverty levels in the area.

### Bomb Blasts and Curfew

Frequent occurrences have been a source of extreme stress. The recurrent curfew creates fear and restricts movement, making it difficult to follow predetermined schedules.

### Trauma and Fear

Women and children have been the worst sufferers, having to deal with regular bomb blasts and fear of insurgents.

### Restricted Women's Movement

The programme needed to be cognizant of restrictions on women and their burdens: household chores, children's needs and agriculture and livestock care.

### Hazardous Living Conditions

For safety reasons, HF team was not allowed to risk overnight stay in Swat, resulting in excessive travelling and undue wastage of time.

### Lack of Trained Workforce

Those who found opportunities elsewhere have not returned to Swat, creating difficulties in finding master trainers and skilled people which necessitated bringing in outside teams.

### Low Literacy Levels

Greater effort was required in preparing a workable strategy since most trainees were non-literate.

### Loss of Authenticity

There has been a loss of continuity of traditional design and craft production. A concerted effort was required to re-



introduce traditional stitches, patterns and colours.

### Non availability of Material

There is scarcity of good quality material which necessitated material purchase from Peshawar for supply to trainees to achieve better results.

### Low Finishing Standards

Most embroidery work in the past was done for family members, without emphasis on quality. Awareness raising was needed about good design and quality standards for marketability in urban centres.





## Opportunities

To lift conflict-ridden communities of Swat from a state of trauma and fear, and restore their self esteem and pride through creation of livelihood opportunities and economic empowerment.

To train sufficient numbers of skilled women as trainers and identify those with the potential to become master trainers e.g. Fatima Gul from Saidu Sharif, Nasreen From Mingora, who could later continue with training practices.

To provide support to more enterprising field staff e.g. Mohd. Iqbal, Mohd. Iftikhar and Niaz, who have been trained to organize activities in the Karavan Mini Craft Centres, in order to pursue marketing in centres outside Swat.

To further strengthen Karavan Mini Craft Centres (KMCC) for informal education, product collection and distribution of work orders.

To instill confidence among women artisans in traditional crafts through introduction of modern products having greater marketing potential.

To provide livelihood opportunities to women within their homes, without threatening traditional norms.

To foster involvement of civil society in helping bring normalcy to the lives of Swat women - to enable them to live with dignity and honour and attain an elevated status in society.



To develop permanent outlets for sale of Swat products e.g. in Lok Virsa Museum, Islamabad, and in shops in Islamabad, Karachi and Lahore.

To establish a permanent Centre in Swat - the Karavan Green Women's Centre to provide continuity to artisanship training in traditional crafts of embroidery, sewing and handloom production, informal education, hygiene and primary healthcare, internet connectivity and computer training for entrepreneurship, increased livelihood opportunities and women's empowerment.



## Implementation

Taking into consideration the site conditions and constraints, the programme was devised under the general direction of Ms. Yasmeen Lari, CEO Heritage Foundation and Hon. Project Director, Swat Project. The programme was implemented by 3 project co-coordinators, these being Ms. Irum Sajjad in HF Head Office for general coordination, Ar. Marvi Mazhar in the Peshawar Office for coordination with master trainer and women trainers in the field, and Mr. Naheem Shah from HF Chattar Office, who has been responsible for field organization and supervision of the work carried out by field coordinators operating from Mingora, Charbagh, Saidu Sharif and Islampur.

After the initial assessment of the UCs in question it was clear that most women were conversant with hand embroidery of varying quality. Swat embroidery, based on traditional stitches, motifs and colours was once world famous, but was now found to be debased due to unsuitable and inappropriate treatment. The handloom artisans were largely confined to Islampur, which had been badly affected by strife. It also became clear that men were the main handloom workers. A massive effort would be required to get women engaged in handloom work, but was essential in order to benefit a large number of women.

The method was based on the training a number of trainers, through the

appointment of a Peshawar-based master trainer conversant with methodology of pattern cutting and embroidery stitches. The setting up of neighbourhood Karavan Mini Craft Centres was the key to the involvement of a large number of women.

The strategy for women's involvement in handloom products was the design and production of small khaddis that allowed the looms to fit easily into small homes of women artisans. In addition a master trainer, conversant with khaddi techniques was engaged to guide women in the craft. The provision of charkhas (spinning wheels) to a large number of women was also critical in the production of traditional woollen yarn, providing emphasis on local production rather than purchase from outside sources.

### Embroidery Products

Based on the experience gained in the HF project in Hazara Earthquake Area for women's livelihoods through traditional bead craft, a similar strategy was adopted and dispersed mohallah-based Karavan Mini Craft Centers (KMCCs) in various union councils were established. This scheme allowed women easy access to KMCCs which were in the vicinity of their homes.

The centres were established by following a set criteria and identification by Field Coordinators:

- Convenient location for trainees to get together for craft training programs.

- Identification of an In-charge Trainer (graduate and/or a diploma in sewing/cutting/needlework) who established a KMCC in her home.

The KMCCs thus became the most important feature of the programme, through which training could be imparted to a large number of women. Considering the constraints on women's movement, they would not have been able to travel long distances to a formal training centre. On the other hand the Trainers and asstt. trainers were able to reach out more effectively to their group of trainees. The trainers and field coordinators were jointly made responsible for selection of trainees.

Based on HF's past experience the strategy included rewarding the trainees according to the quality of products. The funding available for training was utilized to purchase the products. The trainees' weekly income according to graded products provided the impetus for gradual improvement in the work.

The Master Trainer made samples of every product and provided the much needed information regarding the finishing of each item. The trainers were tasked to demonstrate the sample, thus imparting the skill to the trainees in KMCCs. Through this methodology, 350 women have become proficient in making highly marketable embroidery products.

Similarly, a Master Trainer for handloom products was engaged in Islampur for identifying women working on looms or spinning wheels, along with those who wished to be trained. The purchase by HF of handloom products made by women has helped revitalize the industry in Islampur, where over 150 women artisans are now active.



## Karavan Mini Craft Centres (KMCC)

The establishment of 11 Karavan Mini Craft Centres for embroidery and 1 for handloom production has been the means of training a large number of women in skill improvement and making more saleable products. Through a well devised plan it has been possible to transform 500 women into income generating members of society.

The work was initiated with distribution of HF's Literacy and Craft Survey Form in order to develop data regarding the participants based on their age, status, literacy level, craft skills etc. Altogether almost 700 women filled in the form, however, by adopting a process of sifting by grading all products, 500 were identified in order to continue with the programme.

The KMCCs have become the focus not only for imparting relevant information by trainers for the trainees but also as a place of assembly for the neighbourhood women. The distribution of material i.e. fabric and silks, as well as cut out patterns takes place from these centres. Initially, until bank accounts had been opened for each trainee, the cost of each product was distributed from the KMCC. Although, all women were not able to visit the centre, the trainers, due to the short distance, were able to visit their homes and provide the requisite material and guidance. The speedy improvement in the work of scores of women, who graduated from Grade 'C' to Grade 'B' within a couple of weeks, is a testament to the effectiveness of a

well designed strategy.

The KMCCs are expected to continue to provide an assembly space for women, which will become even more useful as informal literacy centres.





## Training Program

At the initial stages it became clear that while the embroidery skill existed among the trainees, there was little awareness regarding product making. Embroidery was mainly used for garments e.g. dupattas and qameez etc. or for sheets and pillow cases. The impact of other, new embroidery stitches and garish colour schemes had also found their way into the items, undermining the value and beauty of traditional craft, and there seemed little understanding regarding finishing of various items. Living in remote areas with restriction of movement, the participants had not been aware that with less embroidery, marketable products could be made.

Although many women knew how to use machines, they did not have the knowledge of making patterns for products. Among the tasks of the master trainer was provision of training for pattern making and cutting according to the product that was to be made. The master trainer also provided information about finishing a product. Each trainer (teacher) was given samples of modules (without embroidery) in a finished form to underscore the necessity of providing complete finishing to a product. The





demonstrations by the master trainer emphasised the methods to finish a product.









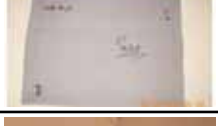








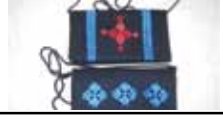
Training modules were developed under the guidance of the Hon. Project Director, and were devised to provide the trainees with step by step instructions in making simple, small products leading to more complex ones. Several modules were decided after intensive discussions weighing pros and cons of various items.

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## Module Development

S. No	Module No.	Product Name	Finished Size	Size of Fabric	Product Design	Pattern Cut	Product Picture
1	RLS-1	Key Chain	2" x 2.	5"4"x6"			
2	RLS-2	Book Mark	1.5"x7.5	"6"x6"			
3	RLS-3	Coaster	4"x4"	12"x12"			
4	RLS-4	Table Napkin	8"x8"				
5	RLS-5	Business Card Holder	2.5" x 4"	8"x8"			
6	LS-6	Mobile Cover	3"x5.6"	5"x12"			
7	RLS-7	Hand Bag[small]	4"x8"	10"x18"			

### Module 1: Key Chain

The design in different shapes demonstrated how to make attractive products with limited embroidery.

### Module 2: Book Mark

A small item for which stitching and edge finishing was important.

### Module 3: Coasters

This Small sized module taught the use of padding for proper finishing.

### Module 4: Table Napkins

A product with edging making a high value marketable product.

### Module 5: Card Holder

Training for more complex products by the use of using patterns.

### Module 6: Mobile Cover

A popular item for teaching finishing, and along with the making and insertion of cords.

### Module 7: Bags

Different kinds of bags ranging from simple shoulder bags, to decorative ones requiring understanding of material, pattern making, cutting and finishing.

Through a system of modules, the

trainees have been taught to make products for sale in urban markets. In addition to dupattas etc. requiring more embroidery with comparatively less income, they can now make products that take less time with greater returns.

Grading of products into 'A', 'B' and 'C' provided the necessary impetus for improvement. Other methods adopted include PowerPoint presentations and images of well made products and traditional embroidery of Swat that were distributed to all KMCCs.



## Handloom Revival

Where Swat is famous for its embroidery, it is also well known for its handloom production. The loom industry has been badly shaken by the insurgencies. The scarcity of raw material, disruption of market linkages and generally unsettled conditions in the area have had an adverse impact on the livelihoods of many attached to handloom production.

Even in its heyday the industry was mostly the domain of male artisans. A handful of women, did work on looms, but mostly on charkhas (spinning wheels) for spinning yarn, a craft also affected due to strife

The challenge was whether, as a basis of revival of handlooms, women could be mobilized to play their part in revitalization of this important craft. The dream of the creation of a group of women handloom artisans, that at first seemed well nigh impossible, has finally taken shape. Women are now able to make hand-woven products within their homes, without having to step out and without neglecting their household tasks. There has been an exponential rise in the production of handloom products by women in the last couple of weeks.

Earlier, women loom workers earned a pittance of Rs. 5 per meter which earned them a maximum of Rs. 15 to 20 after a whole day's labour. After the Project interventions, women no longer have to work for contractors outside their homes. They are now getting orders for the supply of requisite product to contractors. Thus,



the plan is already putting money directly into the hands of women.

A factor that has had a negative impact on khaddi is the use of yarn from Faisalabad. Not only has this affected the authenticity of the product, it has also curtailed the income of many women who made woollen yarn on their charkhas. The impetus to the production of yarn has been given by supplying wool to the charkha women. In addition, in Heritage Foundation Base Camp in Hazara, Australian sheep are being reared as part of the joint Heritage Foundation/NARC project, where shearing will be taught to



villagers. The better quality Australian sheep wool from the HF Earthquake Program area will be supplied to the Swat programme for good quality hand-woven products.

Further impetus to the handloom products is being given through the Karavan Khaddi Training Centre, where a master trainer has begun training of women in khaddi. This will be an ongoing activity and it is hoped that many more women will become skilled through participating.



## Women's Looms

All possible efforts have been made by the Heritage Foundation to encourage production of home-based hand-woven products. Where on the one hand, women have found another channel for income generation, on the other, the home-based looms are helping to revitalize the entire handloom industry for which Islampur has been famous.

Through the installation of 110 small sized khaddis (looms) that could be installed even in small houses, the women can now carry out production in their spare time and from the safety of their homes. The results have been spectacular - the innovative skills of women is likely to transform the handloom industry from simple shawls to a variety of products and vibrant patterns. The smaller khaddis are instrumental in making narrow more saleable stoles as well as borders for a multitude of products.

The training programme through the Karavan Khaddi Training Centre will teach more women who are expected to be able to earn their own living as well. The centre will also provide information on the kind of products that are more likely to find their way into markets.

Through the project the traditional handloom production has also been revitalized, while the possibility of reviving some other minor crafts, such as basketry, pottery, doll-making and gemcraft have also been explored. Altogether 327 women have been trained in production of embroidery products, 53 in woollen yarn production and 110 in handloom woven products.





Khaddi Products



## Artisans Profile

Name: Rokhana Ahmed  
Centre: Barikot  
Age: 24 years  
Status: Single  
Education: Grades 9-12  
Income generating activities: Embroidery  
Craft Skills: Stitching, Embroidery.



Name: Rabia Akbar Zada  
Centre: Charbagh II  
Age: 22 years  
Status: Married  
Education: None  
Income generating activities: Emroidery  
Craft Skills: Emroidery



Name: Fatima Muqam Mian  
 Centre: Charbagh III  
 Age: 21 years  
 Status: Single  
 Education: Grades 5-8  
 Income generating activities: Embroidery  
 Craft Skills: Embroidery



Name: Fazilat Saha Bakth Rawan  
 Centre: Charbagh IV  
 Age: 33 years  
 Status: Widow  
 Education: Grades: 5-8  
 Income generating activities: Embroidery  
 Craft Skills: Embroidery



## Artisans Profile

Name: Ishrat Umar Muhammad  
Centre: Tangoo Banr, Islampur  
Age: 27 years  
Status: Married  
Education: Grades 9-12  
Income generating activities: Embroidery, stitching  
Craft Skills: Embroidery



Name: Fareeha Sakhawat Nadeem  
Center: Landikus  
Age: 27 years  
Status: Married  
Income generating activities: Embroidery  
Craft Skills: TankaKar, Embroidery with 6 years experience







Name: Fatima Gul  
 Centre: Saidu Sharif I  
 Age: 41 years.  
 Status: Married with children, Housewife  
 Education: Graduate  
 Income generating activities: Teaching, tuition, embroidery and tailoring.  
 Craft Skills: Embroidery, needlework  
 Originally from Chitral, she is married with four children. Literate....  
 She attained Grade A from the first product that she made.  
 No loss of relative during conflict.



Name: Safia Mohammad Iqbal  
 Center: Saidu Sharif II  
 Age: 28 years  
 Status: Married  
 Education: Graduation Masters  
 Income generating activities: Managing small scale projects, training, embroidery  
 Craft Skills: Embroidery



## Achievements

Although the time was extremely short and the work had to be carried out under extremely challenging conditions, many firsts were achieved.

In addition, distribution of equipment to the trainees as part of the programme, is expected to ensure that a large percentage of them are able to continue with income generating activities. For many women, it is the first time that, through purchase of their products, they have received payment directly into their hands for their efforts.

The opening of bank accounts for women is another first for the area. There was a great deal of resistance, particularly from male members of households, who were keen that funds should be transferred in their name. It took a considerable amount of cajoling to get women to open bank accounts. Normally, it is difficult to get the accounts opened without a substantial deposit. However, a system worked out with the banks ended up by women paying only Rs. 100 to open their account. The low deposit fee was one of the major factors to enable women to have custody over their income.

Women now have the chance for all their earnings to be deposited in their names, giving them control over how and when they would like to use the funds. UNESCO has directly deposited over Rs. 6,000 in the account of each participating woman, which will help in providing continuity to their work.

The purchase of products made by trainees according to the grading system, proved to be extremely successful in the improvement of

products. The funding provided in the programme for training was used for purchase of products, thus providing women the incentive to earn money through their skills.

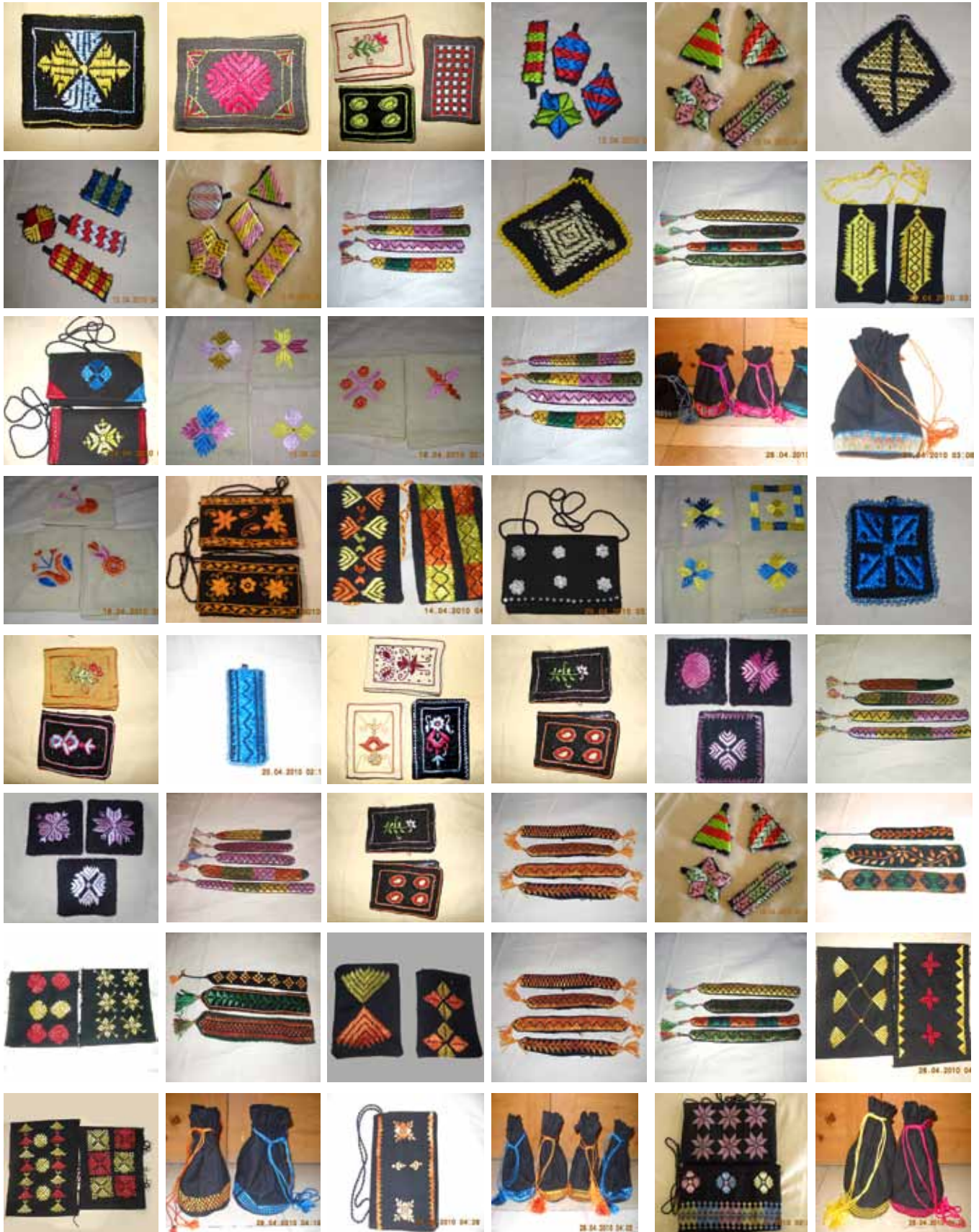
The earnings made by women during the project period have already elevated their status in their community. Women have participated in the programme with enthusiasm and our assessment is that the majority will make all efforts to continue to earn through production of saleable products.

In addition to the project provided, the supply of 337 sewing kits and sewing machines, 53 charkhas (spinning wheels) and 110 specially manufactured small sized looms have equipped them with basic tools to help them continue income generating activities.

The regular interaction of HF teams with local trainers and trainees has resulted in a strong bond which will be strengthened further through the establishment of a KaravanPakistan Green Women's Centre in Islamabad. In addition to an exhibition being planned in Islamabad at the Lok Virsa Museum, arrangements have been made with shops in the Karachi, Lahore and Islamabad for the display and sale of Swati crafts. Negotiations are also being carried out with a chain of upmarket fabric shops to display and sell Swat products.





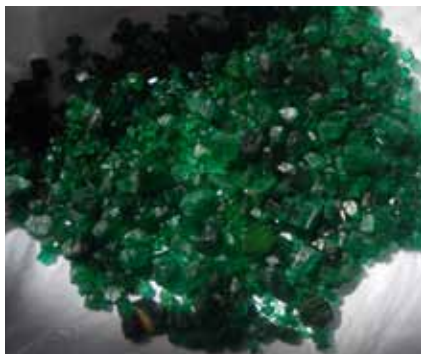




## Crafts Survey









## Way Forward

The training is only the first step, while money in the hands of women for the first time is a giant step forward. The earnings have provided women with the confidence that their embroidery, once for their use only, can now be a great source of income generation. The fact that all the purchase money goes directly into their own bank accounts, has set another standard, so that women know that this is the money that they have earned themselves through their own sweat and effort, and belongs to them alone. Thus, for the trainees, there is undoubtedly a sense of empowerment as never before.

The Heritage Foundation believes that more assistance is still required to get the women to become entirely self reliant. There is also the matter of low literacy rates, poor hygienic conditions, lack of opportunities

and under utilization of verdant and fertile land that are among so many of untapped natural resources, including water and sun that could be utilized for renewable energy.

Due to the above drawbacks in the area, the Heritage Foundation is embarking on the construction of KaravanPakistan Green Women's Centre, which will provide facilities in order to make up some of the social deficit. The Centre will cater for further training in craft skills, hygiene and primary health care, informal education and basic literacy, computer literacy and web connectivity as well as use of renewable energy sources such as hydal or solar power. The centre is also expected to become a catalyst for organic farming and other agro-based resources for better diet as well as income generation.



*Views of Women of Islampur and  
Islampur Site for KaravanPakistan Green Women's Centre.*

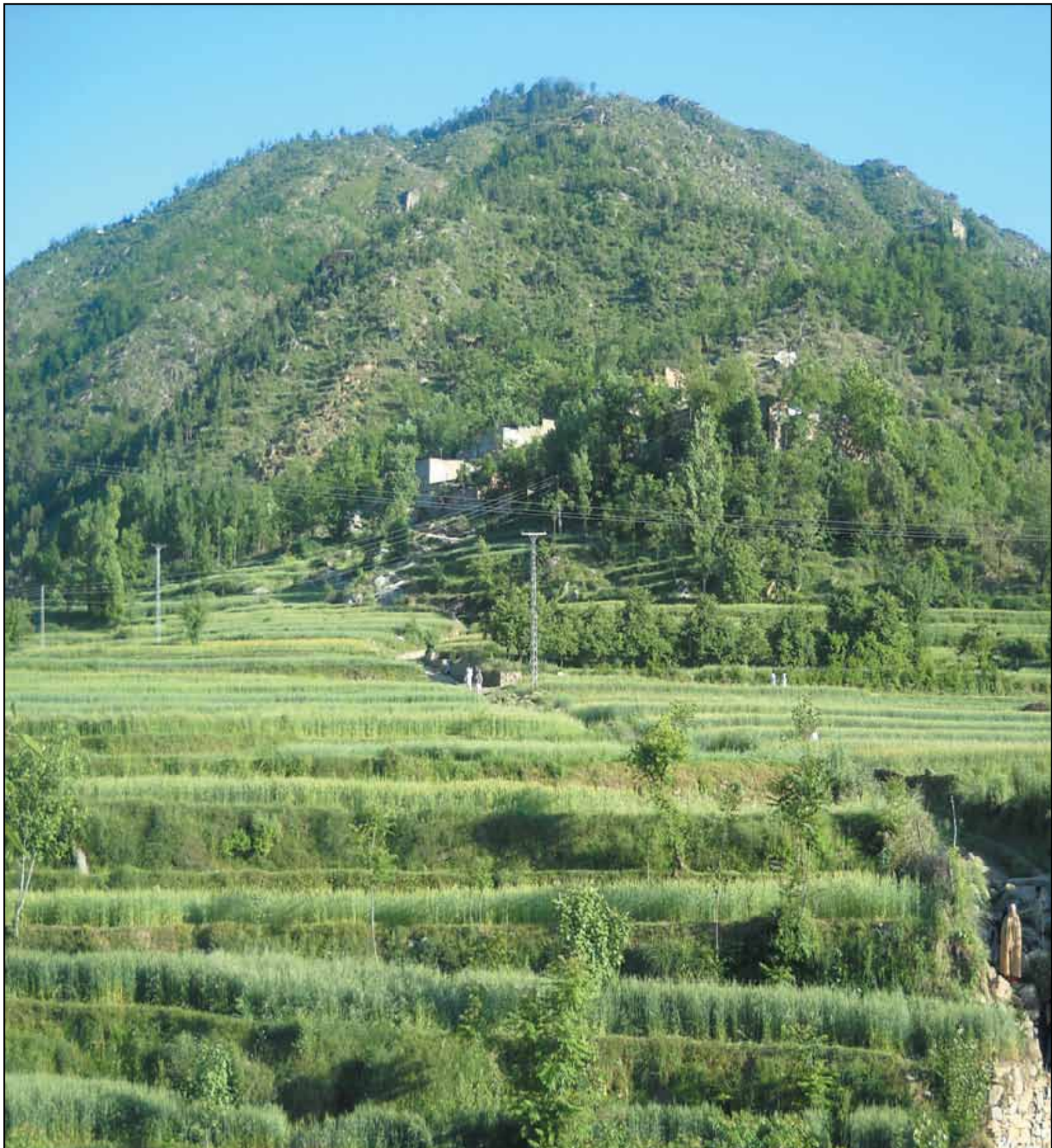






Karavan Pakistan Khaadi Training Center  
Islampur





Reviving Livelihood through Handicrafts in Post-Conflict Areas.

