



TOWARDS A SUSTAINABLE WORLD

LIVELIHOODS

SARAH FATIMA DESIGNS, SARAH FATIMA (CEO)

Paradoxical relation between chikankari couture and toiling artisans.

Ode to Grecian urn.

A flow'ry tale more sweetly than our rhyme,
What leaf-fring'd legend haunts about thy shape.

Of deities or mortals, or of both,
In tempe or the dales of Arcady,

Y.W.Keats.

(The urn is the foster child of silence and slow time, because it was created from stone and made by the hand of an artist who did not communicate through words. As stone, time has little effect on it and ageing is such a slow process that it can be seen as an eternal piece of artwork.)



ABOUT US

A small social initiative of connecting artisans in Lucknow with designers, laid the foundation of our micro enterprise in 2003. Sarah Fatima designs is unique and different enterprise, which pursues the sole objective of providing employment to artisans of Awadh region. We channelis the raw skills of artisans and work to upskill their art, so they can work for designers. This proved a step to change the traditional working model of hand embroidery sector. Thus eliminating the menace of middle man to some extent. In this enlightening journey we connected with stalwarts of industry, Tarun Tahilian, Rohit Bal, Suneet nanda etc.

VISION AND MISSION

FIELD OF WORK

- upskilling the artisans, training the new entrants. Providing employment and counselling.

VISION

- To create inclusive and sustainable livelihoods for individuals, families and communities in and around Lucknow.
- create entrepreneurship ecosystem that not only rebuilds but also uplifts the livelihoods of vulnerable communities.

MISSION

Our mission has basic human factor providing sustainable employment to artisans creating organised workspaces with all basic amenities and bridging them towards better and strong employment opportunities.

TEAM AND REGION

We are team of 5, Sadiq Imam, Arshi Rizvi, Ashafaque Hussain, Rubina Rizvi and innumerable artisans. In our journey of 22 yrs trained more than 5000 women. Mainly based in Lucknow, but works in all nearby villages.

AWARDS AND RECOGNITION

My greatest award is artisans educating their children in proper schools.

- Awarded by MSME ministry for contribution In chikankari sector. (17 January 2023).
- IIC catalyst award 2023 by Jaipuria institute of Management, Lucknow (18 March 2023).
- Fashion and cultural Revival award by Amar Ujwala group, march 2025.

OUR JOURNEY AND FUTURE VISION

Achievements — Artisans mainly thrive on daily wages, but almost 22 yrs back we shifted them to monthly salary model. A cluster formation model was implemented in chikankari artisans, who were put on monthly salaries, which strengthened them economically. Best outcome was they were able to send their children to schools. . This shift not only provided financial stability but also empowered the artisans to plan for the future with a sense of security. Over time, the community witnessed a remarkable transformation as educational opportunities expanded, leading to a new generation that was equipped with knowledge and skills beyond traditional crafts.

The cluster model fostered a sense of camaraderie and collaboration among the artisans, as they shared resources and ideas to improve their craft. Workshops and training sessions became commonplace, enhancing their techniques and introducing modern innovations while preserving the authenticity of their art.

ISSUES AND BOTTLE NECKS.

The most unorganised sector of hand embroidery is the largest cluster of artisans. But unprofessional ways which have been followed are making it difficult to handle big international orders. Hand embroidery sector is lacking in innovation and design aspect, it needs to match with the latest trends of fast fashion to survive in the rapidly changing fashion industry. Many lakh artisans are in Lucknow and nearby villages, professional centres should be formed and work security guaranteed.

The middle menace needs to be eradicated as it leads to exploitation of workers. Majority of the artisans are underpaid with no incentives or upskilling. They have numerous medical issues due to working in unlit rooms.

Kairree livelihood program, which will provide interventions for sustainable livelihood in crafts sector. The program aims to empower artisans by offering skill development workshops, access to modern tools and technology, and opportunities to connect with broader markets. By fostering collaboration with local and international designers, Kairree will help artisans innovate while preserving traditional techniques. Additionally, the program will focus on promoting fair trade practices, ensuring that craftsmen receive equitable compensation for their work. Through these efforts, Kairree seeks to create a thriving ecosystem where craftspeople can sustain their heritage and improve their quality of life.

Kairree Livelihood Program

- **capacity building and skills training**
- **build crafts sector communities.**
- **Create sustainable thriving livelihoods.**
- **linkages to profitable markets.**
- **small micro entrepreneurs**

Towards building sustainable organic world

Kairree Livelihood Program

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