



LUMS

Centre for
Business and Society

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Kaarvan Crafts Foundation
Crafting Livelihoods

#BridgingTheGap

NOV 26-27, 2022

Workshop For Artisan Women Micro-Entrepreneurs



Collaborations

Organised By:

CBS-LUMS in partnership with
Kaarvan Crafts Foundation &
MBA Women in Business-LUMS

Workshop Faculty Lead

Dr. Misbah Tanveer Choudhry

Faculty Director, CBS-LUMS &
Assistant Professor, SDSB-LUMS



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Ice Breaking activity conducted by MBA WIB-LUMS

Business Skills Workshop

The Centre for Business and Society (CBS) organized a two-day #BridgingTheGap workshop for Artisan women micro-entrepreneurs from the textile sector of Multan, Pakistan. It was organized in partnership with Kaarvan Crafts Foundation and MBA Women in Business Club (WIB), LUMS. This workshop was generously sponsored by Syeda Henna Babar Ali. The two-day growth workshop was held at the Suleman Dawood School of Business, LUMS on the 26th and 27th of November, 2022

To mitigate the urban-rural divide and enable female micro-entrepreneurs to earn dignified livelihoods for themselves and their families, this workshop focused on providing pertinent business and life skills to women micro-entrepreneurs belonging to rural areas in Pakistan. The sessions were conducted by student volunteers belonging to the MBA, MS Business & Public Policy, MS Supply Chain & Retail Management and MS Technology Management and Entrepreneurship programmes at LUMS. The workshop was led by Dr. Misbah Tanveer Choudhry, Director CBS



Parallel Coaching Sessions in SDSB 205 & 305 on Day 1

A total of 32 artisan women micro-entrepreneurs from Multan participated in this activity



The workshop also focused on transferring essential life skills to these micro-entrepreneurs, such as negotiation, communicating confidently, selling and persuasion, quick problem-solving and relationship-building.



Each student volunteer was paired with 2-3 artisan micro-entrepreneurs and were prompted to explore different ways of growing the entrepreneur's business by looking into issues such as effective book-keeping, quality assurance, reducing operational costs, differentiating the entrepreneur's product, procurement of materials and diverse distribution channels and gauging demand

This workshop was truly a one-of-it's-kind programme because of the concept of "reciprocal sharing and learning" that was embedded in its very foundation

Major sessions of the workshop were dedicated to connecting the entrepreneur to a digital platform, catalogue photography of their products and using Canva to curate customised logos and posters for their businesses. While the participating women micro-entrepreneurs benefited from an enriching learning experience from graduate students from the business, public policy, supply chain, and technology and entrepreneurship programmes; the LUMS student volunteers, too, had much to learn from the unique journeys of these women micro-entrepreneurs who navigate tough business terrains, and attain success despite several socio-cultural and financial limitations



Session on Negotiation Skills by Dr. Misbah Tanveer Choudhry



Session on Catalogue Photography on Day 2



Business Poster Designing Sessions on Day 2



As a part of the workshop, the volunteer coaches designed business posters for the micro-entrepreneurs. The posters were then printed by the CBS team as souvenirs, for the women artisans



Exhibition on Day 2 of the workshop

Day 2 wrapped up with an exhibition organised by CBS that featured the apparel & accessories handcrafted by the female micro-entrepreneurs for their respective businesses



Dr. Alnoor Bhimani presenting a shield to Henna Babar Ali



Dr. Alnoor Bhimani presenting a shield to Daanish Khan (CEO, Kaarvan Crafts Foundation)



Dr. Alnoor Bhimani presenting a shield to MBA, Women In Business-LUMS

Dr. Alnoor Bhimani (Honorary Dean of Suleman Dawood School of Business-LUMS) addressed the audience on the closing day, about social entrepreneurship and the importance of the development of various business & vocational skills. He lauded the workshop and its framework



The two-day workshop concluded on a positive note where CEO of Karvaan Crafts Foundation (KCF), Mr. Danish Jabbar, presented Dr. Alnoor Bhimani, Dean of SDSB, one of the most meaningful and unique souvenirs; a piece of fabric (still attached the embroidery frame), on which 100 Artisan women micro-entrepreneurs had woven their dreams on in colourful dhaga (threads). Shields were also presented to Syeda Henna Babar Ali and CBS' collaborating partners KCF and MBA WIB

"A 100 women have woven their dreams onto this piece" - Daanish Khan



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