Chloé x MADE51
Pakistan Impact Assessment

This is the largest order to date for MADE51 and our social enterprise partner Artisan Links, the first and only (WFTO) member in Pakistan. Together with UNHCR, Artisan Links carried out an extensive artisan identification and training project in order to expand the number of refugee women with Tarshumar skills able to work on this order. Due to decades of conflict in Afghanistan, heritage skills of Hazara women, like Tarshumar needlework, are at risk of being lost. Artisan Links trained over 800 women and worked with 707 of them to produce the order.

ORDER DETAILS

Order Size
11,822 pieces

99.7% met Chloé’s standards

57% of order value was artisan payments

$140,386 earned by artisans

IMPACT*

100% reported buying food

92% reported paying for educational expenses

85% reported paying for medical expenses

54% reported improving living conditions

100% women, evenly spread between the ages of 18 and 60

3 children on average

20% are single mothers

24% are the sole or primary income source for their family

We had a credit line with our shopkeeper and the amount was increasing day by day. Due to this Chloé order we paid all the shopkeeper debt.

*Based on focus group study of 200 artisans

The best thing is that - before my mother could find no medicine, she is a heart patient, and my sister is also sick - when I receive my salary from here I can buy them medicine

Gul, 18.
CROSS-BORDER WORK IN AFGHANISTAN

In August 2021, production of the Chloé order was already underway when the Taliban took power in Afghanistan. Many of the refugee artisans in Pakistan had family in Afghanistan. With the money they earned, some artisans were able to start housing family members that decided to flee, in other cases they sent remittances to assist them. For all, it was a period of stress and uncertainty.

Meanwhile, Artisan Links re-affirmed their commitment to the women they work with in Jalalabad, Afghanistan. These women are former refugees who had returned in recent years with the hope of re-establishing a home in Afghanistan. Despite the complexity, increased risk and expenses, Artisan Links found creative ways to work cross-border, allocating these women a large portion of the Chloé order. This provided a rare opportunity for the women to earn income when many others were house-bound and unable to work.

- **30** artisans in Afghanistan trained
- **20** artisans worked on the order
- **1010** pieces completed
- **$6637** earned by artisans

They are not asking for much, just the freedom to go out, to send their children to school...Artisan Links is committed to keep working with the artisans there...We have found ways to bring their products back to Pakistan - it’s expensive but we are continuing so we can give work to these women.

-Tahira Afridi, Director of Artisan Links

CRAFTSMANSHIP

Keeping cultural traditions alive

Tarshumar embroidery is a fine, precise art of creating geometric, multi-coloured patterns on cotton or silk using a thread counting technique. Tarshumar is part of Afghanistan’s rich cultural heritage and has been practiced for generations by Hazara women.

Of the five main techniques in Afghanistan, Tarshumar has been identified as the one with the greatest risk of being lost, in part due to decades of conflict and forced displacement of Hazaras.

Although most refugee women learned Tarshumar techniques from their elders, 100% reported “improving these skills as a result of the order”.

Afghanistan has endured repeated humanitarian crises that have led to decades of forced displacement

- **3.4 million** Afghans currently displaced
- **1.4 million+** Afghan refugees in Pakistan
- **80%** women & children
- **117,550+** fled to Pakistan since January 2021

They are not asking for much, just the freedom to go out, to send their children to school...Artisan Links is committed to keep working with the artisans there...We have found ways to bring their products back to Pakistan - it’s expensive but we are continuing so we can give work to these women.

-Tahira Afridi, Director of Artisan Links