

THATTA KEDONA

Village Toys from Pakistan

Photography by Ghazi Ghulam Raza



NEEDLE - CUSHION



The women's training and production centre was started on 9th Nov. 1993, the fulfillment of a promise given by the German designer and DGFK consultant, Dr. Senta Siller, to the eldest lady of the mud village (Thatta Ghulamka Dhiroka, Tehs. & Distt. Okara, P.O. Sadar Gogera). She promised to find and organize an income generating work for the women of this remote place, which has so far no access to electricity, road, telephone or fax and where canalization, garbage disposal and toilet facilities are not known.

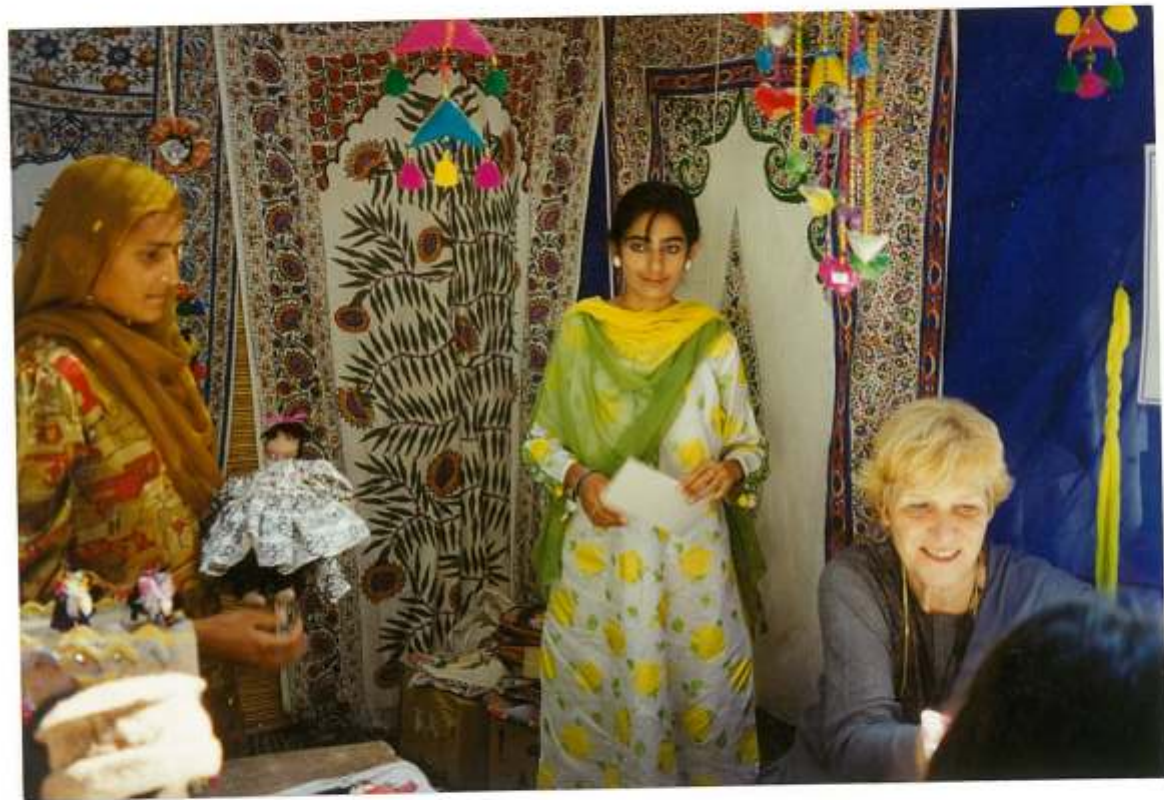
Gradually step by step, on a purely voluntary basis, Senta has trained 25 girls and women to employ their traditional skills in sewing and embroidery for a high quality toy and gift market. As well, now some artisans like shoemakers, weavers and tailors of three neighbour villages and more than 30 home workers are involved in the production scheme.

The "help for self-help" activities include art lessons and a literacy program for girls and illiterate adult women. In order to participate in the competitive local market, Senta trains the first four supervisors. The women of the village should be able to manage their toy production unit independently after a period of four years. 1994 Thatta Kedona was invited by Lok Virsa to the First International Festival Artisans at Work in Islamabad and received the award for Traditional Dolls.

In the first year the trainees were able to sell goods worth 300,000 rupees. Presently 30% of the income is paid to the trainees as wages, 30% to material and local transportation costs, 30% to improve the centre and 10% is reserved for special needs. For instance the Tonga for a lady health visitor, books and medias for primary education and anti-lice treatment were paid.

Mr. Wariam gave his vacant farmhouse free of rent in the middle of the village to accommodate the women's centre until Nov. 1995. Thereafter a schools and production unit with modern equipment and hygiene facilities should be ready for use. For that purpose and architectural competition took place and the contributions where displayed during LIFE Festival in the Alhamra Art Galleries, Lahore. The participation of the Indus Valley Schools of Art and Architecture and of Dawood College of Engineering & Technology proves the interest among Pakistani architectural students for the combination of tradition and appropriate technology.

Three young volunteers from Pakistan, Austria and Germany, two medical doctors from Australia and the USA, and one professional photographer assisted Senta for a period of four days to eight weeks. If you would like to visit the village, as H.E. the German Ambassador and some Ministers have done already, or are able to assist the women's centre with supply of craft materials, trade connections or special skills, please contact Dr. Senta Siller or Mrs. Irene Moser.





DISPLAY in LOK VIRSA GALLERY ISLAMABAD



SINDHIES



SHAHEEN



BAKHRI : WOOL + WIRE







SHEPHERD



KALASH

Village Bambonret / Broun



IRENE MOSER / Sponsor of Thatta Kedona 1st showroom
with ladies from
International
Club Lahore



QUIRL



WOOL + WIRE ANIMALS





CAMEL · RIDERS



HORSE RIDERS



DHOTA



FAMILY ON BIKE



BROACH : MOTHER & CHILD



BAKHRI





BROACH : Mother + 1





SUNNY SHAHEEN



SALES - SUPERVISOR ----- MISS SHAZIA



HALIMA - Künstlerin aus CHAK / 2 km von TGD



URSULA HÜTTE VOLUNTEERS IN SALES · EVENTS



LOK VIRSA MELA - ISLAMABAD - SILLER: standbetreuung



SHISHAM - Puppenstuhl gedreht



