



## 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



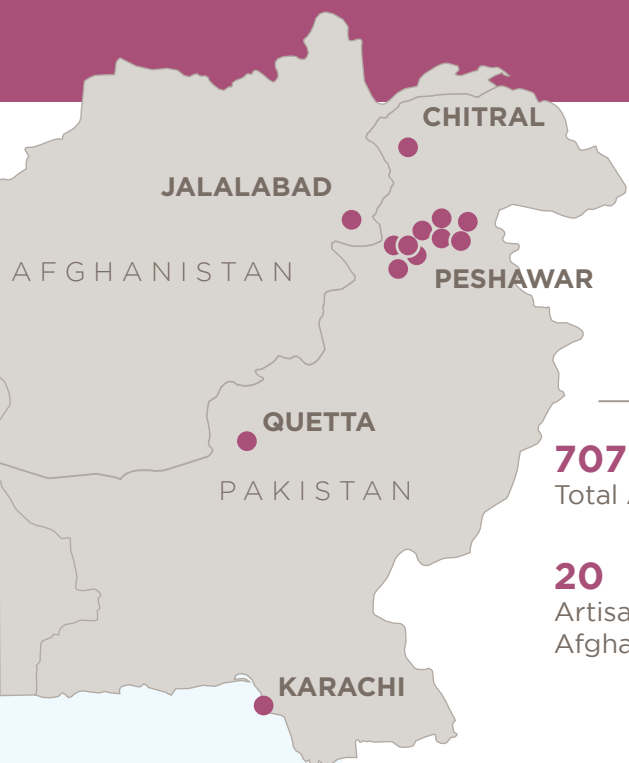
||

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.

## ARTISAN INFORMATION



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

**20%**  
 are single mothers

**3**  
 children on average

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

**707**  
 Total Artisans

**20**  
 Artisans in  
 Afghanistan

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

\*Based on focus group study of 200 artisans

**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

## 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".

