

“My children are growing up
and the expenses are growing.
For that reason I am saving.”

Smrity
Swajan, Bangladesh



Photo: GMB Akash

Sewing and saving

Smrity lives in Dhaka and works for Swajan, making beautifully embroidered cards and purses for Traidcraft.

Around 850 women like her rely on sales of Swajan products to provide for their families – so each product you buy makes a difference.

As well as educating her seven-year-old daughter, Mimy and son, Mamun (10), Smrity is able to save 1,000 taka a month from her earnings, so the family's future is now more secure.



Flexible working

Amena has worked with Swajan for more than 12 years and is now a member of one of the workers' committees. She and the other women appreciate the flexible working hours, as workshop supervisor, Parveen Islam, explained. "We have those who don't want to go to garment factories. They can go to school with their children and then bring their children here. They can go to their home for cooking. Other places they are 9 to 5pm and no way of going out."

"I feel comfortable here. I am getting good opportunities, like looking after my children, and I can go off home if necessary."

Amena



Your sales matter



A few years ago Traidcraft helped Swajan to start selling into High Street stores – because we wanted them to grow a healthy business and that meant helping them to find more mainstream buyers.

Sadly, a recent downturn in wholesale orders means that, once again, Traidcraft customers provide the main source of income for the 850 women at Swajan.

Your support helps us to invest in producers like Swajan and although their orders have gone down, these other benefits remain. We have encouraged the management team to introduce better practices – in health and safety and wage levels, as well as through workers' committees and women's empowerment.

Fighting poverty through trade

Traidcraft doesn't just sell fairly traded products. As well as sending designers and support staff to work with Swajan, we run Traidcraft Meet the People Tours to Bangladesh.

This means women at Swajan can meet the Traidcraft supporters who buy their products. Why not book a place and see how these beautiful cards are made? www.traidcraft-tours.com

