

MINUTES OF THE NINTH MEETING OF THE BOARD OF DIRECTORS, INDUS CRAFTS FOUNDATION (ICF) HELD ON OCTOBER 19, 2014. SUNDAY @ 03:00 PM AT ICF SECRETARIAT AHAN (KARACHI)

The Ninth meeting of the board of Directors of Indus Crafts Foundation held on October 19, 2014 at 03:00 am at ICF Secretariat Karachi. The following Board Members were present:

Present BoD Members:

1. Mr. Muhammad Shakeel Abro (Chairman/CEO)
2. Mrs. Anita Shah (member)
3. Dr. Nafisa Shah (Member)
4. Mrs. Sabiha Rajar (Member)
5. Mrs Rubina Khalid (Member)

By invitation

1. Mr. Riaz Ali Jalalani (General Manager)
2. Mr. Asif Ahmad Awan (Manager Finance & Admin)
3. Mr. Ali Akbar (Manager Product development & Marketing)

Agenda of the Meeting:

1. Confirmation of last meeting minutes
2. Progress Report Projects & ICF core program
3. Implementation of Nara crafts Finishing Center
4. Initiative of Indus Institute of design and submission of BBSYDP Proposal
5. Progress on Product Development & Marketing
6. Financial & HR review
7. CP Fund Policy Approval
8. Any other item with the permission of the chair

PROCEEDINGS:

Meeting started the recitation of Holy Quran. Mr. Muhammad Shakeel Abro Chairman/CEO presented vote of thanks of all participants and presented the agenda points. All agenda points discussed participatory and resolved as following:

Point-1 Conformation of the last BoD meeting minutes

Decision: Eighth BoD meeting minutes were conformed. *(Madam Nafisa Shah said that file management is better than previous. It would be more furnished next time meeting. All members agreed and approved unanimously.)*

Point-2 **Progress Report Projects & ICF core program**

Decision: Mr. Riaz Ali Jalalani (General Manager) presented the progress report. All Members discussed following points;

- ▶ Formation of 05 New Clusters in Taluka Khairpur *(Mr. Shakeel Abro (Chairman) said that we have planned to activate all Cluster through engaging with other concerned activities as them interest level may remain constant. All Members agreed and approved unanimously)*

Point-3 **Proposal/PC-I on “Nara Crafts Finishing Centre” submitted**, approved & released

Decision: *(All Members agreed and approved unanimously)*

- ▶ **Nara Crafts Finishing Center project implemented**

Decision: *(All Members agreed and approved unanimously)*

Point-4 **“INDUS INSTITUTE OF DESIGN”** established & documents submitted for registration

Decision: *(All Members discussed, Madam Nafisa Shah said that why new name selected for registration. Mr. Shakeel Abro (Chairman) said that according to the TTB registration rules Institute structure will be like Principal, vice principal and teaching staff so it was required to register with a new name. All members agreed and approved unanimously)*

- ▶ **BBSYDP proposal submitted**

Decision: *(All Members discussed and Madam Nafisa Shah & Madam Rubina Khalid suggested that ICF should apply for more courses because one course is at small scale. Mr. Shakeel Abro (Chairman) said that it is our small initiative for learning; we will apply for more courses in future. Madam Rubina Khalid suggested courses in following sectors:*

- Hand Looms
- Rilli work
- Embroidery

All members agreed and approved unanimously).

- ▶ Inventory Analysis report presented that all inventory data have been entered in software. System generated sheets presented. Total Inventory available at warehouse is of rupees 646,870/= & Outlet Islamabad inventory is of sum rupees 642,424/= Total Available Inventory is of sum rupees 12, 89,294/= about 50% stock is required reprising because of none saleable at this condition with same price.

Decision: *(Madam Nafisa Shah suggested that it was good decision at last time that all those items which are non saleable would be sale at Itwar Bazar. All Board Members approved data unanimously).*

Point-5 **Progress on Product Development & Marketing**

- During the May to September following products developed;
 - 1- Hand Bags (Board Members suggested for improving colors and size of the bags),
 - 2- Clutches (Board Members suggested for improving the size of the clutches),
 - 3-Cushions (All Board Members appreciated and suggested for improving the size of the work),
 - 4- IPAD Pouches (All members appreciated the work)
 - 5- Glasses Pouches (Madam Rubina Khalid suggested that size of the glasses pouches is too large it may be reduced & all members appreciated the work)
 - 6- Lace Patti (Madam Nafisa Shah, Madam Anita Shah & Madam Sabiha said that less Patti must be developed because it's most saleable item in the market.
 - 7- Following Products Production was initiated after 8th BoD Meeting approval;
 - 1- Cushion (Applique work)
 - 2- Cushion-Nara (Applique & Embroidery work)
 - 3- Cushion-Embroidery (Elephant)
 - 4- Cushion (Applique work)
 - 5- Cushion (Stripes-Embroidery work)
 - 6- Shirt-ladies-Appliqué work
 - 7- Bag-Ladies-Embroidery-Peacock
 - 8- Cushion-Embroidery (Birds)
 - 9- Bag-Ladies-(Embroidery work)
 - 10- Clutch-Embroidery work
 - 11- Coat-Nara-Running stitching
 - 12- Shirt-ladies-Applique work-full
 - 13- Table Runner-Applique work
 - 14-Cushion (Stripes-Applique work)
 - 15- Cushions (Embroidery work)(All members approved unanimously).
 - 8- Sale Report presented that during the period of May to October, 2014 total sale held of Rupees 564,068/= through sources of (Outlet sale, Exhibition sale, Office sale & OMV Order. (All Board Members appreciated sale report & approved unanimously)
 - 9- Ali Akbar (Manager Product Development & Marketing) reported about marketing aspects Offline Presence like participation in upcoming events Exhibitions, stock merchandise, Collaboration with Designers and Retail Brands (Al Karam studio), support of Rizwan Beyg in training. Camera system in outlet at Islamabad. (Madam Nafisa Shah said that there is no need of camera at Islamabad outlet at this stage

- because sale person is working well and there is no high ratio of visitors. Participation in Exhibitions is necessary at this stage and other spaces would be search for stalls all members agreed unanimously).*
- 10- Online Presence (ICF website, facebook, Globeln, other social media plate forms, Articles in Magazines and Online forums. *(Madam Nafisa Shah said that Web page is not attractive and Facebook page also required boost up. We should be member of other pages like Ali Baba etc. Madam Anita Shah said that we should close other pages with same name if possible. All members agreed unanimously).*
- 11- Blue Pottery theme pictorial designs and sketches. *(Madam Nafisa Shah said that like same way you should develop other product series like Khes series , Ajrak series, Banarasi series, Embroidery work series, Applique work series, Basketry series etc. All members agreed unanimously).*

Point-6 **Financial & HR review**

Decision: Mr. Asif Ahmad Awan (Manager Finance & Admin) presented the cash & Bank balances status project wise, Development fund, Nara crafts Finishing center, Endowment Fund, Total Monthly Expenses, Gap analysis & Strategy. *(Madam Nafisa Shah said that there is required improvement and strategic plan for sustainability. According to presentation there is no any rightsizing strategy plan and sale figure should meet expenses otherwise all funds will be finished within six to seven months. All Board Members agreed unanimously).*

Point-7 **CP Fund Policy Approval**

Decision: Mr. Asif Ahmad Awan (Manager Finance & Admin) presented the CP Fund Policy. *(All members approved unanimously).*

Point-8 **other suggestions by Board Members**

- Look into artisans related to Khairpur jail
- Launching event in Frerre hall.
- Sample approvals will be done by Madam Anita and Miss Sabiha
- Communication material has to be on top priority (Catalogue, Brochure, tags etc.)
- Annual reports should also be developed
- Write to the embassies concerning the funds
- We have to look for project writers who can bring business
- Look into the details of STEVTA
- All Artisans capacity Building Training workshops would be 7 to 15 days.

Meeting concluded with the vote of thanks by the chair.