

Seeds of Sustainability

CRAFTS FOR **CONSERVATION**





Mru artisan wearing jewelries she made

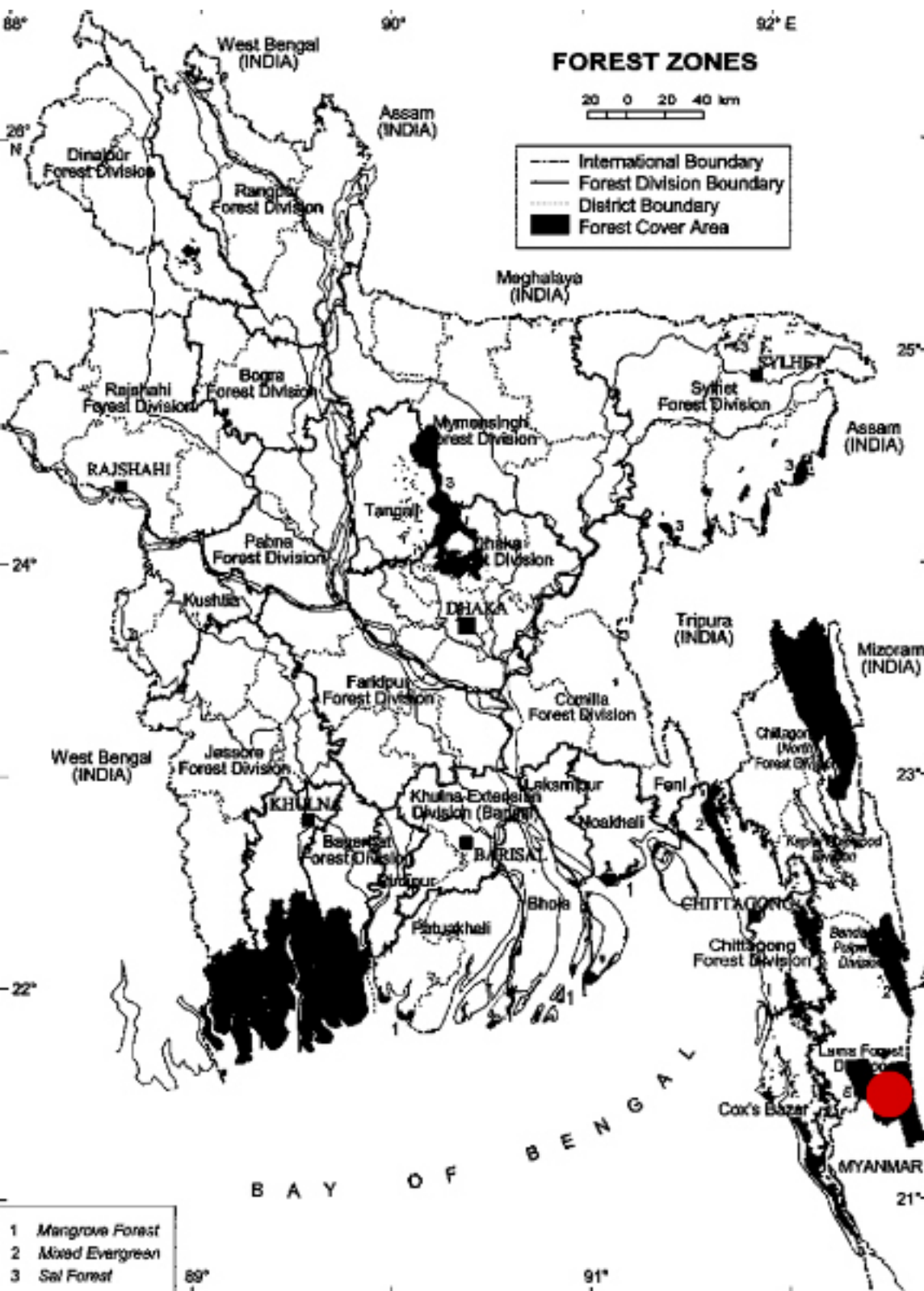
Crafts for Conservation is a social business working to create environment-friendly culturally-appropriate income sources for underprivileged indigenous communities of Chittagong Hill Tracts, to reduce their dependency of forest resources.



#biodiversityhotspot

STUDY AREA



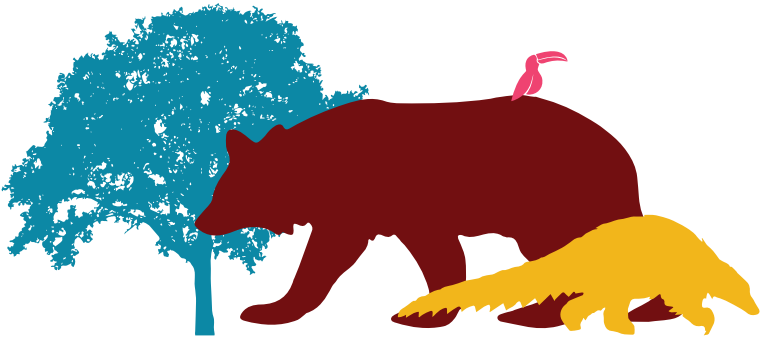




A Mru village, surrounded by rich old-growth primary rain forest

#environmentalconservations

SITUATION OF **LIFE ON LAND**



With population growth, subsistence hunting and slash and burn agriculture has led to drastic forest degradation and is threatening the Sangu-Matamuhuri Reserve Forest, habitat to 30 globally threatened species. The degradation is also threatening the local water supply as the forest is the source of Sangu and Matamuhuri Rivers.





A critically endangered Asian forest tortoise from the study area, the largest tortoise species of Asia



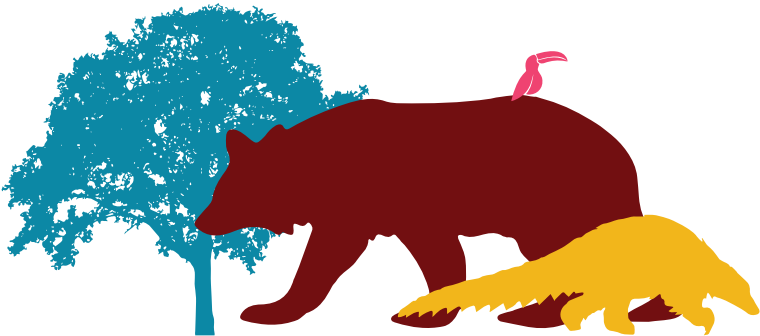
December 2002

November 2016

A comparison image of Sangu River, showing evidence of drying in the winter season due to deforestation

#environmentalconservations

OUR IMPACT ON **ENVIRONMENT**



Our primary surveys show that direct incentives through our environment-friendly livelihoods work best for protecting wildlife. Additionally, each family working with Crafts for Conservation sign contracts declaring that they will not harm wildlife. Thus, potentially, reducing hunting of 30 globally threatened species.



#betterliving

SOCIOECONOMIC CONDITION



Studies reveal that poverty in the project area is among the highest in the country, with 40%+ people below the poverty line, due to remoteness, and social exclusion.

1 NO
POVERTY



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION





A typical Mru family consists of 7-10 members, with no access to basic necessities like health or education

#betterliving

OUR IMPACT ON **HOUSEHOLDS**



To address this issue, Crafts for Conservation is promoting traditional skill and knowledge to bring people out of poverty. Households working with Crafts for Conservation has at least 50% more income compared to baseline.

1 NO
POVERTY



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION





A Mru artisan working on Crafts for Conservation products

#womenempowerment

GENDER SITUATION



Historically, the women in indigenous communities have been master-craftsmen, but use their talent to produce for household use only.





#womenempowerment

OUR IMPACT ON **WOMEN**



Crafts for Conservation is creating a market for indigenous women's craftsmanship, and providing tools and skills required to sustain an income*, for long-term economic empowerment.



*of up to 50% more income compared to baseline



Mru artisan

#educationforall

OUR IMPACT ON **CHILDREN**



**With improved income*
generated from environmentally-
friendly livelihoods, the families
now have more resource to spare
on education and health for
children.**



***of up to 50% more income compared to baseline**



#sociopolitical

CURRENT STATE **CRAFTS FOR CONSERVATION**



#marketresearch

COMPLETED 2 YEAR **PILOT PROGRAM**



After completion of a 2 year long successful pilot program, Crafts for Conservation finally launched its products in September, 2019. The initiative is currently working with 15 households (supporting 150 people approx), with an average of 2 households joining every month.





Jaatra Showroom 2016



Bengal Music Festival 2017



Thailand Fair Trade Show, 2017



Bengal Music Festival 2016



Jaatra Showroom 2016



A Mru family joining the Crafts for Conservation sustainable livelihood program

#indigenousfashion

PRODUCT **PORTFOLIO**





Kengbuk





Kenfe





Trithia





Kenfe lok



CRAFTS FOR
CONSERVATION



An older generation of Mru women appreciating the craftsmanship of the younger generation





#craftsforconservation

FUTURE **PLAN**



#craftsforconservation

SUPPORT **1000 FAMILIES**



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HELP RESTORE **DEGRADED FORESTS**



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EXPAND INTO **OTHER FORESTS**



#craftsforconservation

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