



Nargis at her small office where she spend most of her time working on pictures

Zardozi Connects to International Trade Fairs

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Zardozi staff bringing home success



Our employees are the building blocks of our organization with the help of whom we are able to stand firm and committed to our goals and objectives to change and prosper the lives of poor Afghan women. Today, we are celebrating the achievement of another remarkable member of Zardozi family, 21 years old Balqis Ehsan.

On Monday, September 24, 2018, ACBAR celebrated its 30th anniversary followed by [#StoryOfAfghanistan Photo Exhibition and Contest](#). The contest took place between different NGOs whose photos were put forth for juries to decide on best photo award of the year.

We are delighted to announce that a photo captured by Balqis Ehsan has secured the first prize award which portrayed the true services of Zardozi among other organizations. The selected photo too illustrates the hard work of a working mother at a tailoring workshop.

Balqis Ehsan joined Zardozi as Communications and Outreach Officer in 2017. Ever since, we have observed an enormous growth in her capabilities as a determined employee. We are continually impressed by her results at work and wish her best of luck.

Zardozi take as much pride in the achievements of its female staff as much as it does in its male staff members.

Ms. Nargis - the wedding photographer

Zardozi's successful client in Kabul is a talented and multi-skilled 22-years-old Nargis who is the only girl child at her home. Unlike the old parents, Nargis's parents have always felt fortunate to have a daughter. Therefore, they have raised Nargis with much love and allowed her to complete her education and pursue a career of her interest.

Inspired by her mother who is Zardozi's Kadar, Nargis became interested in joining Zardozi to learn tailoring. She came to Zardozi in 2015. Thereafter, Nargis excelled in her tailoring and business skills and supported her mother with maintaining the financial situation of the family. "My goal was not limited to tailoring only. Difficult economic circumstances led me to explore more skills so besides tailoring I also started a cooking course from my trainer at Zardozi. I also relied on some trainings outside Zardozi." Being a fast learner, Nargis finished her 5-months cooking training and was soon able to cook Italian and Afghani food in an office affiliated to Italians.

Moving between different careers, Nargis's mother says, "Nargis is very ambitious and loves change. I believe she will never become jobless, because she has worked in different fields which will enable her to switch jobs when necessary."

Interestingly, Nargis has currently started a new business. Suggested by her friends, she learned photography and filming from a photo production company called "Pazhang" while also seeking help from Zardozi's expert staff. Observing her enthusiasm, Nargis got hired by the same company as wedding photographer. "I earn 2,000 Afs for every wedding party that I photograph. I learn new things every day and make good connections and close ties with different families. I am planning to have my personal production company. While it is an interesting profession, it is not perceived respectable by many people," says Nargis as disappointment covered her eyes.

But she ambitiously added that she wanted to change this trend and make it a female-dominated field, because according to her, women are more useful in this field since the bride opens up to a female photographer easily and not all Afghan families are comfortable with a male photographer to capture their private moments or to go inside a bride's green room.

Zardozi Participated in Passage to Prosperity 2018



Zardozi's exhibition booth in Passage to Prosperity Trade and Investment Show

Zardozi presented eight of its best clients and their products in Passage to Prosperity: India-Afghanistan Trade and Investment Show in Mumbai, held on September 12-15, 2018.

Supported by US, Passage to Prosperity was initiated as a platform to boost economic ties between Afghanistan and India by connecting Indian investors and contractors with Afghan sellers and producers who displayed various kinds of products at the exhibition.

The event has been a great opportunity for both promoting Afghan products as they were shown noteworthy of greater value, and strengthening bilateral relations between the two countries who have historically enjoyed cooperation on different levels. Programs such as Passage to Prosperity are initial steps of economic prosperity for both countries since it will also expose Afghan products to international buyers.

"We were able to relatively attract many investors to our unique choice of designs, color combinations and great quality of hand embroidery. Some of our materials were sold at the expected price. Most importantly, women were acknowledged for their extraordinary skills and abilities," exclaimed one of Zardozi clients.

Zardozi thanks FHI Goldozi for sponsoring the trip and cooperating with Zardozi for retaining contracts and orders from the contractors and investors at the event. We are also pleased to have found the opportunity to negotiate and sign business deals and establish new relationships with other Afghan companies for mutual work in Afghanistan.

About Zardozi

ZARDOZI is a local non-government and non-profit organization aiming to provide economic and social services to around 6,000 Afghan women in four provinces such as Herat, Mazar-e-Sharif, Jalalabad and Kapisa with its main office in Kabul, Afghanistan.

Zardozi's objective is to support and empower Afghan women living in the urban and rural areas through its business skills development programs to engage them in the market economy. To achieve this goal, Zardozi has established NisfeJahan as an independent membership-based civil society organization which also runs local Community Business Center where women gather to receive business startup loans; and technical, advisory, business and marketing skills trainings.

FOR MORE INFORMATION

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