



# Women Need to Support One Another

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Hasina Aimaq encourages Afghan women to be the decision makers of their lives

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## Hear from Zardozi Program Director- Hasina Aimaq

Zardozi's most inspiring and young employee is 28 years old Hasina Aimaq Mohsen who comes with a strong background of dedicating her life to help women have their own voice and respect in family and community. Ms. Hasina joined Zardozi seven years ago. Today she serves as the Program Director of the organization. With six years of experience in leadership and management while doing her Master's in Business Administration, Ms. Aimaq never thought of leaving her country women behind. She strongly believed in the potential of Afghan women and that with some investment in their skills and capacity, she could be a great contributor to her society in order to bring a positive change.

Ms. Hasina trusts that women are the key elements in developing the county and the society, therefore one of Hasina's top priorities is to particularly work with uneducated women in building their confidence and to increase their involvement in economic empowerment programs in order to make their role visible and to make them able to take decision in family. That is one of the important reasons which bring Ms. Aimaq to Zardozi.

"Never underestimate your abilities and skills, you women are the ones who can bring positive changes in your community, and although there will always be obstacles, yet you should never give up because the door of hope is always open," she advices women.

She adds, "Zardozi clients will be the most effective role models for all women who feel they can't take part in developing the society because of their limited education."

## Afghan Women Online Exhibition



A snapshot from Afghan Women Online Exhibition website

From the beginnings of Zardozi, physical exhibitions have been one of the effective ways in holding women's micro businesses strong. These exhibitions have provided women with the opportunity to achieve their marketing objectives to find good suppliers and customers.

Now Zardozi has taken a newer step in developing women's businesses as our clients' businesses will run more efficiently in a technologically advanced environment.

The Ministry of Women's Affairs, in partnership with a private entity, has initiated the first Women Online Exhibition. This has enabled Zardozi to display many of its clients' products online and expand the range of its visitors. "The online exhibition will open the door for attracting more people on international level which will also increase the value of Afghan handcrafts," says Ms. Farida- Zardozi business trainer.

Although the women we work with have little or no knowledge about online exhibitions, Zardozi trainers facilitates information sessions for these women to have a larger access to alternative ways of doing business.

"The good thing about this exhibition is that now women who do not have permission to go out on daily basis or to attend our physical exhibitions, can have their products posted on this website. They will make easy money from home," says Yalda Azimi- Zardozi's Market Development Manager.

Zardozi Program Director, Ms. Hasina Aimaq emphasized the significance of online exhibitions, "This is a great platform for advertisement of the products as well. Many women who do not have the financial ability to promote their products, finds this to be the only chance to thrive."

We acknowledge that the presence of women and her contribution to the economy of the country is vital.

Majority of the Afghan businesswomen do not have access to proper markets. This has deprived and disappointed many female entrepreneurs to invest in the country.

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<https://womanonlinexpo.com/dress/>

## Zardozi Finding Market for Wool Spinners



**Zardozi business trainer helps women learn wool spinning in Qala-i-Fatu Manbeh**

Recently, a high demand for wool spinning has been realized in the domestic markets. Zardozi surveys have found out that many women have shown interest in the wool spinning sector in Qala-i-Fatu of Kabul.

Ms. Masouma who has been tailoring for several months says “wool spinning is more fun plus it is always good to look for alternative ways of earning and this has turned out to be more profitable.”

Ten of Zardozi clients who have already begun their work in this area have however found it difficult to have a wider access to national markets for their services. In a Manbeh meeting, Zardozi Kadars made their voice and request heard so that Kabul Main Office can help them find markets for their production.

The Kadars including Ms. Durdana who herself supplemented her income by spinning wool for three years, together with Zardozi market development officers met with Uddin Wardak Wool Washing and Carpet Weaving Company to sign a Memorandum of Understanding (MoU). Uddin Wardak Company has been active in several provinces of Afghanistan where it has its branches mainly working with women. The company processes wool washing through machineries and distributes it to the wool spinners in Kabul and other provinces. Many women who cannot travel outside their homes are provided with transportation or are delivered wool to be washed in homes and collected back.

The owner of the company Mr. Mateen was delighted to meet with the women interested in this job and asked them to pay a close visit from the company after which they could start their work. The wool spinners from Naw-Abad Qala-i-Fatu also accepted the terms and conditions of the company to take orders. Following the agreement, Uddin Wardak Company delivered nine clients of Zardozi 60kg wool as a test for spinning.

Gul Chaman who has been spinning wool for months now says that her and her colleagues work impressed and satisfied the company's needs. She is happy for getting employed as she will be now able to pay her tuition and studies fees.

Currently all nine of the clients work for the Uddin Wardak Wool Spinning Company while Zardozi's Kabul Manbeh (Community Business Centre) has 21 more active clients working in this sector which generates a moderate amount of revenue for them and their families.

## 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

For more information, please contact:

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improve the lives of women.**

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The logo for the Government of Canada, featuring the word "Canada" in a black serif font with a small red and white Canadian flag icon above the letter 'a'.

Zardozi's program of Economic and Social Empowerment for Afghan Women is undertaken with the financial support of the Government of Canada provided through Global Affairs Canada