



Why Celebrating Business Women is Important?

January, 2020

Zardozi awards successful business to attain family support for their work

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Successful Businesswomen of the Year

"I am very proud of my mother today. I want to thank her because she works very hard to feed me and my sisters," said Nadira's son when he saw his mother walk on the stage and receive applause and appreciation by the guests in the hall. (Nadira, 38, is a restaurant owner, successful business woman and the only breadwinner of her family in Shewaki village of Kabul)

On Thursday, 30th of January, Zardozi celebrated nine successful women from among hundreds of other clients in Kabul. These women were chosen from various districts at outskirts of Kabul where men and women segregation is on a large scale. The successful women celebration is one of Zardozi's significant tactics in bringing together both women and men in one room to acknowledge women's accomplishments and raise support for the hard work they do outside and inside the house.

We believe that events like this positively change the mindset of men and family members. Family support is vital for the progress of women's businesses since there is always a mother-in-law, a father, a husband and or a brother who will prevent their women from working, but there is no one to show them the bright side. That's where Zardozi finds it necessary to attain that support for its clients by facilitating platforms such as the successful women celebration.

Among the celebrated women on this day was Fatima- a single mother who fulfills both a mother's and a father's role for her children. Fatima's hard work had all of her kids enrolled in schools and universities. However, Fatima says that after the death of her husband, her mother-in-law was the only person that stood behind her and encouraged her to sustain herself. "I am grateful to my mother-in-law because without her I would have never been able to recover from the grief of losing my husband and taking care of my babies alone," said Fatima.



Client's husband claps for his wife with a bright smile on his face. "My wife stands strong beside me. She helps me in building our home and solving all problems together. She is role model for me," said the husband.

The successful business women celebrations have not only achieved men's support but it has also altered women's idea about pursuing their businesses. For majority of the women, establishment of successful businesses is not borne out of a dream, but it is based on a need.



Fatima's mother-in-law proudly talks about Fatima and her strength as a wonderful mother and bride

However, today there are several examples of women who chase it as passion and life's vision by looking up to the successful business women receiving awards, appreciation, love and respect from family members, friends and other clients. To attain that position, they also now follow the same path – establishing mini businesses and asking Zardozi for support.

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 Nisf-e-Jahan 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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