



Turning Threats in Opportunities

September, 2020

Bibi Shirin selling her products in the chilsitooon Garden trade show

IN THIS ISSUE

Zardozi Activists Women Work for Environmental Protection In their Area

Zardozi establishes Community Business Centers for its clients in four provinces Herat, Balkh, Jalalabad, and Kabul in order to facilitate women's access to business supports services such as microfinance, trainings, and etc. Zardozi's vocational trainers, Kadars, regional staff, and clients gather in visit day. CBCs are the place where Zardozi's activist women known as Kadars encourage clients to talk about problems and issues of concern in the community.

Zardozi trains Kadar in facilitating collective action to address problems in the community. Most commonly women rise practical issues such as are found in the poorly developed urban districts, where the municipality has not yet extended its services. A poor waste removal services is an issue in many districts of Kabul province.

One of our clients in Char Qalai-Wazirabad said "if the municipality does not remove the garbage regularly, it threatens the residents' health and the environment as a whole" Char Qalai-Wazirabad used to be a good example of poor waste management - the residents had no option but to throw their garbage onto a piece of unused land at a street corner. Not only residents but others saw it as convenient to throw their house waste.

"The garbage was piled up in a huge mound near the wall and there was a terrible smell. We couldn't remove all that garbage ourselves, so we needed the municipality to clean the area." said Zardozi staff.

Char Qalai-Wazirabad's elders and our Kadars visited the district municipality to solve the issue of the garbage, The district municipality has cleaned the area as part of its services and suggested to the residents that they hire a private company for removing their wastes regularly till the time municipality starts its waste removal services which is already in their plans. Nowadays, the residents in Char Qalai-Wazirabad pay a monthly contribution to a private company for removing the wastes twice a week from their area.



Uncollected waste has caused a great deal of air and soil pollution in Char Qala-e- Wazirabad

Zardozi's Clients attend a trade show at Chil-sitooon Garden

Zardozi provides a range of services for its clients including Market Development which receives a lot of interest from clients. Our clients complete a training session on business development in order to understand the requirements of their target customers, how to set profitable pricing, sales promotion strategies, and product enhancement; Zardozi also supports its clients to maintain a relatively stable position in the market through linking clients to those customers who are identified as relatively permanent leads for their products. Zardozi introduces temporary opportunities such as trade shows as well, the objective being to increase sales income of our clients and strengthen B2B relations.

Since the beginning of 2020, Zardozi clients have benefited from two trade shows held in Kabul province. A trade show is a good opportunity for clients to build strong business networks and to expand their businesses through joint investment. This also helps them to reach aggregate leads for their products.

"If I hadn't participated in exhibitions, I would have never met the businesswomen that have succeeded in this field, I have learned new things from their experience and knowledge," said Bibi Shirin, a Zardozi client.

The Ministry of Commerce and Industries in coordination with the Ministry of Labor and Social Affairs held a trade show for female business owners on September 23 to 25, 2020. The Ministry invited Zardozi's clients to exhibit their products in the Chil-Sitooon garden trade show. Zardozi's successful businesswoman of the year 2019 - Mrs. Farzana, was among the invitees in that trade show.



September's trade show held by the Ministry of Commerce and Industries for female business owners



Farzana talking to a business woman about her products

Mrs. Farzana shared comments on the first day of the event "I enjoyed talking to the visitors who were very interested in my products and I met some businesswomen who requested me for training on tailoring woolen waistcoats. It seems I am going to have great days ahead."

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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