



The Successful Women Celebration

July, 2018

Executive Director, Homa Usmany congratulates the successful woman's family

IN THIS ISSUE

Behind every successful woman is herself

The evolution of 'celebrating successful women' started in 2013 when Zardozi's former director Kerry Jane Wilson realized the need to assess and appreciate the success which women have sought throughout their entrepreneurial journey. Successful women celebration is a way for Zardozi to boost confidence in women, create role models for others while also seek the attention and support of their fathers, husbands and brothers.

This month Zardozi recognized Ms. Suraya, Ms. Sabira and Ms. Zahra for their outstanding performance in maintaining a healthy business, despite facing all sort of problems. The brothers and fathers of the women who were also important part of the celebration ceremony were invited to the stage. Ms. Sabira's father stood behind the podium with tears in his eyes and said, "My daughter has grown up into a very strong woman. She took care of her 6 months old baby on her own when her husband died in Iran two years ago. This is not an easy task for a single mother but she did it!"

We talked to the program director and staff of Zardozi who are committed to organizing more events. They told us about the problems they face each time they plan a program, because Zardozi aims to invite the male members who are most often a barrier to the success of their sisters and mothers to run a business. "Sometimes we are not able to convince most of the family members to attend these ceremonies which also discourages the woman who are getting recognized. It is difficult but we are also not stepping back," said Nadia Tabish.

At the end of the event, Zahra whose husband have been in Iran for years says, "although your family is your biggest strength but the effort, courage and determination you put into yourself is all what sources from you and within you; that is when you should say that behind every successful woman is herself."

We are informed that most of our celebrations result into good words being spread around the successful woman's neighborhood. A competition begins among the women to nominate themselves for the next celebrations. Also, the men who hear and watch their women getting appreciated later encourages their male friends to allow their women to work. In an instance, Suraya's father in-law told Zardozi, "I wish I knew about Zardozi earlier. I will advocate for women in my village and speak with the community leaders to not make troubles for your good efforts."



Zardozi Program Director, Ms. Hasina Aimaq is gifting Ms. Suraya while her family is standing proud beside her and congratulating her for her achievements



Ms. Zahra expressed her gratitude to Zardozi and its team for recognizing her work and hurdles toward sustaining a successful business. Eng. Ata Mohammad, Zardozi Regional Manager awarded her with an appreciation certificate

Shakila overcame her depression at Zardozi



Bibi Shakila applying bridal makeup to her customer named Nasreen

Bibi Shakila is one of the Afghan mothers who lost her 22 years old son to the war. After her son's death, Bibi Shakila's oldest son decided to join the Afghan army forces and fight the enemies who took away people like his brother. Dreading the death of her second son, Bibi Shakila could not afford to lose another son and begged him to not go to army. Instead, she worked hard to learn embroidery and tailoring by joining Zardozi.

Since Bibi Shakila's son and ill husband are jobless, she becomes the only breadwinner for the family. She started with taking some business and tailoring trainings from Zardozi and practiced embroidery at the Community Business Center (Manbeh) near her home. At the meanwhile she started sewing clothes for her neighbors. Within first two years, Shakila tremendously improved her skills and she could find good earnings as she found many customers who were happy from her work. Currently, Shakila does not only have a tailoring workshop where she has hired six female tailors but she also opened a beauty parlor with Zardozi's loan money. While pursuing interest in both embroidery and fashion, Bibi Shakila explains, "fashion became my passion when I used to watch beautiful tall women walk on floor in TV shows. I always wished to design clothes and deal with cosmetics treatments for women. Economical difficulties led me to learn these skills."

During the talks, Shakila said, "My son's death was my life's biggest tragedy but as they say what does not kill you makes you stronger, I found my strength and courage here at Zardozi. Work keeps me busy and stops me from negative thoughts."

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:

info@zardozi.org

Zardozi – Markets for Afghan Artisans
Qala-e-Musa Square, Kabul,
Afghanistan

www.zardozi.org

**Your donations can help us
improve the lives of women.**

**To donate please click on the
button below**



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

Canada 