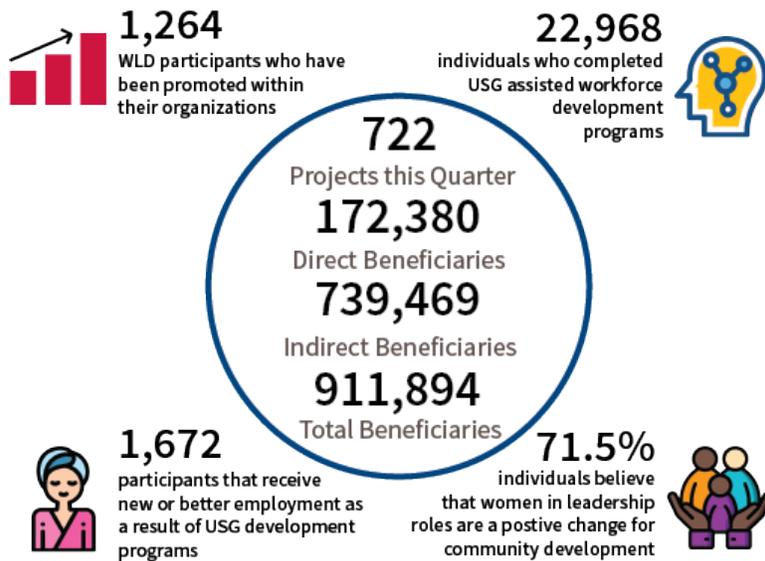




PROMOTE WOMEN'S LEADERSHIP DEVELOPMENT (WLD)

JAWANA PROGRAM: ECONOMIC GROWTH

Under the five-year USAID Promote Program, the Tetra Tech implemented Women's Leadership Development Project (WLD) Jawana Program equips women between 18 and 30 with the leadership and management skills necessary in both public and private spheres to attain economic empowerment.



“After participating in the Jawana program, I realized that my dreams were turning to reality day by day. I started believing that I could do it.” –Nargis, a Jawana Program Graduate

SUCCESS STORIES

Nargis: An Entrepreneurial Role Model

In May 2018, Nargis, a graduate of the WLD Jawana program, opened Home Café, a coffee shop just for women in a large residential area of Kabul. “After participating in the Jawana program, I realized that my dreams were turning to reality day by day. I started believing that I could do it,” Nargis said. Nargis presented her idea of a women-only coffee shop for her the program’s final project, she said, “I wanted to create a comfortable place with a friendly environment for women to enjoy their spare time.” Step-by-step, Nargis put Home Café into motion. She faced resistance from landlords who refused to rent a shop to a woman. Standing up to social norms, Nargis finally found a landlord who would rent to her, bought equipment, and rallied volunteers to work. She explained that Home Café is different from other women-centered businesses in Afghanistan.

“My project, as well as providing some work opportunities, aims to offer women a space where they can relax, serving their mental health too,” she said. Nargis said, “If we use the Jawana program properly, it is an effective program through which a woman can reach her goals.”

Sajia: Normalizing Economic Independence

Sajia, a graduate of the Jawana Program living in Kabul, says the program “helped me to realize my own potential and in doing so it empowered me to open a home-based poultry farm.” The program inspired Sajia to strive for economic independence, teaching her “how to use [her] own capacities and skills to generate an income, as well as serve society,” she said. For her final project, Sajia turned the idea of a home-based poultry farm into a reality. Using AFN 2000 (US\$27) of her savings and a small contribution from her family she bought 15 chickens and feed. She began to sell the eggs to local grocery stores, marketing them as free-range chickens fed on high-quality foods. Now, Sajia’s flock has grown to 50 chickens and she is well established in the local area. Her poultry business generates a monthly income averaging AFN 4,000 (US\$55) and customers are happy with the high-quality eggs. Sajia hopes to grow her business in the future and aspires to employ an all-female workforce.

“After taking the Jawana program, I felt changes in myself as my capacities and my self-confidence were boosted,” Sajia said.

CONTACT

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