



AREDP IN FOCUS | Issue 38

Facts & Figures

AREDP linked the enterprise group with Ali Plaza and Aman Plaza—two famous handicraft sellers in Jalalabad City.

The members of Hewad enterprise group now receive raw materials from the city markets and find permanent demand for selling their products.

Today, every member of the enterprise group earns 3000 – 4000 Afs per month which helps them cover their family expenses.



Component Objective

The Community Enterprise Development (CED) Unit facilitates rural micro enterprise development in the villages within AREDP operational provinces. CED undertakes community enterprise development activities to mobilize rural men and women from eligible families around Savings Groups.

These saving groups encourage micro saving habits and create opportunities to access loans and develop financial prudence. Members of different savings groups in CDCs/villages are encouraged to form enterprise groups. These individuals might be already engaged, or would like to start rural micro enterprises /income generating activities of a similar nature.

Hewad Enterprise Group Now Supplies Quality Products to Urban Market

Creating market linkages for rural enterprises at the local, national and international level is one of the key aspects of AREDP's work. The Afghanistan Rural Enterprise Development Program (AREDP), as part of its regular enterprise development services, facilitated linkage of a rural tailoring enterprise named 'Hewad' to find direct access to the urban market with a much larger client base.

Hewad enterprise group is located in Koz Bazarak village of Khewa district in Nangarhar province in which 21 rural women are working together and tailoring quality products.

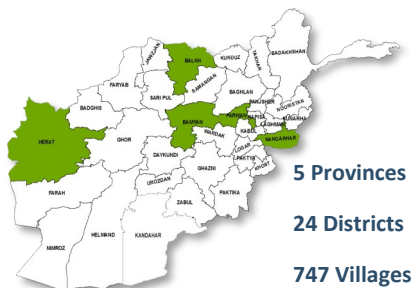
Before being emerged into an enterprise group, these women were working at homes and receiving offers from their fellow villagers only during Eid and/or other key occasions. AREDP brought these women into one group and provided to them necessary toolkits and trainings on how to manage the enterprise and improve quality of their products; now the group becomes a regular source of income for these women.

Zarina, one of the members of Hewad enterprise group says: "I neither had equipment nor expertise to produce quality products. Now being a member of this enterprise, I have learned new designs and I am producing quality products especially of women."

AREDP linked the enterprise group with Ali Plaza and Aman Plaza—two famous handicraft sellers in Jalalabad City. This intervention has brought significant positive changes to the enterprise group. The members of Hewad enterprise group now receive raw materials from the city markets and find permanent demand for selling their products.

Today, every member of the enterprise group earns 3000 – 4000 Afs per month which helps them cover their family expenses.

AREDP Coverage Map



About AREDP

AREDP is geared towards "improving employment opportunities and income of the rural men and women and substantially of targeted local enterprises.

AREDP aims to achieve these goals by enhancing participation of rural poor in economic activities; supporting them through business development services, access to finance, improving market linkages, product development and value chains.



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