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KFW

WOMEN WEEKEND BAZAR IN KABUL

Successful Businesses Thanks
to Female Leadership



“Our goal was to promote locally produced goods and to show people what women can achieve outside their homes. We succeeded.”

Ms Lameha Rezai – Employee at Muska Company



“At the bazar, female entrepreneurs came together, exchanged ideas and shared their experiences. I observed a woman who sold potato crisps and offered free tastings. In doing so, she drew a lot of attention to her product. I think this is a good marketing strategy that we can somehow adapt for the Muska Company as well.”

Ms Lameha Rezai – Employee at Muska Company



“Usually, I work in this factory to produce footballs and volleyballs. However, I represented Muska at the women’s weekend bazar in Kabul and sold our balls there. It was a great experience.”

Ms Lameha Rezai – Employee at Muska Company



“I founded this company because I saw the great potential of women. It’s important for them to have a task apart from their household chores. Not only does it help to generate more income for the family. Having a job is also very fulfilling.”

Ms Aziza Mohmand – Owner of the Muska Company

FACTS & FIGURES

- In November 2016, the Ministry of Commerce and Industry (MoCI) organised a women weekend bazar in Kabul, the first of its kind.
- The Afghan-German Cooperation’s programme for Sustainable Economic Development and Employment Promotion (SEDEP) provided technical and financial support.
- More than 36 women-led enterprises sold their products such as clothes, jewellery, agricultural products and handicrafts.
- SEDEP has been active in Afghanistan since January 2014.