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.

Ms. Aziza Mohmand – Owner of the Muska Company

"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

FACTS & FIGURES

"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

"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

"I usually 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."

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