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Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



## WOMEN WEEKEND BAZAR IN KABUL

An Experience Beyond Sales

“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.