



Says Sweeda " I am very happy because I have changed an old myth of our society that women can not solely run their family as men. But I have negated this myth and proved that women can do better if they are encouraged and supported. I am grateful to the SEDEP team for helping me and empowering me.

Success Story

Project: Sustainable Economic Development and Employment Promotion (SEDEP)

This project is being funded by the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

Bibi Sweeda d/o Nematullah resident of Ali Abad district of Kunduz province. Sweeda is a literate wife of a disabled husband and a sole responsible person for running her household chores ranging from taking care of children to the economic responsibilities. Ten year ago her husband struck a severe traffic accident and got a major disability, which had severely impacted the whole family. Sweeda then took over the economic responsibility of her family. She had a small pocket of land where she started growing vegetables on a commercial basis.

But contemporary agricultural practices had not appeared fruitful, leaving her vulnerable to shocks and miseries. She had no idea of growing off-good quality and off-season vegetables and selling them to the profitable markets. Time flowed like this with ups and downs and finally, her luck shined when she was selected by the SEDEP project. She was identified as one of the beneficiaries for the GIZ-SEDEP project during the survey conducted by NSDO in Kunduz province.

Sweeda got excellent skills through multiple trains on vegetable growing, making profitable products out of vegetables and selling to the premium markets. She also learned labeling and marketing techniques along with necessary equipment to kick-start her business.

Says Sweeda "After the training, I am now able to produce different types of pickles from the vegetables that I grow in my greenhouse".

NSDO introduces her with potential buyers through exhibitions where she made linkages with multiple buyers she later on signed business agreements understanding with those buyers and now her products are gaining market access and attracting more customers from other districts as she is now approaching and delivering her products to other districts, her business is expanding exponentially. She is now empowered and sufficiently fulfilling all the economic needs of her family.