



SUCCESS STORY

CULTIVATING GROWTH:

Empowering Women Through the Qara Turkmen Fertilizer Shop

In the scenic village of Qara Turkmen, a transformative journey of empowerment and progress began on February 17, 2024, with the establishment of a local fertilizers shop. Spearheaded by 24 resilient women from the Self-Help Group (SHG), representing three distinct value chains, this initiative reflects their unwavering commitment to fostering agricultural productivity and enhancing livelihoods within their community.

With a collective investment of 38,000 Afghanis, the SHG members turned their shared vision into reality. Their goal was to bridge the gap between farmers and quality fertilizers, addressing a pressing need while creating a sustainable income source for themselves. Supported by the AWARE project, the women received training in financial literacy, business management, and community engagement, equipping them with the tools needed to make their enterprise a success.

The fertilizers shop quickly became a vital resource for the village. Farmers gained access to high-quality fertilizers locally, improving crop yields and boosting agricultural productivity. As a result, the initiative not only strengthened the local economy but also fostered food security and economic resilience in Qara Turkmen.

Central to the shop's success was the involvement of the Shura leadership, which ensured efficient operations, transparency, and accountability. This collaboration demonstrated the strength of community-driven development, where shared goals and cooperative action lead to impactful results.

Beyond its immediate economic benefits, the fertilizers shop became a hub of inspiration and empowerment. Women from the SHG gained confidence in their entrepreneurial abilities, while farmers benefited from the knowledge and resources provided by the shop. The success of this venture served as a powerful example of how women-led initiatives can drive meaningful change, encouraging others to embark on similar paths of self-reliance and progress.



The establishment of the Qara Turkmen fertilizers shop marks a defining moment in the community's journey toward empowerment and sustainable development. It underscores the transformative power of collective action, demonstrating that with the right support and determination, local women can create lasting impact and pave the way for a brighter future.

This success story stands as a testament to the potential of grassroots initiatives to address critical needs, foster economic growth, and inspire further opportunities for development. Continued investment in such endeavors can unlock new possibilities, enabling rural communities to thrive and flourish.