



SUCCESS STORY

SOWING CONFIDENCE, REAPING SUCCESS: Mrs. Halima's Transformation Through Saffron Cultivation

In the serene village of Bish Kapa Turkmenia, located in the Imam Sahib district, Mrs. Halima, a 32-year-old mother of three, has transformed her life and her family's future through the cultivation of saffron. Her journey is a story of courage, perseverance, and the transformative impact of the AWARE project, implemented by the New Way Social & Development Organization (NSDO).

Before her involvement with the project, Halima's family faced significant challenges. With 500mm of unutilized land and limited agricultural knowledge, they struggled to make ends meet. Her husband, Shah Nazar, was unemployed, and their household faced both financial difficulties and interpersonal challenges.

"Our family relationships were strained," Halima shares. "We didn't understand each other's rights and often found ourselves in conflicts, even with our neighbors. Life was far from what we dreamed it could be."

The turning point came when NSDO arrived in her village for a survey and selected her as a member of the Saffron Value Chain (VC) due to her interest in the crop. With hope and determination, Halima and her husband embraced this opportunity.



A JOURNEY OF LEARNING AND GROWTH

NSDO provided Halima and her husband with extensive training in financial literacy, Integrated Pest Management (IPM), business and marketing, and life skills for women. The ongoing family well-being and life skills sessions for men also played a crucial role in transforming their family dynamics.

"These trainings solved many of our problems. My husband now treats me with respect and care, and we've learned how to manage our finances and work together as a team," Halima says.

NSDO also supplied 200 kilograms of saffron bulbs and taught her how to cultivate them for maximum yield. While many in the village doubted the viability of saffron cultivation, Halima's hard work and the technical guidance she received proved them wrong.

ECONOMIC EMPOWERMENT THROUGH SAFFRON

From her 500mm of land, Halima harvested an impressive 100 kilograms of saffron. Due to its high quality, she sold the produce for 140 Afghanis per kilogram, earning a total of 14,000 Afghanis.

"I was thrilled to contribute to our household income. My husband and I now work together, and I feel proud to support my family."

SAVING FOR A BETTER TOMORROW

Halima is also an active participant in NSDO's Saving Groups. This initiative has enabled her to save money systematically, access funds during emergencies, and plan for future investments.

"The savings program has been a lifeline for us. We can withdraw money when we need it, and it has given us a sense of financial security," she explains.

A MESSAGE OF HOPE

Halima's success has inspired others in her village to explore saffron cultivation and embrace the opportunities provided by the AWARE project.

"To all women, I say: Do not fear challenges. Believe in yourself and strengthen your confidence through hard work. You can achieve great things," Halima declares.

CONCLUSION

Halima's story is a testament to the transformative power of education, support, and self-belief. Through the AWARE project, she not only revitalized her family's economic situation but also cultivated a happier, more harmonious household. Her journey exemplifies the impact of community-led initiatives in empowering women, fostering resilience, and driving sustainable development. Halima expresses her heartfelt gratitude to NSDO and the AWARE project for providing the tools and knowledge that changed her life.

This story of success and impact demonstrates the profound potential of programs that empower individuals to overcome challenges, support their families, and contribute to their communities.