



SUCCESS STORY

STITCHING DREAMS INTO REALITY:

Empowering Women through the Kanam Tailoring Shop

In the serene village of Kanam, nestled within the picturesque region of Imam Sahib, a transformative journey of empowerment and entrepreneurship is unfolding. Through the establishment of a tailoring shop by the industrious members of the Women's Self-Help Group (WSHG), a community once limited by economic constraints now thrives with hope, resilience, and opportunity.

This journey began with the dedicated efforts of the AWARE project's female trainers, who equipped the women of Kanam with vital skills and knowledge. From financial literacy and business strategies to family well-being and Integrated Pest Management (IPM), these trainings were the foundation upon which the women built their confidence and capabilities. Inspired by this support, the WSHG members decided to turn their skills into a sustainable source of income, pooling 42,400 Afghanis to bring their vision of a tailoring shop to life.

The tailoring shop is a testament to the resourcefulness and ingenuity of the WSHG members. Leveraging their personal resources, the women contributed small sewing machines from their homes, embodying their commitment to the venture. Recognizing the need for scale and versatility, they acquired a larger sewing machine, enabling them to meet diverse tailoring demands within the community.

What sets this initiative apart is its inclusive and forward-thinking approach. By employing a male tailor to sew garments for men, the shop not only expands its service offerings but also promotes gender equity by creating employment opportunities for both men and women. This decision underscores the group's vision of fostering inclusivity and shared prosperity within Kanam.

The success of the tailoring shop is further amplified by the collaborative support of the local community. The Shura deputy's generous provision of shop space exemplifies the harmony between the WSHG and local leadership, showcasing the power of collective action and partnership in achieving sustainable development. Today, the vibrant hum of sewing machines and the steady flow of customers reflect the shop's growing impact. Beyond generating income for the women involved, the initiative empowers them with a sense of self-reliance and pride. It inspires other community members to embrace similar ventures, igniting a culture of entrepreneurship and innovation in Kanam.



The Kanam tailoring shop is more than a business, is a symbol of transformation, resilience, and hope. It demonstrates the life-changing impact of targeted interventions like the AWARE project and highlights the immense potential of women-led initiatives to drive community development.

This success story exemplifies how small investments in skills, resources, and collaboration can yield profound results. It is a compelling call for continued support to scale initiatives that empower women, strengthen communities, and foster inclusive growth, ensuring a brighter future for generations to come.