



SUCCESS STORY

FROM STRUGGLES TO SWEET SUCCESS: Mrs. Nazifa's Journey in the Dairy Value Chain

Mrs. Nazifa, a resilient 35-year-old woman from Quchi Khurd in Kunduz Center, has transformed her family's life through perseverance, hard work, and support from the NSDO organization under the AWARE project. Married to Youns, 37, and a mother of six children, Nazifa's journey is a remarkable testament to how targeted interventions can empower women, uplift families, and build thriving communities.

THE STRUGGLES BEFORE OPPORTUNITY

Before joining the AWARE project, Nazifa's family faced dire financial challenges. Barely able to meet daily expenses, she sold her gold to purchase a cow, hoping to sustain her family through milk sales. However, with limited knowledge of proper feeding and cow care, the cow's milk production remained insufficient, leaving the family struggling to make ends meet.

"Our economic situation was so bad," Nazifa recalls, "even with the cow, we could not improve our lives. We didn't know how to care for it properly, and our income stayed low."



A TURNING POINT: JOINING THE DAIRY VALUE CHAIN

Nazifa's journey toward transformation began when NSDO selected her as a member of the Dairy Value Chain's existing group. This moment marked a turning point in her life. With the guidance and training provided by NSDO trainers, she learned essential skills, including:

- Proper cow feeding techniques to improve milk production.
- Disease prevention and creating the right environment for her cows.

These practices quickly bore fruit, increasing milk production and enabling Nazifa to take out a loan to purchase another cow.

BUILDING A THRIVING SMALL BUSINESS

Empowered by increased milk yields and inspired by the training she received; Nazifa and her husband launched a small business producing and selling Malae (local ice cream) made from their cows' milk. The results were transformative:

- In the past, selling Bushka (3 liters) of milk earned just 70 AFN. Now, by making Malae, they generate a profit of 400 AFN per Bushka.
- Daily profits now range between 600–700 AFN, significantly improving their economic situation.

"We are so happy now," says Nazifa. "Our income has improved, and we can finally provide a better life for our children. Shukr, our hard work has paid off."

EMPOWERMENT THROUGH TRAINING

NSDO's comprehensive training programs have been instrumental in Nazifa's success.

1. **Financial Literacy:** "This training taught us how to calculate our expenses and profits, which is critical for small businesses."
2. **Life Skills:** "I learned how to manage my family relationships and face life's challenges with confidence."
3. **Business and Marketing:** "The trainers showed me how to package and improve the quality of our products to attract better prices."

A MESSAGE OF HOPE AND GRATITUDE

Nazifa's story is one of resilience and transformation. From selling gold to survive, she now operates a thriving business that not only sustains her family but also provides hope for the future.

"I want to tell other women: never lose hope. With determination and hard work, you can achieve your dreams. I thank NSDO for their programs, which have empowered so many women like me to stand on their own feet and support their families."

CONCLUSION

Mrs. Nazifa's journey highlights the profound impact of the AWARE project's dairy value chain initiative. By equipping women with the tools, knowledge, and confidence to succeed, NSDO has helped families break free from the cycle of poverty and achieve sustainable livelihoods. Nazifa's success serves as an inspiration to others and underscores the importance of continued support for initiatives that empower women and strengthen communities.