



# PUBLIC REPORT 2309-1

Interim Report  
**WOMEN'S EMPOWERMENT: GROUPS 1 & 2**

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# Summery

- **Goal:**

Women's Empowerment towards breaking the cycle of poverty

- **Beneficiary:**

Women heading underprivileged households residing in deprived neighborhoods of Tehran

- **Start Date:**

Fall 2022

- **End Date:**

Fall 2024

- **Estimated Cost:**

\$2500.00 CAD

- **Source of Cost:**

Training workshops; Consultations; Medical expenses for women and their children

- **Raised Donation:**

\$1970.00 CAD

- **Source of Donation:**

Online donation via website; Benevity program; Fundraising events

- **Status:**

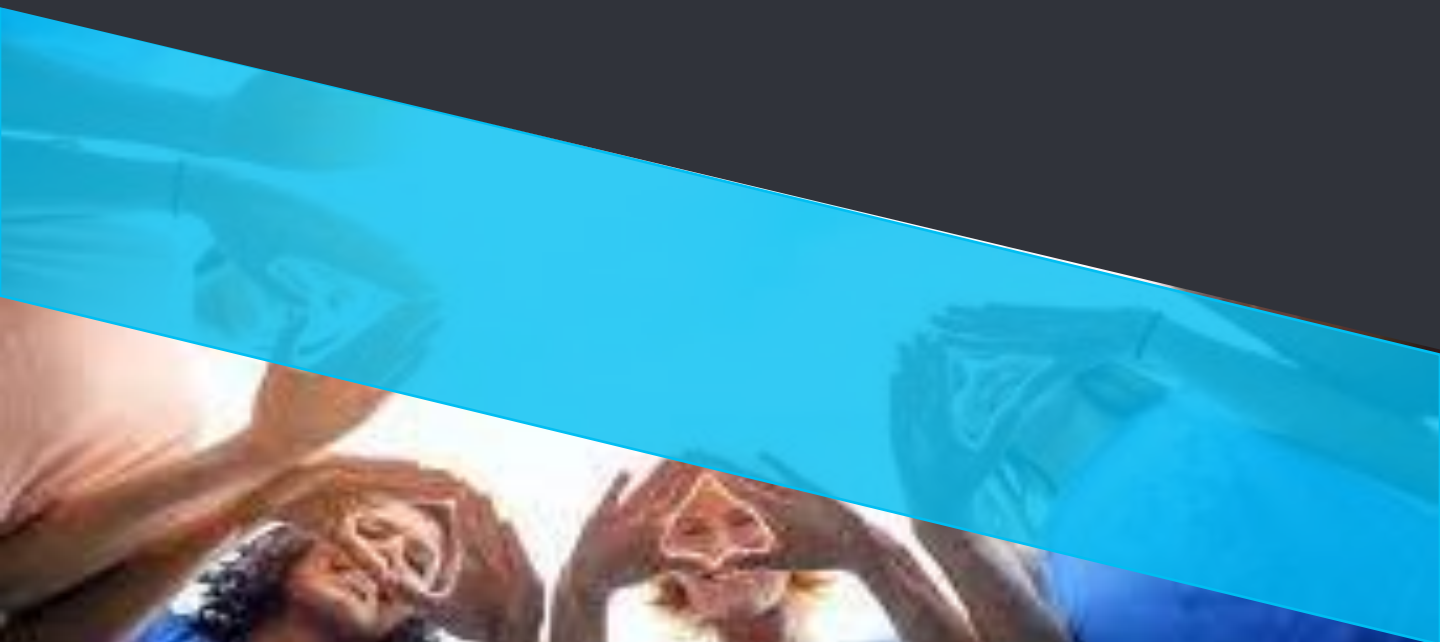
In-progress

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## Background

Empowerment initiatives strive to enhance individuals' abilities, ultimately reducing poverty and fostering societal development. One effective strategy for empowering disadvantaged groups is through microfinancing. These localized small-scale funds are recognized worldwide as a potent instrument for achieving socio-economic progress. The positive outcomes of a well-executed microfinance program can encompass heightened community involvement among women, as well as advancements in children's health and education.

To ensure the sustainability of such initiatives, several key features define the empowerment achieved through microfinancing. These include the active participation of project leaders chosen by the beneficiaries themselves, group lending practices, collective commitment, peer oversight, timely repayment of loans, and gradual increases in loan amounts. These efforts are typically accompanied by essential social services, such as healthcare and educational support.



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# Objectives



Empower economically women heading underprivileged households residing in underdeveloped areas of Tehran by generating employment opportunities.



Resolve urgent issues of women and their children, such as medical expenses, food, shelter, etc., that usually prevent them from participating in the initiatives.



Establish two small financing initiatives as independent, non-governmental social organizations.



Assist program beneficiaries in either establishing new enterprises or enhancing their existing businesses.



Identify, educate, and empower women who benefit from these initiatives.



Provide financial support for the creation of new job opportunities.

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## Highlights

Since Fall 2022, Afra Charity Foundation has initiated an empowerment project in the underprivileged region of Southern Tehran. This endeavor aims to foster sustainable livelihoods through microfinancing. The project foresees the empowerment of 30 underprivileged women, either through the establishment of new businesses or the enhancement of existing ones.

Within the scope of this initiative, Afra Charity Foundation provided support to 30 women heading underprivileged households residing in deprived neighborhoods of Tehran (Khani Abad Nou and Nasim Shahr), enabling them to work towards a more secure and self-sufficient future.



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# Accomplishments

The following actions have been taken so far:

- Identified women heading underprivileged households in need of assistance.
- Established a comprehensive case file for each woman.
- Assessed the unique capabilities and potential of each woman.
- Provided consultation services to support and guide the women.
- Formed two groups, each comprising 15 women, in Khani-Abad Nou and Nasim Shahr.
- Streamlined the process of opening accounts in banks and other financial institutions.
- Conducted life skills workshops and other training sessions.
- Facilitated access to financial resources, such as grants and loans, to establish two clothing manufacturing workshops.
- Provided ongoing support and guidance to the leaders of the two established groups.
- Ensured continued access to financial resources for the sustainable operation of the clothing manufacturing workshops.
- Issued certificates of completion per attendees.
- Provided financial supports for post operation medical expenses (kidney transplant) of a child and registration in a drug addiction rehabilitation center of a teenager.



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# Outcomes

Two clothing manufacturing workshops were successfully established, one in Khani Abad Nou (Group 1) and the other in Nasim Shahr (Group 2).

The outcomes are as follows:



These results reflect the positive impact of the project on the majority of participants, with some individuals opting for alternative career paths that align with their skills and interests.

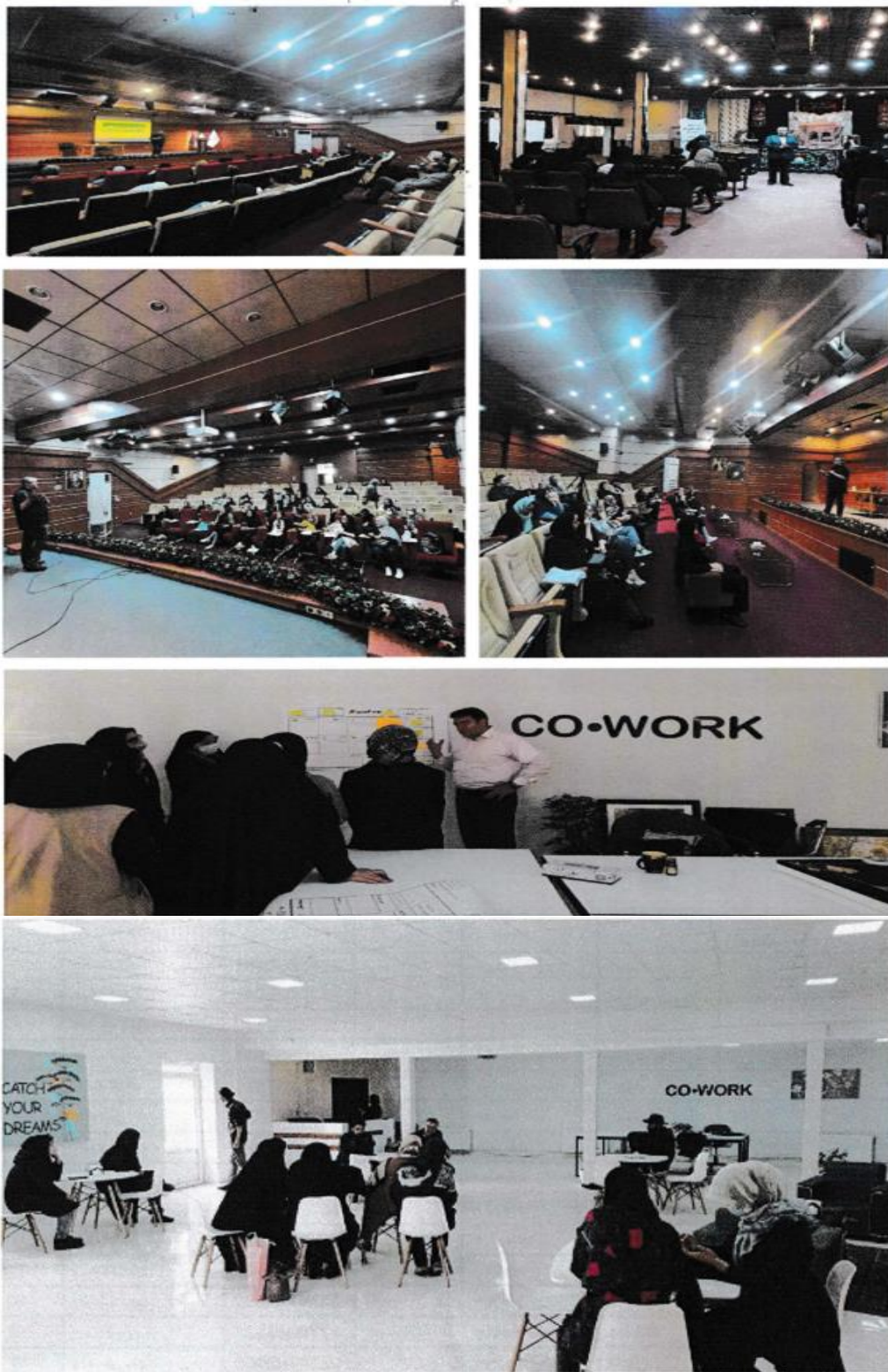
Both in-person and online sessions were made available to the members of each group, as tabulated below. These services encompassed the following areas:

- Setting up the group effectively.
- Exploring various financing methods.
- Enhancing knowledge of manufacturing techniques.
- Identifying viable business ideas and opportunities.

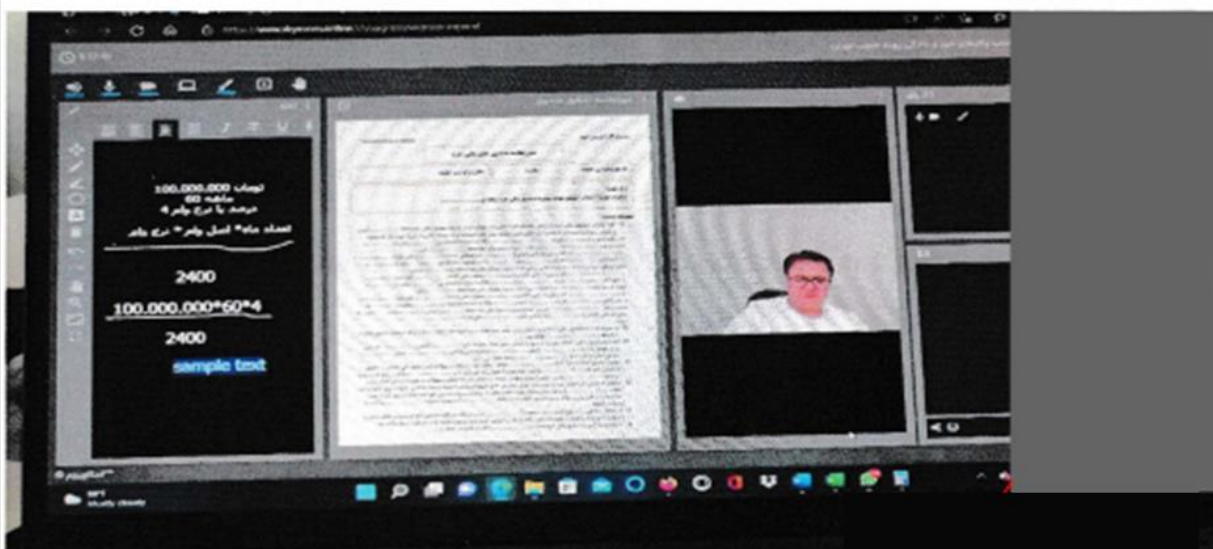
In addition, a total of 120 person-hour consultation services was provided during the process via in-person appointments, phone call, online platforms, etc.

Course titles	Session plan	Duration (hours)	Delivery method
Occupational skills	Setting occupational goals	3	Online
	Financial intelligence	2	
	Self-awareness and planning	4	In-person
	Effective decision making	2	
Methods for developing business ideas and identifying opportunities	Creativity and innovation	5	Online
	Opportunity identification and idea discovery	3	
	Idea evaluation	2	
Business establishing methods	Identification of existing problems	1	In-person
	Methods as targeting the problems	1	
	Customer types	1	
	Value proposition	1	
	Customer relations	1	
	Methods to communicate with customers	1	
	Business resources	1	
	Business activities	1	
	Business partnerships	1	
	Business expenses	1	
	Business cash flow	1	
Micro financing	Establishing, management and sustainability of micro-financing organizations	11	Online
Networking, marketing and sales	Business networking	2	Online
	Traditional and modern marketing	3	
	Effective sales strategies	2	
	Marketing in clothing industry	3	





In-person training sessions (Image quality is intentionally reduced to protect privacy of individuals)



Online training sessions (Attendees' name are intentionally hidden to protect their privacy)





[www.AfraCharityFoundation.com](http://www.AfraCharityFoundation.com)

