

In a nutshell

Our Women's Economic Empowerment Programme seeks to create and enable budding female entrepreneurs in the hope of helping them establish sustainable, independent livelihoods. Some of the many ways in which we do this is by imparting upon them marketable skills, and helping them access high value markets without the usual exploitation by middlemen.

(women's creativity) is the brand under which women home-based workers' products are introduced to the market



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Shirakat's

Nissaaee Hunr

From their
hands to our
hearts

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SUSTAINABLE LIVELIHOODS

The Sustainable Livelihoods approach (SLA) is a way to improve understanding of the livelihoods of resource poor people. It draws on the main factors that affect poor people's livelihoods and the typical relationships between these factors. It can be used in planning new development activities and in assessing the contribution that existing activities have made to sustaining livelihoods.

Livelihoods are defined in the Sphere Standards as:

“Livelihoods comprise the capabilities, assets (including both material and social resources) and activities required for a means of living linked to survival and future well-being.” See: “Humanitarian Charter and Minimum Standards in Disaster Response”, The Sphere Project, Geneva, 2004.

Nissaaee Hunr

Shirakat is currently focusing on Women's Economic Empowerment. For this purpose we have met with different women home based workers (WHBW) who are engaged in making of different products such as hand embroidered clothes, handicrafts items and handmade jewelry.



Earrings made by our trainees at Islamabad.

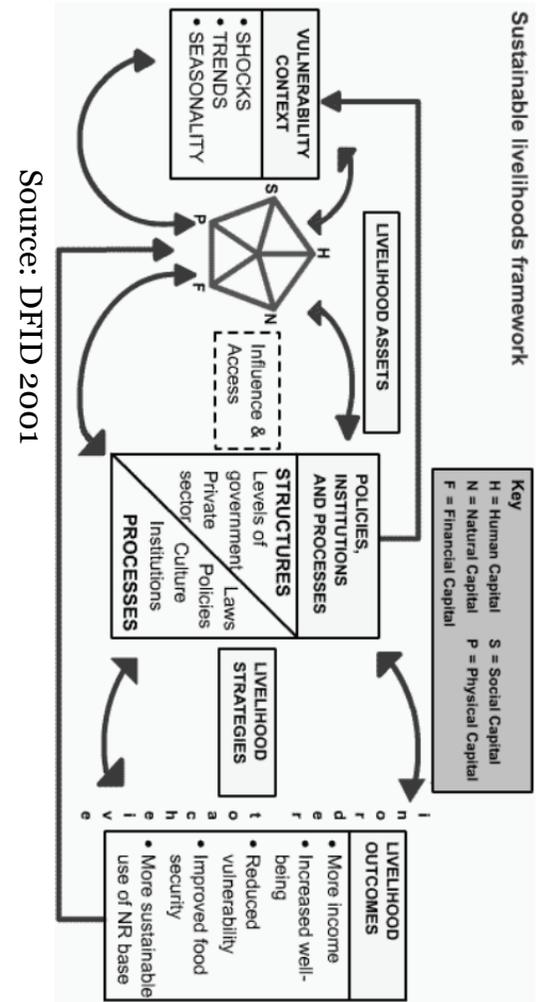
Shirakat helps them make linkages with the market and attempts to develop micro-entrepreneurial skills in women. Shirakat's team also visits the work place of these women to support them with designing, color schemes and other expressed needs.

Shirakat has two Training and Production Centres; one in Islamabad, the other in DI Khan. We constantly strive to find new ways to promote women's economic empowerment within the region and the whole country.

WEE Programme Goals

1. Provide members long term livelihood security by enhancing skills
2. Enroll increasing number of rural artisan women into our membership
3. Become the best and the largest organized producer and seller of hand made crafts in the world.
4. Revive and grow the ethnic craft making skills of its member's communities
5. Evolve a business model which balances between livelihoods and the market

Shirakat will continuously strengthen its functions and processes to fulfill its mission and to respond in a timely and appropriate fashion to the ever changing market dynamics.



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