



U.S. Government Assistance to Pakistan

ECONOMIC GROWTH:

The United States Helps Pakistani Women Artisans Become Better Entrepreneurs

Jamila, a mother of seven who lives near the Karachi airport with her husband and family, wanted to help support her family. Her husband, a day laborer, does not earn enough to cover the family's basic needs. Jamila sold her own embroidery and beadwork, but had few orders and only earned \$7 a month. Like many mothers, she worried about what she would feed her children.

A friend told Jamila about a training on embroidery design that could help her to earn more money and improve her skills. Jamila signed up for workshops sponsored by the United States Agency for International Development (**USAID**) and learned how to represent other women artisans to businesses interested in purchasing embellished fabrics.

By joining together, female entrepreneurs are able to offer larger quantities of product and negotiate better prices with interested buyers. After receiving her training, Jamila has put it to good use.

"I used to earn \$7 a month doing Sindhi stitching and beadwork. Today, I manage a team of 65 women artisans, helping them to receive orders, and collect and deliver finished products to the buyers. Now I earn more than \$19 a month," Jamila explained. "I don't have to think about what I will feed my children anymore. Instead, I can think about my children going to school."

Jamila's situation is not unique. Many women in Pakistan have small home businesses to supplement their family's income. To help these home businesses thrive, the USAID Entrepreneurs Project provides basic business skills to women in low-income communities. The project teaches women artisans to



USAID training helps women embellishers lower their costs and significantly increase their sales with improved business practices.

identify products in high demand, to access better markets and business service providers, and to create new products that attract higher profits. The project also links participants to local financial institutions that can provide loans. Jamila is one of 26,000 embellishers who will benefit from this project by 2014.

The training provided to home entrepreneurs is just one component of U.S. economic assistance to Pakistan. Over 9,000 dairy farmers and 5,000 agribusinesses have received U.S.-funded training to improve the quality of their products, access markets, and increase revenue. The United States has also built 650 km of roads to facilitate trade and launched a private equity funding project to invest in small and medium-sized businesses.

To learn more about the many other U.S.-Pakistan initiatives that are making a positive impact on the lives of Pakistanis, please visit <http://islamabad.usembassy.gov/fact-sheets.html>.