



SUCCESS STORY

Training Helps Young Woman Start Own Business

USAID-supported project provides business training to Yemen's youth

Please provide photo caption.

A newly confident Yaslam expanded her business and is helping other youth achieve success.

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When Augan Saleh Yaslam was a student, she had great ambitions to pursue a university education, but when her family fell upon hard times, she had to halt her studies in order to help them with household expenses.

Yaslan, 24 years old, started making foodstuffs at her home in Al Joul Area in Abyan Governorate. Her business was successful, but she lacked the knowledge and experience to develop it further. One day, she heard a friend in the Al Joul Woman Association talking about a project arranged by the Youth Empowerment Project, funded by USAID.

Through the project, Yaslan was able to participate in a course on microenterprise development. "Really, this course was a great opportunity for me. I learned how to start and sustain small income-generating projects. An important thing that we learned was how to plan for our projects so that we can sustain them," said Yaslam.

One project Yaslam and her friends had in mind was to produce and sell frankincense. The hardest part for Yaslam was obtaining access to the financial resources to get started. She and her friends were able to obtain a small loan. From this they bought ready-made clothes and sold them on credit with 20 percent interest. This gave them their starting capital for their frankincense project.

"I feel that my situation has started to improve, and now I even have so much self-confidence that I and some of my friends launched our own association. I am the Financial Officer, and I give some small loans for the girls who want to start their own business," she said.

Yaslan advises young people, especially girls, to be self-reliant, patient, and determined. As she can attest, with hard work, a small beginning can grow into something much bigger.