



Uzbekistan
Catalyzing Transformational Development

...equipping the nations

Joint Development Associates International Success Stories

New Fashions for Muynak

Initiative

In an effort to alleviate poverty in the severely impoverished community of Muynak, Karakalpakstan, JDA is encouraging their clients to move away from commerce businesses and start more lucrative production businesses. These types of businesses add value to the community, they use more of the locally available resources as well as the skill and talents of the people.

Challenge

After finishing fashion design school, Zukhrahan's sewing business was barely successful as she could earn money only from receiving orders from people who brought their own fabric. This limited Zukhrahan from her creative abilities as a seamstress and fashion designer. Orders were seldom as there was no locally available material. The nearest clothing market for Muynak is situated two hours away and people cannot afford the transportation expenses or the cost of imported material or clothing.



“Having the ability to purchase material using JDA’s credit has added great value to what I produce and allows me to be creative in my business.”

Results

Zukhrahan knew that there was a market for good quality, fashionable clothing. Only after she joined JDA's micro credit program was she able to meet the needs of her community. Taking credit, allowed her to purchase large quantities of material, she then started designing and making samples of new clothing fashions. Now many people are making orders for her new designs. She also is selling her finished clothing in the bazaar.