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UNIDO-FAO income generation project for rural and urban poor in Southern Iraq



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the US\$5 million project funded by Italy has been going for one year

A US\$5 million joint UNIDO-FAO project, funded by the government of Italy through the UNDG-ITF ([United Nations Development Group-Iraq Trust Fund](#)), is building capacities and infrastructure to provide households in the Thi-Qar governorate in the Lower south of Iraq with opportunities to develop cottage and micro-industries. The project, which began in January 2005, will increase the capability of rural and urban communities in Thi-Qar to engage in viable non-farming agro-enterprises (food and non food processing and marketing) by providing processing technology and improving technical and business management skills. FAO is responsible for agriculture-based cottage industries and UNIDO the non-food cottage industries. Thi-Qar was chosen as the site of the project because of the extent of extreme poverty and the relative peace and stability. Although conditions are more volatile now than at the

beginning of the project, the objective remains the same: two vocational centres with the capacity to train some 1500 cottage-level entrepreneurs a year.

The project is rehabilitating a vocational training centre in the city of Naasiriyah, the capital of the governorate, and establishing one in the city of Al-Qorna. So far, some 80 trainers have been trained and a similar number of cottage-level entrepreneurs are currently participating in courses at the Naasiriyah centre in entrepreneurship, basic book-keeping and marketing. Once the infrastructure is fully in place, trainees will be drawn from 20 villages in 15 different locations in Thi-Qar. The first year's trainees have already been selected. Approximately 50% are women; from women-headed households, widows, and internally displaced persons (IDPs).

An exhaustive survey conducted at the beginning of the project identified 13 different kinds of viable cottage and micro industries, covering, on the non-food processing side: wood working; agricultural machinery maintenance; metalworking; blacksmithing; textile sewing / garment making; spinning, weaving/carpet

making; and making prefabricated construction panels from reeds. On the food processing side, training facilities and technology will be provided for dairy, date, fruit & vegetable and cereals processing.

The Al-Qorna training centre, which is yet to be built, will be equipped with dairy, fruit and vegetable, cereals and date processing plants. The Nassiriyah training centre is housed in the existing vocational centre building. Space has been allocated in the building for a large training room and facilities and technologies for wood, metal and agro-mechanics and textile (sewing, carpet making and spinning) micro industries. Both centres will have well-equipped workshops. The project is also assisting the two vocational training centers in curriculum development, and providing a broad range of manuals and multimedia training resources.

Project implementation partners from the Iraq Government side are: the Ministry of Agriculture (MOA); the Ministry of Labour and Social Affairs (MOLSA); the Ministry of Planning and Development Cooperation (MOPDC) and the Thi-Qar governorate. MOLSA is the counterpart for non-food processing activities as it is currently involved in employment-generation activities in cities and has training facilities for unemployed people. MOA, the partner in the implementation of the food-processing component of the project has a rural development programme through its extension and outreach services and is engaged in the off-farm rural employment generation activities. MOPDC as line ministry is collaborating in targeting the vulnerable groups in rural and urban areas and coordinating the smooth the progress of activities of the ministries during the project execution in Iraq.

Each ministry has representatives on a project steering committee (PSC) established to play an advisory and coordinating role in planning and implementation modalities. The existence of the steering committee ensures the involvement of all stakeholders, more transparency and promotes ownership of the project among all counterparts.

So far, 43 experts (32 men and 11 women) from the three counterpart Ministries have participated in 5,418 days of international courses for the training of trainers in: entrepreneurship development, business management, wood working, metal working, welding, textiles technology (carpet weaving and garment making) handicrafts and pottery, dairy processing, date processing, milk processing and cereals processing technologies. Six government officials and experts from vocational training centers participated in a study tour in Europe.

To date, some US\$3 million has been invested in the project. The remaining US\$2 million is for the next important steps: completion of the building work; installation of demonstration plants and other equipment; and the training of 1500 cottage and micro industry entrepreneurs each year.

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€1.2 million EU funding for micro and small enterprise project in Senegal - a Partnership wins PADELU -

PADELU - Programme d'Appui au Développement Local Urbain, an UE funded programme in Senegal, has entrusted UNIDO with € 1.2 million for the implementation of one of its main components: the development of local micro and small enterprises. UNIDO's approach in this programme, which will involve 10 of Senegal's 34 municipalities, is based on its experience implementing PAPES (Projet d'Appui à la Petite Entreprise Sénégalaise), a highly-regarded project which established a methodology to promote networking between small and medium sized enterprises (SMEs) and assisted SME associations to improve services offered to their members. The Agreement between the Government of Senegal and UNIDO on PADELU was signed by UNIDO Director-General Kandeh Yumkella on 19 December 2005, by the Senegal Ministry of Economy and Finance on 29 December 2005, and by the Head of the EU delegation in Senegal, EU Ambassador Manuel Lopez Blanco, on 30 December 2005.

UNIDO's inputs to PADELU will focus on providing assistance to groups of micro and small enterprises to

build up joint business projects and increase their competitiveness by working together on common problems. The capacity of local financial institutions to better serve the needs of micro and small enterprises will be enhanced by assisting them to introduce best practice MSE financing schemes adapted to local conditions. Finally UNIDO will assist the staff of the 10 municipalities to improve their strategy to support the development of local private sector. The micro and small enterprise project is part of Phase II of UNIDO's Integrated Programme for Senegal.



PADELU discussions in Senegal (l. to r.): EU Ambassador in Senegal, Manuel Lopez Blanco and UNIDO's representative in Senegal, Alain Nickels. Ambassador Blanco is now Director, Unit for West Africa, General Directorate for Development in Brussels

partnerships and field work in his vision statement. "Director-General Yumkella has made it clear that partnerships, whether in developing countries between the public and private sectors, between the UNIDO Secretariat and its member states or between the Director-General and staff is central to his vision for UNIDO".

"But having extensive experience in the field himself the Director-General knows that partnership is only part of the story, a "necessary but not sufficient" condition. His vision also emphasises the competence and quality of output of the partners. There were a number of factors that were critical to UNIDO being chosen to implement PADELU. In the main, these related to the success of earlier partnerships: the image created by PAPES (Projet d'Appui à la Petite Entreprise Sénégalaise) and the UEMOA Quality programme in Senegal. The quality of the project proposal and on-the-spot lobbying were also critical."

"The UNIDO PAPES project, financed by Austria, is very well-known in Senegal, most appreciated by Government, private sector and development partners. The good reputation of UNIDO in Senegal through the success of the UEMOA Quality programme, also financed by the EU, was another important factor in the EU trusting UNIDO with the € 1.2 million for the PADELU component, as was the participation of EU Ambassador in Senegal, Mr. Manuel Lopez Blanco, in all high-level events in Dakar related to the UEMOA project."

In addition to being a testament to the importance of encouraging partnerships, the EU financed project on Micro and Small Enterprises, represents a significant step in the development of phase II of UNIDO's Integrated Programme for Senegal. Both components are now financed; the other component of the programme, "Industrial Upgrading for Competitiveness", received funding of € 1,35 million from the Agence française de Développement (Afd).

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UNIDOScope spoke with UNIDO's representative in Senegal, Alain Nickels about events leading up to the EU trusting UNIDO with the € 1.2 million for the PADELU component. Alain is also the team leader of UNIDO's Integrated Programme (IP) for Senegal. PADELU is an important part of phase two of the IP. As Integrated Programme Team Leader, Alain is passionate about the importance of synergy between UNIDO in the field and UNIDO at HQ, and believes the work leading up to the agreement on PADELU as an example of best practice in HQ - field partnership. "The fund-raising success is the result of remarkable team work between colleagues at Vienna HQ dealing with SME cluster development and funds mobilization, the project's high-level international expert, and the UNIDO office in Dakar." Alain said. He referred to the importance that UNIDO's new Director-General Kandeh Yumkella places on

UNIDO-ARCEIT graduate a role model for Arab women in business

Bahrain, 21 February, 2006



The UNIDO-ARCEIT BYEA award presentation, l. to r. Dr. Hashim Hussein, Head UNIDO-ITPO Bahrain, Mrs. Huda Janahi, MD, Global Cargo Services, Mr. Tareq Khalaf, President, Bahrain Young Entrepreneurs Association

In April 2005, Ms. Janahi was awarded *the Mohammad Bin Rashid Award for Young Business Leaders*, for the Best Arab Start-up Business (female) for the year 2005. On 14 February, 2006, *the MENA - OECD Investor of the Year Award* in the category of "Young Innovative Entrepreneur Award 2006". On 21 February, 2006, *UNIDO-ARCEIT Bahrain Young Entrepreneurs Association Certificate of Excellence*.

February, 2006, UNIDO-ARCEIT and the Bahrain Young Entrepreneurs Association (Ms. Janahi is a founding member), awarded Ms. Janahi a certificate of excellence for her entrepreneurship spirit, hard work, determination, creativity and resourcefulness. "These achievements of Ms. Janahi, give us great pride because she was the first women entrepreneur to join the Entrepreneurship Development programme in 2001" said Hashim Hussein of the UNIDO-ITPO Bahrain.

After graduating from the UNIDO-ARCEIT programme, Ms. Janahi went into "Transport and Cargo Services". The odds were against her, even the business registration authorities objected with "this business is not for women". Despite this and other obstacles, Ms. Janahi persisted. With assistance and counselling from the UNIDO Investment and Technology Promotion Office - ARCEIT (UNIDO - ITPO / ARCEIT) office in Bahrain, she got "Global Cargo" on the road, with a small office, a staff of two and an initial investment of \$4,000. "Despite various odds and setbacks to her business, she managed to succeed and establish herself as a role model for many women entrepreneurs, who aspire to compete and excel in male-dominated business sectors", said Dr Hussein.

Ms. Janahi's achievements are impressive. Today, she is managing business assets worth around \$ 2 million, leading one of the biggest cargo and travel services in Bahrain with 28 professional and field staff and managing eight other new companies in the region. Her business ventures cover: cargo clearing and heavy transportation; freight forwarding (air-sea-land); custom clearance and delivery services; transportation and inter-airport trucking; refrigerated transport; bonded warehousing; agent representation; packing and removals; bulk posting and promotional distribution; travel arrangements; car rentals; arranging exhibitions and conferences. One of her most important recent ventures the Regional Trading & Advertisement (RTE). RTE trading is an official grand prix merchandise and import company engaged in marketing campaign related to a full range of Formula 1 merchandise; import and export and sale of jewellery and pearls as well as public relations and media, both in Bahrain and throughout the Gulf Cooperation Council (GCC) countries.

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In 2001, Huda Janahi, a 41 year old housewife, graduated from the UNIDO-ARCEIT Entrepreneurship Development and Enterprise Creation Programme. The programme, conducted by UNIDO-ITPO (Investment and Technology Promotion Office) Bahrain through its Arab Regional Centre for Entrepreneurship and Investment Training (ARCEIT), is also known as "the Bahrain Model of Enterprise Development". Since graduation, Ms. Janahi has not looked back.

In April 2005, Ms. Janahi was awarded the [Mohammad Bin Rashid Award for Young Business Leaders](#), in the Best Arab Start-up Business (female) for the year 2005. On 14 February, 2006, at the [MENA Investment Ministerial Meeting](#) held at the Dead Sea, Jordan, Ms. Janahi received the MENA - OECD Investor of the Year Award in the category of "Young Innovative Entrepreneur Award 2006". On 21