



AREDP Background

AREDP is geared towards “improving employment opportunities and income of the rural men and women and substantially of targeted local enterprises. AREDP aims to achieve these goals by enhancing participation of rural poor in economic activities; supporting them through business development services, access to finance, improving market linkages, product development and value chains.



ODOP Objective

ODOP is development model that focuses in one valuable local resource for showcasing and seeks to achieve socio-economic development of communities through three pillars: Think Globally, Act locally, Self Reliance and Creativity, Human Centered Development. The objective of ODOP is to influence stakeholders for getting wider support for ODOP to develop and strengthen enterprises. It also seeks to develop network of (BDSPs) around ODOP. ODOP facilitates the best services and linkages to market for enhancing sustainable rural livelihoods and economic growth.

Facts and Figures

Before benefiting from ODOP concept, Bahar Enterprise Group sold 1kg yoghurt for 35 AFs in open cups and buckets, but after it became a beneficiary of the project and received support from AREDP, the product value was enhanced and now they sell half a kg of yogurt for 35 AFs per pack, which is double of the value. Bahar Enterprise Group made a deal with farmers in the villages to buy milk to make dairy products. This is helping farmers to sell milk from home and generate income.

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Context: Afghanistan Rural Enterprise Development Program (AREDP) strives to bring innovative enterprise development concepts into the rural areas of Afghanistan in order to create sustainable livelihood for poor people. One District One Product (ODOP) has been initiated in 2013 on a pilot basis and it aims to discover and support potential enterprises at the district level in order to help them become self-reliant and reach further maturity, resulting in rural economic development and creating more employment opportunities for rural men and women. AREDP initiated this concept in Dand district of Kandahar, which has a great potential for grapes. With AREDP support, the grapes products were properly processed, dried and marketed in Kandahar and outside the province. The beneficiaries of the project stated that this concept proved to be very beneficial and that particular year many poor households were able to sell their grapes products while in the past it was wasted due to lack of market in the district. AREDP continued to replicate this concept and carried out an assessment in five more provinces. At the end, the concept was implemented in Ghulam Shah village of Parwan province. The district is close to Kabul city and has large potential for dairy and agriculture products. Under this project, AREDP is supporting Bahar Dairy Enterprise that consists of five members of dairy sectors.

Outcome: With AREDP support, a 12-days soft skill and technical training were carried out for these groups of enterprises. These trainings focused to provide skills in management, marketing, branding, financial management, and dairy farming to the beneficiaries. Furthermore, the enterprise was taken to an exhibition in Parwan for creating and strengthening market linkages. Also an exposure visit was organized in Kabul to visit successful dairy farming enterprises. Bahar Enterprise Group product was had hygiene issues and was spoiled most of the time in the past thus it has affected their product quality. AREDP helped them to overcome this issue by providing packing and sealing machine. They were also given branding labels and this support doubled sales and productivity. Now Bahar Enterprise Group produces more products and there is a large demand for their product in Parwan province. Bahar Dairy Enterprise Group is very successful and one of the members stated: *“our enterprise was able to penetrate the market easily and made good profit. This success we owe to AREDP, they taught us how to create linkages to the market and it certainly increased number of our clients and now we are producing and selling more than we expected”*. Currently, Bahar Dairy Enterprise Group has been contracted by Panjshir Restaurant, Setar-e Parwan Super Market and Setara Wedding Hall to buy dairy product. This enterprise also has made a deal with a large number of farmers in the villages to buy milk on a daily basis and this is giving farmers opportunities to generate income from their home.

Way Forward/Sustainability: Bahar Enterprise Group is one of the successful examples of ODOP concept. AREDP will continue promoting this concept in other provinces of Afghanistan in order to identify valuable resources and market it at the national and international level.