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SMALL & MEDIUM
ENTERPRISE DEVELOPMENT

ASMED QUARTERLY REPORT

January – March 2010

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AFGHANISTAN SMALL AND MEDIUM ENTERPRISE DEVELOPMENT (ASMED)

QUARTERLY REPORT JANUARY THROUGH MARCH 2010

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ABBREVIATIONS

ABA	Afghan Builders' Association
ABA	Afghan Banker's Association
ABC	Advanced Business Consulting
ACCA	Afghan Consulting Companies Association
ACCI	Afghanistan Chamber of Commerce and Industry
ACCW	Afghan Craft Carpets Weaving and Processing Company
ACEG	Afghan Carpet Exports Guild
ADP/E	Alternative Development Program/East
ADT	Agribusiness Development Team
AEW	Afghan Earth Works
AIBM	Afghan Institute of Business Management
AICB	Afghan Innovative Consulting Bureau
AISA	Afghanistan Investment Support Agency
AREDP	Afghanistan Rural Enterprise Development Program
ASMED	Afghanistan Small and Medium Enterprise Development
AWAA	Afghan Women's Agriculture Association
AWBF	Afghan Women's Business Federation
AWSBDA	Afghan Women's Social and Business Development Association
BBA	Bachelor in Business Administration
BDC	Business Development Center
BDS	Business Development Services
BSP	Business Service Providers
CBS	Comprehensive Business Services
CCI	Chamber of Commerce and Industries
CEFE	Competency Based Economies through Formation of Enterprise
CIDA	Canadian International Development Agency
EPAA	Export Promotion Agency of Afghanistan
ESDC	Entrepreneurship Skill Development Center
FICCI	Federation of Indian Chamber of Commerce and Industries
FMFB	First Micro Finance Bank
GDA	Global Development Alliance

HUDO	Hewad United Development Organization
IITF	India International Trade Fair
ISO	International Organization for Standardization
MDG	Marketplace Development Grant
MHP	Mini Hydro Power
MICC	Mashallah Ibrahim Construction Company
MoCI	Ministry of Commerce and Industries
MOU	Memorandum of Understanding
MRRD	Ministry of Rural Rehabilitation and Development
NGO	Non-governmental Organization
PCCTNUK	Provincial Council of Crafters/Traders National Union of Kunduz
PCCUB	Provincial Council of the Crafters Union, Baghlan
PDT	Peace Dividend Trust
PRT	Provincial Reconstruction Team
QSPA	Qataghan Seed Production Association
RFP	Request for Payment
RHL	Remote Hydrolights
SCPC	Shadmerh Candy Production Company
SDLR	Social Development and Legal Rights
SME	Small and Medium Enterprise
SPWA	Seed Producer and Wholesaler Association
TMF	Turquoise Mountain Foundation
WPCO	Women's Public Call Office
WWA	Women's World Association

EXECUTIVE SUMMARY

ASMED supports private sector growth in Afghanistan with the ultimate objectives of small and medium enterprise development and job creation. Following the awarding of the project's two-year extension and the allocation of supplemental funding for continued programming, ASMED expanded technical teams and established a new Central Region Office, enabling the project to increase the delivery of assistance to Afghanistan's private sector. Highlights of the last quarter's activities by program component are presented here.

COMPONENT 1: IMPROVE MARKET INFORMATION

Building market linkages through participation in trade fairs is a key priority for ASMED. Direct contact with buyers and agents, particularly from distant end-markets, not only provides valuable learning opportunities for Afghan SMEs, but generates significant economic growth. This quarter saw further penetration of Afghan SMEs into new and existing markets.

Highlight: Domotex 2010 Carpet Fair in Hanover, Germany

Twenty one Afghan companies participated in Domotex 2010 Carpet Trade Fair, sponsored by USAID ASMED. Each participant departed the Fair with at least 10 serious contacts to follow up on. The participant's total contracts were \$ 2,484,500. The 2010 contracts value represents a significant **increase of 388% from 2009**.

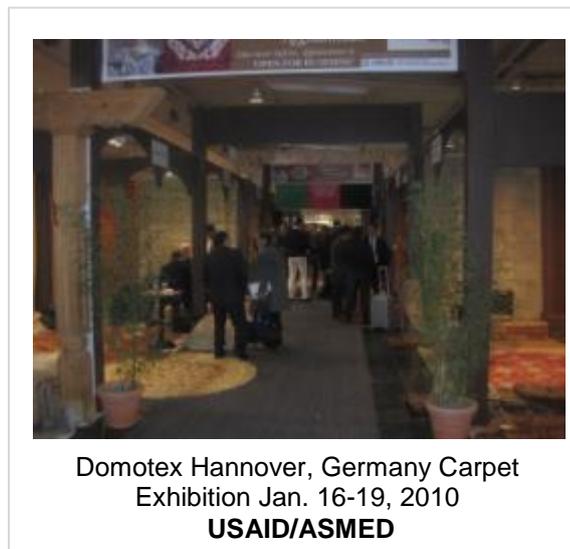
In addition, an Afghan producer, Nomad Ltd/Chak Palu, won the Modern Carpet Design Award, a major award competed by several Domotex participants. ASMED also sponsored a successful matchmaking dinner setting up a networking event between 20 international buyers and 21 Afghan exporters. Results of the networking will be realized later in the year as the two sides communicate and turn the contact to contracts.

"I have got orders from different companies from Japan, Holland, Norway, UK, Spain, and USA. It will not only benefit the Afghan weaver families, but also it will benefit the economy of our beautiful country Afghanistan."

– Abdul Hakeem, CEO, Afghan Rugs

"I think we had a successful show on multiple levels of marketing, product branding and market recognition in Domotex Hannover 2010."

- Asadullah Khall Mohammadi, CEO, Khall Mohammadi Co. Ltd.



COMPONENT 2: IMPROVE BUSINESS DEVELOPMENT AND MANAGEMENT SKILLS

BDS providers are critical for sustained and efficient private sector growth. ASMED continues working with consultancy firms, local associations, and universities, to develop and expand trainings for SMEs in improved management practices, new investment and expansion, the introduction of new products and services, and the improvement of business productivity and profitability. Highlights this quarter included the ASMED Economic Conference for Kapisa, Panjshir and Parwan Provinces. The purpose of the conference, which hosted more than 300

participants, was to bring private sector, government officials and donors under one roof and discuss the challenges and resources available in all three provinces.

COMPONENT 3: STRENGTHEN BUSINESS ASSOCIATIONS

While continuing its support of national associations such as the AWBF, this quarter, ASMED worked with smaller, locally based associations across the regions in improving their services, representation skills, and financial sustainability. Consolidating nascent associations into effective organizations is a priority for ASMED, working with each organization to define services and products that meet the needs of its members. To that end, we are supporting a range of activities across the regions from the problem-solving meetings for a nursery grower association in the country's east to introducing new technologies for carpet producers in the west.

COMPONENT 4: GLOBAL DEVELOPMENT ALLIANCES AND GRANTS

The GDA and Grant teams have begun implementing new processing systems and controls, making it possible to process a great volume of activities while improving oversight and compliance.

During the quarter, ASMED approved five GDAs, committing \$1,194,185 and partners committing \$18,992,535. ASMED awarded five grants during this quarter totaling \$122,528.

COMPONENT 5: HUMAN CAPACITY BUILDING

Building a professional, qualified workforce for continued private sector development is a key priority for ASMED. Our professional internship program supports practical business training for Afghanistan's private sector leaders of tomorrow. With an extraordinary success rate in securing permanent employment for its graduates, ASMED continues to receive multiple requests from students and companies alike to expand this program.

PMP Ind	PERFORMANCE INDICATOR <i>(source of information)</i>	Region of Coverage	Qtr 02 10 January - March 2010			Cumulative Year 2010			LIFE OF PROJECT Totals		
			Target	Ttl	%	Target	Ttl	%	LOP Target	Ttl	%

Tier II Indicators

ALL COMPONENTS

A	600 SMEs that have added value and/or diversified into higher value products and services as a result of ASMED assistance <i>(Enterprise Survey DB, Reg and Survey forms)</i>	TOTAL	75	0	245%	300	184	61%	600	184	31%
		Central	18	0	0%	70	32	46%	140	32	23%
		Eastern	20	0	0%	80	55	68%	160	55	34%
		Western	20	0	0%	80	52	65%	160	52	33%
		Northern	11	0	0%	45	16	35%	90	16	18%
		Southern	6	0	0%	25	29	117%	50	29	58%
B	25% increase in number of clients of Business Development Service providers <i>(BSP Survey)</i>	Afghanistan-wide	25%	0%	420%	25%	105%	420%	25%	105%	420%
C	55,000 full-time jobs created by USG supported activities <i>(Enterprise Survey DB, Reg. and Survey Forms)</i>	Afghanistan-wide	3750	0	82%	15,000	3,067	20%	55,000	37,579	68%
D	400 firms investing in improved technology as a result of ASMED assistance <i>(Enterprise Survey DB, Reg. and Survey Forms)</i>	Afghanistan-wide	50	0	305%	200	153	76%	400	2181	545%

PROGRAM COMPONENT I:

MARKET INFORMATION

FIELD ACTIVITIES – NATIONAL AND INTERNATIONAL

Domotex 2010 Carpet Fair in Hanover, Germany

Twenty one Afghan companies participated in Domotex 2010 Carpet Trade Fair, sponsored by USAID ASMED. According to many of the participants, Domotex 2010 was the most successful trade event for the Afghans in recent years. All the Afghan carpet dealers made contracts and sold most or all their carpets on the spot and also made many buyer contacts. Each participant departed the Fair with at least 10 serious contacts to follow up on.

In Domotex 2009, the participant's total contracts were \$ 2,484,500. The 2010 contracts value represents a significant **increase of 388% from 2009**.

In addition, an Afghan producer, Nomad Ltd/Chak Palu, won the Modern Carpet Design Award, a major award competed by several Domotex participants. ASMED also sponsored a successful matchmaking dinner, setting up a networking event between 20 international buyers and 21 Afghan exporters. Results of the networking will be realized later in the year as the two sides communicate and turn the contact to contracts.

"I have orders from different companies from Japan, Holland, Norway, UK, Spain, and USA. It will not only benefit the Afghan weaver families, but also it will benefit the economy of our beautiful country Afghanistan." – Abdul Hakeem, CEO, Afghan Rugs

"I think we had a successful show on multiple levels of marketing, product branding and market recognition in Domotex Hannover 2010." - Asadullah Khall Mohammadi, CEO, Khall Mohammadi Co. Ltd.

Gem and Jewelry Exchange Trade Show 2010 in Tucson, Ariz.

Afghan gemstone miners and traders recently returned from the Gem and Jewelry Exchange Trade Show held in Tucson, Arizona Feb. 2-7. ASMED sponsored the visit and made the arrangements for the participant booths. In addition to the gem show, participants benefited from visits to a local copper mine, a mineralogical & geological testing laboratory and a heavy mining equipment manufacturers' testing site area organized by the U.S. Department of Commerce's Afghanistan-Iraq Reconstruction Task Force Office in Washington, D.C.

Overall, the participants rated the visit and their participation at the gem show as absolutely critical for the future success of their industry and Afghanistan's capability to export rough specimens, and eventually, cut stones, to the international market. Through their exposure to numerous buyers, retailers and cutters at the gem show, the Afghans have gained a better



Domotex Hannover, Germany Carpet Exhibition Jan. 16-19, 2010
USAID/ASMED



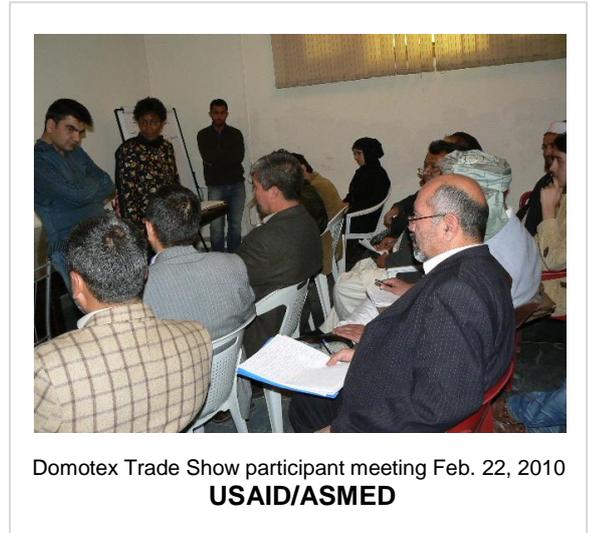
ASMED sponsored booths at the Gem and Jewelry Exchange Show, Tucson, Ariz.
"AQUA GEMS"
USAID/ASMED

awareness of the demands in the market place. The participants plan to work with ASMED to help strengthen the "mines-to-market" program and to solve the problems Afghanistan faces in the areas of exploration, mining, extraction, cutting and marketing stones for export.

"Americans asked for higher color, higher quality mineral specimens, and for cutting material [rough]. Next year I will be prepared." – Haji Gharit Khan, Gemstone Dealer

Domotex 2007-2010 Exhibition Participants' Meeting

Sixty carpet traders who attended Domotex 2007, 2008, 2009 and 2010 were invited to a meeting Feb. 22, to exchange experiences, evaluate results and identify strengths and weaknesses for the past four Domotex shows. Of the 60 invitees, 32 were in attendance. Highlights included an election of a Trade Fair Arranging Committee to build capacity among the Afghan traders to partner with ASMED on its presence and to continue moving forward. Traders were encouraged to bring their facilities and operations to Afghanistan in order to promote the Afghan handmade carpet under the "Made in Afghanistan" brand to the international markets. As a result, Domotex was found to be the best floor for carpet trade shows.



Domotex Trade Show participant meeting Feb. 22, 2010
USAID/ASMED

Visits to Producers

As an independent research assignment, an Artisan Production intern, selected from ASMED's internship program, visited 12 producers in January and February at their workshops in order to gather accurate data about their financial status, newly created products, and key problems. The following producers were visited:

- Madina Handicrafts Association
 - Turkman Women's Active Right Association
 - Saleh Fine Silk
 - Nasima Silks
 - Nooristan Handicrafts Company
 - Kabar-e-Khosh Company
 - Afghan Women Carpet and Cattle keeper Network
 - Rubia
 - Woriz Limited
 - Women of Garden
 - Afghan Women Business Federation
 - Women for Women International

New York International Gift Fair

The New York International Gift Fair took place in New York City from Jan. 30 – Feb. 4. Twelve Afghan companies were represented by an international expert in artisan production, a local Afghan representative, and an ASMED employee. They displayed a variety of locally produced handicrafts, met with buyers, and familiarized themselves with the international market.

The following producers attended NYIFG:

- Chelcheragh
- Azana Silks
- Hadya Gallery
- Khabar-e-Khush Company



Afghan Attractive Handicraft Products in
NYIGF in January 2010.
ASMED/USAID

- Nasima Silks
- Rahyab Handicrafts
- Saleh Fine Silk
- Turkmen Women's Active Rights Association.
- Women of Hope
- Noor Jewelry
- Zarif Design

FIELD ACTIVITIES – EAST

Trade Fairs:

Trade Fairs are organized gatherings of buyers and sellers established precisely to create an environment where the two sides can meet and establish communication. From the perspective of the buyer, a trade show presents an opportunity to meet with many vendors at a single location. For the seller, it is an opportunity to introduce a service or product to a new market. Companies generally participate in trade shows for one or more of the following reasons:

- To view the competition, assess the market and develop a list of contacts for later follow-up;
- To raise awareness, take orders, maintain a market presence, introduce their products or company to the market;
- To find an agent or distributor, or support existing agents or distributors;
- Participate in panel discussions, make presentations or give one of the many workshops that are part of any trade show agenda.

ASMED sponsors SMEs to Herat 2010 Art & Artisan Products Exhibition

The four-day event was held in Mawlana Jalaluddin Balkhi Hall, which had more than 100 exhibitors coming from Herat, Badghis, Ghor & Farah Provinces. The governor of Herat opened the event, which also celebrated Women's Day. The exhibition drew a large contingent of media, local and international VIPs, and a public audience, with more than 1,000 guests in attendance.

ASMED had previously supported Herat-based female Artisan producers participating in the annual exhibition/market to provide them with an excellent sales & marketing opportunity in hopes of capitalizing on the increased awareness and attention associated with formal events to mark Women's Day (March 8). In line with the ASMED Artisan Production strategy and the push for a greater regional collaboration on such initiatives, ASMED facilitated the Herat Directorate of Women's Affairs & the New Community Development Organization (NCDO) to liaise with all the regional stakeholders (female producers associations, SMEs, Governor's Office, INGOs, PRT, etc.), to build a consensus for the delivery of one large joint event March 8.

By supporting regional actors to organize and conduct this event, ASMED aims to develop local capacity to provide such events. In addition, the NCDO supported each individual exhibitor to record their profits from the event. This information was used to encourage exhibitors to "pay" for the chance to exhibit in future events, therefore creating a market for such events.

To facilitate Afghanistan's participation at this and similar trade fairs, ASMED supported the SMEs' (Afghan Women Social Business Development Association; Khabr-e-Khosh; and Sana Handicrafts & Knitting Company) delegation event admission, marketing, logistics, and other preparatory coordination.

Marketing Materials for 35 SMEs/associations

ASMED has created approximately 35 associations and supported many of them both technically and financially. Most of the existing and ASMED-created associations/SMEs need marketing for their products and services. However, they lacked marketing materials such as brochures, banners and visiting cards, which are the essential part of the marketing section. Creating these marketing materials creates business-to-business links, finding ways for the national and

international markets for their products and services – especially during their matchmaking meetings and tradeshows.

As a result, a purchase order was signed with Yoon Network for making marketing materials for 35 SMEs/Associations in the eastern region. The material includes brochures, two types of banners and business cards. Marketing materials for 25 SMEs/Associations has been published thus far and distributed among the respective SMEs/Associations this quarter.

FIELD ACTIVITIES – WEST

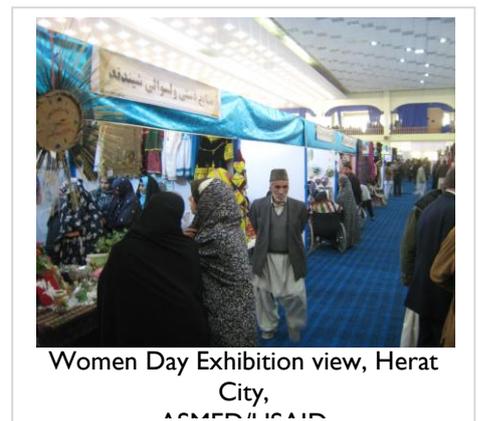
Artisan Producers Market Linkage Support (Internationally):

ASMED supported the linkage between four national Handicraft producers with four (one female) Herat City-based entrepreneurs Feb. 22. They are in the process of setting up Afghanistan’s first “on-line marketplace” company, Herat4soo.com (pronounced herat-char-soo, and is named after the famous ancient marketplace in Herat of that name). ASMED will continue to support this linkage to provide Afghan Artisans with access to wider international markets.

Market Linkage Support (Regional & National):

ASMED supported the New Community Development Organization (NCDO) to set up an Afghan Artist & Artisan Exhibition to mark international Woman’s Day March 8. This exhibition was conducted in co-ordination with the official regional government and Directorate of Women’s Affairs (DoWA) celebrations. This exhibition provided high-profile retailing space for 62 exhibitors of Afghan Artisan products, the majority of which were female-owned or female production-orientated SMEs and Associations.

The additional publicity which was created by combining the exhibition with the official celebrations generated a much larger attendance than would have occurred at a small event, enhancing the sales opportunities for the participants. In addition to the enhanced impact on sales/marketing, this collaboration will increase market linkages between regional producers. In fact the event exceeded all expectations with the level of sales averaging around \$9,000 per day, reaching a significant \$18,967 on the last day, resulting in a total sales figure of \$60,601. The opening, which had more than 2,000 visitors, was broadcast nationally on the Ariana Television Network Evening News. ASMED has been made aware of several projects from rural areas that struggled to find markets for its products, made significant sales channels at the event. For example, the Dorkhshan Women Carpets Association (Badghis Province), which was established with the support of ASMED, made eight separate agreements to start shipping goods to Heart-based traders, with pre-orders with an estimated value of \$18,905, which is significantly more than their current annual sales.



Women Day Exhibition view, Herat City,
ASMED/USAID

FIELD ACTIVITIES – NORTH

Dubai Carpet Exhibition May 2010

USAID/Afghanistan Small and Medium Enterprises Development Project (ASMED) distributed 10 application forms for carpet trading companies to participate in Dubai Domotex Carpet Exhibition March 25. All the candidates are carpet trading companies interested in attending international fairs in order to expand and enlarge their businesses and trade. This will also help link them with other carpet traders around the world.

Developing Marketing Strategy Plan for Baghlan Cement Factory

ASMED supported Beacon Business Development Services Company to develop a marketing strategy plan for Ghorri Cement Factory in Baghlan Province Jan. 30. As a result, the company was advised on how to increase its production and sales. Beacon BDS Company also conducted

a presentation for better understanding of the strategy for Baghlan Cement Factory employees. This plan will help the company:

- identify competitive advantage of product;
- clear position of product in market;
- develop advertising tools, TV ads, billboards, workshops with construction companies;
- identify potential customers by contacting the construction companies involved in large-scale construction work in the Northern Province; and
- identify strong and weak points of the production by conducting surveys of shopkeepers and construction companies.

The company now has received estimates of the cost of marketing activities, billboards, posters, videos, workshops, etc.

FIELD ACTIVITIES – SOUTH

Completed Activities:

Strategic Planning Workshop in Kandahar

ASMED arranged a Strategic Planning Workshop for the Southern Region at ASMED in Kandahar. Participants included director of Department of Economy, regional manager of AISA, representatives of ACCI, business associations, independent SMEs, BDS firms and ASMED regional staffs. Throughout different sessions of the workshop, strengths and weaknesses, opportunities for the business environment and ASMED, and threats were highlighted. Based on the outputs of this workshop, ASMED can work in the Southern Region more strategically, using its funding in efficient ways.



Strategic Planning Workshop in
ASMED Southern Regional Office,
Kandahar City, Kandahar Province
ASMED/USAID

Printing Kandahar Local Business Directory

ASMED printed 1,000 copies of the Kandahar Local Business Directory in partnership with the Afghan Women Entrepreneur Printing Services (AWEPS) March 16 in Kabul. The data collection and design of the directory were performed by AICB in 2009, which includes updated and recent information about approximately 3,000 SMEs in Kandahar Province. The directory will be distributed at different events arranged by ASMED in the Southern Region, with assistance from the Ministry of Economics, ACCI, AISA, business associations, ASMED regional offices across the country. The purpose of the printing and circulation is to create a linkage between SMEs in Afghanistan and to find more marketing opportunities for local production in Kandahar.

Planned Activities:

Business Workshop / ID of Economic Growth Opportunities in Nimroz, Helmand Provinces

ASMED will arrange business workshops in Nimroz and Helmand Provinces with participants from private sector, business associations, governmental line ministries and others. Through this workshop, key challenges hindering business development will be identified, and a list of priority activities for ASMED will be developed.

COMPONENT 2:

BUSINESS DEVELOPMENT & MANAGEMENT SKILLS

FIELD ACTIVITIES – CENTAL

ASMED Economic Conference in Charikar

ASMED held the Economic Conference for Kapisa, Panjshir, and Parwan Provinces in Charikar City, Parwan Province Jan. 10. The purpose of the conference was to bring private sector, government officials and donors under one roof and discuss the challenges and resources available in all three provinces. It was important to find out what resources are available outside the provinces (i.e. from donors, national government and the banking sector).

There were 300 participants, mostly representing the private sector. Approximately 60 of the participants were women - mostly from Parwan.

The meeting was addressed by governors, or their representatives, from each of the three provinces, relevant line ministries, financial institutions, and organizations supporting private sector development.

Government officials expressed support for development of respective private sectors, emphasizing preparedness to provide land for investors and other required support services such as electricity.

Roundtables were organized for business sectors, allowing them to share and discuss opportunities and challenges facing their enterprises where the government and donors were available to observe and discuss possible interventions to support them.

Handicraft sector identified needs for technical training in embroidery, access to markets and assistance in effectively sourcing raw materials. Agribusiness sector expressed the need for market information and market linkages, packaging, beekeeping training and storage. ASMED will address these needs through its program.

Marble sector expressed needs for mining and processing machinery and technical know-how. The sector also requested government assistance in building roads and providing provisions for electricity for mines and processing facilities. Marble sector roundtable also requested assistance in a marble and gemstone mines survey in Panjshir and Kapisa.

Logar Roundtable

In coordination with different governmental agencies and the private sector, ASMED conducted a roundtable in the Conference Hall of the Directorate of Women's Affairs in Logar Province Jan. 17.

Different governmental agency representatives, SME owners, cooperative representatives, and those involved



Economic Conference in Charikar for Kapisa, Panjshir and Parwan Provinces, Jan. 10.
USAID/ASMED



Wardak Marble Miners, Processors Roundtable
January 6
USAID/ASMED

in agriculture, carpet, marble, handicrafts and other sectors were present. There were 100 participants, including 15 women. The main objective of the roundtable was to identify key sectors in Logar Province and provide them with the opportunity to discuss their problems and areas for improvement, and to introduce solutions for existing problems.

Investment planning assistant to Afghan Marmar Company

ASMED provided technical assistance to Afghan Marmar Company Feb. 10 to evaluate its investment option and identify technology needs of its marble mining and processing operation. ASMED technical assistance led to development of a business plan for investment in technological improvement and an increase in production. The client has approached ASMED and local financial institutions for obtaining financing. After completion of the investment, the company will generate an additional \$500,000 in revenue, creating 81 jobs for Afghans in Wardak Province.



Afghan Marmar Factory
USAID/ASMED

Wardak Marble Miners, Processors Roundtable

ASMED organized a one-day roundtable for 15 marble miners and processors in Wardak Jan. 6 to discuss its problems and opportunities with ASMED, local government officials and the Provincial Reconstruction Team.

The roundtable identified solutions to major challenges in the Wardak Marble Sector that included the governor and mayor's pledge to provide land plots for marble processors, creation of Wardak Marble Miners and Processors Association, and partnering opportunities for investment to improve mining and processing machinery.



Wardak Marble Miners and Processors
Roundtable Jan. 6.
USAID/ASMED

Business Skill Development Training Program

ASMED, in partnership with CEFE and ESDC successfully completed business skill training for calligraphic, carpentry, art and pottery course students in Turquoise Mountain, Kabul City. The 12-month training was for 80 students of TMF and ran from Feb. 1, 2009 to Jan. 15. This training will increase set skills of business development among participants and make the participants able to successfully start and develop their own businesses.

MCSE professional training

With assistance from ASMED, Afghan Pooshesh Training Institute successfully conducted Microsoft MCSE Certification training July 20, 2009 to Feb. 28 for participants who were working as system engineers, professionals, technical support engineers, system analysts, network analysts and technical consultants in Kabul City. The certification signifies technical expertise and commitment to excellence.

This was an eight-month training requiring students to



TMF Students in Business Skill Development
Training
USAID/ASMED

configure and troubleshoot network systems. Participants developed their IT skills on Windows Server 2003 and obtained MCSE online certification, which assures certified trainees from Microsoft Cooperation.

Developing Business Plans and Conducting Business Plan training

A Business Plan Development and Training Program started March 30. Skill Tree BDS Company implemented this program for six Bpeace contest finalists. The objective of this training is to assist the entrepreneurs in developing realistic and professional business plans and to implement Business Plan Development training. This training will continue to May 9.

FIELD ACTIVITIES – EAST

Fishery Development Training:

ASMED conducted a five-day technical training (three days theoretical and two days practical) Jan. 3 to 7 on fish rearing in Laghman Province to develop the technical skills of 20 existing fish producers. The training helped develop participants' business and increase fish production in the province. The producers, from different districts of Laghman Province, were trained on modern techniques of fish production, sizing of fish ponds, different fish diseases and other issues related to business and marketing. The training was conducted by the Agriculture Development Association for Afghanistan (ADAA).



Fishery Development Training, Laghman Province
USAID/ASMED

Training on How to Start/improve Business

ASMED supported AWBF in conducting a two-day training on how to start/improve a business for 15 women in Abdul Khail Village, Behsud District of Nangarhar Province Jan. 25 to 27. The women in attendance are involved in different types of home-based businesses such as poultry and handicrafts. During the training, the women learned how to improve and extend their businesses, improve the quality of their products and how to better market their products. Results of the training show an improvement and extension in their business and will motivate more women to start a business.

Tailoring Design Training

ASMED-funded AWBF Jalalabad supported women-owned businesses in conducting a five-day tailoring design training Jan. 31 to Feb. 4 for 15 women involved in tailoring to develop and improve their cutting and designing skills. Prior to the training, women had problems in cutting and designing which greatly affected their business. The training was conducted in the Labor and Social Affairs Directorate in Jalalabad City.

How to Start Business Training

AWBF, funded by an ASMED grant to support women business associations and women-owned businesses, conducted a two-day training in Abdul Khail Village, Shewa District of Nangarhar Province Feb. 27 and 28 on how to start a new business. Fifteen women learned modern business skills. The women were also informed of the small types of successful businesses in the province (i.e. handicraft, poultry, nursery and etc.) and how to generate a suitable amount of income per month.



How to Start Business Training, Nangarhar Province
USAID/ASMED

Marketing Training for Handicraft Company

AWBF Jalalabad Office, funded by ASMED with a grant to support women's business associations and women-owned businesses, conducted a two-day marketing training March 30 and 31 for 15 members of Naveed Afghan Handicraft Company which produces baby sleeping sets. During the roundtable, participants were trained in modern marketing techniques that will help increase sales, resulting in increased production and employment of additional women.



Marketing training, Nangarhar Province
USAID/ASMED

Carpet Market Opening Ceremony

In partnership with Eastern Region Carpet Exporter Guild, the inaugural International Carpet Market held an opening ceremony March 25, with the financial assistance of ASMED in Jalalabad City. The governor, deputy minister of commerce, representative of EPAA from Kabul Office, deputy governor for Nangarhar Province, deputy of provincial council, members of parliament, members of provincial council, members of Carpet Exporter Guild from Kabul, Peshawar and Eastern Region and head of Afghan American Chamber of Commerce attended the ceremony. Officials considered the project very helpful and supportive for the development of the overall carpet sector in the region.



Carpet Market Opening Ceremony, Nangarhar Province
USAID/ASMED

Carpet traders relocate to Jalalabad

USAID/ASMED funded Eastern Region Carpet Exporters Guild an Association Development grant to assist Peshawar-based Afghan traders relocation to Jalalabad. Project ASMED identified a new marketplace for the carpet traders and subsidized the rent for the first six months. ASMED will support the Carpet Guild with furnishings - including tables, desks, light fixtures and display boards, transportation, a comprehensive B2B website, business management and advisory services and international marketing support as an additional incentive to move to Jalalabad,. The establishment of the carpet market in Jalalabad will create hundreds of direct and thousands of indirect job opportunities to people of the region and will provide a permanent market for the carpet production.

Economic Growth and Investment promotion conference

ASMED East actively contributed in the economic growth and investment promotion conference March 28 and 29 at Governor's Palace, Jalalabad City. ASMED East invited 100 participants from Kunar, Laghman and Nangarhar Provinces to participate in the conference. ASMED also arranged an exhibition in close coordination with ACCI and Nangarhar Industrial Association.

Minister of Power and Energy, Minister of Mines, Minister of Commerce and Industry, Minister of Economics, Governor of Nangarhar, Governor of Kunar and approximately 300 participants from different regions and Pakistan were in attendance.

On the second day, ASMED held a business roundtable to brief potential investors about ASMED's mandate and sectors of activities. Potential investors who were willing



Economic Growth and Investment Conference,
Nangarhar Province
USAID/ASMED

to invest in milk and dairy products, juice production, gemstones, and other businesses attended the roundtable. ASMED staff answered questions raised by participants. Immediate results included a revised business plan for a milk and dairy product project to be submitted to ASMED, and a grant application from a woman-owned gemstone cutting and polishing facility to be submitted to ASMED.

AWBF Conference

AWBF in Jalalabad held its annual conference on *Opportunities for Women Businesses in the Eastern Region* Jan. 16. The objective this conference was to inform their members of the available business opportunities for women in the region. Another objective of the conference was to attract the attention of relevant government ministries and donor agencies to the problems women face in their daily business. Ninety participants, including the deputy governor of Nangarhar, director for women affairs and donor agencies, attended the conference. The deputy governor promised that the government will provide AWBF space in the industrial park to extend and develop its activities. The director of Women's Affairs said all women-related business trainings funded by the government will be implemented through AWBF.



AWBF annual conference, Nangarhar Province
USAID/ASMED

Eastern Region ADT Planning Conference

ASMED attended the second ADT Planning Conference Feb. 15 at FOB Fenty in Jalalabad. Representatives from ADT in Laghman, Nangarhar and Kunar Provinces, USAID, IDEA-NEW, and Task Force Mountain Warrior representatives were in attendance. The conference marked a significant achievement in coordination between parties in the eastern region and will allow for a greater unity of effort on how to develop the Afghanistan agricultural sector. It was agreed the most effective way to increase both agricultural production and processing was through the promotion of rural private enterprise. Brigade commander, Col. Randy George, hopes to hold similar quarterly meetings in the future after a unified strategy has been completed.

ASMED-ADT Field Day Trainings Second Term Started

Following the success of last semester, ASMED, in coordination with I-6 Kansas ADT, launched the second semester of the ADT Field Day Program for agriculture students from Nangarhar University. Twenty-six students received hands-on instruction about the principles of soil evaluation at the Laghman PRT Demo Farm March 4. The students learned techniques farmers use to select the best soil for planting crops.

The Laghman ADT instructors taught the class with the help of three graduates from the Nangarhar University Faculty of Agriculture. The Laghman ADT hired three of the students who attended the training session in July 2009 as agriculture extension workers. As part of their work, the extension workers were asked to help with future ASMED-ADT trainings. This train-the-trainer approach will greatly benefit the larger Laghman community, as it will employ graduates of the training program, in addition to helping new students learn valuable farming skills.

FIELD ACTIVITIES – NORTH

BDS Sector Survey

ASMED started the BDS Sector Survey in the Northeast and Northwest provinces by Beacon Balkh BDS firm Feb. 21. The purpose of the survey was to promote the BDS firms in eight provinces by establishing a directory that presents the SME activities. The survey was completed March 30.

Training Courses for Textile Factory Staff

With ASMED Mazar technical support, the Azar BDS completed training courses for 25 administrative staff, including eight females, of Baghlan Textile factory Jan. 17. This training course provided participants with practical knowledge on basic accounting and fundamentals of management, which will be instrumental in the factory standardizing its procedures, as well as improving its productivity.

FIELD ACTIVITIES – SOUTH

Concept Paper, Proposal and Business Plan Writing Training Graduation

ASMED arranged the graduation ceremony of Concept Paper, Proposal and Business Plan Writing Training Jan. 19 in its Regional Office in Kandahar City. This training was arranged for 28 participants who were staffs of AISA, ACCI, BDS Providers and business associations for 24 days (Oct. 22 to Nov. 18, 2009) in partnership with CEFE and ESDC.

Graduation Ceremony – Concept Paper, Proposal and Business Plan Writing Training

ASMED completed three business development trainings in the fields of SME Business Basic Accounting, SME Business Management and Marketing for 40 women SMEs in Shin Ghazai Ashabi Village of Dand District in Kandahar Jan. 26 after a 27-day training that began Dec. 26, 2009 in partnership with ABC.

Throughout this theoretical training, the trainees learned about different methods and techniques of standard accounting, management and marketing through lecture and group discussions. Participants learned to properly keep records, know about the profit and loss of the business, effectively manage the business environment and find more marketing opportunities through increasing clients, improving product quality, and have advertisements.

Kandahar Business Procurement Conference

ASMED, in collaboration with USAID/Regional Embassy Platform – South, arranged the Kandahar Business Procurement Conference March 30 at the Kandahar International Airport. Participants included representatives from USAID, U.S. Embassy, Regional Command South, procurement officers of U.S. military and NATO Maintenance and Supply Agency (NAMSA) from Kandahar AirField, Provincial Governor of Kandahar, line ministries, business associations and representatives of the key private sectors in Kandahar. The objective of the conference was to introduce contracting opportunities on Kandahar AirField and the procedures local suppliers provide to the United States and NATO military in the Southern Region as part of the AFGHAN FIRST POLICY. The conference will gradually create opportunities for local suppliers (not limited to production industries, construction, supplying, business development services, fresh / dry fruits businessmen and



Baghlan Textile Factory, basic accounting and fundamentals of management training, Baghlan Province
USAID/ASMED



Graduation Ceremony – SME Business Basic Accounting, SME Business Management and Marketing, Dand District, Kandahar Province
USAID/ASMED



Kandahar Business Procurement Conference, Kandahar Province
USAID/ASMED

others) to do business on Kandahar AirField. It will help the private sector increase its business activities, create job opportunities, and the international military forces will be able to get local supplies at lower prices, better quality and with greater efficiency.

Basic Business Trainings in Daman District

ASMED successfully completed business development training in the fields of SME Business Accounting, SME Business Management, Marketing and Banking System Trainings for 30 member SMEs of Afghanistan Chamber of Commerce and Industries in Kandahar City March 21. The 26-day training started March 2 in partnership with Hewad United Business Consultancy (HUBC). Throughout the training period, participants learned about new techniques of standard accounting, methods toward better SME management, explore new marketing opportunities and an introduction to the banking system. The training will increase the production and profits of the targeted SMEs.



Graduation ceremony – SME basic business training, Kandahar Province USAID/ASMED

Basic business trainings in Daman District

ASMED started three business development trainings in the fields of SME Business Basic Accounting, SME Business Management and Marketing for 20 women SMEs through partnership with HUDO in Daman District of Kandahar Province March 6 for 27 days. The participants are owners of women SMEs who deal with embroidery and tailoring businesses in Kandahar City. They provide products to other SMEs and directly to clients in Kandahar City. SMEs will be able to keep proper accounts in their businesses, effectively manage the business/products and find marketing opportunities. The training will increase profits and productivity of the women's business environment of targeted SMEs in Daman District.



Basic business training, Kandahar Province USAID/ASMED

Enhancing Industrial Technical Skills:

ASMED awarded the contract for enhancing industrial skills of four employees of Etehad Afghan Group March 9 in the fields of microbiology, microchemistry, maintenance and electrification. These individuals, who will be permanently employed by Etehad Afghan Group, will be sent to Bangladesh to receive technical training for three months at Double Cola Industry in Dhaka. After completion of the training, EAG will place them in their group industries for the required technical fields. Etehad Afghan Group will also provide the services of these technical experts to other industries and will train others for industrial areas in southern Afghanistan. This training will support industries in specific technical fields, meaning they will no longer need to bring technicians from foreign countries, reducing financial costs and preventing or minimizing work stoppage.

PROGRAM COMPONENT 3:

BUSINESS ASSOCIATIONS

FIELD ACTIVITIES – CENTRAL

AWBF Annual Conference Growing Women's Business

ASMED funded the AWBF annual conference March 3. The objective of this conference was to identify the role of AWBF in solving the constraints to women's entrepreneurship. AWBF's role includes the association's services to the members' trainings, exhibitions, conferences and any events targeting the business issues. The Minister of Commerce and Minister of Work and Social Affairs, Minister of Economy, Head of ACCI, Representative from Ministry of Women Affairs, USAID authorities, ISAF authorities, US and Netherlands Embassy's authorities, heads of national and international organizations and most of national media participated in the conference.



AWBF Annual Conference Growing Women's Business
USAID/ASMED

Wardak Marble Association Election

Association of Marble Miners and processors was established in Wardak Province Jan. 31. Ten association members attended this election, and elected the key positions through transparent election process.

Marble is one of ASMED's strategic working sectors. Establishing the association helps the miners and processors produce better quality products and face the challenges as a group. Association members believe working in a group is the best way to achieve its goals.



Wardak Marble Association Election 31, Jan
2010
USAID/ASMED

FIELD ACTIVITIES – EAST

Nursery Grower Association held Business roundtables

The Nangarhar Nursery Grower Association conducted business roundtable March 16 to discuss its problems with the relevant government departments and donor agencies working for the agriculture development in the province. Nangarhar Agriculture Directorate, representative of ACCI, USAID/IDEA-NEW, other donor agencies and members of the association attended the roundtable to discuss and share problems faced by nursery growers. While speaking on the occasion, the director of the association said the importation of plants/saplings from Pakistan affect their



Nursery Growers Association roundtable
USAID/ASMED

business and market, and asked the agriculture director and other relevant ministries (custom) to stop the importation of saplings from Pakistan or impose high custom duties on Pakistani products so local growers can better compete with them and continue their business smoothly. The agriculture director said he would discuss the issue with the relevant ministries to solve the problem. The director also requested NGOs and other organizations buy plants/saplings from local nursery growers instead of buying Pakistani products that are not adoptable in the climate of Afghanistan.

The association produced 3 million plants through its 140 members during the last year. The produced plants were sold in Nangarhar and Kabul to farmers and the local community. With ASMED support, the activities of the association has been significantly developed and strengthened. ASMED also provided three-day technical training for 60 members on nursery management to build capacity to grow high-quality plants.

Beekeeping Association General Assembly Meeting

The Nangarhar Beekeeper Association held its general assembly meeting Jan. 12. Nangarhar Agriculture Directorate, NGOs, donor agencies, ACCI and members of the association attended the general assembly meeting. The director of the association briefed participants on association achievements and said the increase in membership, increase in revenue through membership fee, provision of technical training to 300 members on beekeeping, and creation of honey processing facility in Jalalabad are great achievements of the association during the last two years. This has significantly improved the overall beekeeping sector in Nangarhar Province.

Laghman Seed Producer and Wholesaler Association Board Meeting:

Laghman Seed Producer association held its board meeting Jan. 17 to discuss future plans to increase its seed production. In 2009, the association produced approximately 100 metric tons of improved seed that was sold to the Ministry of Agriculture. In 2010, the association plans to increase its production and achieve a target of 300 metric tons. The association has been recently supported by ASMED with the provision of office space and equipment in the Laghman Association Incubator that will help the association develop its business and increase seed production. The association is striving for Laghman Province to be a self-sufficient wheat seed production area.

FIELD ACTIVITIES – WEST

Agri-Processing & Product (Saffron) Marketing Training

ASMED supported the Ghoryan's Women Saffron Association in conducting a 24-day training course Jan. 18-Feb. 16 for 200 of its female members. The association directly contracted an experienced trainer to introduce new technologies in both the production and marketing of Saffron to participants. This training is aimed to support the association to expand production and markets next season (December 2010), after its recent success in selling \$6,000 in products, during an ASMED-supported trial marketing at a recent trade fair in India.

New Technologies for Carpet Producers

ASMED supported the Tahmina Industrial and Cultural Association Jan. 17 to begin the procurement of new carpet cutting equipment. The association, based in Herat Province, will use this equipment to support its 130 members (110 females) to improve the “final cut” quality and profitability of its production.



FIELD ACTIVITIES – NORTH

Mazar Dry Fruits Processing Association

This Association registered with the Ministry of Justice and now works as a legitimate business association. The registration process was supported by the ASMED Mazar Office. During this reporting period, construction of a warehouse for the association began. This will enable association members to purchase large quantities of dry fruits and raise their incomes accordingly.

Business Development Training for 20 Women Entrepreneurs in Mazar-e-Sharif

USAID/ASMED selected Balkh BDS to conduct the basic Business Development Training course for 20 women entrepreneurs who are the members of the Women World Association in order to strength their theoretical and practical knowledge to start and sustain their businesses in Mazar Women Market. This training course started March 31 and will end during the next quarter.

Amo Liquorice Association in Shortepa, Balkh Province

With technical support of ASMED Mazar, the Kaweyan BDS Company conducted a roundtable meeting for Amo Liquorices Association in Shortepa District of Balkh Province Feb. 25. This roundtable meeting assisted the association members to re-elect the board of directors, as well as motivated business owners from the neighboring village to join the association. Kaweyan BDS firm started the registration process of the Amo Liquorices Association with Ministry of Justice.

Faryab Fruits Processing Association

Faryab Fruits Processing Association grant was completed in the reporting period. The implementation of this grant provided the required equipment for the association, including the hard non-disposable carton boxes and Jude bags which assisted the association members in packaging the dried fruit products. They also received materials to improve gardens and products which are useful for weighing the products, along with a full kit of garden scissors and baskets for fruit collection. This equipment facilitated the association members in collecting fresh/dry fruit and cereals for processing in a timely manner and creates more job opportunities. It also encouraged the customers from markets in neighboring provinces to buy more quantities of products from the members. Members managed to sell their products in a timely manner with appropriate prices and gained positive profit.

Printing the Carpet Buyers Guide to North Afghanistan Carpet Exporters Guild

USAID/ASMED funded designing and printing of 4,600 Afghan Carpet Buyer's Guides March 15 as part of the promotional material for the North-ACEG. This will be used to increase carpet marketing in north of Afghanistan. The Carpet Buyer's Guide consists of general information on carpet production, types of carpets, wool, spinning, dying materials, carpet weaving (knotting), phases of carpet production and other helpful information.

Gemstone Training Center in Kunduz City

Support to Jewellers Guild in Kunduz City includes purchasing tools and equipment for a Gemstone Processing and Jewellery Skills Training Center to improve the product quality, and conduct skills training for members and non-members in gemstone cutting, polishing and jewellery manufacturing. Participants will pay fees, increasing the income of the Guild. The training will improve business opportunities and provide jobs. With USAID/ASMED grant support, the association was registered with Ministry of Justice. And also during this reporting period the association received the required furniture for the training center.



Delivered furniture for the gemstone training center in Kunduz Province
USAID/ASMED

FIELD ACTIVITIES – SOUTH

Khadija Kubra Women Association for Culture:
ASMED procured and provided equipment for English and computer classes to Khadija Kubra Women Association for Culture (KKWAC). The equipment included five desktop computers, two power stabilizers, 20 desks, 40 chairs and a power generator.



Equipment provided to Khadija Kubra Women Association for Culture, Kandahar city, Kandahar
USAID/ASMED

PROGRAM COMPONENT 4:

GLOBAL DEVELOPMENT ALLIANCES AND GRANTS

FIELD ACTIVITIES – NATIONWIDE

Awaz Communication

USAID granted the approval for the production of “Afghan Successes,” a weekly business program which will be broadcast nationally on television and radio. Awaz Communications produces the program, which will highlight successful enterprises, some sponsored by USAID, and show the true business opportunities Afghanistan can offer. Primarily targeting the Afghan business community, the program will combine information (interviews and features) and entertainment formats (reports, portraits and business tips), appealing to a broad audience. There will also be a weekly segment dedicated to women entrepreneurs. The 30-minute program will be presented in Dari and Pashto and broadcast in primetime on the national broadcaster, Radio Television Afghanistan (RTA).

SUNLABOB SLORAR ENERGY

ASMED, in partnership with Sunlabob, conducted a three workshop March 8-10 in renewable energy to conduct product testing and adaptation for the Afghan market. In collaboration with the new specialized Afghan enterprise and microfinance/dealer credit partners, , the business model will also be tested so affordable products can be sold and delivered.

Light Up Jalalabad

This GDA provides internet access and computer labs to Nangahar University, Nangahar College of Education, Nangahar Hospital, Nangahar Medical School, and supports creation of an internet café for use by local SMEs. This project is a partnership between the Rotary Club of San Diego, NATO, Afghan Telecom, Nangahar University, and Ariana Technology.

Monthly Update:

- Fifty computers were purchase and installed at the NU Department of Computer Science. Seventeen of these are connected to the internet through a connection arranged by NATO. Thirty three are used for training on various software applications.
- Carpeting and curtains were installed to enhance the two rooms being used. This facility serves approximately 300 University students.
- Students from various high schools in Jalalabad met at one of the central sites and participated in a live video conference call with students in the United States. Judith McHale, under Secretary of State for Educational and Cultural Affairs participated in this conference
- Working with Afghan Telecom to increase bandwidth at all sites.
- LUJ continues to support connectivity at five high school sites with one soon to be added. Additionally LUJ supports the IT instructor at the NU Medical School.

Enhancements to existing sites included,

- Adding five computers to lab at Jalalabad Rotary School, four paid for by the GDA, and one paid for by Rotary.

- Adding 10 computers and furniture for Bibi Girls High School. The computers were donated and the furniture paid for by LUJ.
- Purchasing generator for computer lab at Saudi school and returning borrowed generator.
- Purchasing 100 copies of Norton Anti-virus licenses through Tech Soup (at \$4 per copy) to be loaded on high school computers

One Laptop Per Child (OLPC)

Monthly Update: The Ministry of Education selected the Zerghana Ana School for deployment of XO laptops in Kandahar in January. The Paiwastoon team along the MOE team will survey the schools and provide teacher training sessions in the coming weeks. Each of the 774 children and teachers will receive an XO laptop as a gateway to new educational content.

Foroshgah-e Afghan Shopping Center

The Foroshgah-e Afghan Shopping Center is a five-story building located in Kabul City. It was substantially damaged during an attack Jan. 18 by three Taliban units on government buildings in Kabul, which officials say killed at least 27 people and injured more than 50. Inspections of the building concluded extensive cleaning and renovation was required on the second floor (first floor is at ground level) through the 6th floor. A full assessment of the damage to the building placed the estimated cleaning and renovation costs at more than \$600,000.

The U.S. Government, represented by USFOR-A and DAI, a USAID contractor, financed a portion of the cleaning and removal of unsafe materials and a portion of the full renovation cost of the building (\$238,500). The owner agreed to cover all other costs.



Ayobi Poultry Industrial Company

This GDA will support one of the largest poultry farm and processing facilities in Western Afghanistan to produce and supply poultry farming inputs (chicks and feed), to the regional market. Through the supply of equipment and training, the GDA will provide new technologies (improved breed mother stocks, industrial incubators, a feed-mill combined with a blood and offal processor), which will enable the company to supply inputs of a higher quality, and lower price, than the imported inputs presently available.

Currently, the only poultry farming inputs available on the Herat market are imports, which constantly vary in quality and specification. For example, inputs imported from Iran tend to be rejects from the Iranian domestic market and are therefore, often of extremely poor quality (mixed breed chicks, differing levels of vitamin/protein enhancement in feed, etc.). This results in a constant variation in the type/quality of the Afghan producers end products (slaughtered chickens/eggs), consequently preventing these producers from investing in standardized packaging and branding. Furthermore, the transportation of vulnerable inputs (one-day old chicks) in the severe weather conditions of the western region, leads to a very high rate of product loss/damage during transportation. As a result, only large-scale actors can afford to take the risk in importing the significant volumes of inputs which make the operation profitable. The end result of these supply problems is regular supply shortages, compounded with extremely high prices for inputs. The knock-on effect to the development of poultry farming in the region is significantly detrimental, as it is relatively easy and almost as cost-effective to import finished products (frozen chickens & eggs) from Pakistan/Iran, as it is to produce the products in the region. By facilitating the main regional importer of inputs to develop a domestic production, this GDA aims to redress the high cost of these inputs, while vastly increasing its

availability and quality in the local market. In redressing this bottleneck in the regional poultry production value-chain (i.e. lowering cost and ensuring a regular high-quality supply of inputs), the GDA will increase the profitability of the growing number of commercial-scale poultry farms in the region. In addition, the GDA will also provide a large number of small-scale poultry farmers access to quality inputs for the first time.

Distribution of Laptops through One Laptop Per Child program in Kandahar:

Through the One Laptop Per Child (OLPC) program, 200 XO laptops were distributed to 120 girls and 80 boys in Zarghona Ana Middle School in Kandahar City March 10-11 as a gateway to new educational content. Distribution of XO laptops will be ongoing and will cover 774 teachers and students in fourth through sixth grades. The program is designed to use technology to overcome educational challenges and improve results and opportunities for students and teachers. With a completely translated version of Dari and Pashto, it provides access to a digital library in the school with thousands of pages of content. Through the XO laptops, the children will also access 150 educational mini games in local languages.



OLPC laptops distribution process, Zarghona Ana School, Kandahar Province
USAID/ASMED

GDA-Remote Hydro light

Remote Hydro Light (RHL) has been operating in Afghanistan for the past 13 years, producing micro-hydro turbines and importing and manufacturing parts for turbines made and installed by other Afghan SME's that RHL has helped to establish. During this time the business has effectively enabled the production and installation of more than 1,000 micro-hydro installations across the country, nearly all in rural areas with no access to grid power. The primary turbines used in Afghanistan are Cross flow turbines, and the managers of RHL, (Anders Austegard, PhD engineering and Owen Schumacher, P.E.) have been involved with the development and implementation of Cross flow turbine technology transfer to local Afghan workshops since 1995. RHL has created more than 10 private Afghan SMEs with 4 – 10 workers each, actively manufacturing the Cross flow turbine for government, villages and small private sector projects.

Low-Cost Pharmacy

The objective of this GDA is to analyze the current situation of the pharmaceutical products in Afghanistan, meeting with key stakeholders and selected entrepreneurs, and then create a new Afghan business in partnership with MedPlus India, a pioneer in low-cost retail franchising for pharmaceuticals, or another partner to provide low-cost / high-quality pharmaceuticals to Afghanistan. The expectation is that KIPS Pharmaceuticals, the first ISO 9000-certified Afghan pharmaceutical manufacturer and wholesaler, with experience in procurement, logistics, and sales and marketing, will invest in this opportunity and partner to create a major new enterprise that will have a significant social impact and become the leader in the estimated \$300 million+ market for pharmaceutical and medical supplies.

Monthly Update: Access Health, contracted to do the feasibility study and business plan visited Afghanistan during the month of January to meet with prospective partners, manufacturers, wholesalers, retailers, officials at the Ministry of Public Health (MoPH), social marketing projects and other consulting firms working in Afghanistan to carry out a thorough assessment of the pharmaceutical market and business opportunities in Afghanistan. They also had discussion with Dr. Syed Homayon, director of Khalid Irshad Pharmaceuticals (KIP Pharma), the main prospective Afghan partner to assess his interest and capabilities in setting a branded pharmaceutical retail chain. Meetings with officials of the Ministry of Public Health (MoPH) also

yielded important information about the rules and regulations for setting up retail outlets in Afghanistan

India

- Identified potential partners in India to assist with establishment of a retail chain in Kabul.
- The Indian partners identified for the project all have considerable experience in establishing and operating major pharmaceutical and health care franchising businesses.
- Made preliminary contacts with pharmaceutical manufacturing consultants to explore possible partnerships with local pharmaceutical manufacturers in Afghanistan.

Afghanistan

- Contacted the Bakhtar Development Network (BDN), an NGO operating in the health care sector in Afghanistan
- BDN promised help in the following areas:
 - Sharing of knowledge on the operation of private sector pharmacies in Afghanistan based on a six-province survey BDN conducted at the behest of the Management Sciences for Health (MSH)
 - Understanding the services provided by the government - especially with regard to the implementation of the Basic Package of Health Services (BPHS) & Emergency Package of Hospital Services (EPHS) schemes in Afghanistan
 - Contacts of relevant government officials working in the Pharmaceutical Department of the Ministry of Public Health (MoPH)
 - Contacts of private pharmaceutical businesses in Afghanistan who can be potential partners on the project.

FIELD ACTIVITIES – WEST

GDA Development Support (Agro-Business ~ Poultry Inputs)

ASMED officially signed a GDA agreement with the Ayobi Poultry Industrial Company March 11. The company is the main regional supplier of imported poultry farming inputs, which also operates a European standard processing plant for supply of frozen chicken products. The GDA will support the introduction of new technologies (improved breed mother stocks, industrial incubators, a feed-mill combined with a blood and offal processor), which will enable the company to supply inputs of a higher quality, and lower price, than the imported inputs presently available. The GDA is expected to provide 234 new jobs (31 direct, 203 indirect) in the region by its completion in 2011.

FIELD ACTIVITIES – NORTH

Sadat Tomato Paste Production Company

The Sadat Tomato Paste Company project was approved Aug. 31, 2009. The project has started construction of a cold storage and 50 percent of the work is completed.

The subcontractor received the second installment for the project implementation March 18.



Sadat tomato paste production company,
foundation of storage
USAID/ASMED

Shadmehr Candy Production Company

The project of Shadmehr Candy Production was approved Sept. 7, 2009. The project has received the first installment of \$50,000 for purchasing machinery from China, completing the set of five unit double twist wrapping machines which arrived in Mazar-e-Sharif March 30. These machineries will increase the production level of the factory from four to 10 metric tons per day with better quality and shapes.

Pamir Iodine Salt Production Company

The documentation for the second installment for purchasing of equipment for a power supply is completed and ready for processing. The equipment will supply power for the factory when the city power is off and will have a high-voltage generator with the capacity of 600 KW. This will help the company continue working when there is no electricity.

Abdul Rahman Wool Dyeing

The project of Abdul Rahman Wool Dyeing Facility was approved on Nov. 25, 2009. The project has received the first installment for purchasing quality wool spinning and wool washing equipment from Pakistan. With ASMED's support, the company will begin wool spinning at the industry level in Andkhoy District, which is already famous for its carpet throughout Afghanistan.

Takht Rustam Marble Company

The grantee for Takht Rustam Marble Company has received 40 percent of the second installment for purchasing the extracting marble equipment from India. A representative from Takht Rustam Marble Company, together with ASMED representatives from Mazar, visited India to find the required equipment. The new equipment will extract marble in a modern technological way by cutting from the quarry without having any rock blasting.

Sanai Zada Oil Production Company

The grant for Sanaizada Oil Production Company was approved by USAID March 25. It will be used for purchasing sanitary oil production line. This project will help Sanai Zada Company expand its operation and services and increase the level of products.



Shadmehr Candy Production Company
USAID/ASMED

GRANTS

Grants Approved:

The following grants were approved by the USAID in this quarter;

S.No	Grant No.	Grant Title	Approval Date
1	004/040	Ali Sahil Wool String Making and Carpet Weaving Company	Feb. 22
2	004/041	Saboor Alokozai Textile Manufacturing Factory	March 15

Grants Completed:

No grant has been completed this quarter;

Disbursements made this Quarter:

The following disbursements were made this quarter;

S. No	Grant No.	Project Title	Installment No.	Installment Amount in \$	Installment Date
1	004/032	Tarsian & Blinkley	2 nd payment for the delivery and installation of sewing machines	US\$72,940.00	March 13
2	004/028	Ziar Confectionery Company	1 st payment as down payment to the Vendor	US\$5,468.47	March 17
3	002/068	Noorgul MDG	2 nd Installment of 80%	US\$7,420.00	March 17
4	002/063	Dar e Noor MDG	2 nd & 3 rd Installments for completion 100% of construction work	US\$10,804.85	Jan. 17
5	001/089	Afghan Carpet Exporter Guild	1 st payment for market rent	US\$64,800	March 3
6	001/070	Laghman Nursery Farmers Association	2 nd & 3 rd installment for finishing the construction work	US\$7,874.65	Jan. 4
7	001/070	Laghman Nursery Farmers Association	4 th installment for the procurement of office equipment	US\$1,235.00	Jan. 9
8	001/068	Nuristan Gemstone Miner, Producers & Traders Association	1 st installment for the market rent	US\$4,800.00	March 4
Total amount paid this quarter				US\$175,342.94	

FIELD ACTIVITIES – NORTH

MDG project for Meat Market in Pulikhumri, Baghlan province

The meat market in Pulikhumri City new MDG submitted to Kabul office, March 29.

Implementation of this MDG will assist in the following:

- Establish a new market for people in Pulikhumri at the provincial level;
- Support the commercial activities of the butchers in the meat market;
- Support local businesses in the area, it will allow butchers and customers to stay longer hours in the market;
- Support the role of the government;
- Spread information on MDG projects in Baghlan province and establish a working relationship with local government;
- The hygiene of the meat market will be improved, which will assist in decreasing the sicknesses.

MDG Project of Women Market in Mazar-e-Sharif

MDG project for women Market in Mazar-e-Sharif approved by USAID March 15, during this reporting period the first installment documents of this MDG project were under the process.

Implementation of the project will:

- Establish new market for women in north region,
- Support commercial activities for women entrepreneurs,
- Support establishment of a permanent place for women products and exhibition,
- Support local business,
- Allow women shopkeepers and customers to stay longer in the market,
- Create 40 full-time job opportunities for women directly,
- Support the role of the government,
- Spread information on MDG projects in Balkh Province and establish a working relationship with local government and women business communities.

Installation of two pavilions for Sar-e-Pul Women's Markets

The MDG for pavilions at Sar-e-Pul Women's Market was approved by USAID March 15. The Women's Affairs Department, shopkeepers and municipality will take part in the installation of two pavilions and graveling.

Implementation of the project will help:

- Establish a new market for women in the province.
- Support commercial activities for women;
- Help establish a permanent place for women in order to sell their goods and services;
- Support local business in the area, allowing shopkeepers and customers to stay longer in the market;
- Create 42 full-time job opportunities for women in the provincial level;
- Support the role of the government, especially the Department of Women Affairs;



Women's Market in Sari Pul
Province USAID/ASMED

- Disseminate information on MDG projects in Sar-e-Pul Province and establish a working relationship with local government and women business community.

Waste Collection System , Sari Pul

The waste collection system for 80 Trashcans in Sar-e-Pul was approved by USAID Feb 22. The Municipality of Sar-e-Pul's contribution is to prepare the spot where trashcans will be installed. The Sar-e-Pul Municipality will be responsible for the future maintenance of the trashcans and collection of waste in these areas.

The improvement of the market sanitary system brings availability of a proper waste collection place in the city – specifically the market. It will also decrease the health risk to the population, allowing shopkeepers and customers to stay longer in the market, which will increase commercial activities as well as great job opportunities.



A view of shops where the trashcans will be installed
USAID/ASMED

On Going MDG Projects

Grain Market Sari Pul province

The actual work of the project is 100 percent complete. The shopkeepers and the municipality installation of the main gate and graveling of the grain market area are ongoing.

The implementation of this MDG will help:

- Concrete the marketplace;
- Start a waste collection;
- Support local business in the area, allowing shopkeepers and customers to stay longer in the market;
- Create job opportunities for locals;
- Support the role of the government;
- Improve the relationship between the community and the local government.



The concreting of Sari Pul Grain Market
USAID/ASMED

Grain Market of New Baghlan, Baghlan Province

The project is 50 percent complete. The shopkeepers in the market are responsible for future cleaning of the market place and waste collection system. The market representative will collect equal financial contributions from shopkeepers monthly for maintenance.

The project will help:

- Improve the marketplace;
- Support local farmers in the area, allowing shopkeepers and customers to stay longer in the market due to improved facilities in all seasons – particularly in winter months;
- Create temporary job opportunities for local community;
- Keep the rent of shops static for the current time;



Trashcans for Aybak City, Samangan Province,
USAID/ASMED

- Support the role of the municipality in the community;
- Improve the relationship between the community and the local municipality.

Trashcan for Aibak City Samangan Province

The project is 80 percent complete, and implementation of the project is going well. The manufacturing and placement of trash cans and further start of the waste collection will encourage business activity for shopkeepers and street vendors, and improve sanitary conditions for shopkeepers and street vendors.

COMPLETED MDG PROJECTS

Shortakzar Market

Shortakzar Market MDG project was completed and handed over to the community and municipality Jan. 25. The project was designed to improve commercial activities, establish a waste collection and attract customers through the market's improved environment.

Wahdat e Saripul Dry & Fresh Fruit Processing Association, Saripul Province

The project is 95 percent complete. The Association Development grant (\$8,630) helped the association register with the Ministry of Justice, procure office equipment (computer, printer, scanner & copier), procurement and instruments. The association is registered with Moj. Equipment has been purchased. The grantee training was previously canceled, but has been rescheduled.



Shortakzar Marketplace grant, Balkh Province
USAID/ASMED

Faryab Leather Processing Association, Faryab Province

The Association Development grant (\$10,000) helped the association register with the Ministry of Justice, paid for the digging of a 75-meter-deep well, purchased 70 meters of PVC pipes, a water pump machine, generator and a three-inch water pipe for initiation and completion of a water tanker.

FIELD ACTIVITIES – SOUTH

Qalat City Market Stalls

ASMED successfully installed metal awnings to 80 shops in four recently constructed markets in Qalat City in partnership with Qalat City Municipality and Mashallah Ibrahim Construction Company. The market area and its products - especially agriculture and food - are protected from snow, rain and heavy sun shining. The project is successfully completed and will gradually increase new clients due to better quality products, create sustainable job opportunities and develop new SMEs. In addition, 12 temporary jobs were created for 30 days for the project construction job.



Metal awnings to 80 market stalls in Qalat City,
Zabol Province
USAID/ASMED

Construction of Shah Joy District Market

ASMED, in partnership with Shah Joy District Shura, local authorities and Mashallah Ibrahim Construction Company (MICC), started constructing the Shah Joy District Market. Through this project, eight new SMEs and 24 permanent jobs will be created in a very important strategic and unsecured location of Zabol Province. The farmers and local population will have access to local agricultural products, food items and other items. The SMEs will collect local products from the farmers and from main markets in Kandahar City to

fulfill requirements of local consumers. This will support farmers selling products in the district market, and all the population will get good quality items from the area.

Construction of Maruf District Market

The MDG for Construction of Maruf District Market started through Peer Nika Construction Company (PNCC). Through this grant, a marketplace of five stalls will be constructed in Maruf District, which is 170 km. from Kandahar City and is one of the least secured areas in Kandahar Province. This project will create five SMEs and find permanent job opportunities for 15 locals. In addition, the general population will have easy access to the marketplace while farmers will be able to sell their products locally.

Construction of Shah-ri Safa District Market Latrines:

ASMED started the Construction of 10 latrines (five female and five male) in Shahri Safa District Market, in partnership with Shahri Safa District Shura / Community Development Council (CDC) and Mashallah Ibrahim Construction Company. This will improve the hygienic and environmental issues of the market and its surrounding areas, providing good quality food and agricultural products to customers. Temporary jobs will be created, and after completion, businesses will start operating, creating more jobs and SMEs.

PROGRAM COMPONENT 5:

CAPACITY BUILDING

FIELD ACTIVITIES – CENTRAL

Costing, pricing Training for women by AWBF

AWBF conducted a two-day costing and pricing training for 15 women Jan. 17-18.

Accounting Training for women

AWBF conducted a five-day accounting training for 15 women Jan. 24-28.

Marketing Training for women

AWBF conducted a six-day marketing training for 16 women Jan. 17-23.



Cost and Pricing training AWBF 17 & 18
Jan.2010
USAID/ASMED

Internship Programs

A total of 56 interns, including 18 females, from Economics, Agriculture, Computer Science and Journalism Faculties of Kabul University started their practical session of professional internship program Jan. 5.

Here are the host companies and number of interns:

No	Host Companies /Organization	Number of Interns Accepted
1	Afghan eQuality alliance	2
2	FAO	6
3	ASMED	6
4	National Security Hospital	1
5	Net Links	2
6	AIB Bank	14
7	Oriental Consultants	2
8	CDAS	2
10	Bakhtar Bank	4
11	Global Partnership for Afghanistan	4
12	CHA	1
13	Ministry of Commerce & Industries	2
14	Roshan tele communication company	2
15	HLP/MAIL	2
16	Shuhada Org	1
17	Afghan Telecom	1

18	DASA	1
19	Adil Omar Construction Company	1
20	Global Rights Partners	1
21	Ariana Logistics	1
TOTAL		56

FIELD ACTIVITIES – EAST

Entry Test for 6th batch Internship Program

The Economics, Agriculture, Computer Science and Education faculty selected the top qualified students based on entry exam results for the sixth batch of the internship program Feb. 23. A total of 130 male and 35 female students participated, with 50 male and 24 female students selected for the program which began March 1, continuing until June 31. During the three-month theoretical session, students will study advanced accounting, marketing, business management, and business and financial planning. Upon completion of the theoretical period, students will be introduced to different SMEs in Nangarhar Province to gain practical experience in their relevant field of work.



Entry test 6th batch of internship program,
Jalalabad City, Nangarhar Province
USAID/ASMED

5th batch Internship Program graduation

ASMED organized a graduation ceremony Mar. 15 to honor the successful completion of the 5th batch Internship Program for 80 interns. The Chancellor of Nangarhar University, Dean of Economics Faculty, head of BBA Department, Director of Youths, CEO of Nangarhar Province, and representatives from the local business community participated ceremony. Dr. Mohammad Sabir, chancellor, Nangarhar University, praised ASMED's internship program saying it helps in building the capacity of young students.

BBA Teacher Training

Eight instructors from the Economics faculty of Nangarhar University completed their 2.5 months of training in four Business Administration subjects (Small and Medium Enterprise Management, Financial Institutes and Money Market, Islamic Banking and Critical Thinking). The training was conducted by Khorasan University of Higher Education and will enable the instructors to now teach the aforementioned subjects as part of the BBA program at Nangarhar.



BBA Teacher Training, Jalalabad City, Nangarhar
Province
USAID/ASMED

Paktiya

On 13th of March The 2nd batch of 40 interns of Paktiya University successfully completed the six-month ASMED internship program March 13. A total of 28 out of 40 interns received job offers from host companies.

Bamyan

Fifty interns of Bamyan University successfully completed the six-month ASMED Internship Program March 27. Twenty of the interns have received job offers from host companies.

Khost

Forty interns of Khost University successfully completed the six-month ASMED Internship Program March 8. Twenty of the interns received direct job offers from host companies.

FIELD ACTIVITIES – WEST

Apprenticeships

ASMED, in partnership with the USAID Local Governance & Community Development project, conducted a series of stakeholder meetings to start the development of a multi-partner project, to support providing 160 (30 female) unskilled people with apprenticeships. The aim of the apprenticeship is to provide companies based in the Herat Industrial Park with skilled labor needed to expand production, while providing locals access to sustainable jobs.

Internship Program

ASMED continued to support the second tranche of 70 interns (20 female) to participate in the practical stage of a six-month internship course. This program will provide interns with actual work experience, which will aid them in competing in the local job market, as well as benefiting the general business environment.

Impact Assessment

The project also began an impact assessment of the immediate success of the implementation of the first tranche of interns who completed their practical training Jan. 26. The first tranche of the program was completed by 55 (20 female) interns, all previously studying at the Herat University, of which 26 (11 female) have already received permanent jobs within the host companies/organizations.

M.Sadeq is a 22-year-old resident of Herat City, who, while completing his studies in the Economic faculty of Herat University, joined the ASMED Internship Program and received a practical placement with Engineering and Rehabilitation Service for Afghanistan (ERSA). Sadeq is the only person in his direct family who has regular employment. As a result of his new employment, he receives a salary of \$400 per month, which has made him very happy as he can support his family while doing a job he enjoys.

FIELD ACTIVITIES – NORTH

Internship at Balkh University

With ASMED Mazar technical support, Balkh BDS started the training part for the second batch of 70 interns.

Internship at Baghlan University

With ASMED technical support, AZAR BDS completed the theoretical training (Business Management, Accounting and Marketing) for 60 interns of Baghlan University, and the interns were placed in business companies.

Internship Entrance Exam in Faryab Province

ASMED conducted the entry test for internship program in Faryab University Feb. 22. This project is designed to increase the capacity of Faryab University students. A total of 110 students participated in the exam, in which 50



Faryab University Internship Program, entry test
USAID/ASMED

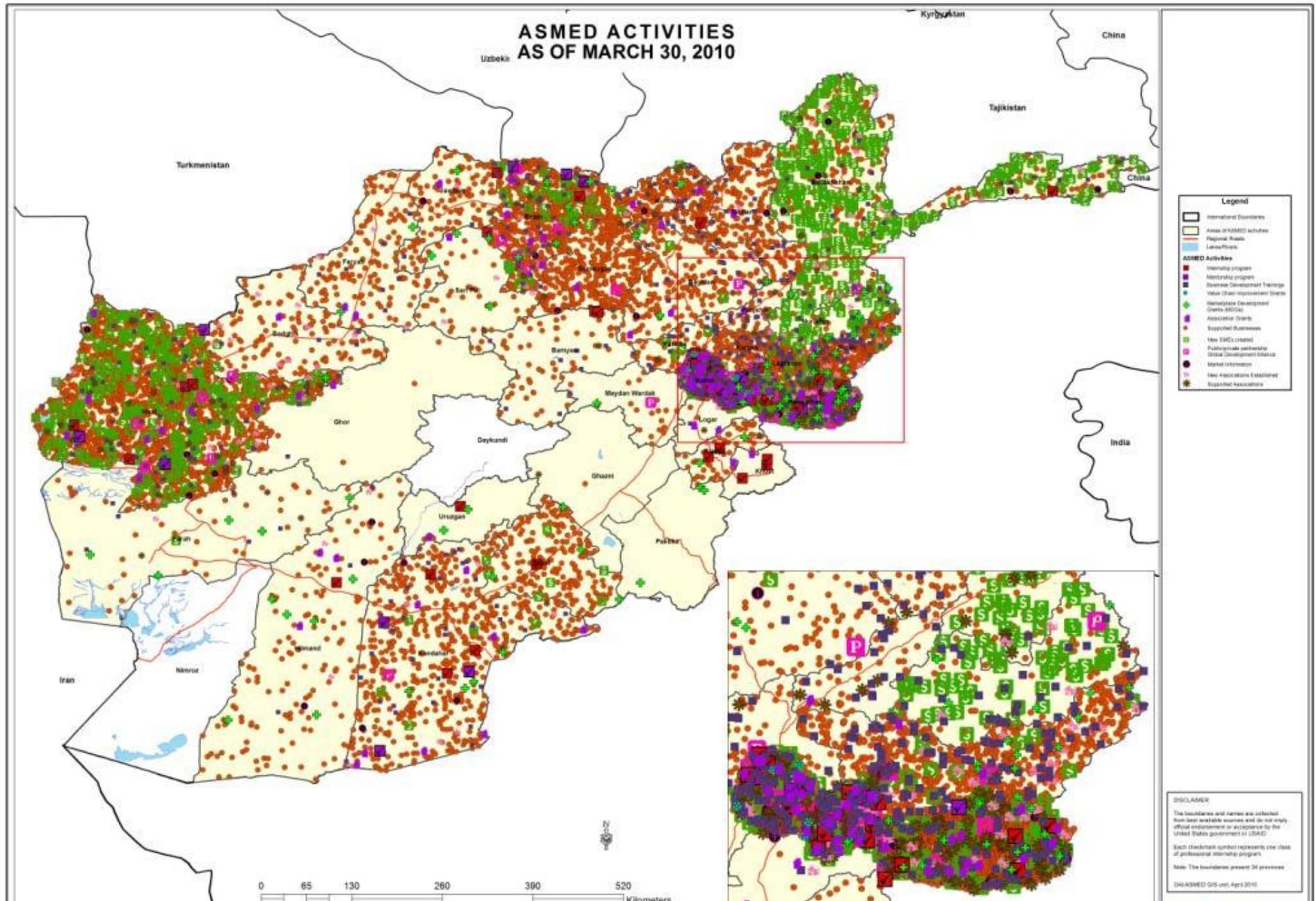
interns (20 females) were selected. Balkh BDS is subcontracted to implement this six-month project for two periods - three months theory study and three months of practical study.

FIELD ACTIVITIES – SOUTH

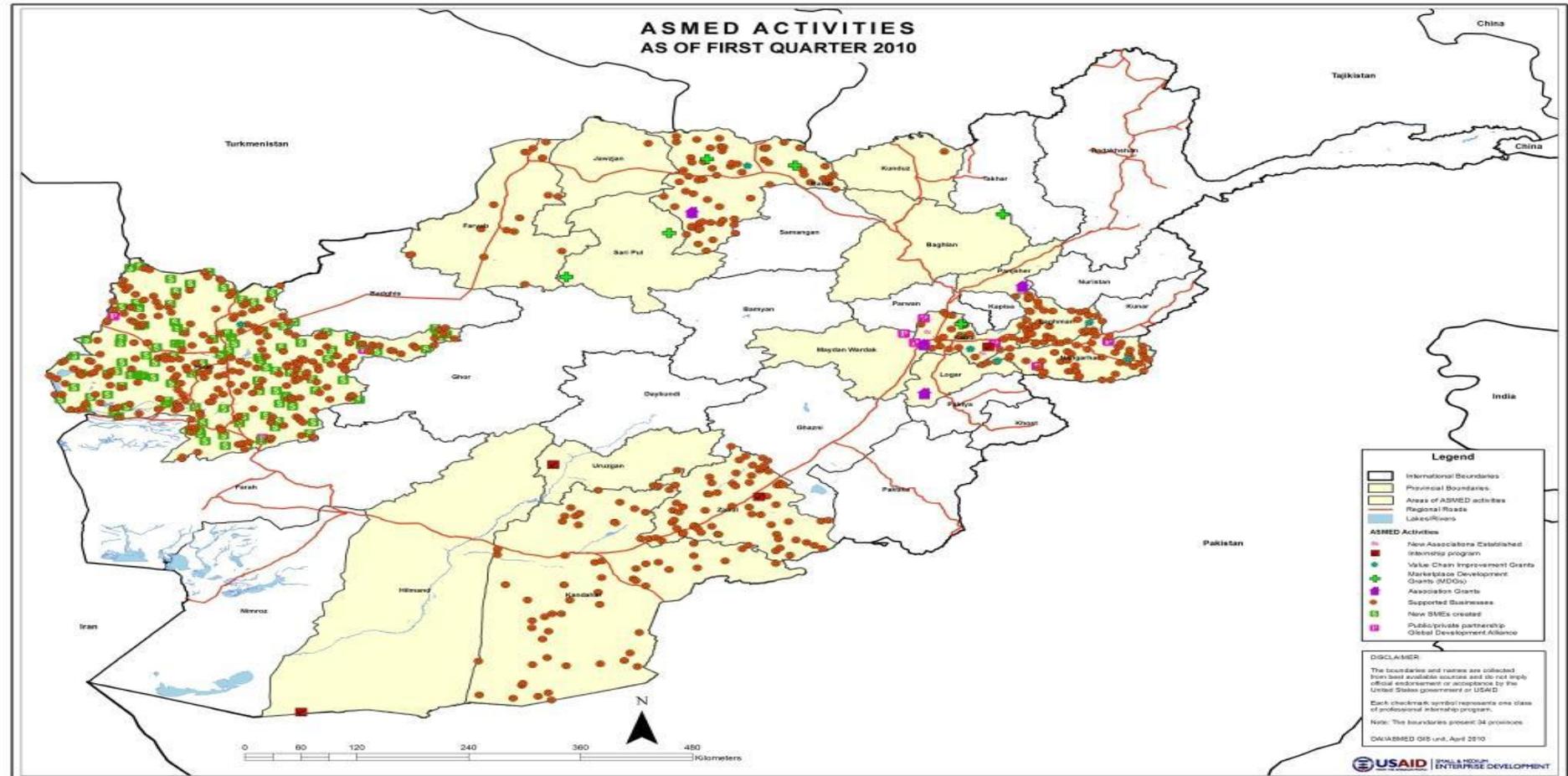
Internship Program, Zabol, Uruzgan and Helmand

ASMED has been running the second batch of its internship program in the Southern Region cities of Qalat, Tirin Kot and Lashkergah for 150 interns since Jan. 11. After completing the theoretical trainings in the fields of entrepreneurship, career development and business basics for three months, the interns are placed in host companies for three months of practical working. Throughout the internship program, the capacities of the interns are enhanced, and they will get experience in related fields. The program will create job opportunities for the region's high school graduates, empowering and promoting private sector companies by providing qualified human capacities

ACTIVITY MAP I: PROJECT TO DATE



ACTIVITY MAP II: FIRST QUARTER 2010



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