

## Rural Women as Agent of Change

FIRDOS project that works now under the umbrella of The Syria Trust for Development, with the technical assistance of the Italian Association For Women in Development AIDOS and co-funding from the European Union and IFAD, has established the **Village Business Incubator (VBI)** in Ain al Tineh; a service center for the development of female entrepreneurship in rural areas of the Lattakia Governorate.

## Many dreams became reality.

Since its launch in 2005, the VBI has contributed to the establishment of several micro enterprises managed by women in the fields of handicraft, services and food processing. Here we present only some of them.



### Al Morouj, natural soap.

From her home on the top of a mountain, Faida produces natural soaps (laurel, jasmine, blackseed, almond and rose) following the antique cold processing technique and using only natural ingredients.

Location: Basta, Mobile: +963 999 450135



### Fulla, handmade fashion accessories.

Looking smart and in line with the latest fashion is a must for the entrepreneur Adeeba Mansoor, who likes to experiment with different materials and textiles. Her woolen creations (brooches, bags and scarves) cuddle you in a soft and indulging embrace like the perfume of the jasmine flower pervades your senses.

Location: Al Karas, Tel. + 963 (0) 41 443671



### Al Wardghan, artistic linen and décor Inspired by the legends of the Syrian coastal area.

Sana, Afaf, Norma, Amneh and Layla are a group of rural ladies who decided to revive the elegance of the old Syrian civilizations in their collections of bedcovers, table runners, cushions and artistic dolls. Al Wardghan collection is inspired by the oldest alphabet of History found in Ugarit site near (Lattakia). Each piece is carefully produced handmade using traditional textiles. Al Wardghan enjoys the support of the French designer Martine Cieutat.

Location, Basta, Tel. + 963 (041) 443149



### Al Nadaa, unique designs

Fadwa Hamdan has always dreamt of becoming a successful accessory designer. Women in her village like to appear fashionable and smart. With her colourful and original accessories, Al Nada valorises women's beauty!

Location, Al Karas , Mobile : +963 933 904772



### Mays, wonderful bijouterie from the Syrian coast.

"Mays" brings you a collection of beautiful bijouterie inspired by the nature of the mountains overlooking the Syrian coast. Colourful stones, unusual materials, innovative designs make Mays collection very special and unique!

Location: Ain al Tineh ,Tel. +963 (0) 41 443919



### Khatoun, the secret of your health and beauty.

Natural treatments are part of the Syrian cultural heritage. They were passed on since generations and are still considered as a reliable remedy for many diseases. Medical herbs also represent the beauty secret of the coastal area women. Madina, Australia, Wadaa and Kawkab have decided to form an enterprise called 'Khatoun', a medical herb business for creams, dried herbs and natural extracts.

Location: Al Hajar, Mobile:+963 933 050795



### Tourath, natural silk

Natural silk scarves are a traditional attire of the coastal area of Syria. Producing natural silk scarves have become a very rare handicraft. A group of rural ladies decided to revive this tradition through silkworm breeding to produce silk threads, scarves and fashionable clothes.

Location: Ain al Tineh, Mobile : +963 (0)41 443943



### Al Banafsaj, designs inspired by nature.

Samaher is a rural lady with a passion for jewels, natural and innovative designs. Through the VBI, she has realized one of the dreams of her life producing refined wooden jewels inlaid with mother of copper, a typical damascene handicraft.

Location: Ain al Tineh, Tel. +963 999 443219



### Zahrat Al Jabal, tasty cheese of the Syrian and Italian traditions.

Sabah is an active entrepreneur from Ain al Tineh, she was one of the first women who followed the VBI advice to improve and diversify her production. The VBI introduced Sabah to Mr. Gerard Virgilio, an Italian dairy expert. Today Sabah produces different kinds of Italian cheese such as "provola", "mozzarella" and "ricotta", in addition to the Syrian traditional cheese.

Location: Ain al Tineh, Tel. + 963 (0)41 443297



VBI - Ain al Tineh (Lattakia) Syria  
Tel. +963 (0) 41 443943 - Fax +963 (0) 41 443944  
Email: vbi@mail.sy - www.vbi-lattakia.org