

# Green Pastures for Women’s Business Success

## A Small and Micro Enterprise Success Story

The festive season is here and Zumra Ahmed and her partners are all ready for it! Zumra Ahmed, a plant science student from the Woreta ATVET is working as a Development Agent supporting local farmers. She and her student partners also have a newly established business funded by ATTSVE called “Kalela Sheep Fattening” where they specialize in fattening sheep for the festive season.

### ATTSVE’s Role

The team had inspiration strike them after an ATTSVE training session in their college. The SME or Small Micro Enterprise Grant funding was awarded by to promising students or graduates who take initiative in improving their community’s economy by starting a small business.

“We got the required business skill training from ATTSVE, and we had a passion for business.” To receive the award, the students must apply with a good business proposal which competes with a great number of proposals from their classmates. Being selected has made them confident in their venture. To date, the total number of students awarded grants over the life of the project is 272 (90F).

### About the business

They named their business “Kalela Sheep Fattening” as they are located in the district of “Kalela Woreda”, and they are successfully building connections with their identified potential customers while making significant progress, especially during holiday seasons and other occasions.



Sheep fattening is an Ethiopian tradition done during festive seasons. This provides economic benefits to the local communities through direct sales of meat for festive celebrations and wool while providing employment opportunities as well.

### Journey and Challenges

In the start, they were a four-member team consisting of three females and one male which gradually caused some understanding issues and difficulties amongst the group. After a lot of evaluation and discussion the male member of the group left and they became a female only group.

Another challenge was financial constraints which was also the major reason they applied for the SME grant. They have ETB 181,000 net capital; but are

“Being an all-female team, there was social pressure which reflected from our male member as he tried to externalize to the community.”

trying to increase their profits. In the summer, they are a little concerned as the season is not suitable for sheep fattening due to the high vulnerability of the sheep to diseases. They are giving it their best and leading as powerful, strong women. They have created job opportunities for two returnees from the UAE.

“Starting from training business skill, the project supported us by funding initial capital, to implement business. ... Encouraged us and motivated us to sustain the business...”

Though they haven't started sharing their dividend as they are self-employed and owners of their business, they are happy with the high levels of satisfaction they get, more than the profit and since they already know their cost and benefit analysis, they know what to expect. They are quite satisfied working as a team and not as a sole businesswoman as they discovered that, being in a team, they can support each other, use their time efficiently and share responsibilities efficiently. Being a team also allows them to access a much higher amount of initial capital or grant from the project when compared to sole businesses.

They are extremely grateful to the ATTSVE project. ATTSVE also provides support in creating market linkage and connecting and networking with the market.

“Starting from training business skills, the project supported us by funding initial capital, to implement business. They encouraged us and motivated us to sustain the business and provided us constructive follow-ups and monitoring of our overall business activities.”



*Kelala Sheep Fattening present and past business members*

### **Advice to new entrepreneurs**

The whole team would like to advise new entrepreneurs that even before starting a business, they must be self-motivated and passionate about the business world and that it is best if they have a team as a working environment instead of being a solo entrepreneur.

They have a message for women and girls, “Females can achieve anything if they are

confident enough in what they do and be confident themselves.”

They have a plan to expand the business over the next two years, and thank the ATTSVE project for providing them with the

support and stepping stones to business success. ATTSVE thanks the group for their hard work in starting a business which in turn contributed to the market driven economy of Ethiopia.