

Women in Development and Peace



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Human Development in Yemen and the Desired Role of Women

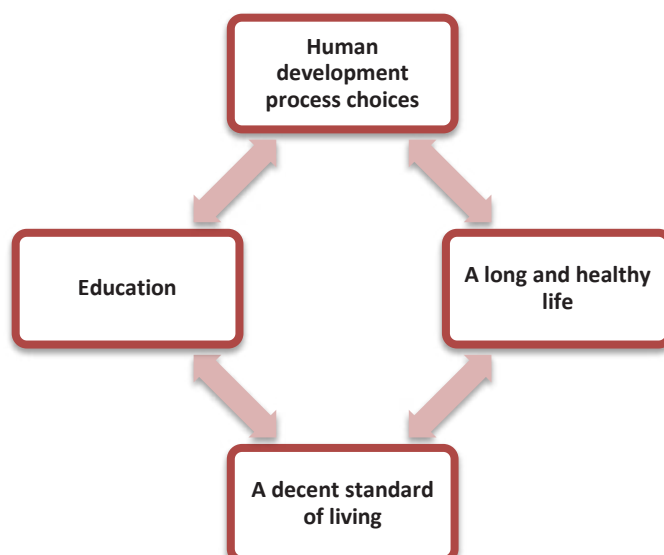
The ongoing conflict in Yemen has already reversed human development by 21 years, according to a UNDP-commissioned study. The study, entitled “Assessing the Impact of War on Development in Yemen”, warns of exponentially growing impacts of conflict on human development. It focuses on the rates of human development in Yemen and considers the impact of the conflict on the priorities articulated in the globally agreed Agenda 2030 for Sustainable Development and its Sustainable Development Goals.



The study was conducted by researchers from the Frederick S. Pardee Centre for International Futures, Josef Korbel School of International Studies, University of Denver. It compares three potential quantitative modelling scenarios for the conflict ending in 2019, 2022 and 2030 against a hypothetical scenario where the conflict did not escalate after 2014. Based on these scenarios, the study attempts to quantify the impact of conflict on multiple dimensions of development, including demographic outlook, economic conditions, infrastructures, health, and education.

Human development process choices

Experts in human development believe that development is a process of enlarging people’s choices. The most important are leading a long and healthy life, being educated and enjoying a decent standard of living.



It also aims to increase the options available to people by increasing their skills and qualifications. War and conflict do not lead to the decrease or the decline of these important options and dimensions alone, but even to their disappearance altogether and the elimination of the most basic necessities of life.

“Human development has not only been interrupted. It has been reversed,” asserted UNDP Yemen Resident Representative, Auke Lootsma. This confirms that conflicts and wars reduce the pace of development and may even disrupt it.



The study concludes that the conflict will have a long-term, large-scale negative impacts, making it the most devastating conflict since the end of the Cold War. If it deteriorates further, it will add significantly to the prolonged human suffering and retard human development in Yemen, and could further deteriorate regional stability.

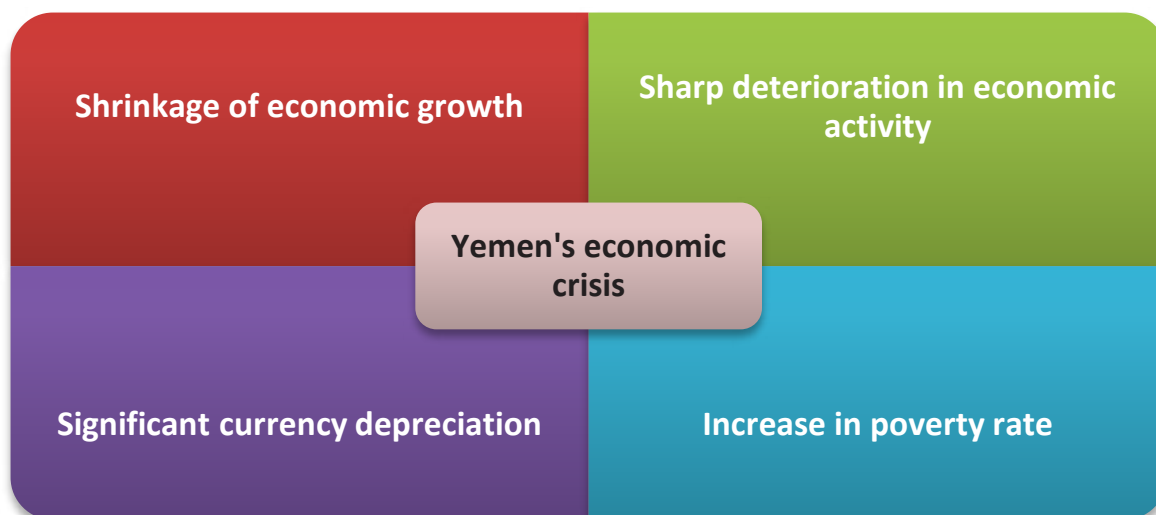
The Yemeni economy loses over \$100 billion

In one of the UN meetings with the Government of Yemen and regional and international partners, a number of participants reviewed the implementation of the Program of Action for the Least Developed Countries (LDCs) for the Decade 2011-2020 for Yemen. They highlighted the obstacles faced by the Government and its development partners in rolling out development programs, including the COVID-19 pandemic. They did so on the basis of an ESCWA1

1- SCWA is one of five United Nations regional commissions. It supports inclusive and sustainable economic and social development in Arab States, and works on enhancing regional integration.

report on the subject covering four Arab LDCs. They also underlined the priorities that should be included in the upcoming program of action for the LDCs from the Yemeni perspective.

The Minister of Planning and International Cooperation in Yemen addressed the repercussions of the conflict in Yemen, including the sharp deterioration in economic activity and the shrinkage of economic growth to more than 50% of GDP. He noted that due to the conflict, the Yemeni economy has incurred significant losses amounting to more than \$100 billion dollars during the past years, and poverty rates have also increased to about 78%. He commended the role of Yemen's supporters and donors during wartime in the field of development, reconstruction, and the desired peace.



Yemen strategic vision 2025

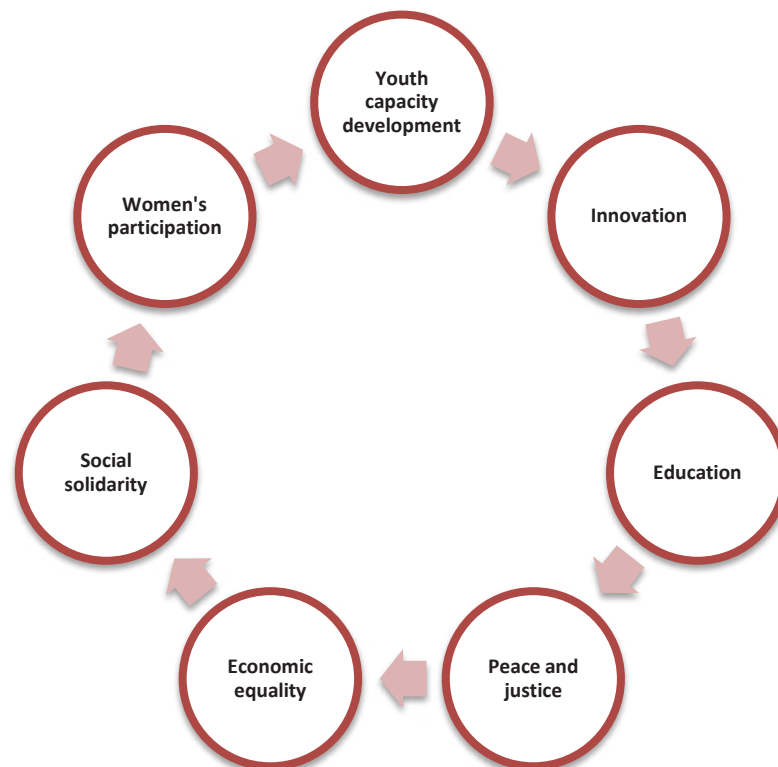
Yemen's Strategic Vision 2025 sets out the long-term ambitions and goals, which the society aspires to, and keeps pace with developments and with the rapid economic, scientific, and technological changes. It aims to improve the level of human development and to position Yemen among countries with middle human development that reflects higher standards of living and decent lives for individuals and the society at large. The main provisions of this strategic vision revolve around the following points:

- 1- Building the human capital and raising citizens' living standards at the economic, intellectual, and cultural levels.
- 2- Reducing the current population growth, controlling the factors of internal migration, and redirecting it to coastal areas.
- 3- Developing the capacities and potentials of young people and empowering them to pave their own paths, depend on themselves, support their families, and build their country.
- 4- Maintaining deep social solidarity in line with religious principles, and long-established customs and traditions.

- 5- Increasing women's participation in all aspects of economic activity and raising their contribution to the workforce.
- 6- Increasing health service coverage.
- 7- Eliminating illiteracy and enhancing adult education.
- 8- Providing education for all.

It is noticeable that these strategic objectives cover many areas of life required for members of the Yemeni society, with their clear interest in the economic, social, and educational aspects. However, the conflict in Yemen and its continuation play an important role in the low and weak achievement of these objectives.

These objectives build on the successes of the Millennium Development Goals (MDGs) for the period (2000-2015), including new areas among other priorities such as climate change, economic inequality, innovation, peace, and justice.



The SDGs requires working in a team and maintaining the spirit of partnership and pragmatism to make the right choices and improve life, in a sustainable way, for future generations. They provide clear guidelines for all countries to adopt in accordance with their own priorities and the environmental challenges of the world at large. The SDGs tackle the root causes of poverty and unite us together to make a positive change for both people and planet.

Women's position in the development path

Dr. Gro Harlem Brundtland, Vice-Chair of the UN Foundation Board of Directors and winner of Best Individual Achievement Award, spoke about the status of women and their role in development. She said that they focused strongly on women almost thirty years ago in “Our Common Future”, because the role of women has been underestimated in many places of the world. Now the international community has agreed that there should be gender equality and women's empowerment, but it has been a vigorous struggle.



She added, with reference to women's rights, “human rights are the same for both women and men, and there is no reason for sex discrimination from a legal perspective.” The 17 Sustainable Development Goals (SDGs) for 2030 were adopted by all United Nations Member States. SDG 5 focuses on achieving gender equality and empowering all women and girls.

Hence, the international community emphasizes the important role of women in achieving sustainable development by 2030. Rachel Kyte, Special Envoy for Climate Change Group and Chief Executive Officer of the Sustainable Energy for All (SE4All), explained, “First, the Paris Agreement would not have been concluded without the strong presence of women among the various official delegations. They expressed the urgent need to act immediately to curb climate change. The transition to a low-carbon society will provide women with many job opportunities.” She added, “I hope by 2030 we will have a different economy and new jobs and opportunities.”

“I hope we reach 2030 with a different economy, new jobs and opportunities,” she adds. Women's contribution to the development process begins with their role in upbringing children and managing household economy through rationalizing consumption and finding alternatives in times of disasters and crises.



Women have an important role in reducing and eliminating poverty, and in meeting the needs of their families. They are the ones who manage household budget and sets priorities. They are responsible for creating the appropriate environment for family members so they could play their role in a positive and effective manner.”

Many countries have begun to pay more attention to the role of women. Several studies have indicated that women play a key role in decision-making and implementation

processes. This would significantly contribute to changing the traditional attitude of the family and the whole society regarding the roles played by women.

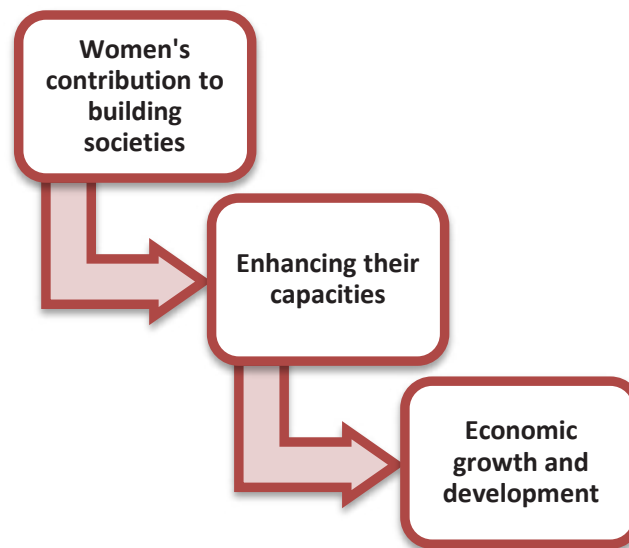
In order to achieve sustainable development, it is necessary to raise environmental awareness among women, especially in rural areas. The role of women is affected by their cultural and educational level and personality development. Education has a strong influence on the woman's personality, and helps her keep pace with the continuous global development through her assessment of the knowledge and skills she possesses.

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Social Initiatives to Raise the Profile of Yemeni Women during the Conflict

Women's empowerment and active social and economic participation are among the most important goals of economic development in developing countries. Certainly, there is a close link between women's contribution to building societies and enhancing their capacities on the one side, and economic growth and development on the other. The World Bank's 2001 report entitled "Engendering Development through Gender Equality in Rights, Resources, and Voice" provided strong evidence that women's exclusion from economically tangible productive participation negatively affects the effectiveness of development policies.



The recommendations that arose from the World Conference on Women in Beijing also emphasized that it would be difficult to achieve sustainable development without the positive participation of women in the economic building process.

The Third Millennium Development Goals (MDGs), signed in September 2000, emphasize gender equality and women's empowerment. These international conferences and international reports lead to the conclusion that the relationship between the two sides of the equation in terms of economic development and women's empowerment is complementary.

Social Initiatives:

Women have also contributed to peace during wartime through conducting initiatives to provide social services to mitigate the impact of war on civilians. Throughout the conflict, many women have entered the fields of education and rehabilitation, provided services such as emergency assistance or psychological support to the internally displaced, and worked in capacity-building to help women gain an income.

Hodeidah Governorate:

Many women have launched humanitarian and social initiatives to contribute to serving women and society. Most of such initiatives serve and support women and youth. Among those initiatives that emerged was “Future Generations”. It was launched by Ishraq Omar in March 2017, with the aim of teaching children who were not enrolled in schools in Al-Durayhimi, a poor district in Hodeidah governorate. In June 2017, the initiative was helping 45 girls and 23 boys. It later expanded to include a ‘Peace Center’ to address illiteracy among women; 32 women joined. The initiative provided computer, language, first aid, crafts, and vocational courses for a small monthly fee, but during the war, many people were displaced and the headquarters were destroyed. The initiative was then limited to the Al-Sharqiah neighborhood of the Al-Durayhimi district. Omar later carried out some voluntary activities in the Al-Hawk district, in cooperation with private sector institutions.



Omar said that in addition to the challenges of the war, the initiative also faced difficulties in implementing development projects due to lack of funding. Most institutions were not willing to cooperate with the initiative’s team to implement joint projects, she added.



Hadhramout Governorate:

In Hadhramout, a group of eight women formed “the Hadhramout Women for Peace”, following successful advocacy to reopen the local airport and a main road. After attending training in capacity building, analyzing conflict, communications, negotiations and planning in February 2018, Hadhramout Women held four focus groups to discuss and analyze critical local issues, such as the reopening of the Al-Shihr-Al Mukalla road and Al-Riyan airport.

Al-Shihr-Al-Mukalla road had been closed due to armed clashes, forcing people to take an alternative, rough road that took two-and-a-half hours, rather than the usual 45 minutes, and was costly and tiring. The road closure led some school and university students to stop attending classes, while some people needing medical treatment in Mukalla died en route because of the increased journey time. Due to the women’s advocacy, the road temporarily opened for small cars from 6am to 6pm, before fully reopening in July 2019. The Women also succeeded in securing the brief reopening of Al-Riyan airport. Two international flights landed in early 2020.

In an interview in February 2021, Sulaf Al-Hanshi, a founding member of Hadhramout Women for Peace, said that women’s participation in the UN-led peace process was generally weak despite women’s ability to work for peace and influence society. “Women are not given opportunities and are excluded from negotiations and committees working on peace,” she said. “This leads to the deterioration of the situation of women.”

Despite women’s influence on the ground and their ability to bring peace and security, if given the opportunity, the UN special envoy’s office had failed to empower women, she pointed out.

Taiz Governorate:

In Taiz governorate, Dalia Mohammed, a doctor, and a member of the Women for Life initiative, explained, “The initiative was established in 2017 with the aim of reducing the burdens on people. Residents of Taiz were helplessly wrestling with death, as the city was- and is still- under a suffocating siege. They have no access to basic services and lack ease of movement. Members of Women for Life initiative went to many parties to the conflict to find a solution to the crisis, but some of them have no serious intention to open the roads and alleviate the suffering of people. All our attempts have thus failed.”

«Defenders»

As Dr. Dalia was delivering aid to wounded civilians in areas of clashes, she was shot. As a result, she created, with her own efforts, an initiative called “Defenders” to help and support all women affected by war and conflict.

For Laila Al-Thawr, assistant secretary general of the Arab Amal Party, the plight of prisoners and detainees during the war led her to engage in the field of human rights. Her shift from political activity to human rights began after a young man sought her help to release his friend, who was detained in Aden. She started working in mediation to release prisoners of war, and established an initiative with personal funds. On December 17, 2015, the initiative secured the release of 480 prisoners after around seven months of negotiations. The exchange took place between Sana'a authority and several parties in the southern governorates.

According to Al-Thawr, successful prisoner exchanges rely on the negotiator's knowledge of the social context and her use of all available assets – such as the positive perception of women in society, or her role as a public figure, which might confer respect and special treatment. Negotiators must also be able to respond swiftly to changing circumstances, she said. International protocols are not applicable to local prisoner exchanges, which do not have a fixed plan for implementation. “Those who succeed are those who know how to address the current situation and how to gain the trust of all parties, including the prisoners and their families,” Al-Thawr explained. “This is in addition to working in secret and not revealing the agreements' initial information. Dealing with the media requires skill to use it positively, in favor of the prisoners, if needed.”

For Al-Thawr, internationalizing the prisoners' file was a serious mistake. “This obstructs it and does not contribute to resolving it as it would be resolved if carried out through local mediators,” she said.

Considering the foregoing, the positive role of Yemeni women in contributing effectively to providing assistance to other women and the whole society through various social and humanitarian initiatives is clearly evident. They seek to enhance peacebuilding and social development under exceptional and difficult circumstances.

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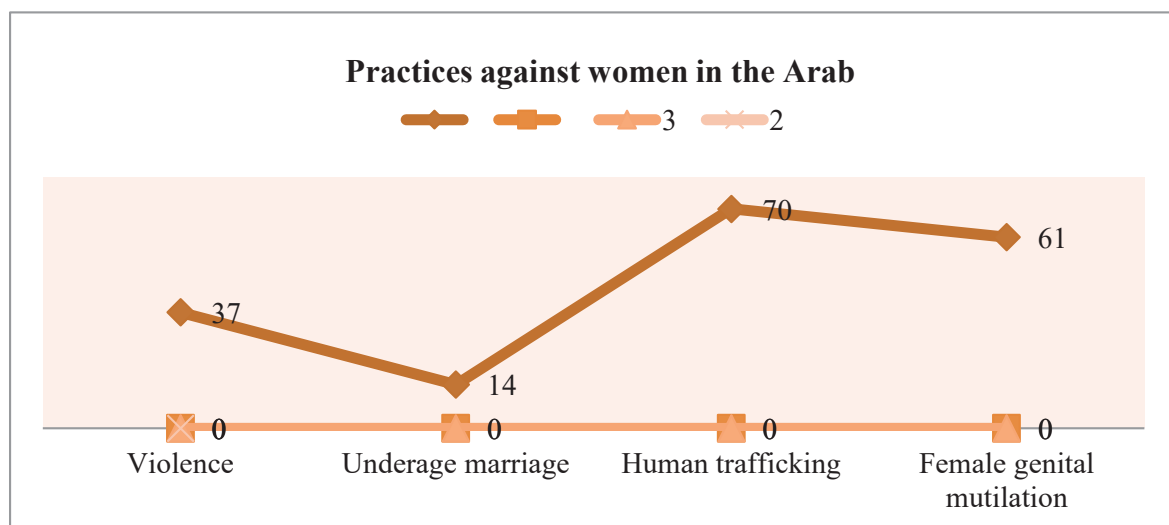
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Protection of Women in Conflict Situations

Violence against women has a very long history. It remains the most widespread of human rights violations, and is often seen as a mechanism for the subjugation of women. Such violence may arise from a sense of entitlement, superiority, misogyny, or similar attitudes in the perpetrator or his violent nature, especially against women.

According to UN Women, one in five girls in the Arab region gets married at an early age. Women are still deprived of some rights, including the right to inherit, the right to marry, the right to education, and the right to work.

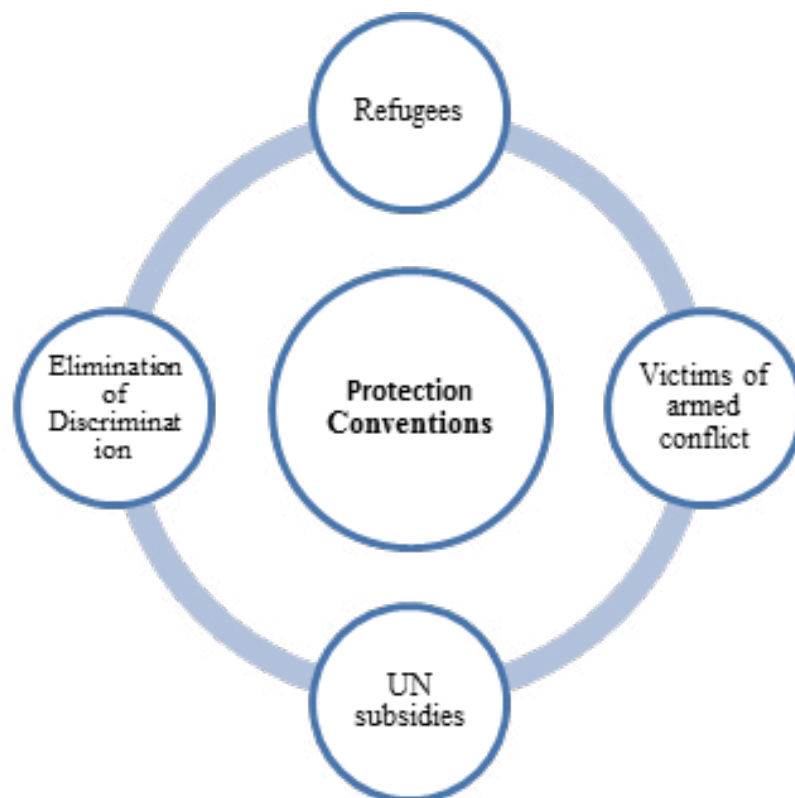
The UN Women pointed out that 37% of Arab women have experienced some form of violence at least once in their lifetime. There are indicators that the percentage might be higher. For instance, in Egypt, women and girls have experienced Female Genital Mutilation. Recent data shows that Female Genital Mutilation reached 61% in girls between 15 and 17 years of age; 14% of Arab girls marry under the age of 18; women and girls make up 70% of all known human trafficking victims.



Protecting women from the scourge of wars and conflicts requires providing them with the best assistance through informing them about the relevant legal framework affording protection to them in situations of armed conflict, namely the international humanitarian law (IHL), human rights law, and refugee law.

With all that in mind, all conflicting parties must protect women as civilians, and respect the laws that guarantee their rights, including those obligations under the Four Geneva Conventions of 1949 and its two 1977 Additional Protocols, the 1951 Refugee Convention and its 1967 Protocol, and the 1977 Convention on the Elimination of All Forms of Discrimination against Women and its 1999 Optional Protocol. Besides these conventions, there are UN resolutions and subsidies related to the protection of civilians, especially women.

Hence, it is noted that these conventions set out provisions that deal with women's issues. For example, the Four Geneva Conventions and their Protocols: First Geneva Convention for the Amelioration of the Condition of Wounded and Sick Members of Armed Forces in the Field, Second Geneva Convention for Shipwrecked Members of Armed Forces at Sea, Third Geneva Convention for the Protection of Prisoners of War, and The Fourth Geneva Convention for the Protection of Civilian Persons in Time of War, and then Geneva Convention Protocol (1) relative to Protection of victims of armed conflict

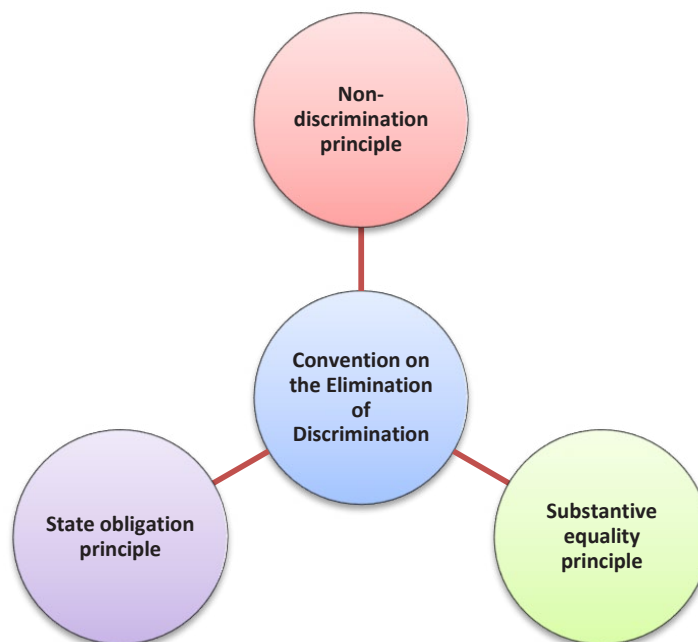


All these conventions emphasize that women, whether as warriors or as protected persons, shall enjoy equal rights with men during times of armed conflict. Women shall be the object of special respect and shall be protected in particular against rape, forced prostitution, and any other form of indecent assault.

The Convention on the Elimination of All Forms of Discrimination against Women sets out principles relevant to women's rights in all fields. They are as follows:

- **Non-discrimination principle:** It is stipulated in Article (1) of the Convention. It states that the term "discrimination against women" shall mean any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise by women, irrespective of their marital status, on a basis of equality of men and women, of human rights and fundamental freedoms in the political, economic, social, cultural, civil, or any other field.
- **Substantive equality principle:** It ensures equality of opportunity, equality of access, and equality of outcome.

- **State obligation principle:** By becoming a party to CEDAW, the state is legally obliged to take all appropriate measures to eliminate discrimination against women and advance gender equality.



All countries that have ratified international conventions become legally bound before the international community to incorporate the principles contained in the convention into their domestic laws. Resolutions adopted by the Security Council are binding upon all member states, including Resolution (1325) adopted by the Security Council in 2000. This resolution urges Member States to take the necessary measures in matters relating to the participation of women in decision-making and peace processes and to pay greater attention to protection of women, their integration in training, and their inclusion in all UN reporting systems and the program implementation mechanisms. Along with other UNSC Resolutions, Resolution 1325 recognizes the disproportionate impact of armed conflict on women and girls.

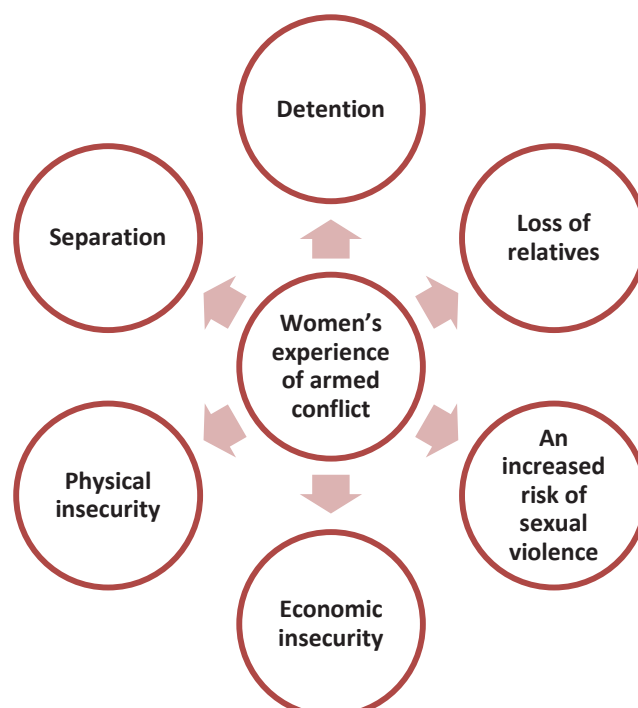
However, the United Nations and its Member States have not been able to ensure the effective implementation of resolution 1325 on women in situations of armed conflict.

“Women Facing War” study has greatly contributed to raising public awareness of the special needs of women affected by armed conflict. Therefore, the findings of the study should be translated into practical terms. Aimed at staff concerned with the planning and implementation of humanitarian programs, namely policy makers and field workers, this document is intended as a tool which can be used to adequately address women’s needs through humanitarian programs and services. This document provides easy reference to the needs of women beneficiaries as follows:

- Personal safety

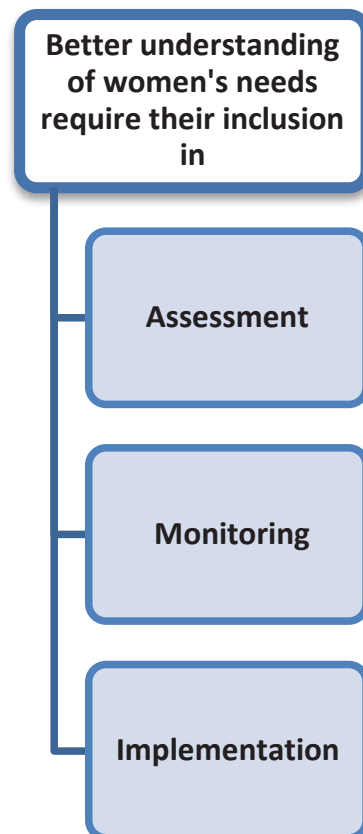
- Sexual violence
- Displacement
- Freedom of movement
- Food and essential household items
- Water
- Sources of livelihood
- Shelter
- Health
- Hygiene and sanitation
- Preservation of family links
- Access to education and information
- Religious and cultural practices
- Social groups
- Legal issues

The classification of the guidance document into topics reflects the main findings of the study. Women's experience of armed conflict is multi-faceted, including separation, loss of relatives, physical and economic insecurity, an increased risk of sexual violence, wounding, detention, deprivation and even death.

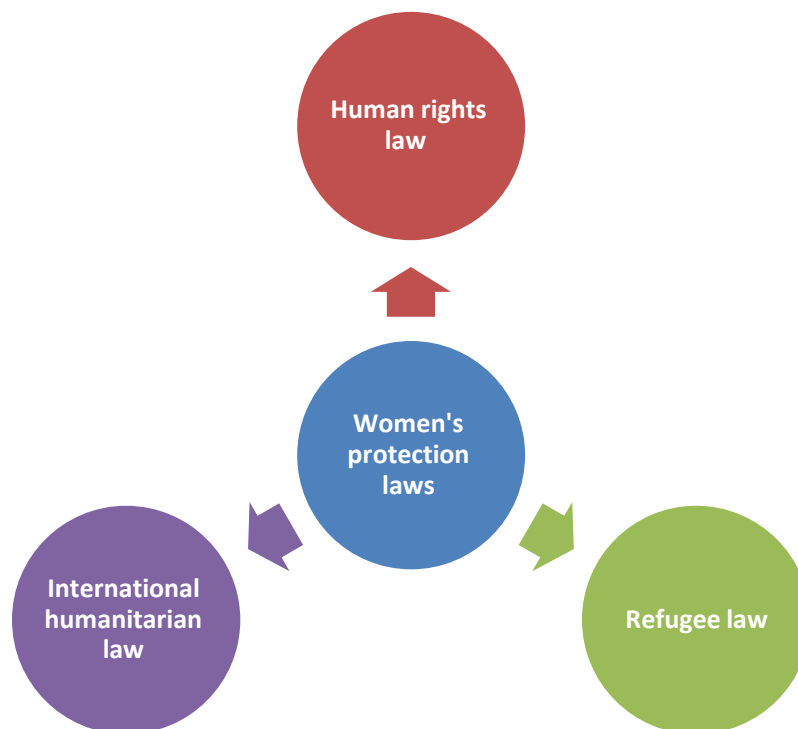


The study also concludes that women in armed conflict are not passive and not necessarily “victims” even if they are at risk when hostilities break out. Around the world, women participate in social, professional, public, and political activities and events, and become members of armed forces, security, and police.

The inclusion of women, both those receiving assistance and those responsible for providing it, in the assessment, implementation, and monitoring of programs is a tool to define women’s needs more appropriately. In addition, when female staff participate in relief distributions, they are less vulnerable to exploitation and abuse. Nonetheless, the fact that women should be involved does not mean that the protection and assistance of women affected by armed conflict is the sole responsibility of female staff. Both men and women providing such services and programs must take into consideration the general and specific needs of women in conflict situations. The aim of this document is to support such efforts.



Ensuring better protection and assistance for women affected by armed conflict requires understanding the law affording protection to them, namely international humanitarian law (IHL), human rights law and refugee law. These laws adequately address the needs of women in situations of armed conflict.



The introduction of the guidance document states that the suffering of women can be alleviated through respecting the rules of international humanitarian law by both combatants and non-combatants, be they male or female.

The challenge lies in translating the law into practice by ensuring implementation of and respect for the existing rules. From an operational perspective, many steps can be taken to maximize the legal protection afforded to women in situations of armed conflict, including making international humanitarian law better known to all parties involved in armed conflict, monitoring, and ensuring respect for the law, and placing emphasis on the general and specific protection that international law affords to women. Through communication activities and dialogue with parties to armed conflict, it is possible to raise the profile of problems specific to women, with a view to enlisting official support and action to prevent or put an end to violations.

Knowledge of such legal framework help humanitarian workers and policy makers get convinced of women's rights, and respond to their needs. It must be clearly understood that the physical and psychological integrity and dignity of women must be protected, and that the Geneva Conventions, their Additional Protocols and other bodies of law afford this protection to women. In order to strengthen such protection, this part of the law must be emphasized, disseminated and enforced.

To improve the dissemination of international law with respect to women, it is important to systematically emphasize the prohibition on all forms and threats of violence against civilians and persons deprived of their freedom, including sexual violence, in mil-

itary codes, training manuals, and instructions given to arms bearers. It is necessary to spread that all forms of sexual violence, a crime affecting both men and women, adults, and children, is categorically prohibited at all times, while emphasizing that it is the perpetrator who is “dishonored” rather than the victim, or her/his family.

Furthermore, it is important to ensure publications distributed to bearers of weapons, including peacekeeping and peace-enforcement and support personnel, contain references to women as well as men in various roles. For example, the juxtaposition of men as combatants and women as civilians, in text and photographs, neglects the fact that men often comprise part of the civilian population and women are often actively engaged in military efforts or deprived of their freedom in relation to armed conflict.

Protection of victims:

There are a number of ways that revolve around supporting the protection of women victims, and they are shown through the following:

- 1- Providing support for the establishment of assistance services for women survivors of violence, along with their children.
- 2- Equity of service provision to women in urban and rural areas.
- 3- Establishment of a national Domestic Violence hotline for women.
- 4- Providing at least one shelter / refuge place for survivors of domestic violence for every 10,000 inhabitants.

The duties of police officers in domestic abuse cases were laid down in detail:

- The law should provide that police officers should respond to every request for assistance in cases of alleged domestic abuse.
- The law should ensure that the primary responsibility for initiating investigations and prosecutions lies with the police and prosecution authorities and does not rest with women subjected to violence, regardless of the level or form of violence.

WHO response

WHO, in collaboration with partners, is:

- 1- Building the evidence base on the size and nature of violence against women in different settings and supporting countries’ efforts to document and measure this violence and its consequences, including improving the methods for measuring violence against women in the context of monitoring for the Sustainable Development Goals. This is central to understanding the magnitude and nature of the problem and to initiating action in countries and globally.
- 2- Strengthening research and capacity to assess interventions to prevent and respond to violence against women.



3- Undertaking interventions research to test and identify effective health sector interventions to address violence against women.

4- Developing guidelines and implementation tools for strengthening the health sector response to intimate partner and sexual violence and synthesizing evidence on what works to prevent such violence.

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Reality Forces Yemeni Women to Work for a Living

Yemeni women are the basic nucleus of society. They contribute to bring up children, shape their personalities, influence their perceptions, and affect their course of life. They also contribute significantly to the development of their own country scientifically, culturally, and politically. Women's role is no longer limited to bringing up children, but they come to play several roles at the same time.



Many men are forced to go outside the country in search of work to earn a living and support their families, and many others lost their lives with the outbreak of war. As a result, women come to take the role of absent and lost men.

In addition to raising children and caring for the affairs of the house, women have played major roles in agriculture, herding, medicine ... etc. A large part of the Yemeni society still thinks that a woman's place is in her home— no matter how educated she is. Because of ignorance, many people believe that women should not work, go out of their homes, or integrate into society.

Deadly displacement, unknown fate

“We left Hodeidah in the afternoon. Bullets were flying above us. The situation caused fear, anxiety, and dread. In order to save our lives, we had no choice but to escape,” said Khadija Ali, a displaced woman from Hodeidah.

Some make advantage out of the misfortunes of others. Although displacement is a misfortune in itself, some displaced women make it their source of income.



According to the United Nations High Commissioner for Refugees (UNHCR) reports, the conflict has caused the displacement of about 550,000 people, including approximately 80,000 families, from Hodeidah, especially east of the city, since June 2018.

Khadija Ali, a thirty-year-old woman from Hodeidah governorate, was displaced to Sana'a in 2018, when the conflict between the two parties intensified. Khadija has encountered the bitterness of displacement and the cruelty of life. She had no salary or other sources of income. So, she thought of an income-generating project of her own, but she needed support to implement it on the ground. “One of my father’s relatives lent me a small amount to start my project and pay it off later.”

“I started my resin-based project. I make beautiful and attractive designs in the form of neck chains, and then sell them to shops. The biggest challenge I encountered was that the shops were so far. Most of the profit is spent on transportation,” she said.

Insistence on project expansion

“When I started my project, I made a lot of designs. I sold them to shop owners at too low prices. I was supposed to sell the piece for 1000 riyals, but they only accepted to purchase it for 500 riyals. So, I incurred huge losses at the beginning of my project. I then worked hard and never gave up. Thanks to God, I currently have a group on WhatsApp through which I market my products. I no longer sell to shops.” She further added, “Beside my resin project, I learned to knit wool. So, I became to have two sources of income. The living situation of me and my family has improved.

Life forces us to do more than one job

Rafah Nabil, twenty-five years old, from Taiz governorate, was forced by the conflict and war to leave her city. She was displaced for the first time from the city center of Taiz to Al-Hawban, where she lived for five months. They were the worst five months ever, according to her description.

Rafah stayed with her family in Al-Hawban, at the house of one of her father’s relatives. However, they could not stay any longer, so they went to Saleef, where her father works. They suffered a lot there, especially from the intense heat.

When her father retired, they moved to Hodeidah. The journey of hard work then began. Rafah was forced to work to support her father and be able to complete her university studies. In her first professional career, Rafah worked in her field of interest, photography. Once again, they were displaced from Hodeidah to Sana’a after the conflict between the parties to the conflict intensified. Rafah’s most difficult and arduous journey then really began.

“I lived through the bitterness of displacement, but I overcame everything I have went through. To secure basic necessities of life, I first worked in sales in shops. I was getting paid, but it was not enough for me and my family. I thought of an idea for an income-generating project. I talked to a friend of mine about the idea, and she liked it. The project was to offer goods directly to consumers online. I started with one group on WhatsApp, and now I have three groups through which I provided services and sell goods.” “Besides marketing and sales, I worked in photography again to increase my income, so that my income would rise, and I could achieve everything I pursued,” Rafah added.

When Women Stand Up for Themselves

Young entrepreneur Sarah Najib Moqbel Al-Hajj started building her project by visiting many Yemeni entrepreneurs and coffee traders in the country and abroad. She sought to learn and benefit from their experience and to participate in a number of trips to largest coffee plantations, trying different types of coffee and discovering its early stages (cultivation, drying, peeling, roasting, and grinding) to ensure getting the finest-quality coffee.



Big oaks from little acorns grow

This is how Sarah described the beginning of her project, which she named "Samra Coffee". Any successful project is the result of a hard-long journey. Sarah faced many difficulties, the most important of which was that coffee industry is dominated by males. However, she could successfully prove herself, and that women can compete with men in this field. She independently built her project in all its stages and created her own distinctive brand with her own individual efforts. She and her family moved from Hodeidah to Sana'a to complete her project in the best way.

Samra Coffee distinguishes itself by the different types of coffee and degrees of roasting. It offers different types of coffee, such as Arabic coffee, drip, espresso, Turkish coffee (without cardamom), and Turkish medium coffee (with and without cardamom). "I started roasting coffee beans from blond and medium roast to dark roast," she said.

Samra Coffee offers its services online through its own social media platforms, and delivers its products to customers inside and outside Yemen through domestic and international shipping companies respectively.

"My ambition goes beyond merely entering the coffee market. I aspire to have a competitive position in the largest coffee companies, and make Samra Coffee the best-selling coffee inside Yemen and abroad," she said.



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