

The sample below illustrates the final product. If you wish to see the original Word document with edits in tracked changes, please email alice@crealitygroup.org.

Component I: Generate Revenue and Sustainable Jobs for Lead Entrepreneurs and Women Embroiderers

During Q1 of FY 2022, Goldozi wound down all activities, as directed by USAID, due to the abrupt collapse of the Afghan government. The team began the process of closing out all grant awards. During the reporting quarter, the Goldozi program and grants teams collaborated closely to track monthly reports, pending financial reports and verification data for completed and partially completed accomplishments reported by grantees. During the reporting period, the program team worked with the grants team to modify four grant agreements to bring forward their end dates from February 2022 to December 2021 so that they could be closed on December 31, 2021.

A total of 8,060 beneficiaries — 7,800 women embroiderers (WEs) and 260 lead entrepreneurs (LEs) — have been fully trained. The remaining 7,440 beneficiaries were supposed to be trained in Q1, but the sessions could not take place due to the early closure.

The Goldozi project is coming to an early end, but its resilient accomplishments will continue to facilitate a stable source of income for its beneficiaries. The market connections and collaborations with vendors, including digital marketing platforms, will continue to promote and market WEs' products worldwide.

Activity I.1. Maintain and Grow the Goldozi Partnership Network

In Q1, Goldozi could not reassemble industry actors and organize a Goldozi Partnership Network (GPN) conference due to the country's circumstances. However, the team is confident that the relationships established in previous GPN conferences will continue to flourish through virtual means such as digital marketing. As the new regime's deep restrictions on women's entrepreneurship take effect, WEs and embroidery buyers will increasingly rely on virtual means.

Activity I.2. Register Beneficiaries

In the reporting period, Goldozi did not need to fulfill any beneficiary registrations as the total targets were almost achieved just before the events in August 2021. The only registration scheduled to be done in Q1 was the registration of beneficiaries to replace any drop-outs.

Goldozi had registered the remaining 7,440 beneficiaries by August 13, 2021 through its newly awarded grants to the Afghan Community Health and Rehabilitation Organization (ACHRO), Keenly Humanitarian Assistance for New Afghanistan (KHANA) and Afghan Women's Educational Center (AWEC), achieving the project target of 15,500 beneficiaries. In Q1, Goldozi was planning to (1) verify registration numbers, (2) begin the Goldozi Certificate Program (GCP) training for new LEs and (3) cascade the GCP to WEs, which would lead to accomplishing project targets for beneficiaries trained and jobs created or improved. Goldozi had full preparations and was on track to achieve these key milestones, but the events after August 15 prevented these from happening.

Activity I.3. Recruit and Support LEs and Register WEs

Registration

As reported in the previous quarter, Goldozi's grantee AWEC registered around 1,000 new beneficiaries in Kandahar province in July and August 2021. However, due to the rapidly deteriorating security in the province that swiftly metastasized throughout the country by August 15, AWEC was directed to halt its operations in the area and began registering targeted beneficiaries for Kandahar in Kabul, Nangarhar and Parwan provinces. As AWEC was swapping provinces, the regime changed, and the new beneficiaries who would replace those from Kandahar could not be registered in other provinces. AWEC claimed they had enrolled the targeted beneficiaries in Kandahar before being directed to cease operations in the area due to the conflict. For the same reasons, Goldozi was unable to verify AWEC's list of beneficiaries in Kandahar.

Learning Component

1. GCP Curriculum

Goldozi was on track to complete the GCP training for new beneficiaries across various provinces, including Balkh, Bamyan, Herat, Kabul, Kandahar and Nangarhar. However, due to the regime change, no activities could be implemented.

2. Cascade Training

Goldozi had planned to cascade GCP training to WEs through new grantees in Balkh, Bamyan, Herat, Kabul and Nangarhar during the reporting period. However, due to the regime change, no activities could be implemented.

3. Family Forum Training

During Q1, the team had planned to finish providing family forum training to male family members of new beneficiaries across various provinces through new grantees in Balkh, Bamyan, Herat, Kabul, Kandahar and Nangarhar provinces. However, this could not be implemented due to the events that led to the early wind-down.

4. ToT

During the reporting period, the team had planned to provide ToT to MTs of newly awarded grants across Balkh, Bamyan, Herat, Kabul, Kandahar and Nangarhar, but the activity was canceled due to the early wind-down.

Goldozi Mobile Application

In Q1 of FY 2022, Goldozi was on track to complete the testing of the Goldozi mobile application with beneficiaries and officially launch it to record sales, update galleries, generate reports and market WEs' products across various provinces, including Balkh, Bamyan, Herat, Kabul, Kandahar and Nangarhar. Due to the early wind-down of activities, this could not be implemented.

As of Q1, the Goldozi mobile application is fully developed. The only step left before officially launching it is testing with users to avoid future usability problems.

Software Development

No software development took place in Q1. All software development activities have already been completed, and the mobile application is ready for a full rollout.

Training and Phone Distribution

As of Q1, Goldozi has distributed 210 smartphones to LEs who were using them to facilitate sales recording, marketing and learning for themselves and 30 WEs assigned to each of them. Goldozi was about to procure 250 additional smartphones to be distributed for newly recruited LEs, but the activity was canceled due to the early wind-down.

Component 2: Support Trade Promotion and Increase Exports of Embroidered Products

Activity 2.1. Demand and Value Chain Analysis

Several rapid market analyses were scheduled throughout all targeted provinces over the reporting period to update new beneficiaries on market trends and demands, as well as guide them on product quality improvement, design, diversification and value-addition procedures. However, these assessments could not be carried out because the activities had to wind down early.

Activity 2.2. Develop the Goldozi Brand

Goldozi had to cancel its planned activities for establishing and developing new embroidery brands in different provinces because of the early wind-down.

Activity 2.3. Launch Domestic Marketing and Outreach Campaign

The plan was to conduct several marketing and sales events for the reporting period, such as a winter exhibition in Bamyan and Christmas and New year bazaars in Kabul and other provinces. Due to the changes in the country, no activities could be implemented, and sales did not only stagnate but also plummeted.

Activity 2.4. Launch International Marketing and Outreach Campaign

All marketing activities, including those planned for international sales and marketing, had to be canceled due to the early wind-down.