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Afghanistan Economic & Legal Studies Organization

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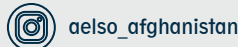


FARIBA ANDISHMAND

A SYMBOL OF COURAGE & BRAVERY

ENTREPRENEURS FOR PROSPERITY IN AFGHANISTAN

کارآفرینان برای رفاه در افغانستان | په افغانستان کې د هوساینې لپاره متشبثین



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“ Fariba Andishmand and her company's products at exhibition ”

Afghan women, most of whom are known for their violence and traditional beatings on this ecological border, are now challenging the violence, petrification and closed society of Afghanistan.

For the last twenty years, it has left openings for all Afghans, especially women, to be able to enjoy their rights and to participate in the government and vital decisions of the country, to represent their people & province and to have the right to education, work and business.

One of these women from last two decades, who was able to have her own business today, is Fariba Andishmand, a 23-year-old young Afghan entrepreneur who launched Rozaneh Sahadat dairy products company in Kabul and Bamyán at agriculture and livestock sector in 2019, which exports fresh dairy products to Bamyán and other provinces, and currently has 8 employees.

She was born in a relatively large family and her mother played important role in encouraging her to start her business. Fariba says; " From a very young age, I dreamed about having my own business and company, and I always called myself by the nickname of [A Symbol of Courage & Bravery]."

Being a woman in Afghanistan means facing all kinds of family, social and traditional problems that women of the country always struggle with, but there are a small percentage who stand up and raise their voice against these undesirable traditions and want to bring a positive change in themselves and the community. "It has been almost two years since I have been working as founder & manager of Rozaneh Sahadat dairy products company, which this position has allowed me to get acquainted with many national & international organizations and continue my work with introducing company's products to non-profit organizations." These steps has been useful and effective in improving the state of the country and society, and certainly the state of women, especially Fariba Andishmand.



“ Band-e-Amir, Bamyán, Afghanistan ”

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Taking a step for a woman in Afghanistan is like conquering a high peak, difficult and exhausting, but not impossible. "You can, you are powerful" have always been the words that encouraged and persuaded me to take practical steps for my dreams, and my first goal was to grow and improve the capacity of women financially, which I was able to do by starting the Rozaneh Sahadat dairy products company in agriculture & livestock sector. I also worked on women's empowerment by finding women who have stopped studying and introduced them to institutes for further education in order to have a better tomorrow for the country and society of Afghanistan. These were other steps beside my dream that I enthusiastically took." In the Afghan society, due to tribal and native customs and traditions, the largest number of violence against women takes place, and the only way to increase the awareness of people especially women, is to work for their right to education.

Mrs. Andishmand grew up in Bamyan Province and completed her higher education at Bamika Institute, which is an academic centre. She says, "My family and friends are the key to my success and personality today, and I heartily believe in my commitment and hardworking which will lead me to fruitful results in life." She also express that the Aga Khan Foundation was pleased & welcomed with her work and activities in field of empowering women, and this was really surprising to her. " Beside my family & friends, the business sector and organizations that supported my work, played a valuable contribution in my company's development process."



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The narratives of everyone's life are not the same. In every corner of the world, stories and narratives of good and bad life are heard more, especially from those who struggle and toil for a better tomorrow and their dreams that they still have. Fariba, narrates one of her happy memories that she always remembers and counts it as a reward for her efforts. "The "Fresh Farm Project", whose goal was to collect dairy products from all the houses, in return for which we provided them with daily food, was held during an exhibition in Kabul, which was supported and encouraged by many visitors that was really valuable reward for my hard work. I always had dream of being encouraged by people for my work which came true."

Fariba Andishmand is a great example of tireless effort for the youth and women who herself is living in a place far from the centre of Afghanistan but as woman has been able to play her role in the society and speak on behalf of young generation of this country. " If you want to start a business, your attention should be on creating a strong team, firstly. Your team members are the keys of a successful or failure business. Today, if I could turned back to the past and invest in this sector again in a different way, I would work in educating more women and contribute them in my business so that our different ideas and views will bring us closer and closer to our destination. And of course, the difference of opinions leads us to have a developed and prosperous country."



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In many years of doing business, I have worked with lot's of people who learned me to be strong in different stages of life and to not lose hope and always welcome risks which really grew a person.

The skills that have brought me here are; good relationships and friendships, as well as participating in exhibitions and business programs, and certainly the work and business that I have today has opened up ways of earning not only for myself but also for the society and people which I really consider this a source of pride and joy for myself.

When I think about the future of my company, I see a bright future for our products in the market but the only concern of my business is the lack of gobal markets for my dairy products which I hope that government solves this problem.

Also, I wish to expand my business in national & international sectors and be witness of more women names as founder of different businesses from our country.