



# Advancing women's economic opportunities in Fergana valley handicraft and textile supply chain development

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# RCE Kyrgyzstan Fergana Valley project 2012-2014

Project's goal - Improving level of life of women involved in handicraft/textile sectors of Kyrgyzstan, Uzbekistan and Tajikistan by capacity building and promotion of their products at the distribution market.

Project focus on transmissions of unique traditions of Central Asian handicrafts, many of which are in danger of extinction.

# Central Asia culture rich with ancient traditions from Silk Way

Kyrgyz producing textiles of wool and felt, leather and wooden bowls, horse equipment and silver jewelry. Tajik and settled Uzbek people had developed farming culture and trade traditions, grew cotton and bred silkworms, curly wool, cotton and silk fabrics.

# Project objectivities

- Ensure establishment and promotion of high quality handicraft/textile products at local and international markets.
- Assist project participants to establish and expand business in handicraft/textile sector.
- Promote sustainability of handicraft/textile industry through social partnership.

# Project focus group 225 local people

- Kyrgyzstan 90 people,
- Uzbekistan 75,
- Tajikistan 60

Include local people, entrepreneurs, raw materials suppliers, designers, craftsmen, managers, social partners (local communities, business, tourism), sellers, middle-men, wholesale buyers.

## Capacity building on:

- Recovering traditional technology: embroidering, weaver, felt production, ceramics, jewelery and str.
- Social business: development of business plans; investment attraction; access to financial resources.
- Production of handicraft goods: technologies, quality, new design, products diversification.
- Marketing: price determination; mechanisms of achieving new markets, sale skills, commercial and products promotion, social partnership.

# Trainings in Fergana Valley

- Project divided into groups of 15 people. Uzbekistan 5 groups, Tajikistan 4 groups, Kyrgyzstan- 6 groups.
- Total 26 trainings
- Trainers - local and international experts from Kyrgyzstan, Uzbekistan, Tajikistan, USA, India, Malaysia, Singapore

# Study tours

- Malaysia and Thailand October 10-18, 2013
- India February 14—22, September 5-15, 2014;
- NY NOW USA February 4-8, August 16-20, 2014

To learn:

- how to link Traditional technology with modern design;
- work on development of local market;
- connect producers with raw materials producers and market;
- build network and partnership with local artisans.



# Project website Fergana Bazar

<http://ferganabazar.org/>

The screenshot displays the FerganaBazar website interface. At the top, the logo 'FerganaBazar' is accompanied by the text 'HANDCRAFT PRODUCT KYRGYZSTAN, TAJIKISTAN, UZBEKISTAN'. A search bar and a 'Products - Manufacturers' link are also visible. Below the header is a navigation menu with categories: HOME, ACCESSORIES, HOME DECORATION, HUMAN WARE, TEXTILE, TOYS, SOUVENIRS, GIFTS. The main content area is titled 'FEATURED PRODUCTS' and contains a grid of product images with labels: Hat, Ceramic camel, Elephant, Bread, Gift for Valentine's Day, Christmas tree, Baby slippers, Christmas tree ornament, and Colorful jacket. A vertical banner on the right side features a decorative pattern and a 'Follow Us' section with social media icons. The footer includes 'CONTACT US' information for Bishkek, Kyrgyzstan, and 'STAY IN TOUCH' with social media icons. Logos for the Embassy of the United States of America, KYRGYZSTAN, CAESARE (Regional Center of CACA in Kyrgyzstan), and another organization are also present.

**FerganaBazar**  
HANDCRAFT PRODUCT  
KYRGYZSTAN, TAJIKISTAN, UZBEKISTAN

Search...

Products - Manufacturers

HOME | ACCESSORIES | HOME DECORATION | HUMAN WARE | TEXTILE | TOYS, SOUVENIRS, GIFTS

**FEATURED PRODUCTS**

Hat

Ceramic camel

Elephant

Bread

Gift for Valentine's Day

Christmas tree

Baby slippers

Christmas tree ornament

Colorful jacket

Follow Us

**CONTACT US**

Bishkek, Kyrgyzstan  
198 Abdekkhmanova St., office 22  
Phone.: +995 (512) 851445  
E-mail: office@fcb-kg.org

**STAY IN TOUCH**

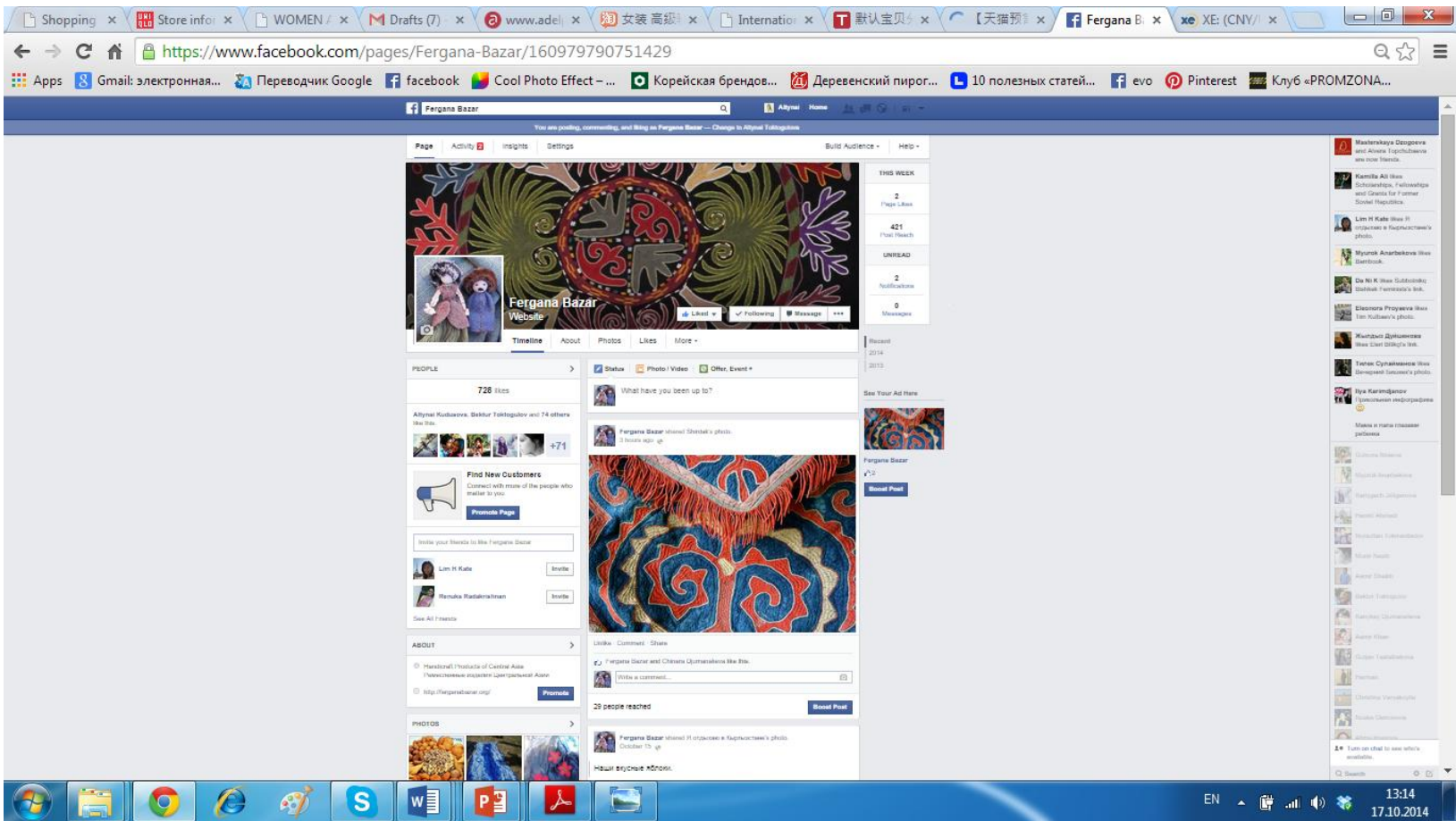
Follow us. Don't miss important updates in future.

Embassy of the United States of America

KYRGYZSTAN

CAESARE  
Regional Center of CACA in Kyrgyzstan

# Project page on facebook: <https://www.facebook.com/pages/Fergana-Bazar>



## Expected results:

- Creation of example of handicraft/textile production in Fergana Valley transition from home-made to industrial level.
- Capacity building of the project participants – connection traditional technology and modern design for new handicraft products.
- Increase level of cooperation between artisans in Central Asian region and international levels.

Living standards of project participants will be increased:

- 15 % project participants will establish their own business or will expand existing.
- Income from project inspired activities will increase for 20-25%.
- The project will facilitate access to financial and credit resources for up 10% of the project participants.

**Thank you for your attention!**

