

ASSOCIATION NAJDEH

Embroidery Production Section Activities Report: January - December 2007

Introduction

The Embroidery program was affected negatively by NBC war as its workshop was destroyed and all the embroidery equipments, production and raw material were damaged. The Embroidery lost of the raw material only is estimated by \$4020. Al Badia launched an emergency production plan that included the following:

- Increasing the number of embroidery workers from 25 to 50.
- Giving the embroidery workers the payment for their embroidery production of the pieces that were lost in NBC.
- Sending an appeal to Al Badia clients aiming at extending the embroidery market.

Production

During the year 2007, the number of embroidery workers was 101, while it was 92 last year. As for the production, it reached 60,878,150 in 2007, and was 48,884,000 in 2006.

Table 1: Embroidery: Average number of workers & production

Embroidery Work groups	Jan – Dec 2007		Jan – Dec 2006	
	Workers no.	Production in LL	Workers no.	Production in LL
Ein El Helweh	38	23,066,700	37	19,321,900
Rashidieh	41	26,074,500	33	19,300,500
Shatila	10	6,333,150	9	4,407,500
Nahr El Bared	12	5,403,800	13	5,854,100
Total	101	60,878,150	92	48,884,000

Embroidery Sales

Embroidery net sales reached 204,225,137 LBP while it was 198,207,355,55 LBP in 2006.

Table 2: Embroidery: Net Sales in LBP

	Jan.-Dec 2006	Jan.-Dec 2007
January	10,157,770.00	3,980,210,00
February	7,934,640.00	20,577,475,00
March	24,367,935.00	4,089,490,00
April	22,873,548.50	23,539,010,00
May	17,750,994.00	15,200,329,00
June	25,742,129.25	18,198,150,00
July	14,051,190.00	8,299,865
August	473,000.00	20,352,090
September	13,642,585.00	22,098,763
October	17,706,993.75	29,503,710
November	24,903,410.00	28,035,730
December	18,603,160.05	10,380,315
Total	198,207,355.55	204,355,137

Embroidery Net Cash Income

The net cash income of embroidery sales for 2007 was 259,938,755 LBP while it was 195,533,528,50 LBP in 2006 with an increasing rate of 25%.

Table 3: Embroidery: Cash income of embroidery sales in LBP

Month	Jan.-Dec 2006	Jan.-Dec 2007
January	15,551,670.00	30,821,210,00
February	40,783,840.00	17,753,465,00
March	9,248,370.00	28,378,135,00
April	12,627,875.00	20,997,914,00
May	28,658,714.00	3,067,625,00
June	8,059,270.00	11,185,60,00
July	8,742,040.00	31,250,570
August	3,928,500.00	17,906,985
September	20,068,110.00	10,35,445
October	2,710,012.50	7,008,755
November	20,967,975.00	12,811,505
December	24,207,152.00	64,197,351
Total	195,553,528.50	259,938,755

The highest rate of net cash income and net client's payment by country reached 39% in France, followed by Lebanon at 26%. The rate of net client's payment in Switzerland and Italy sat up at 12% and 7% respectively.

Table 4 – Net cash income by client and country

Organization	Amount LBP	Amount \$
France: Afran Saurel	83,538,200	55,692
A.F.P.S /Drom	7,902,486	5,268
Ass.colibri /CludeHenaff	712,500	475
Elizabeth Finianos	9,502,500	6,335
A.F.P.S /Grenoble	1,326,675	884
Switzerland: Anita Binz	4,612,950	3,075
S.S.P./Geneva	18,663,000	14,788
Magazin du Monde / Lausanne	2,824,500	1,884
Dominique Bisang	2,157,525	1,438
UK: Haddel	2,288,430	1,526
Italy: Ass.Per La Pace / GMDN	9,689,395	6,444
S.S.P./ Roma	10,018,455	6,679
Women in Black	867,200	578
USA: P,A.S. /Rabia Shafi	7,480,500	4,987
P.H.F. / Munyyer	3,936,000	2,624
Cyprus: Ghazi Mrueh	1,210,500	807
Germany: Najdeh Freiburg / Abir	7,005,000	4,670
Ursula Kurowski	3,557,960	2,372
Greece: Kessa Dimitra / Natiala	12,183,560	8,122
UAE: Yossif Ashour	1,053,000	702
Lebanon: Beit Edin shop	1,027,000	685
Dar Asslam / Chouf	4,552,000	3,035
Al Badia shops	63,977,368	41,818
Total income	260,086,704	174,888

It is to be noted that Afran Saurel in France was the most active international client for the year 2007 (see table below). Although the local market was affected by the unstable of the Lebanese political situation, and by Nahr el—bared war, Lebanese local market witnessed an increasing rate in net cash income in comparison to the year 2006. It was noted that Al Badia has new client in Italy, Germany, USA and UK. Still, there is need for new markets and new clients in different countries.

Coordination

Coordination continued with Oxfam Quebec till the end of March 2007, and the plan was completely executed, where new raw materials were purchased, and the embroidery workers underwent many training. Besides a marketing plan was issued in order to find new clients.

Capacity Building

In 2007 the following training took place:

Computer training courses for Al Badia Coordinator in Beirut and the two supervisors of the embroidery workshops in Ein El Helweh and Rashidieh camps.

English language courses for the administrative and technical assistance.

Of the embroidery workers, 37 from Shatila, Ein El Helweh and Rashidieh camps underwent training on new stitches and embroidery techniques. The trainers are embroiderers working with Al Badia in Sidon and Tyre.

Besides, all the workers attended Najdeh's awareness raising workshops on domestic violence, gender based discrimination, woman's rights etc.

Impact of the Embroidery project on the Workers

At a recent focus group, the workers expressed the major impact of the project as follows:

Economically: many women became: economically independent, taking independent decision regarding household expenses, contributing on the family income, maintaining the house and refurnishing it.

Professionally: many women: gained new knowledge and skills regarding the heritage and new stitches (its name, origin, etc.), gained new skills in designing and drawing.

Awareness: many women became aware of woman's rights, gender-based discrimination and domestic violence. Many became more self-confident in discussing with their husbands issues like domestic violence and discrimination.