



2018 ANNUAL REPORT



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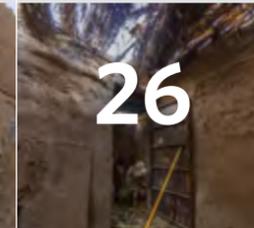
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FROM THE CHAIRMAN

I have had the privilege of serving as the first Chairman of the Board of EINidaa Foundation in 2017. This initiative in fact started as a project of UNDP under the name of Egypt Network for Integrated Development (ENID/EINidaa) back in 2012 and involved the efforts and contribution of a fine community of academics and practitioners.

Looking back at the progress made by ENID/EINidaa, several elements of its continued success can be traced to the consistent emphasis on moving from the bigger socioeconomic picture to its microelements as well as networking with all stakeholders from the top of the pyramid to its base in rural Upper Egypt. This ability is grounded in having attracted a large group of specialists from the hard and social sciences, which together make a formidable team that is building new best practices on the ground.

In terms of management, the interaction across disciplines and the flexibility in assigning short-term tasks among experts has helped access quality advice. Moreover, it has encouraged the formation of a nexus between social and economic empowerment and many linkages along the value chain.

I am also happy to report that ENID/EINidaa has been successful in training the local staff in the field in the areas of quality control, maintenance and supervision and is moving on to the gradual redeployment of management to Qena.

My long-term outlook for the Governorate of Qena and given ENID/EINidaa's continued support is twofold: first, at the economic level, Qena is recognized for its emerging economy, with high growth and employment, based on the development of light industry, agri-processing, handicrafts, wood furniture and readymade garments. Second, at the education level, literacy is complete for all women and men under 35 years of age and the TVET system has been upgraded, accredited and is successful in integrating on-the-job training within its newly developed clusters.



Magued Osman
Chairman of the Board

FROM THE MANAGING DIRECTOR

Over the course of seven years, the ENID/EINidaa Project has traveled a long way in tackling the issues of poverty, illiteracy, unemployment and gender bias in the rural communities in Qena, Luxor, and Sohag. Its mission has been to create viable job opportunities for women and youth while empowering its beneficiaries with education, training and awareness-building. It has borrowed international best practices and undertaken yearlong researches in practical fields from cultivation and irrigation to animal husbandry, smallscale handicrafts, textiles, and carpentry.

ENID/EINidaa's approach has fundamentally changed community attitudes, behavior, and expectations. At the level of close to half the villages of Qena Governorate, it has made its mark in terms of providing training and tools for the beneficiaries to engage in innovative piloting of more than 50 new activities and interventions.

The challenges were many including the scarcity of space in rural settings, delays in permits for new activities and the high turnover among those beneficiaries who

graduate from years of training. On the positive side, ENID/EINidaa has acquired a reputation for quality products across its three programs of social services, MSMEs, and agriculture, not to mention knowledge dissemination, as well as very close relations with all stakeholders on the ground: governorate officials, ministerial directorates, and civil society.

There are seven elements of innovation:

- *Cooperation with governorate and directorates of six ministries.*
- *Engage in optimal use of the Zaheer Sahrawi (desert fringe) in agriculture and manufacturing.*
- *Dual system of training combining TVET schooling with apprenticeship at workshops.*
- *Capacity building of NGOs for sustainability and income generation.*
- *Empowering women to cross cultural boundaries and perform in male-dominated sectors.*
- *Good management practices where local staff are well trained, with close to 70 NGOs involved.*

- *A diversified team in the Cairo office specializes in overall management, human resources, planning, design & marketing, feasibility studies, fundraising and monitoring and evaluation.*

Our outlook for the recent EINidaa Foundation, which was created in late 2016, is that it graduates over the next three years to become a well-established institution. I do hope that by end 2021, we can celebrate ten years of accomplishments on the ground such that the Foundation enjoys a comfortable financial situation including annual income from its provision of technical assistance, design & marketing.



Heba Handoussa
Managing Director

OUR PROGRAMS

We operate through three programs, implemented in Qena, but also partially in Luxor and Sohag Governorates.

These programs, targeted at the 60+ poorest villages, are:

- I - Upgrading Basic Services,*
- II - Micro, Small and Medium Enterprises,*
- III - Sustainable Agricultural Development.*

They have been successfully piloted in the sectors of education, training, health, agriculture and manufacturing based on serious research and international best practices.

Ours is a unique model that also combines the best features of business such as seeking productivity, quality goods and services in its interventions as well as the best features of 70 NGOs such as accountability, transparency and inclusion.

We also hold strong partnerships with local and central stakeholders.



I UPGRADING BASIC SERVICES PROGRAM

Overall Achievements

ENID/EINidaa has continued to consolidate the successful dual women's literacy model combining vocational training. Moreover, a number of extracurricular activities, including civic and health awareness campaigns and the issuance of Ama'an Certificates and etc. were implemented. The aim has been empowering women and promoting their social well-being. More importantly, NGO capacity-building workshops were conducted to ensure sustainability.



Detailed Breakdown

Literacy Classes

Al-Marashada, Gezeret Al-Hamoudy, Al-Kharanka and Al-Herageya (2017-2018):

- 112 females joined the literacy classes in 2017.
- A number of mock exams were implemented to prepare the beneficiaries for the Standard Literacy Exam.
- 104 females participated in the Standard Literacy Exam and 79 females passed the exam, with a success rate of 76%.
- The local team carried out follow-up visits to literacy classes to ensure smooth running of operation.
- The GALAE delegation visited the literacy class operated in Gezeret Al-Hamoudy to assess the educational attainment of the beneficiaies.

Al-Awsat Kamoula, Abo Diab Gharb, Al-Hegayrat, Nag Kateeb, Nag Mahmoud, Faw Gharb, and Al-Arkee (2018).

- 125 females joined the seven literacy classes operated during the first quarter, of which 94 females completed their courses and participated in the Standard Literacy Exam.
- 69 out of 94 females graduated from the females' literacy classes. The success rates reached around of 74%.

- A number of mock exams and pop quizzes were conducted throughout the third quarter, with the purpose of preparing beneficiaries for the Standard Literacy Exam.
- Numerous follow-up visits were conducted throughout the reporting period. The purpose has been ensuring smooth running of operation.
- The Project has supplied furniture, hardware and equipment for 31 literacy classes.



Vocational Workshops

Gezeret Al-Hamoudy, Abassa, Al-Kharanka, Al-Herageya, Abo Diab Gharb, Al-Hegayrat, Nag Kateeb, Nag Ghaneim, Faw Gharb, Al-Arkee and Nag Al-Masayah.

- 228 women completed their course at 11 vocational training workshops. The beneficiaries included the graduates of the ENID's literacy classes who were rewarded by joining the cut and sew workshops, and the graduates of technical schools who were recruited for the purpose of creating a pool of vocational instructors.
- 37 sewing machines were provided and were installed in eight cut and sew workshops (5 machines per workshop and two additional machines for Al-Herageya vocational training workshop). In addition, both the beneficiaries and the vocational instructors were trained to operate the sewing machines.
- Chairs, tables, ironing boards and two-door lockers were supplied to four vocational training workshops.
- 27 sessions on sewing basics were undertaken.
- Four refresher trainings conducted in 4 villages, throughout January and February 2018, on quilt covers, jacket-making and bag-making.
- Such sewing trainings were fruitful since beneficiaries produced an array of quality products such as furniture covers, Islamic prayer dresses, Abayas, kids' dresses, table-cloths and school uniforms.
- Numerous follow-up visits were implemented to ensure smooth running of operation.

- The Community Development Association in Nag Kateeb hosted an exhibition in May where a plenty of products made by the graduates of the vocational training workshops were displayed, as well as participated in a similar exhibition by the National Council for Women.
- 16 cut and sew workshops have been handed over in August to the El-Nidaa Foundation to ensure sustainability.
- At the sideline of ENID/EINidaa Fifth Annual Conference, two optional field visits were conducted to a sustained combined literacy class and vocational training workshop.

Awareness Sessions

- Nine awareness-sessions were implemented in five villages, with the participation of 114 beneficiaries. They covered the political participation of women, identity papers, the family law, the Constitutional articles stipulating women's rights, personal hygiene, stomach flu and winter diseases and precautions.
- 28 awareness-raising sessions that tackled winter diseases and precautions, healthy nutrition and personal hygiene were implemented, with the participation of 717 members of rural communities in four districts.

Training of Teachers (ToT)

- Four ToT workshops were implemented, with the participation of 112 literacy instructors.
- Monitoring and Evaluation Training



- In cooperation with an expert in illiteracy eradication, a three-day workshop on Monitoring and Evaluation was conducted, through which 18 literacy supervisors, along with the Project's local team trained on effective M&E mechanisms.

Miscellaneous Interventions:

- First Aid Training: Two first aid training workshops were conducted in two villages, with the participation of 20 beneficiaries.
- Medical Convoy: Seven medical convoys were implemented, in collaboration with Al-Yanbough Association as follows: (i) Three convoys targeted 88 children in 3 villages, (ii) two Swiss Pulmonology convoys targeted 19 persons in two villages, and (iii) two convoys of gastroenterologists targeted 20 cases from two villages.
- Surgery: Five medical operations were sponsored.
- Ama'an Certificate: The issuance of Ama'an certificates for 740 women facilitated, in cooperation with the National Council for Women.
- Renovation and Inauguration of Healthcare Units in Qena and Luxor Governorates: Two documentaries were produced to document the achievements in the two renovated healthcare units. Subsequent to the renovation of Al-Nagoh Bahry healthcare unit in Isna district in Luxor governorate and Al-Marashada healthcare unit in Al-Waqf district in Qena governorate, both healthcare units were inaugurated, with the participation of the ENID team and the delegations of the Big Heart Foundation (TBHF) and UNDP Egypt.

International Visits:

- In February 2018, a Chinese delegation visited the cut and sew workshop in Al-Awsat Kamoula in Naqada district.
- In March 2018, delegations from UNDP Egypt and UNDP Bureau for Arab States conducted a field visit to Al-Herageya combined literacy class and vocational training workshop.
- In response to the Project's achievement in literacy promotion and women's empowerment, Al-Sharjah TV conducted two interviews with: (1) the graduates of Al-Herageya combined literacy class and vocational training workshop which became operated throughout 2016-2017, and (2) the beneficiaries of Al-Kharanka combined literacy class and vocational training workshop which operated in the academic year 2017-2018.
- Al-Sharjah TV conducted two interviews to get feedback from the local inhabitants about the efficiency of medical services provided in the two renovated healthcare units in Qena and Luxor governorates, and the medical staff about the medical training workshops conducted in 2017.

Financial Contribution

- Our main financial support came from the Big Heart Foundation (TBHF). The ENID/ELNidaa-Big Heart Foundation partnership (2016-2018) was fruitful since numerous healthcare and education services provided for poor rural women in Upper Egypt. Such a partnership has greatly contributed to the empowerment of women and the promotion of socioeconomic wellbeing.



II

MICRO & SMALL ENTREPRENEUR PROGRAM

Overall Achievements

ENID/EINidaa has scaled up its interventions in the One Village One Product (OVOP) model, graduating women from small to medium sized enterprises, namely in the wood and furniture and readymade garments (RMG) sectors. In 2018, around 120 women have been trained in different OVOP workshops for handicrafts. The wood and furniture factory has been inaugurated in El Gamaleya village, training and creating jobs for 150 women.

ENID/EINidaa has established the first RMG factory in Qena in the Desert Fringe of El Maana Village. In cooperation with The Federation of Egyptian Industries a total of 20 TVET teachers have received training in the wood sector. Marketing activities, a key component in this program includes participation in nine local and international exhibitions. The e-shop is technically operational.



Detailed Breakdown

OVOP workshops

In Cooperation with Alex Bank and the Dutch Government, ENID/EINidaa continued trainings in the following OVOP workshops

- French Loom Embroidery in Qena city, 14 women
- Kilim weaving in Qobeiba village, 38 women
- Leather in El Shaaneia village, 15 women
- Brass in Beshlaw village, 21 women
- Pottery in El Mahroussa village, 20 women
- Papier Maché in El Shaarany village, 13 women

The Gamaleya Furniture Factory

- Building on its development work experience in training women on different wood crafts Qous and Qeft districts in Qena governorate over the past seven years with the support of Alex Bank and National Bank of Egypt, ENID/ EINidaa established El Gamaleya wood Factory with the support of the Drosos foundation.
- The factory is built over two floors and is supposed to generate 100 job opportunities at its third and fourth years of operation (50 jobs in 2017- 2018, 75 in 2018-2019 and 100 in 2019-2020).

- The factory is accompanied with a preschool class for the children of the women working in the factory.
- The wood work consists of seven different crafts: carpentry, arabesque (wood turning), oyma (wood carving), arquette, mother of pearl, camel bone and painting.
- A total of 150 women have been trained and are currently producing 32 different wood and furniture designs based on a quarterly production plans.



The Maana Manufacturing Complex for Women and Youth

- ENID/EINidaa has designed and developed an integrated development model through the establishment of a Manufacturing Complex for generating employment for marginalized women and youth (18-35) in the Desert Fringe (Zaheer Sahrawi) of Qena.
- The complex is expected to house two Readymade Garments (RMG) factories and an artisanal cluster for successfully marketed handicrafts including workshops for Kilim and Brass products supported by Banque Misr in 2017 as well as preschools and nurseries to support working mothers.
- The buildings were unexploited poultry hangars and therefore, the project contributes to the utilization of state-owned vacant and abundant assets for carrying out developmental projects.
- This complex is expected to create a total of about 800 and 1600 direct and indirect jobs respectively, through providing employment opportunities. It will also provide a continuous supply of skilled young women and men capable of joining the labor market.
- The Complex is also highly endorsed by the Central Government in Egypt where H.E. Dr. Mostafa Matbouly the Prime Minister in Egypt visited the Brass and Kilim Factory in September 2018. The complex has also been visited by H.E. Dr. Hala El Said, Minister of Planning and Administrative Reform, and H.E. Dr. Tarek Kabil, Minister of Industry and Trade, early in the year, in January 2018.

The Readymade Garments Factory

- It is one of the ENID/EINidaa interventions in the Maana complex which is supported by the Arab Fund for the Economic and Social Development (AFESD) in 2016 to establish one of the two RMG Factories in the complex over a total area of 700 m² over two floors (350 m² each).
- The factory will be producing T-shirts and polo shirts and is expected to generate a total of 600 jobs: 200 direct and 400 indirect jobs respectively.
- The building was renovated and a total number of 47 sewing machines have been procured. ENID/ELNidaa office in Qena started interviewing in December 2018 women who are applying to job in the RMG factory.

The Artisanal Cluster for Brass and Kilim

- It is the second intervention in the same location with the Support of Banque Misr.
- A total of 100 women have been trained in the two crafts (50 in each craft) and have shown fast ability to learn.
- Testimonial: When asking the women if the work in the workshops is hindering their home duties they replied that they finish all the duties for their home and their children in the week end and that they don't want to take the work and do it from home because they enjoy meeting each other in the workshop every day. They also said they felt they are doing something important when their husbands start to ask them how was their day and what they learned instead of only asking them about food.



TVET Training

- Under the Oxfam/DAPP program, ENID/EINidaa conducted a TVET Training in the wood sector, in collaboration with the Federation of Egyptian.
- The TVET teachers were evaluated prior to the training to assess their academic level. The test scores were then sent to the Trainer to design the training program accordingly.
- The training was implemented over 12 days at the Zoghrofya industrial school in Qena with two field visits to ENID/EINidaa's wood workshops and factory. The training comprised theoretical and technical training on the techniques of Arabesque and Oima, on camel bone and mother of pearl inlay in addition to finishing and painting and on product design in light of the available raw material and market demand.
- By the end of the training, the TVET teachers took the same assessment test they took before the start of the training so that the change in their performance could be evaluated. Another M&E tool is a questionnaire that the TVET teachers filled out in addition to their daily attendance sheet.

Marketing activities

- Fair Trade Certification: EINidaa has recently received its accreditation as one of the few Fair Trade Organizations in Egypt, as a provisional member. This is organized under a program initiated by Alex Bank and the Egyptian Export Council for Handicrafts (EECH) to promote the concept of Fair Trade in Egypt among entities that work in handicrafts.
- It is worth noting that EINidaa is the only not-for-profit foundation to receive this accreditation. EINidaa is currently working on getting the full membership by this year.

- British Museum: ENID/EINidaa delivered 3 orders to the British Museum in London in 2018. The orders included various designs of pharaonic and traditional jewelry to be displayed in their gift shop. Each order constitutes of 100 necklaces made of mummy beads with amulets of different ancient Egyptian designs.
- E-shop: ENID/EINidaa's e-shop is technically running and operating, and for the time being, the delivery will be on a door-to door basis. Link to e-shop: <http://www.elnidaa.org>
- China International Import Expo: ENID/EINidaa's team travelled between the period of 1st and 18th of November to Shanghai in China to first, participate in the China International Import Expo (CIIE) that took place in November 2018 at the National Convention and Exhibition Center (NCEC) in Shanghai.. The purpose of this trip was to explore new sales channels in some of the high-end markets such as Europe, USA and Asia, which will help EINidaa's One Village One Product (OVOP) workshops grow and create more job opportunities for the beneficiaries; create unique business linkages with global traders and intermediaries from China and other countries; and strengthen Egypt's economic relations with China. ENID/ EINidaa displayed a wide range of its handicrafts produced in Upper Egypt including wood furniture and gifts, kilims and carpets, camel bone sculptures, alabaster bowls and Egyptian jewelry.
- The second purpose of the trip was to visit clusters in silk and handicrafts, in Yiwu and Shengzhou over 3 days. The team visited four cities in Zhejiang, a neighboring province to Shanghai and where important silk and industrial clusters are located.
- Exhibitions: ENID/EINidaa participated in over eight exhibitions during the year, including:

- Permanent Exhibition at the Tahrir Egyptian Museum (for ancient Egyptian products)
- The China International Import Expo (CIIE) in Shanghai
- The Designers Hub which was a collaboration between the Ministry of Social Solidarity and Expo Link
- Furnex and the Home Exhibition
- Le Marché La Casa Exhibition in its 40th Edition

Future Projects:

- ENID/EINidaa got an approval on the Dutch fund to support:
 1. The Implementation of the first Ready-Made Garments (RMG) factory in Qena Governorate over 700 m2 on the desert fringe of El Maana village to manufacture exportable products (T-Shirts). The factory will create 200 job opportunity.
 2. The Implementation of the MoSS' new "Forsa" program through Eradicating Illiteracy and Forming Skills of 1,344 women, in the age group (15-40 years), who benefited from MoSS' Takaful program in Qena Governorate.
- ENID/EINidaa also got the approval to transfer the last amount from The Big Heart Foundation fund to the SME development program to build on the outcome of ENID/EINidaa's work over the past six years in Qena governorate in the Upgrading Basic Services program through combining literacy with vocational workshops (cut and sew) through the establishment of the first Ready-Made Garments factory in the Qous District (on its desert fringe) to manufacture exportable products (kids wear).



III

SUSTAINABLE AGRICULTURE PROGRAM

Overall Achievements

- The number of trained individuals (2018) reached 433 including 173 women and 12 extension service staff.
- 332 of the project target of the 497 employment opportunities were generated during 2018.
- The establishment of the "Nidaa Farm" in Naqada District and the plan to host the Sericulture Development project, the Sugar Cane Drip Irrigation project supported by UNDP-Coca Cola and the Molasses Production unit are in process
- H. E. the Governor of Qena has inaugurated the opening of another milk processing unit in Bier Amber, Qena.
- 3 field visits took place by partners from SFSD, UNDP-Coca Cola, and Bridgespan.



Detailed Breakdown

Pilot for Recycling of Residues: Wasted Banana Fibres

- The project is re-located in "Al Balad" CDA in Abu Tesht District to ensure sustainability
- The equipment procured under UNDP-Coca Cola project on recycling banana residues were transferred to Al Balad CDA to ensure integration and sustainability
- A training programme for banana fiber extraction was carried out for 11 women
- A training programme for 15 women on banana fiber processing and manufacturing was conducted by an NGO from Aswan "Nabata"
- 20 women are employed for the extraction and manufacturing of the banana fiber
- 40 farmers were trained on recycling banana residues
- 60 tons of residues were recycled to compost
- 71 employment opportunities were provided during the reporting period

Farmer Field Schools for Hydroponics

- Training for 13 individuals took place during the reporting

period in the CDA in Hiw village, Naga Hammadi District including 4 women

- A total of 70 individuals were trained in 2018 including 28 extension services officers and 8 women
- The production of 393 kg of pepper was realized during the reporting period and sold for LE 1380
- Planted 1000 tomatoes seedlings in October 2018
- 16 employment opportunities were generated with a total of 37 opportunities since the beginning of the project



Chain for Integrated Fish Farms Enhanced

- Maintenance work has been completed in two sites in preparation for a new production cycle
- 2 air blowers and 3 hand machines were procured to measure the levels of oxygen, PH and amonia of the pond water for the El Ghab and Al Sheikh Eissa farms for the enhancement of the integrated fish farm ponds and are operational
- The third production cycle started in October 2018
- 3600 of "Barsa" fish (1.2 tons) were procured for Al Ghab, Qena District, Qena governorate and 1500 of "Barsa" fish (0.5 ton) were procured for Shiekh Eissa farm
- Negotiation and procurement procedures are still underway for the cooling and freezing units
- The feed production line construction is still underway
- 10 employment opportunities were provided during 2018

Milk Processing and Recycling Network

- The milk processing unit in Bier Amber was inaugurated by H. E. the Governor of Qena
- 2 Cooling Tricycles for the distribution of milk products were procured by the CDAs and became operational in Bier Amber and Kom Al Dabaa villages
- 27 individuals were trained for milk processing including 23 women

- 74 individuals were trained in recycling of residues of animal feeds including 9 extension service staff from the Directorate of Agriculture
- 116 individuals were trained under this output during 2018 including 39 women
- The 10 small household units established in phase 1 are still operational
- 129 individuals were trained since the beginning of the project including 52 women
- The recycling units in Al Khatara, Al Keriateia, and Deshna are operational
- Recycling 564 tons of residues took place in July-Dec 2017
- Recycling about 779 tons of residues during 2018
- About 348 work hours were created to the local communities during the reporting period with a total of 480 work hours during 2018.

Poultry Network Chain

- 2 hatcheries were procured for the 2 new CDAs in Neqada and Azaa in Farshout (in addition to the 3 hatcheries procured early 2018 for each of the CDAs in the 3 villages Al Shaarani village, Al Gamaleya village, and Al Marashda village)
- The project is now operational in 5 villages and 75 women are benefiting directly from the project



- 700 chicken and 4200 fertile eggs for hatching were procured and distributed to the CDAs
- 2700 chicken were procured and distributed to the beneficiaries
- 5.5 tons of feed were procured and distributed (4.5 tons to the beneficiaries and 1 ton to the new 2 CDAs)
- 192,855 eggs were produced during the 1st production cycle from the beginning of the project till June 2018 (166,605 eggs by beneficiaries and 26,250 eggs by CDAs)
- During 2018 the project distributed 3400 chicken (2700 to beneficiaries and 77 chicken to CDAs) and 4200 fertile eggs to the CDAs
- The 2 new CDAs in Neqada and Farshout hatched 2520 fertile eggs (1260 each) and distributed chicken to 60 new beneficiary (30 in each village) to widen the coverage to new poor households
- 112 individuals were trained starting July 2018 including 106 women
- 168 individuals were trained in poultry raising and feed production since the beginning of the project including 150 women and 7 extension officers (exceeding the target of 120 individuals)
- 107 employment opportunities in poultry raising and feed production were generated during the 2nd half reporting period (July-Dec)
- 173 employment opportunities in poultry raising and feed production were generated since the beginning of the project (exceeding the target of 105 opportunities).

Safe Goat Raising Introduced

- The 53 goats in 3 villages gave birth to 65 goats (39 males and 26 females). The 13 goats in Hagar Al Dahssa gave birth to 19 heads (14 males and 5 females), while the 18 goats in Beer Amber gave birth to 22 heads (14 males and 8 females). The 22 heads in Bahari Qamola gave birth to 24 heads (11 males and 13 females).
- The revolving system for expanding the number of beneficiaries has started through distributing some of the newly born goats to new poor households.
- 10 new households in the 3 villages of Bahari Qamola (3 households - 2 goats each), Bier Amber (3 households - 2 goats each) and Hagar Al Dahssa (4 households - 3 of them had 2 goats and 1 household had 1 goat).
- 20 employment opportunities were created during 2018.
- 66 employment opportunities were created since the beginning of the project
- 71 women were trained on safe goat raising since the beginning of the project.
- Technical assistance and support and administrative follow-up is taking place for the 3 villages

Improved Model for Molasses Production and Marketing

- The Molasses activity will be taking place within the land that will encompass the Silk project (implemented by the Nidaa Foundation) and will serve and compliment the Coca Cola (NWP) 4th Generation Project: Integrated Model for Water Saving and Environment Protection (Water Saving - Food Security - Energy

- Saving Nexus including the use of drip irrigation for sugar cane cultivation)
- The project will gain from the positive externalities generated from being implemented within the paved and levelled Nidaa land and the availability of clean water and sugar cane produced through the UNDP-Coca Cola supported project and supported by the Sericulture Development Project supported by SFSD.
- Establishment of the unit will start in 2019 and will benefit from the cultivated sugar cane through drip irrigation (supported by UNDP-Coca Cola)
- Improved Model for Bee-Keeping and Honey Production
- 19 individuals were trained in bee-keeping and honey production including 1 woman during the reporting period
- The location of the 2nd hive in the CDA (Ahl Al Kheir) in Al Nagaheya village, Naga Hammadi District is under preparation to receive the new bees (Toroods)
- 50 units of bees (Toroods - each unit contains 5 frames) were produced by the CDA Qena District
- 69 individuals were trained during 2018 including 1 woman
- 79 individuals were trained since the beginning of the project
- 12 employment opportunities were generated during 2018
- 90 kgs of beeswax were produced by the CDA using the beeswax machine
- 257 kgs of honey were produced including 150 kgs first harvest and 107 kgs second harvest
- 20 grams of Royal Jelly were produced during the reporting period



WE WORK AT THE GRASSROOTS

The Regional Office in Qena:

With headquarters in Cairo, ENID/EINidaa relies intensively on hands on grassroots work through its regional office in Qena, which represents a major success factor over the past seven years. The office comprises around 20 competent young local staff, who have three main responsibilities: first, and essential, the team is in charge of on-the-ground project management and overseeing the implementation of the projects. This includes administrative work, managing accounts and shipments of raw materials and finished goods between Qena and Cairo. Second, the office provides hands-on monitoring and evaluation of the workshops and the

beneficiaries, monitoring the working conditions of beneficiary women, measuring productivity and ensuring efficiency as per Fair Trade* principles. Third, the Qena office acts as a liaison between both ENID/EINidaa's 70 partner NGOs/CDAs in the South as well as the beneficiaries and the Cairo office and it ensures that the programs are alert and responsive to the needs of stakeholders. All activities are reported regularly to the Cairo office as well as to the project Managing Director.

EINidaa's developmental approach is based on building a generation of young skilled and well-equipped management and staff to execute work on the ground, through training and capacity building sessions. This decentralized governance ensures the sustainability of the interventions and the creation of best practices to be replicated across the governorates in the South of Egypt.



The vital roles and responsibilities of the Qena office differ for each of ENID/EINidaa's three programs:

- For Program (I) "Upgrading Basic Services", its Director Dr. Howaida Roman implements interventions with her team of five young men and women under the leadership of Ms. Naglaa Bakhom in Qena. The team is responsible for overseeing the implementation of the literacy classes, conducting trainings and capacity building sessions for NGOs as well as needs assessment, necessary for the design of the interventions.
- For Program (II) "Promoting MSMEs and Entrepreneurship", handicrafts are categorized into three business units: woodwork and furniture, textiles and handicrafts, with three managers that all work under the direction of Prof. Heba Handoussa. The manager of each business unit works closely and on a daily basis with coordinators, who are their counterparts on the ground. These coordinators closely monitor the workshops daily, deal with contractors during the construction phase of any factory, ensure implementation of production plans, provide the workshops with raw materials shipped from Cairo, oversee trainers and craftsmen, measure productivity of the women workers, and conduct quality checks before final products are shipped back to Cairo.

Fair Trade Accreditation for Program B

ENID/EINidaa has been recently accredited the Fair Trade Certification as a provisional member of the World Fair Trade Organization (WFTO) and is in the process of acquiring the full membership. Project interventions are based on Fair Trade practices that support marginalized women and youth in the poorest rural areas through

skill formation and capacity building. The aim is therefore to officially accredit these practices and join the WFTO. ENID/EINidaa also aims at creating partnerships with other WFTO members where there could be an exchange of ideas and learning new best practices that support small producers. Moreover, ENID/EINidaa aspires to penetrate new markets around the world through the WFTO, promoting Fair Trade Organizations and Fair Trade in general and to take part in WFTO conferences including workshops, seminars/trainings and product displays.

- For Program (III) "Sustainable Agricultural Development Program", the director Dr. Dyaa Abdou works with five staff on the ground under the leadership of Mr. Ali Maher in Qena, who are all responsible for monitoring the workshops on a daily basis, overseeing any training that is taking place, dealing with contractors and finally assisting the team of consultants and researchers when conducting any studies or experiments.



LOCAL AND INTERNATIONAL INVOLVEMENT

Partnership is a hallmark of the approach which is to network with all stakeholders. ENID/EINidaa works together with community NGOs, private enterprises, local associations, universities, research institutes and government offices to promote handicrafts and other skills for income-generation, effective farming methods and better public services. Successful national and international examples are used to effectively enhance the social status and equity of women so that both the social and economic status of the whole family improves.

To give one example, the Sustainable Agricultural Development Program is supported by Sawires Foundation for Social Development (SFSD) and is implemented through close collaboration with a network of partners representing Government and Private sector institutes. The implementation is carried out through a close collaboration with Ministry of Agriculture and Land Reclamation, Ministry of International Cooperation, Ministry of Local Development, Qena Governorate, Sawires Foundation for Social Development, UNDP, Agricultural Research Center, General Authority for Fish Resources Development (GAFRD), Zagazig University, Ain Shams University, University of South Valley, National Planning Institute, Social Fund for Development, International Center for Fish in Abbassa, and over 20 Community Development Associations in Qena. In addition, the activities of the component are implemented through the direct contribution of nearly 14 highly specialized and experienced Egyptian Experts, in addition to a committed team from the Governorate and the Directorate of Agriculture in Qena.

Partnership-building for the Social Services has been extensive. It has included a long list starting with the Ministry of Health (MoH) and Health Directorates in Qena and Luxor, the Education Directorate in Qena, the Social Solidarity Directorate in Qena, the General Authority for Literacy and Adult Education (GALAE), TVET, South Valley University; the National Council for Women, Caritas Egypt, Traintex for Sewing Training, AIYanbouh Association, and 34 rural grassroots NGOs/CDAs among others.

The link between central and regional administration is a close one and ENID/EINidaa has privileged relationships with a number of central agencies. Maintaining a positive relationship with central agencies has been essential, especially in regard to ministry Undersecretaries, senior bureaucratic staff and local government officials. Grassroot links are strong through hands on interventions of local NGOs, reporting directly to the project's regional office in Qena.

ENID/EINidaa relies primarily on its relationship to donor agencies to be able to deliver its specific program outcomes, as a non-profit project. Twelve international donor agencies have contributed support since inception of the project, and local donors have been instrumental in supporting ENID/EINidaa Annual Conference activities.



ENID Project from 2012 to 2018

Donors/Years	2012 - USD	2013 -USD	2014 - USD	2015 - USD	2016 - USD	2017 -USD	2018- USD	Total USD 2012-2018
UN Women	\$50,000	\$50,000	\$50,000	\$-	\$-	\$-	\$-	\$150,000.00
DFID	\$360,000	\$360,000	\$360,000	\$-	\$-	\$-	\$-	\$1,080,000.00
Sawiris	\$134,499	\$459,045	\$359,566	\$182,837	\$169,346	\$-	\$-	\$1,305,293.09
Sawiris 2	\$-	\$-	\$-	\$17,920	\$-	\$-	\$-	\$17,919.96
SIDA	\$-	\$-	\$528,575	\$170,556	\$221,000	\$227,000	\$-	\$1,147,131.23
UNDP (TRAC)	\$150,000	\$250,000	\$-	\$227,485		\$-	\$-	\$627,484.60
UNDP (DAS Fund)	\$-	\$-	\$-	\$115,255	\$84,745	\$-	\$-	\$200,000.00
OUDA (Egypt MOIC)	\$-	\$-	\$57,870	\$558,602	\$50,194	\$-	\$-	\$666,666.67
Italy	\$-	\$-	\$-	\$304,109	\$195,029	\$-	\$-	\$499,138.00
Coca-Cola (New World Project)	\$-	\$-	\$-	\$100,000	\$100,000	\$65,000	\$100,000.00	\$365,000.00
RBF	\$100,000		\$100,000	\$-	\$100,000	\$-	\$-	\$300,000.00
Sawiris 3						\$354,628	\$107,096	\$461,724
Netherlands- Dutch							\$108,617	\$108,617
Oxfam							\$102,143	\$102,143
Bigheart Foundation					\$336,621	\$105,887	\$298,059	\$740,567
Total	\$794,499	\$1,119,045	\$1,456,012	\$1,676,764	\$1,256,935	\$752,515	\$715,915	\$7,771,685





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