



A SHOUT OF HOPE FROM THE RUINS OF NINEVAH AGRIBUSINESS ACCELERATION STORY

Ninevah, a part of the fertile land of ancient Mesopotamia, where agriculture began around 10,000BC, a land of various flourishing civilizations, and a land that fell into the heart of conflict, with ISIL entering Iraq, resulting in devastating damage to multiple aspects of the population's life including: agriculture, private sector businesses and an overall general destruction to the basic infrastructures and basic human needs.

Agribusiness Acceleration Project - Ninevah

The project is a step for the population of Ninevah to induce, and move forward towards a brighter future within the agribusinesses. Funded by GIZ, The German Agency for International Cooperation and Development and implemented by Cordaid and CINOP, the project aims towards reaccelerating damaged businesses and building the women and youth's capacity through two tracks: Business Foundation and the Job Readiness Training.

“The factory got bombarded due to the conflict within the area and it was destructed with a percentage of 100%”

Bashar Hamza, Factory owner, Al-Baqara Jameela - Mosul, Ninevah.

Business Foundation and Acceleration

Within this track the project focuses on small and medium enterprises (SMEs) as they are encouraged to sign-up and participate in Resilient Business Development Services (RBDS) Training, on various topics including Lean business fundamentals, Data Driven Decision Making, Market Insights and Branding, Growth Strategy, Business Law, Talent Management, Access to Finance, Climate Change and Socio Environmental Concerns, and Pitch Perfect –which together provide a comprehensive training course over 18days for SMEs to enhance their business practices.

Following business foundations, the selected SMEs get individual one-on-one training and consultancy to further develop their business plans. SMEs become investment ready, have access to affordable financial products, to markets and to skilled and certified human capital, with an overall project goal of reaccelerating the agribusiness in order to provide new job opportunities.

Job Readiness Training Track

This track of the project focuses on the youth and women of Ninevah, to prepare them for the market through capacity building training, including both theoretical and practical training, to get the participants a better experience and field knowledge. The track also trains the soft skills and necessary individual capabilities that are required for in the business market such as trainings on

critical thinking, problem solving, public speaking, professional writing, team-working, digital literacy skills along with preparing personal resumes in the matchmaking tool to link them with potential job opportunities.

PROJECT OUTCOMES

While the destruction was great, the hopes and courage to change, to develop and to prosper found within the citizens of Ninevah was greater. The project aims for a developed agribusiness that can support itself and provide the market's demand.

Business Foundation and Acceleration Track Outcomes

The business foundation and acceleration track aims to develop the damaged agribusinesses within Ninevah, in order for them to be able to re-establish and prosper an agricultural market that can enhance the private sector and provide new job opportunities for the women and youth of Ninevah.



RBDS Training Graduation. Photo: Danyal D. Habeeb, Cordaid

Outputs:

- 50 SMEs have received RBDS training
- 25 SMEs have received Agribusiness Acceleration Training
- 15 SMEs have received access to finance (subsidised repayments of interest fees) through the project, the remaining 10 have had the chance to pitch to other financial actors
- 600 farmers have been connected to new markets (SMEs) during farmer field days

Job Readiness Track Outcomes

The job readiness track aims to develop the youth capacity and have individuals that can be leaders in their field of work with certified training and professional skills through technical and skills building training.

Outputs:

- •50 internships have been created and 50 students and recent graduates, of which at least a third are women, have been enrolled into these internships
- •250 jobseekers, of which at least a third women, and all are below 35 years, have enjoyed job-readiness training
- •250 jobs have been created and fulfilled by jobseekers (aided by the online match-making tool), of which at least a third women, and all are below 35 years



Practical Job Readiness Training. Photo: Laith Z. Khalil, Cordaid

ABOUT CORDAID

Cordaid works to end poverty and exclusion. We do this in the world's most fragile and conflict-affected areas as well as in the Netherlands. We engage communities to rebuild trust and resilience and increase people's self-reliance.

Our professionals provide humanitarian assistance and create opportunities to improve security, health care and education and stimulate inclusive economic growth. We are supported by nearly 300,000 private donors in the Netherlands and by a worldwide partner network. Cordaid is a founding member of Caritas Internationalis and CIDSE.

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