



Contact:

Measures for Private Sector & Employment Promotion
 "Promotion of Blue Collar Jobs"

Deutsche Gesellschaft für
 Internationale Zusammenarbeit (GIZ) GmbH

Nadia Mahlke
 12, Waked Street, the Silver Tower, 4th floor
 11579 Down-Town, Cairo - Egypt

Telephone +20 2 25902144 Ext.116
 Email nadia.mahlke@giz.de

Internet www.giz.de



KHALTA GOES TEXTILE
 educating, empowering and employing women in Khalta, Egypt



Financed by



Federal Ministry for Economic Cooperation and Development



Federal Republic of German Foreign Office



Khalta goes Textile –

educating, empowering and employing women in Khalta, Fayoum



In the heart of the Egyptian desert, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) has formed a collaboration with women of a little village named Khalta. Jointly they developed the vision of working with textile and generating income through a traditional handicraft - patchwork.

The women of Khalta, Fayoum

Surrounded by farmland, Khalta village is nestled between lake Quarun, the Western Desert and the Fayoum oasis in Egypt. Most of the women in Khalta have few opportunities to generate an income. Some keep small shops that bring in pittances from the sales of matches and soap. Others make some money through mending and sewing work.

Faced with such a bleak economic situation, the women are both eager and determined to learn a craft, work and contribute to their families' income.

In fact, it was the women of Khalta who approached GIZ, through a mutual contact, with the request to start a training and income generating programme in their village.

"Promotion Blue Collar" establishes "Khalta goes Textile"

In line with the GIZ project "Promotion Blue Collar" (PBC), the measure "Khalta goes Textile" was created to promote the attractiveness of work in the textile handicraft sector. By providing technical training, supporting decent working conditions and the creation of a sustainable business model, an opportunity for long-term income generation is given. With this project, GIZ seeks a creative approach to reduce unemployment and poverty for both the women of Khalta and Egyptian society in general.



The project: patchwork creation and innovative product development

Together with the women of Khalta and based on research and local consultations, the idea was developed to use the handicraft of patchwork to create market oriented textile products.

Patchwork is made of brightly colored fabrics, which are cut and re-stitched and thereby creating a new and artistic product. The notion of creating patchwork is not a random one in Egypt as there exists a deep historical connection. Belonging to the Egyptian Princess Isiemkheb, a nearly 3,000 year-old funeral canopy made from patchwork



fig. patchwork canopy of Isiemkheb in the Egyptian museum

was unearthed by archaeologists, making it one of the oldest pieces of patchwork discovered in the world.

Once launched, GIZ's initiative, 'Khalta goes Textile', gained instant popularity: some 50 women took part in the first beginner training course.

Trained and proficient in the required skills, they are now producing items they developed in a workshop with a team of local and international designers. The current designs represent their diverse and colorful surroundings - the deep green of the grass and trees, the earthy brown of the terrain, the soothing beige of the desert and the vibrant hexagonal patterns embracing the diversity of the existing flora.

In addition to earning an income, the benefit is that they can work on their own time and are still able to look after their children and households. This "Fayoumi" line of interior decoration textiles and fashion accessories is produced in a socially-conscious and economically-empowering manner.

To keep the project sustainable, long-term sales partners for 'Khalta goes Textile' products are the top priority, both in Egypt and abroad. Higher sales have an immediate impact on job growth and will help raise income and the standard of living of the women and families in Fayoum.

By purchasing 'Khalta goes Textile' products, you are helping to offer sustainable livelihoods to women and their families living in poverty. When given the opportunity, women thrive in a sphere of meaningful work.

The project is financed by the Open Regional Fund of the German Federal Ministry for Economic Cooperation and Development (BMZ) and carried out under the umbrella of the National Employment Pact initiative in Egypt (www.nep-egypt.com).