

# Mid-term evaluation

*Project-number: 11.2171.4-005.00*

## *Promotion of Blue Collar Jobs*

---

*Income Generation with Textile Handicrafts- A cooperation between Malaika Linens and EpiscoCare*

*Study conducted by: Jeannette Rizk*

*Timeframe: 2.11. 2013- 30.12.2013*

This report is the intellectual property of GIZ and is carried out under the implementation responsibility of 'Promotion of Blue Collar Jobs', financed by the Open Regional Fund on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

## Table of Contents

1. Background of the Study .....	3
2. Objective and Methodology .....	4
3. Analysis of Trainee Interviews .....	5
4. Evaluation.....	12
5. Key Performance Indicators .....	17
1. Before, during, and after the training: .....	17
2. During Production.....	18
3. Product marketing and sales .....	18
6. Final Conclusion and Remarks.....	18
Appendix 1: Questionnaires.....	20

### 1. Background of the Study

This study was undertaken in the framework of the ‘Promotion of Blue Collar Jobs’, a measure implemented by GIZ on behalf of and financed through the Open Regional Fund of the German Federal Ministry for Economic Cooperation and Development (BMZ).

Despite the fact of high youth unemployment in Egypt, companies report difficulties in adequately filling job vacancies. The reason behind such problems is the lack of functioning employment agencies, a qualification system which is insufficiently oriented towards covering the actual needs of the labor market and the resulting asymmetry between the inadequate supply of qualified personnel and actual demand within that market.

Aggravating the problem is a negative perception of technical education in Egyptian society, in addition to the generally low esteem in which numerous other job types in the fields of industry, small trades, and handicrafts are held. In short, the low prestige of job profiles which are commonly referred to as ‘blue collar’ has helped create a shortage of workers in this field. Contributing to this shortage is the workplace setting in which blue collar employees in Egypt often have to work: employment conditions are often difficult and unsatisfactory. There is the additional problem that information about job opportunities in these areas is poorly disseminated—potential workers simply do not know that there is a demand for employees in these underserved areas.

The Egyptian textile sector represents one area of the Egyptian economy with a very high potential for employing semi- and unskilled labor. In an attempt, therefore, to tap into some of this potential and to attract more women into the industry, this project aims to attract women into work with textiles through offering them income generation opportunities by **culturally adapting the production process** by offering the women to work from home and to conceptualize this approach.

The two partners of the project are the company **Malaika Linens** and the NGO **EpiscoCare** with GIZ providing the documentation and financial support of the project. The objective of the measure is for Malaika Linens to provide training in hand embroidery for up to 40 women who have been recruited by EpiscoCare. Each training runs for 4 hours a day, 3 days a week, for three months. After two months, it was decided to make the training 4 days a week. Trainees learn 10 different stitches using DMC embroidery thread. Eleven women took part in the first training. The training will provide them with the needed skills to generate an income while working from home. Once the training is completed, Malaika Linens will place orders with these women to guarantee sustainability of the training results.

Malaika Linens’ business philosophy is to combine the production of high-quality textile products with social responsibility and sustainability. Fabricating the embroidery products in homes means bringing women into the labor force in a manner which is **culturally sensitive** and **adapted to traditional attitudes** towards gender, family and labor. This means that the talents of women who would normally be unable to participate in the Egyptian labor force because of deep-seated conservatism in their family units can be drawn upon. Production capacities can therefore be most easily expanded by joining with a

partner which has experience in community outreach and who has access to populations of women seeking to be trained in home-based embroidery manufacture.

The **NGO EpiscoCare** aims to provide community services to underprivileged Egyptians. This measure is implemented by one of EpiscoCare's projects, Boulaq Community Development Center. The Center's mission includes the delivery of training of sewing and embroidery skills enabling women to generate an income. By partnering with a socially-responsible company such as Malaika Linens they will be able to upgrade their community work and reach more women.



**Figure 1** Trainer Ms Jihan reviewing a trainee's work.

## 2. Objective and Methodology

The purpose of this document is to provide critical information about the project's overall success. Once the trainee interviews have been summarized, they will be further evaluated with five sub-goals:

- relevance
- effectiveness
- efficiency
- impact
- sustainability

### Data collection

This mid-term evaluation was conducted through the collection of primary data in the form of interviews. The interviews took place on 6.11. and 11.11.2013 at EpiscoCare's Boulaq Community Development Center located in at All Saints Cathedral in Zamalek (Cairo) where the training took place.

## Mid-term Evaluation

The interviews lasted 15 to 20 minutes per person; each woman was interviewed separately in the foyer of the training room. No other women who would be questioned were present so as to keep the answers independent. However, there is the possibility that women returning from the interview to the group would have discussed what was talked about with the other trainees.

All 8 women who were present for the training on 6.11.2013 were interviewed. The 9<sup>th</sup> trainee left early. The following persons were also interviewed:

- Trix van Leeuwen, the Director of Boulaq Center
- Jihan Magdy, Malaika Trainer
- Mariam Ibrahim, Director of EpiscoCare
- Fawzeya Magala'a, Trainer in the Boulaq Center
- Margarita Andrade, Owner of Malaika

### 3. Analysis of Trainee Interviews

The goal of the interviews was to obtain more specific background information on the women who are taking part in the training. The questions addressed the women's backgrounds and were aimed at ascertaining things such as income opportunities, literacy levels, social relations, expectations, motivational levels, and perceptions of working in the textile sector.

The following summary is based on 8 interviews conducted with the women who attended the training of Malaika at EpiscoCare from the 21<sup>st</sup> of October 2013 to the 16<sup>th</sup> of January 2014. The training took place 3 days a week for the first two months and 4 days a week in the final month.

#### Personal Data

Average Age of trainees: 42 years

Number of women who are single or divorced: 1

Number of women who are married: 7

Average number of children: 4.5

#### Education level:

Diploma in Business or Art (a three-year program beginning after 8<sup>th</sup> grade): 2

Completed high school (Thanaweya Aama): 1

Attended all or part of Middle School (6<sup>th</sup> - 8<sup>th</sup> grade): 3

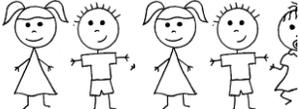
No formal education only literacy classes: 1

No formal education no literacy classes: 1

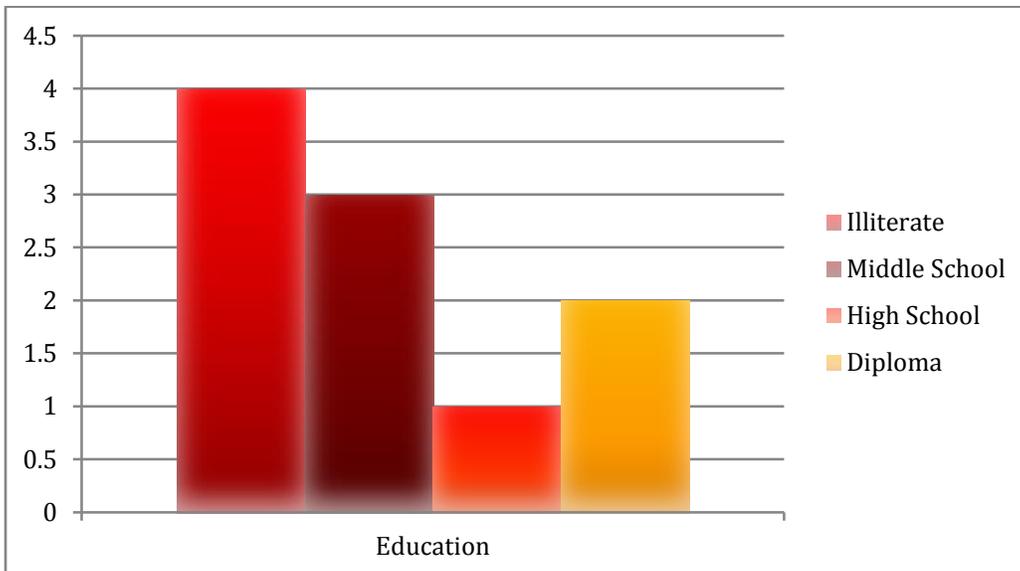
Literate: 4

Illiterate: 4

(according to the women's own definition of their literacy level)

8 interviewees average age 42
7 married women, 1 divorced woman
Average number of 4.5 children


## Mid-term Evaluation



### **Income opportunities:**

1 woman sews sheets and mends clothes occasionally (Sewing sheets brings in 10 LE per sheet)  
2 women had worked as house cleaners but left the position several years ago because of illness  
7 women have no income opportunity

### **Husband's jobs:**

Unskilled labor (e.g.: serving tea, weighing packages at a shipping company, helping in a gold shop): 3  
Train attendant: 1  
Furniture painter: 1  
Do not work due to illness: 2

The trainees were not asked how much their husbands made but the professions that they reported their husbands to have all provide very small and even negligible income, none of which are enough to feed a family of 5 or 6 or even more.

### **Where the trainees live:**

Imbaba: 2  
Warrak El Arab (Gizah Governorate): 2  
Boulaq Abu El Elah: 3  
Did not state: 1

These three areas (Imbaba, Warrak El Arab, and Boulaq Abu El Elah) are relatively close to Zamalek, where the training took place on the grounds on the All Saints Cathedral in EpicoCare's Boulaq Community Development Center. This proximity made it possible for the women to attend using public transportation.

## Mid-term Evaluation

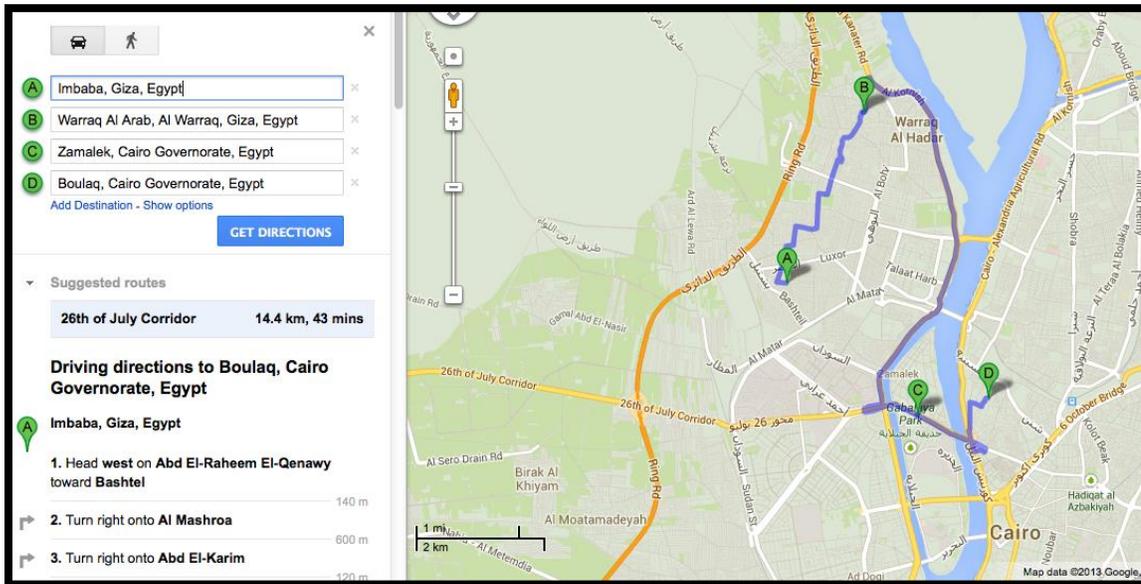


Figure 2 Map of trainees' homes (A, B, D) in relation to the Boulaq Community Development center (C)

Average persons in a household: 5.75  
Elderly parents living in households: 4

**Question:** "What are your biggest financial needs?"

The most informative and insightful responses were the following:

1. Education of the children and medication to treat my breast cancer. I wish I could make money so I do not have to depend on my husband and do not have to ask him for money.
2. I need nothing, but my concern is for my children. My youngest is sick and needs medication.
3. Food and bread. The children need clothes; it is hard because they want to dress like their friends. I can't even get them small toys or sweets for 2 LE, and have to say no when they ask. I tell them that we have to save money so we can buy things.

If it was evident that the interviewee was extremely poor, this question would be skipped so as not to cause her embarrassment or make her feel shame. On the basis of the answers that were given, however, it was clear that the chief priorities for these women were food, medication and education for their children.

### Sewing Training section of Survey

Number of women with extensive sewing and embroidery experience: 0  
Number of women with limited sewing and embroidery experience: 3

Number of women with no sewing and embroidery experience: 5



**Figure 3 Trainee practising stitches**

**Question:** “What is your motivation for taking part in this embroidery training?”

The most informative and insightful responses were the following:

1. I have a lot of free time and not a lot to do and I like this kind of work and the fact that I could do it at home.
2. I came because I thought the class was about pattern making, but I continued even when I realized it was not because it is interesting. I hope to be able to work from home because my husband would not let me work outside of the home.
3. I want to be able to help myself: my older daughter is in college in Beni Suif and she needs 100LE a week for housing and food and there are a lot of expenses.
4. To help my husband pay for the children’s school expenses, they need books and other things. The church helps us, but private lessons (that the children have to take if they want to pass important exams in school) are expensive.
5. I want to learn something new and be able to work from home so that I can benefit my children and myself.
6. I enjoy doing handicraft work and I want to learn so that I can help at home since I can no longer do my old job. My last employer used to help me find other jobs when I needed money but now I am too sick.

**Question:** “How did you hear about the training?”

Heard about it through a friend: 3

Heard about it from the women’s church group leader: 3

Caritas announcement: 1

Literacy class in Boulaq: 1

## Mid-term Evaluation

**Question:** “Did you tell your family and friends about the sewing training? What do they think about this kind of work?”

The most informative and insightful responses were the following:

1. Yes, I told friends and family. I brought Umm Ahmed and Nabiha—her children go to school with my children. My husband said that since it is in the church, it is ok for me to attend. At first he had said no, because I had just had an operation for my breast cancer.
2. Yes, and I want to bring my sister and our neighbour. My husband does not mind, he is happy that I can work. It is good because I don't have to go to a factory and can work from home.
3. Yes, I brought a friend, Shikar, her daughter attends school with my daughter. My daughter also came for a while but then stopped because her college classes are at the same time but she wishes she could continue coming.
4. I did not tell any friends about it, only my brother he was convinced when Nadia and Nemah came to the house to tell me about it. Nadia has a daughter who is my daughter's age and we have become close friends.
5. My husband is a good man. He says: “Do what you want and what is on your mind.” He even makes tea for me and cooks food for the children. I told a friend about it and would like to bring her because she is interested in the training.
6. Yes I told them about it and they asked, “Why does our church not offer a training like this?”
7. Yes, I told people, some people asked how I could leave my kids but others encouraged me to go. My husband is against it because I leave the home and am tired when I get back. He is worried about the children but I plan to attend the whole training. One day at a time and he will become convinced.
8. My daughter and mother are happy that I attend. Nobody was against it; my husband supports it.

**5. Question:** “How do you feel about this kind of work?”

The most informative and insightful responses were the following:

1. I like it and am happy with it. It will help me even if I don't continue, I will be able to fix things at home or embroider pillows. But I would like to work; this training has been a nice break from my normal routine. Usually, I am taking care of my husband. I missed the class when it was cancelled on Tuesday (because of Mursi's trial). I felt like something was missing.
2. It is good work. It teaches patience. When people come together there is exchange. It is easy, not hard work.
3. This kind of work is in high demand it is not like sewing (on a machine), people want

hand embroidery. This is not something ready-made. This is like the difference between home made food and food you eat outside. This is special. The machine does the work, but with embroidery a lot depends on your own skill. Once you learn embroidery it is easy. I am teaching my two girls.

4. I like it a lot and I have been hoping to do this kind of work to help myself.
5. I like it a lot, it is helping me to develop my aesthetic and taste in colours, the trainer Jihan is wonderful and a really good trainer. I learn a lot about colours and how they coordinate and I like learning all the different stitches.
6. It is good work, it teaches patience and it is hard but you persevere. I really like it even though it is also exhausting and after working for several hours it feels like my bones hurt probably as a result of the medication I am taking, but I still want to continue embroidering.



**Figure 4** During a training session

### **6. Question:** “What are your expectations of the training?”

The most informative and insightful responses were the following:

1. I want to be able to learn to embroider and have work that I can do without neglecting my children.
2. There is a benefit, I will have money in my hand and nobody can tell me what to do with it. My children are what I live for; they are what I will spend the money and income on.
3. Whatever I can take away from it will be good, it is in God's hands. I can say I want 'this and this' but God has other things planned for me maybe even better than I imagined.
4. I want to learn to embroider well so that I can help my girls and have a form of income.
5. I want to be able to help with the expenses at home, my son is about to marry and leave

and I need to help get the girls married. But my son is good and he will help with the expenses.

6. To learn something that is useful to me and I can then teach my children.

**7. Question:** “How do you hope the training will change things for your family?”

The most informative and insightful responses were the following:

1. It will change things for sure; my husband is home and does not work. So this is an opportunity for me to help the family.
2. If there is money things will be better, we can buy the things our kids need. Right now we can't buy everything we need.
3. I will get up earlier so I can finish the housework and am free and will embroider when the children are in school. I will start a new system in the household.
4. It will allow me to buy vegetables and macaroni. If you don't have 50 Piasters you can't even buy bread.
5. Of course it will change things for us, even when I sew small things at home for neighbours that helps, so here if I work regularly it will really help us. Our house has two rooms, we all sit together and I embroider and my daughter does it too, she is interested and learns quickly.
6. It will improve our life, it will allow me to help my husband and not just sit at home.
7. The income will help us, even the 10LE we get paid right now help us a lot at home.

**8. Question:** “What makes this embroidery training interesting for you apart from the income?”

The most informative and insightful responses were the following:

1. That we can get together and get to know each other. I don't get out much and I have no friends. I will stay in touch with the women I met here and call them after the training is over.
2. I love learning the stitched, it makes me happy, and there is a sense of accomplishment, like I have achieved something. I feel like I am useful and have a reason to exist, I feel that I am doing something useful and I feel happy when I finish a flower or a specific stitch.
3. It helps me to organize my time for the day and gives me a goal. It is nice to do something with my hands that helps my family. I feel like it gives me a reason to exist I can work and help prepare the dowry for my daughters.
4. It is changing my way of thinking and I hope I will be able to do something, but there is little time with 4 children. There are so many things I would like to do.
5. I use my mind in a different way and that is nice also the change is nice and meeting other women and making friends and bantering with them.
6. It helps me a lot, I like the other people in the training. I have not had this kind of opportunity to meet other women and take part in a training since I got married. (20

years ago)

7. I am learning a trade and it will even help me with my housework, doing the sewing and repairing of clothes for my family.

#### 4. Evaluation

The project can be further evaluated by looking at the following five aspects: relevance, effectiveness, efficiency, impact and sustainability. The interviews of the trainees as well as the interviews of the trainers and leadership of EpiscoCare and Malaika provide a wealth of material and insight into these areas.

##### Relevance

The project's relevance can be examined and evaluated by using the following questions as guidelines.

1. To what extent does the project's activity deal with the problems and the needs of the target group?

The target group of the project is Egyptian women from underprivileged social classes in the age range of 18-50 years. Based on the interviews, the main problems the women face are lack of access to employment that allows them to care for children, elderly relatives and sick family members simultaneously. Poverty only compounds the issue of lack of access to health care. Because of these factors, members of the family who should be contributing to the household income are no longer able to work when they become ill because they cannot afford health care.

Because this project provides an avenue of employment which allows women to both work from home and also address some of these caretaker duties at the same time, it makes this project vitally relevant.

2. To what extent was it useful to set up a new embroidery training project?

Both Malaika and EpiscoCare already work with women who do embroidery work. The role of this project was to fill a gap by connecting the company that needed more skilled embroiderers to the NGO that has access to underprivileged women who need employment.

This intervention might prove to be very successful, as it requires less financing than starting a project from the ground up, the infrastructure is already in place and the role of GIZ is to act as facilitator between the two partners as well as fund some aspects of the training.

3. To what extent were the selected partner organizations a good choice for tackling the problem?

For both the private company, Malaika, as well as the NGO EpiscoCare, it was a new experience to be linked together. There were some concerns that their different missions might contradict each other and

## Mid-term Evaluation

make it difficult to work together. A company must make profits and therefore requires 100% accuracy in work while the NGO functions as a charity that focuses on the social development of underprivileged women. As Trix Van Leeuwen put it: “Malaika has a different approach, we are not a business, we spend a lot of time encouraging people and mentoring them.” Margarita Andrade, the owner of Malaika noted: “From a business perspective, I need EpiscoCare to find women as I no longer have access to trainees. In 6th of October (where the company is located) I have found that people don’t want to work. It is hard to find people who will work by the piece and without a set monthly salary. This is a new experiment for us, a cooperation between a private company and a charity.”

But despite their differences and initial suspicions that the relationship might not be mutually beneficial, EpiscoCare was able to supply exactly the need that Malaika has: women who can embroider from home. Fawzeyya Magala’a the head trainer at EpiscoCare explained: “Our goal is for people to benefit and this has happened. Malaika will pay them (the trainees) for the work they do, so this is very important and good.” To this end, the project has been successful.

#### 4. To what extent was this need already being met by other organizations?

If Malaika did not have a need for more embroiderers, they would not have agreed to the training. There were no other organizations that could supply embroiderers. Likewise, EpiscoCare does not have the capacity to train and employ a large number of embroiderers. For them it was an advantage that underprivileged women in their community would find employment.

### **Effectiveness**

To what extent have the activities of the project achieved the goals that were set? Did the results to date of the project match the project's original purpose?

The stated objectives of the training are:

1. Provide women with embroidery skills they can use for the rest of their lives to generate an income.
2. Provide women with income opportunities.
3. Train at least 40 women by Feb 2014.

The results of the project to date:

1. The first training is set to be completed on the 16<sup>th</sup> of January. The training was extended to ensure that the women’s skills would be developed enough to be able to begin work for Malaika upon completion of the training.
2. This objective must be measured in the final evaluation once the trainings have been completed.
3. Due to several delays that were related to the political situation in Egypt, the project launch was postponed several times, but the ending date could not be pushed back. Therefore, fewer women

## Mid-term Evaluation

have been trained than was anticipated.

The first training was extended from two months to three months to give the women extra training. Most of them started with no previous embroidery skills added to this the issues that are related to poverty that also further slowed down the women's skill acquisition. As the trainer Ms. Jihan Magdy observed: "At Malaika the women who come to learn embroidery learn much faster, there the training is 8 hours a day for 5 days a week for one month. Here many of the women come because they need the income (not because they already have experience in embroidery). The training at EpiscoCare is 4 hours a day, 3 days a week for two months. The group here is slower in general, I think a lot of them need eyeglasses. These women are poorer and need the income badly. They can't even afford glasses or medication... Many are illiterate and not educated and that affects how long it takes them to learn. Nadia is illiterate and it took her a long time, 4 times longer than it took her daughter who is educated to learn the same two stitches. The daughter has better eyesight and understands the concept faster. These obstacles slow us down but still this work is important."

In the first training 11 woman started the training but 4 dropped out for various reasons. Illness, a fiancée forbidding participation and the difficulty of the training that deterred one participant.

### **Efficiency**

Efficiency is measured on the basis of the human and material costs incurred in attempting to achieve a result. Aside from the salaries of the GIZ staff, who supervise the project and monitor the progress, only 3,500LE have been invested by GIZ to cover the Per Diem of the trainees, and other small expenses.

The project has such a low budget because both partners contributed in kind. Malaika provided the trainer and training materials, while EpicoCare provided the training facilities and the oversight for bringing together and monitoring the attendance of the trainees.

This kind of cooperation, with everyone contributing in kind and a small budget makes this project even more likely succeed because it can be repeated in the future without the necessity of a big investment or major donor funding.

### **Impact**

To measure the impact of the project on the target group, we will look at the general effect (both positive and negative) that the project has had. Different forms of impact can be distinguished:

### Direct Impact

Providing work the women can do from home. As can be seen from the following quotes from the trainees, being able to work from home is both crucial and necessary for many of them.

- “My oldest daughter came to the class but her fiancé forbade it. She is really good at embroidery, she came for 3 weeks but I will keep teaching her and she will work from home.”
- “It is good (the embroidery work) because I don’t have to go to a factory and can work from home.”
- “I hope to be able to work from home because my husband would not let me work outside of the home.”
- “But after the training I will work from home so I can care for my [sick] husband.”
- “It is good that it is work I can do from home as I have to care for my mother and handicapped daughter.”

### Indirect Impact

1. As a result of the training it became clear that most of the women need eyeglasses. A BMZ-supported project, with the partners CEOSS and El Noor Maghrabi Foundation is in the works. The women who have taken part in the training should be connected to this project in order to gain access to free check-ups and cheap eyeglasses. Having eyeglasses will be a quality of life improvement for these women and will also be fundamental to making high quality embroidery work possible.

2. With the money the women earn they can address their families’ pressing medical needs. As the following trainee quotes show, several women are dealing with serious medical issues.

- “My husband is upset that I come but I try to avoid him when I get back. He is old and difficult. He is selfish and wants me in front of him all the time to take care of him. It was better when he worked. I need to make him tea and coffee and food. I try to please him, God be with us. If he does the eye operation, he can go back to work.”
- “Whatever I can take away from it will be good, it is in God’s hands. I can say I want ‘this and this’ but God has other things planned for me maybe even better than I imagined. I have kidney stones and will need an operation.”
- “I wish I could make money so I do not have to depend on my husband and do not have to ask him for money. I need medication to treat my breast cancer.”
- “I need nothing, but my concern is for my children. My youngest is sick and needs medication.”

### Additional Impact:

The staff and management of EpiscoCare had several observations about unexpected results from the training:

Trix Van Leuwen: “An unexpected benefit is that more women in general want to work now. The training

## Mid-term Evaluation

motivated EpiscoCare and creates healthy competition. It is like a fresh wind that brings energy with it. We are considering starting trainings again, not just doing one-on-one trainings as we have been doing. “

Mariam Ibrahim: “The training is bringing more energy into EpiscoCare and it is an opportunity to train women for EpiscoCare again too. We have not really trained like that before, taking whole mornings to train. We show them a stitch and ask them to practise it at home. As a result there is less motivation. We do not have the resources to dedicate a trainer to training several times a week on sight, the way Malaika is doing it.”

Fawzeya Magala’a: “Any pilot project is useful, I learned a lot from this, like that pocket money during training is important. At first I thought it is enough to train but no, they [the trainees] also need a bit of incentive to encourage them to come and the time they spend is paid and once they begin work they will be paid even more.”

The trainer from Malaika observed that there is a difference between the trainings she does at Malaika and the current one at EpiscoCare. Even though the women she is training are coming to her with no skills, they are motivated and want to learn as it is a means to help themselves and escape the poverty they are facing. Jihan Magdy: “In this training I feel like I am doing something worthwhile and I am really enjoying the teaching and working with the women, it is meaningful. If the results are good, the training will continue. I work long hours and have a long commute but I love my work.”

The trainees also voiced several positive results.

A new sense of self-esteem since taking part in the training:

- “I love learning stitching, it makes me happy, there is a sense of accomplishment, like I have achieved something. I feel like I am useful and have a reason to exist, I feel that I am doing something useful and I feel happy when I finish a flower or a specific stitch.”
- “It helps me to organize my time for the day and gives me a goal. It is nice to do something with my hands that helps my family. I feel like it gives me a reason to exist I can work and help prepare the dowry for my daughters.”

The past few years have seen a rising tension between Muslims and Christians in Egypt. Therefore this issue that was raised by a few women is especially crucial. The embroidery training is providing a context where it is possible for Christian and Muslim women to get to know each other and to dispense with prejudices about each other:

- “It is not often that Christians and Muslims mix. The group is really good. Especially these days it is really hard. I wish it was always like here, that Christians and Muslims are together like this. We formed friendships, at first we were surprised when Muslims came. Usually I avoid Muslims, because there are problems, like with my Muslim neighbors and it has escalated in the past days. They don’t like us, if our kids are loud they complain. The house owner is from the Muslim Brotherhood and very difficult. I want to move but we have no opportunity. The neighbors play

## Mid-term Evaluation

- Quran tapes on our bedroom wall and windows so we can't sleep or open our window.”
- “At first I was surprised to see that Muslims would come to a church. But when we started the training I realized they want to work like me. We only talk about work and joke together. We sit mixed together and Jihan the trainer makes sure that we all get used to each other and that we are all the same. She treats us really well.”

A lot of the trainees spend their time at home with their families with very few outlets and chances of exchange with other women, the training has been a unique opportunity to build friendships:

- “I like this embroidery training because we can get together and get to know each other. I don't get out much and I have no friends. I will stay in touch with the women I met here and call them after the training is over.”
- “I use my mind in a different way and that is nice. Also the change is nice and meeting other women and making friends and bantering with them.”
- “It [the training] helps me a lot, I like the other people in the training. I have not had this kind of opportunity to meet other women and take part in a training since I got married. (20 years ago)”

### Sustainability

Sustainability means that the results of the activity endure after the financing has stopped. It must be investigated in advance whether the objectives achieved can and will remain in existence without further external support. The sustainability of the project must be measured at the Final Project Evaluation; at this time it is still too early to measure to what extent the project will be sustainable.

### 5. Key Performance Indicators

In order to measure the progress of the project, key performance indicators must be developed, which allow the performance of the project to be measured quantitatively, focusing on training, production, and sales.

#### 1. Before, during, and after the training:

- (N) the number of women that signed up for the training,
- (N) the number of women that dropped out,
- (N) the number of women that completed the training,
- (N) the number of women that are interested and motivated,
- (N) the number of women that regularly attended the training.

(N) the number of women that completed the course with distinction and will continue with production.

(N) the number of women that completed the course satisfactorily and will continue with production.

(N) the number of women that completed the course but need improvement and will repeat the training.

(N) the number of women that completed the course but whose production quality is unacceptable and will not be able to participate in further trainings because of issues with attitude, or other factors.

(N) the number of women that completed the training but chose not to continue with production

At end of project, both men and women should be interviewed about their views of women working in and outside of the home.

### 2. During Production

(N) number of continuously-working women,

(N) the number of women that work occasionally,

(N) the number of women that work as trainers, quality controllers and that have positions of responsibility

(N) the number of products produced by each woman, per month,

(N) the number of products that do not meet quality standards per month,

(N) the number of products that meet the quality standards per month,

### 3. Product marketing and sales

(N) the number of products ordered by Malaika per month

(N) the average income of the embroiderer per month

## 6. Final Conclusion and Remarks

A particularly poignant result of this training was the women's overwhelmingly positive response. Initially, there had been anxiety among EpiscoCare staff about recruitment: they feared that they would not be able to attract a sufficient number of women who were interested in working and earning money, as opposed to receiving handouts, since many of the women they deal with have apparently grown accustomed to receiving help with no strings attached and which required no work. There was worry that there would be little motivation or interest in learning a skill among the women they worked with. What they found, however, is that once the training began, participants came to realize that there was a **dignity and sense of self-worth** that could be found in working and earning money to provide for one's family as opposed to merely receiving charity. This was an unexpected and welcome result of the training.

## Mid-term Evaluation

One of the issues in this training was the poverty level of the women who attended it. This is due to the fact that EpiscoCare works with the most underprivileged families in the surrounding areas. The deep level of poverty adds an extra source of motivation for the women to want to learn embroidery. As with the patchwork project in Khalta, many of the women desperately need extra income, as their family earnings are very limited and do not even cover their basic needs. Only one of the eight women interviewed has an opportunity to work, and even that particular woman only has intermittent small jobs mending or sewing sheets for neighbors; these do not earn her a great deal of money.

From the standpoint of training, one point of difficulty was that it ended up taking longer than originally envisioned because of a variety of factors in the women's lives. These include medical problems, such as the lack of eyeglasses to see properly when sewing, as well as high levels of illiteracy. The effect of such factors is to slow the process of acquiring new skills down and increase the time required to properly train the women in embroidery and sewing.

EpiscoCare and Malaika had anticipated having 15 trainees per training, but the final number in the first training was only seven. Reasons for this significant gap included illness, fiancés forbidding participation, and needing to care for a sick family member. Nevertheless, many trainees mentioned at least one friend who would like to attend and the success of this first training, coupled with word-of-mouth reports about it, suggests that the next training should have a significant increase in numbers of participants.

In terms of aims and methodology, the project's goals and approach fit very well with local cultural norms and gender and work expectations and this contributes greatly to its likelihood of long-term success. Embroidery work is a known profession, and it is something that is seen as acceptable for women to do especially when it can be carried out at home. For these reasons, training women to sew in their homes allows access to even the most conservative and traditional segments of society.

It should also be pointed out that while teaching women sewing will allow them to work from home, it also has other benefits as well. Among these is the important fact that it can increase participants' sense of self-esteem and self-worth. As one interviewee stated: "I am learning a trade and it will even help me with my housework, doing the sewing and repairing of clothes for my family."

As has been the case with the patchwork project in Khalta, by highlighting the job profile of women's homework in the textile sector and enabling women to contribute to the income of their households in a way that is both skilled and dignified and respectful of village mores, GIZ's project offers the prospect of giving them a purpose and sense of identity which they had not previously had.

## Mid-term Evaluation

### Appendix 1: Questionnaires

<b>Baseline Survey</b>		<b>Date</b> 6.11.2013
<b>Name</b> Nawal Girgis (attending since 2 weeks)	<b>Age</b> 45	
1. Martial status	2. If married, husband's work?	
Married with 5 children ages 7 to 20years	Yes, husband works for Middle East Shipping company, weights packages	
3. Education level	4. Literacy level	
Business Diploma	good	
5. Income opportunities	6. Amount earned	
None		
7. Who works in your family?	8. Where do you live? Who lives in the house?	
Husband	Imbaba, the family and the father-in-law	
9. What are your biggest financial needs right now? (example pay electric bill, food, new clothes for kids) Education of the children and medication to treat my breast cancer. Wish I could make money so I do not only have to depend on my husband and do not have to ask him for money.		
<b>Sewing Training</b>		
1. Have you sewn or embroidered before? If yes, what did you sew/embroider? No, this is the first time.		
2. What is your motivation for taking part in this embroidery training? I want to do something to help provide an income and I found that I enjoy this work and that is nice.		
3. How did you hear about the training? Um Galal told me about it, she attended the training but her daughter just had a baby and she needs to be with her so she stopped coming.		
4. Did you tell your family and friends about the sewing training? What do they think about this kind of work? Yes, I told friends and family, I brought Nabihah, the children go to school with my children and Um Ahmed.		

## Mid-term Evaluation

<p>My husband said, since it is in the church, it is ok for me to attend. At first he had said no, because I had just had an operation for my breast cancer.</p>	
<p>5. How do you feel about this kind of work? It is good work, it teaches patience and it is hard but you persevere. I really like it even though it is also exhausting and after working for several hours it feels like my bones hurt probably as a result of the medication I am taking, but I still want to continue embroidering.</p>	
<p>6. What are your expectations of the training? To learn something that is useful to me and I can then teach my children.</p>	
<p>7. How do you hope the training will change things for your family? The income will help us, even the 10LE we get paid right now help us a lot at home.</p>	
<p>8. What makes this embroidery training interesting for you apart from the income? I am learning a trade and it will even help me with my housework, doing the sewing and repairing of clothes for my family.</p>	
<p><b>Baseline Survey</b> <b>(has attended 5 times)</b></p>	
<p><b>Date</b> <b>6.11.2013</b></p>	
<b>Name</b>	<b>Nabiha El Basha</b>
<b>Age</b>	<b>43</b>
1. Martial status	2. If married, husband's work?
Married with 3 children ages 9-17 years	Works in a furniture store, paints furniture.
3. Education level	4. Literacy level
9 <sup>th</sup> grade	low
5. Income opportunities	6. Amount earned
none	
7. Who works in your family?	8. Where do you live? Who lives in the house?
husband	Close to Imbaba, ElWarak El Arab
9. What are your biggest financial needs right now? (example pay electric bill, food, new	

## Mid-term Evaluation

clothes for kids)	
<b>Sewing Training</b>	
1. Have you sewn or embroidered before? If yes, what did you sew/embroider? As a girl I went to a training for crochet and knitting but I didn't continue because I got married. I also did some embroidery before. This was 20 years ago but I must remember some of it because the trainer Jihan already switched me to the advanced group.	
2. What is your motivation for taking part in this embroidery training? I have a lot of free time and not a lot to do and I like this kind of work and the fact that I could do it at home.	
3. How did you hear about the training? Um Mariam, told me about it, her daughter goes to the same school as my daughter.	
4. Did you tell your family and friends about the sewing training? What do they think about this kind of work? Yes, and I want to bring my sister and our neighbour. My husband does not mind, he is happy that I can work. It is good because I don't have to go to a factory and can work from home.	
5. How do you feel about this kind of work? I like it a lot, it is helping me to develop my aesthetic and taste in colours, the trainer Jihan is wonderful and a really good trainer. I learn a lot about colours and how they coordinate and I like learning all the different stitches.	
6. What are your expectations of the training? A good future and that we can make an income and work.	
7. How do you hope the training will change things for your family? It will improve our life, it will allow me to help my husband and not just sit at home.	
8. What makes this embroidery training interesting for you apart from the income? It helps me a lot, I like the other people in the training. I have not had this kind of opportunity to meet other women and take part in a training since I got married. (20 years ago)	
	<b>Date</b>

## Mid-term Evaluation

<b>Baseline Survey (has attended 5 times)</b>		<b>6.11.2013</b>
<b>Name</b>	<b>Nadia Bakr Abd ElWahab</b>	<b>Age 53</b>
1. Martial status	2. If married, husband's work?	
Married (at 22 years) with 4 children ages 18-25 years	Not working, 63 years old, blind as a result of his work as a welder and needs an operation	
3. Education level	4. Literacy level	
7 <sup>th</sup> grade, stopped school because she had to help at home, worked in a textile factory starting age 16 at overlock machine and ironing.	none	
5. Income opportunities	6. Amount earned	
Takes in sewing	10 LE for a set of sheets, I live in a poor area so not many people ask me to do sewing for them.	
7. Who works in your family?	8. Where do you live? Who lives in the house?	
One of my sons works as a welder like his father	Boulaq Abu El Elah The family and my mother	
9. What are your biggest financial needs right now? (example pay electric bill, food, new clothes for kids)		
<b>Sewing Training</b>		
1. Have you sewn or embroidered before? If yes, what did you sew/embroider? I sew, I have a small sewing machine and I can make couch covers and sheets.		
2. What is your motivation for taking part in this embroidery training? I came because I thought the class was about pattern making, but I continued even when I realized it was not because it is interesting. I hope to be able to work from home because my husband would not let me work outside of the home.		
3. How did you hear about the training? I am taking a literacy class at in church in Boulaq and our teacher told us about it.		
4. Did you tell your family and friends about the sewing training? What do they think about this kind of work? Yes, I brought a friend, Shikar, her daughter attends school with my daughter. My daughter also came for a while but then stopped because her college classes meet at the same time but she wishes she could continue coming.		
5. How do you feel about this kind of work?		

## Mid-term Evaluation

<p>I like it, My husband is upset that I come but I try to avoid him when I get back. He is old and difficult. He is selfish and wants me in front of him all the time to take care of him. It was better when he worked. I need to make him tea and coffee and food. I try to please him, God be with us. If he does the eye operation, he can go back to work.</p>
<p>6. What are your expectations of the training? I want to be able to help with the expenses at home, my son is about to marry and leave and I need to help get the girls married. But my son is good and he will help with the expenses.</p>
<p>7. How do you hope the training will change things for your family? Of course it will change things for us, even when I sew small things at home for neighbours that helps, so here if I work regularly it will really help us. Our house has two rooms, we all sit together and I embroider and my daughter does it too, he is interested and learns quickly.</p>
<p>8. What makes this embroidery training interesting for you apart from the income? I use my mind in a different way and that is nice also the change is nice and meeting other women and making friends and bantering with them.</p>

<b>Baseline Survey (attended for two weeks)</b>		<b>Date 6.11.2013</b>
<b>Name</b>	Shakar Mahmoud	<b>Age</b> not sure around 30
1. Martial status	Divorced 2 girls, one handicapped older one in college	2. If married, husband's work? no
3. Education level	none	4. Literacy level Used to attend literacy classes but stopped going
5. Income opportunities	none	6. Amount earned
7. Who works in your family?	My brother is not married yet and is a painter but he does not have regular work, he tries to help when he can	8. Where do you live? Who lives in the house? Abu El Elah I live with my mother who is sick and can't leave the house and my two girls.

## Mid-term Evaluation

9. What are your biggest financial needs right now? (example pay electric bill, food, new clothes for kids)

### Sewing Training

1. Have you sewn or embroidered before? If yes, what did you sew/embroider?  
The first time

2. What is your motivation for taking part in this embroidery training?  
I want to be able to help myself, my older daughter is in college in Beni Suif and she needs 100LE a week for housing and food and there are a lot of expenses.

3. How did you hear about the training?  
A friend in the literacy class told me about it, her name is Nadia. She came to my house to tell me about it.

4. Did you tell your family and friends about the sewing training? What do they think about this kind of work?  
I did not tell any friends about it, only my brother he was convinced when Nadia and Nemah came to the house to tell me about it. Nadia has a daughter who is my daughter's age and we have become close friends.

5. How do you feel about this kind of work?  
I like it a lot and I have been hoping to do this kind of work to help myself, it is good that it is work I can do from home as I have to care for my mother and handicapped daughter.

6. What are your expectations of the training?  
I want to learn to embroider well so that I can help my girls and have a form of income.

7. How do you hope the training will change things for your family?  
It is good, it is better than being at home and not working.

8. What makes this embroidery training interesting for you apart from the income?  
I enjoy learning to stitch and embroider.

## Mid-term Evaluation

<b>Baseline Survey (started last week)</b>		<b>Date 6.11.2013</b>
<b>Name</b>	<b>Rawayeh Murad</b>	<b>Age</b> 39
1. Martial status	2. If married, husband's work?	
Married, 4 children	Tea server at a company in Ramsis but has a problem with his legs and takes a lot of time off	
3. Education level	4. Literacy level	
none	none	
5. Income opportunities	6. Amount earned	
House cleaning but stopped after babies were born 7 years ago	100 LE a day, was a big help was able to cover all food expenses with her income.	
7. Who works in your family?	8. Where do you live? Who lives in the house?	
husband	Family and mother-in-law	
9. What are your biggest financial needs right now? (example pay electric bill, food, new clothes for kids) private lessons for children		
<b>Sewing Training</b>		
1. Have you sewn or embroidered before? If yes, what did you sew/embroider? I sew things we need at home by hand like sheets and pillow cases but we have no money to buy a sewing machine.		
2. What is your motivation for taking part in this embroidery training? To help my husband pay for the children's school expenses, they need books and other things. The church helps us, but private lessons (that the children have to take if they want to pass) are expensive.		
3. How did you hear about the training? I go to a women's church group that meets twice a month, they announced it there. I have been attending it for a long time.		
4. Did you tell your family and friends about the sewing training? What do they think about this kind of work? My husband is a good man, he says do what you want and what is on your mind. He even makes tea for me and cooks food for the children. I told a friend about it and would like to bring her because she is interested in the training.		

## Mid-term Evaluation

5. How do you feel about this kind of work? I like it and want to keep learning embroidery.
6. What are your expectations of the training? Whatever I can take away from it will be good, it is in God's hands. I can say I want 'this and this' but God has other things planned for me maybe even better than I imagined. I have kidney stones and will need an operation.
7. How do you hope the training will change things for your family? It will allow me to buy vegetables and macaroni. If you don't have 50 Piasters you can't even buy bread.
8. What makes this embroidery training interesting for you apart from the income? It is changing my way of thinking and I hope I will be able to do something, but there is little time with 4 children. There are so many things I would like to do.

<b>Baseline Survey</b> (took part from the beginning)		<b>Date</b> 6.11.2013
<b>Name</b> Nagat Ibrahim Dimian (educated, takes initiative)	<b>Age</b> 42	
1. Martial status Married with 5 children ages 7 to 22 years old.	2. If married, husband's work? My husband works on trains for the railroad.	
3. Education level Sanawya – finished high school	4. Literacy level yes	
5. Income opportunities none	6. Amount earned	
7. Who works in your family? My husband works	8. Where do you live? Who lives in the house? Waraq- a part of the Giza governorate	
9. What are your biggest financial needs right now? (example pay electric bill, food, new clothes for kids) I need nothing, but my concern are my children. My youngest is sick and needs medication.		

## Mid-term Evaluation

Sewing Training	
1. Have you sewn or embroidered before? If yes, what did you sew/embroider?	No never, this is the first time but I learn fast.
2. What is your motivation for taking part in this embroidery training?	I want to learn something new and be able to work from home so that I can benefit myself and my children.
3. How did you hear about the training?	I go to a women's church gathering that meets twice a month, My brother is a pastor in Alexandria. I was encouraged to join and try something new.
4. Did you tell your family and friends about the sewing training? What do they think about this kind of work?	Yes I told them about it and they asked, why does our church not offer a training like this? ( I encouraged her to learn to embroider well and maybe she can start a group at her church, she was worried that it would mean that she has to have start up money, but I told her this would not necessarily have to be the case if she is still representing Malaika and is good enough to have a group work under her.)
5. How do you feel about this kind of work?	This kind of work is in high demands it is not like sewing (on a machine), people want hand embroidery. This is not something ready-made. This is like the difference between home made food and food you eat outside. This is special. The machine does the work, but with embroidery a lot depends on your own skill. Once you learn embroidery it is easy. I am teaching my two girls. My oldest daughter came to the class but her fiancé said no, she is really good at embroidery, she came for 3 weeks but I will keep teaching her and she will work from home.
6. What are your expectations of the training?	There is a benefit, I will have money in my hand and nobody can tell me what to do with it. My children are what I live for, they are what I will spend the money and income on.
7. How do you hope the training will change things for your family?	I will get up earlier so I can finish the housework and am free and will embroider when the children are in school. I will start a new system in the household.
8. What makes this embroidery training interesting for you apart from the income?	It helps me to organize my time for the day and gives me a goal. It is nice to do something with my hands that helps my family. I feel like it gives me a reason to exist I can work and help prepare the dowry for my daughters.

## Mid-term Evaluation

--

<b>Baseline Survey</b>		<b>Date</b> 6.11.2013
<b>Name</b> <b>Mayada Haneen</b>	<b>Age</b> <b>33</b>	
1. Martial status Married with 3 children ages 6 to 12 years	2. If married, husband's work? Works in a gold shop but has back problems and can't work hard, no health insurance	
3. Education level Business Diploma	4. Literacy level high	
5. Income opportunities House cleaner, but stopped 1.5 years ago	6. Amount earned 40 LE a day, twice a week	
7. Who works in your family? Husband only and he takes care of his mother who lives in Beni Suef	8. Where do you live? Who lives in the house? Imbaba, family	
9. What are your biggest financial needs right now? (example pay electric bill, food, new clothes for kids) Food and bread. The children need clothes, it is hard because they want to dress like their friends. I can't even get them small toys or sweets for 2 LE, and have to say no when they ask. I tell them that we have to save money so we can buy things.		
<b>Sewing Training</b>		
1. Have you sewn or embroidered before? If yes, what did you sew/embroider? No this is the first time.		
2. What is your motivation for taking part in this embroidery training? I enjoy doing handicraft work, I want to learn so that I can help at home since I can no longer do my old job. My last employer used to help me find other jobs when I needed money but now I am too sick.		
3. How did you hear about the training? From the women's church group, Ms Mervat told us about it.		
4. Did you tell your family and friends about the sewing training? What do they think about this kind of work? Yes, I told people, some people asked how I could leave my kids but others		

## Mid-term Evaluation

encouraged me to go. My husband is again it because I leave the home and am tired when I get back. He is worried about the children but I plan to attend the whole training. One day at a time and he will become convinced.

5. How do you feel about this kind of work?

It is good work. It teaches patience, When people come together there is exchange. It is easy not hard work. It is not often that Christians and Muslims mix. The group is really good. Especially these days it is really hard. I wish it was always like here, that Ch and M. are together like this. We formed friendships, at first we were surprised when Muslims came. Usually I avoid Muslims, because there are problems, like with my M. neighbours and it has escalated in the past days. They don't like us, if our kids are laud he complain. The house owner is from the Muslim Brotherhood and very difficult. I want to move but we have no opportunity. The neighbours play Quran tapes on our bedroom wall and windows so we can't sleep or open our window.

At first I was surprised to see that Muslims would come to a church. But when we started the training I realized they want to work like me. We only talk about work and joke together. We sit mixed together and Jihan the trainer makes sure that we all get used to each other and that we are all the same. She treats us really well.

6. What are your expectations of the training?

I want to be able to learn to embroidery and have work that I can do without neglecting my children.

7. How do you hope the training will change things for your family?

If there is money things will be better, we can buy the things our kids need. Right now we can't buy everything we need.

8. What makes this embroidery training interesting for you apart from the income?

I love learning the stitched, it makes me happy, there is a sense of accomplishment, like I have achieved something. I feel like I am useful and have a reason to exist, I feel that I am doing something useful and I feel happy when I finish a flower or a specific stitch.

<b>Baseline Survey</b>		<b>Date</b> 6.11.2013
<b>Name</b>	<b>Mona Saad (quite, kind)</b>	<b>Age</b> 52
1. Martial status	2. If married, husband's work?	
Married with three children, two married youngest 27 years old	Husband does not work, has a heart problem	

## Mid-term Evaluation

3. Education level	4. Literacy level
9 <sup>th</sup> grade	medium
5. Income opportunities	6. Amount earned
none	
7. Who works in your family?	8. Where do you live? Who lives in the house?
Youngest son fixes air-conditions but quit his job recently	Bulaq Abu EIElah Husband and youngest son
9. What are your biggest financial needs right now? (example pay electric bill, food, new clothes for kids) Food, we own our home, it belonged to my husband's father.	
<b>Sewing Training</b>	
1. Have you sewn or embroidered before? If yes, what did you sew/embroider? I have a sewing machine that I use to fix things for the family but this is my first time to learn embroidery.	
2. What is your motivation for taking part in this embroidery training? To learn embroidery and make an income to help my family.	
3. How did you hear about the training? Caritas advertised it. Here (at the church) they were very welcoming and I began with the training right away. I have attended from the first day.	
4. Did you tell your family and friends about the sewing training? What do they think about this kind of work? My daughter and mother are happy that I attend. Nobody was against it, my husband supports it. I don't mix a lot with other people.	
5. How do you feel about this kind of work? I like it and am happy with it. It will help me even if I don't continue, I will be able to fix things at home or embroider pillows. But I would like to work, this training has been a nice break from my normal routine. Usually I am taking care of my husband. I missed the class when it was cancelled on Tuesday (because of Mursi's trial), I felt like something was missing. But after the training I will work from home so I can care for my husband.	
6. What are your expectations of the training? I hope they will give me work that I can do at home.	

## Mid-term Evaluation

7. How do you hope the training will change things for your family?

It will change things for sure, my husband is home and does not work. So this is an opportunity for me to help the family.

8. What makes this embroidery training interesting for you apart from the income?

I like this embroidery training because we can get together and get to know each other. I don't get out much and I have no friends. I will stay in touch with the women I met here and call them after the training is over.