



The below article was printed in the Arabic language weekly newspaper “*Negev News*” the week of June 22, 2008. The article is about the KIEDF's microenterprise development program in Rahat, a Bedouin community in the Negev.

"Rahat Women Practice Developing Small Businesses

Last Wednesday, a group of local Rahat women marketed their products and wares to the women of Rahat through a Bazaar at the community center. All of this was prepared in order to analyze these women’s ability to draw customers, meet customer service needs, gain an understanding of working conditions and their ability to stand up to the competition and stress of sales. The Bazaar was coordinated as part of the microenterprise development program organized by the Koret Israel Economic Development Fund (KIEDF). KIEDF supports small business enterprises and works specifically to assist women in opening new and expanding existing small businesses.

Ms. Udad Abu-Gafer, a course participant who oversaw the organization of the course with instructor Saafa Melcham (Gaarb) explained “The goal of the Bazaar was for participants to understand marketing avenues and how to make a profit. The course itself strengthens participants’ desire to develop our business ideas and encourages us to be a part of the business enterprise process. It gives us the tools to take our business ideas, our talents and put them into practice.”

Twenty-three women are currently participating in the course which continues until July. Through this course, women who are interested in opening a business have the opportunity to learn how to develop a business plan and gain the skills needed for opening their business."

