

BOUMI

a Business, a Philosophy and a Movement.

Boumi as a *business* is an example of “social enterprise,” an entrepreneurial approach to solving a social problem. It combines the passion of a social mission with a business innovation and determination to bring about societal changes.

Boumi as a *philosophy* strives to bring changes to society through empowering the impoverished.

Boumi as a *movement* emphasizes self-reliance and family employment: it is a home-grown movement with women as its leaders. Through their own movement women become strong and visible and their tremendous economic and social contributions become recognized and respected.

Poverty remains one of the biggest challenges to sustainable development. The way businesses respond to this challenge, and their ability to generate wealth and opportunities, will prove crucial in the long-term.

As we face the next century, with globalization, liberalization and other economic changes, we recognize the numerous challenges for families. These changes can foster opportunities if preliminary efforts are in place.

More than ever, Afghans are prepared to face these challenges if they receive proper assistance. Afghan women bear the brunt of the changes in our society and must be brought into the mainstream, so as to take advantage of the new opportunities that are developing with regard to employment.

Also, there is much to be done in terms of strengthening women’s leadership, their confidence, their bargaining power within and outside their homes, and their representation in policy-making and decision-making. Toward this end, Boumi will also be providing capacity building assistance.

Development can only take place when people have income security, food security, access to health care and a roof over their heads.

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