MEDA, in partnership with the Government of Canada, is implementing the Jordan Valley Links project, which will provide women and youth, as well as existing market actors, with the capacity building and incentives required to develop their businesses and better integrate women and youth in four value chains: food processing, community-based tourism, clean technology, and access to finance.

**Project Quick Facts**

**Goal**

Increase the contribution by 25,000 women and youth to Jordan’s economic growth by improving their entrepreneurial and business acumen, and by reducing market and socio-cultural barriers to their entry for enterprise development.

**Funder**

Global Affairs Canada

**Project Length:** 2016-2021

**Implementing Partners**

9 Key Facilitating Partners
5 Lead Firms

**Geographical Coverage:**

25 Districts
6 Governorates

**MEDA Jordan and CCD signed a Strategic Partnership agreement to support government staff capacity and services**

Dr. Wael Ali Armouti, General Controller of the Companies Control Department (CCD) of the Ministry of Industry, Trade and Supply and Ahsan Ul Haque Helal, MEDA, Jordan Country Director, signed a Strategic Partnership agreement to support the CCD in improving government staff capacity and service delivery as well as expanding outreach and services for women and youth entrepreneurs in Jordan.

Under this agreement MEDA will support the CCD in the development of specialized brochures for 11 categories of home-based businesses and 6 categories of electronic services. MEDA will also support in the development of a Mobile Application to allow for online/virtual registration for home-based businesses and other types of companies. This is a great step forward to digitalize and simplify registration processes in Jordan and will benefit thousands of micro businesses.
Our Learning Series
MEDA’s Jordan Valley Links (JVL) Learning Series shares good practices and learnings from our partnerships and programming in Jordan, emphasizing voices and perceptions of our women and youth clients. An advanced technical guide on equality and economic empowerment in Jordan with practical examples to put your learnings into action.

Key themes include:

- Improving Businesses: Inclusive Market Systems
- Reducing Barriers: Community Engagement and Gender Equality
- Tools & Approaches

This short video, produced by JVL project, features Helal Ahsan-Ul-Haque Country Director of MEDA Jordan, Yasmin Tab’a Gender Equality & Youth Specialist and Nour Qawasmi Monitoring & Evaluation Manager. They share their experiences of living and work in Jordan, innovations and best practices implemented by the project, and learning gained from programming for equality and economic empowerment.
After completing her high school education, Hajar enrolled in courses that taught computer skills while also continuing to be heavily involved with community initiatives, particularly with community-based organizations (CBOs) who supported people with disabilities. With the CBO, she could make approximately 40 JOD (CAD 73$) per month from volunteering. When Hajar got married at the age of 24, the area in which she lived was quite isolated and lacked the job opportunities that she sought. Despite this, she ran her own business selling housewares and clothing for a modest profit which allowed her to cover the basic needs of her three children. In 2016, family responsibilities and difficulties in maintaining decent profit margins made her cease her business after four years of operations.

Two years ago, when her children were able to take care of themselves, Hajar returned to the CBO with which she had volunteered previously (The National Association for Community Rehabilitation) to work as an administrative assistant. Due to unstable financial conditions, the CBO could only afford to pay her salary (200 JOD/CAD 367$ per month) every 3-2 months. Due to the demands of her family and her job, it was also difficult to achieve any semblance of work-life balance.

A representative of the Durat Al Manal Company, a business partner of Environmental Laboratory (EL), visited the CBO to promote the Jordan Valley Links (JVL) project and to mobilize potential women and youth entrepreneurs as both entrepreneurs and potential employees. Shortly after the visit, Hajar called the company expressing interest in the JVL project. When EL’s training courses began, Hajar not only participated in every course but acted as a voluntary focal point between EL and her community. She was subsequently offered a job packing and wrapping products for a daily wage, eventually earning 117 JOD (CAD 215$) per month.

The trainings that Hajar received from EL focused on food hygiene, as well as microbusiness management. Not only did the training improve her self-confidence, it also helped Hajar correct her hygiene practices of the past and apply improved food safety and handling to her own business. Of the 200 women who began training with EL, Hajar was one of the 25 women shortlisted to receive advanced training. Currently, she is working with the other women on establishing a production kitchen – with support of a matching grant from MEDA – which will produce in-demand food products for surrounding communities and eventually for larger areas such as Amman.

“I feel very enthusiastic about the opportunities that have opened up for me ever since I got involved with EL and the larger JVL project,” Hajar expressed cheerfully. She feels similarly to when she was a child helping out her family on their farm. One day, she hopes to establish her own business which will fill a demand of her own community and allow her to support her family. Reflecting on this, Hajar says, “I am happy to be an income generator who can contribute to the household expenses and be a real partner to my husband.”
JVL Highlights: Latest News

MEDA Holds Information and Discussion Workshop on Home Based Businesses Licensing and Registration
With the attendance of JVL partners Bookagri, Jordan River Foundation, Sarh, Johud and Bilforon. MEDA/JVL Local Economic Development Consultant Odetallah Madadaha conducted a special executive-level information and discussion workshop at MEDA-Jordan offices on the latest developments in licensing and registration procedures and incentives for Home-Based Businesses (HBB) in Jordan. Read more

Women’s International Day Campaign
On March 1st, JVL Launched Women’s International Day Campaign. Celebrating all the powerful and inspiring Women around the world, Featuring powerful stories from staff members, clients voices, and more...

"My husband and my children call me the undefeatable woman as I believe I can overcome any problem I face as long as I believe in myself."
Dinayah Mutaarechi
International Women’s Day
#ChooseToChallenge
#Womeninleadership
#Womeninbusiness
#IWD2021