

# CASE STORY

## JEANS PRODUCTION IN THE FACTORY IS AN EXCELLENT OPPORTUNITY FOR WOMEN IN REMOTE AREA



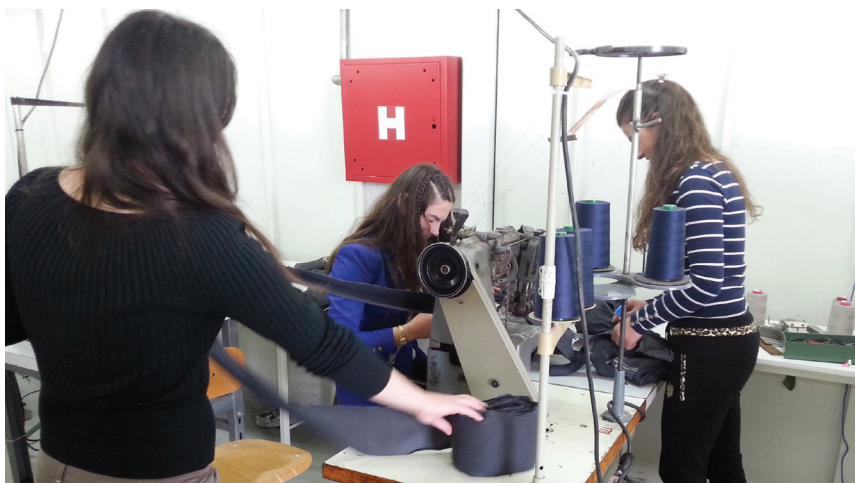
### Background

**D**ragash is a town and municipality in southern Kosovo, with a total population of 33,580 people. The population is most rural and opportunities for employment are limited; the main employers in the area are the Municipality and few private companies. NTP Zgatari, a textile company, has started operating in 2014 producing fibres and cotton garments. The company plans to expand the business were constantly hindered due to lack of qualified workforce and financial constraints.

### Intervention by S4RE

NTP Zgatari identified the market niche, in producing jeans, and was able to sign contract for supply. The supply contract provided production advantages, such as purchase of machines and raw material, thus the company was seeking support in recruiting qualified workforce. In view of the high local unemployment rate, especially

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of women, the Skills for Rural Employment (S4RE) joined forces with UNDP, the municipality of Dragash and the owner of the textile company NTP Zgatari to improve employability potential of women. 25 women responded to call for application to gain skills and employment opportunity.

The company NTP Zgatari engaged two expert trainers to design training curricula based on the contract for jeans supply. 33 on-the-job training sessions for 25 women from Albanian and Gorani community took place over a period of March – May 2015. The entire training was practice-oriented and therefore the 25 trainees gained quality skills in producing jeans from pattern cutting to sewing and finishing the product.

## Results of the collaboration

25 women acquired new skills in tailoring. Zgatari has engaged 19 of them who performed well in the training and showed a big motivation for the occupation. Each of them receives 240 Euro per month and signed a one year contract. They work from 8-17hrs five days a week and are happy with working conditions.

As result of its increased capacities, Zgatari has started expanding its business, targeting new customers within the country and reaching contracts with buyers in Italy by producing jeans and other clothes.

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