



Programs

Qudra Program

Makers of Baghdad
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Qudra Program

Makers of Baghdad presents the Qudra Women's Empowerment Program, a comprehensive initiative designed to address the unique needs and challenges faced by women in Iraq. This program empowers women through skill development in various areas such as web development, graphic design, interior design, digital fabrication, and entrepreneurship. It aims to foster a vibrant community where participants collectively face challenges, celebrate victories, and are empowered to chart their unique paths. By forging lasting connections with the private sector, the Qudra program positions participants at the intersection of skill and opportunity, ensuring that the skills acquired are directly responsive to contemporary job market needs.

The Qudra program is not just a one-year venture; it's a foundational step toward a more inclusive and empowered Iraq. By systematically analyzing workplace challenges, providing tailored recommendations, and encouraging active participation, the program aims to harness the untapped potential of talented women, driving economic growth, innovation, and societal resilience. Success will be measured through the stories of women who, equipped with skills and resilience, become agents of change in their communities, contributors to the economy, and inspirations for others. Each success story is a testament to the program's effectiveness and its long-term positive impact on Iraqi society.

Rationale

Iraq stands at a crossroad where harnessing the untapped potential of its talented women is not just an imperative but a strategic necessity. The Qudra program is grounded in the understanding that empowering women isn't just a social good; it's a powerful driver of economic growth, innovation, and societal resilience.

What sets the Qudra program apart is its holistic approach. It goes beyond merely imparting skills to create a vibrant community where challenges are collectively faced, victories are celebrated, and each participant is empowered to chart her own unique path. By forging lasting connections with the private sector, the program positions participants at the intersection of skill and opportunity, ensuring their talents meet the needs of the contemporary job market.



Program Objectives

- **Work Environment Analysis:** Systematically monitor and analyze the issues and challenges facing women in the workplace.
- **Location Identification:** Accurately pinpoint areas of concern or conflict across various aspects of the work environment.
- **Customized Recommendations:** Formulate tailored and specific recommendations derived from a meticulous analysis of identified issues.
- **Engagement with the Private Sector:** Share these recommendations with the private sector, fostering collaboration to discover effective solutions.
- **Expertise Utilization:** Harness women's experiences and insights to enhance the overall work environment.
- **Positive Impact Achievement:** Endeavor to create a positive impact on the work environment through the implementation of sustainable solutions.
- **Promoting Constructive Interaction:** Encourage active participation of women in the process of identifying and implementing solutions.

Strategic Collaborations and Enduring Impact

The Qudra program is not an isolated initiative but a strategic collaboration between Makers of Baghdad and the broader Iraqi ecosystem. By partnering with private sector entities, the program ensures that the skills acquired are not merely theoretical but directly address the contemporary job market's needs. This initiative is not just a one-year endeavor; it is a foundational step toward a more inclusive and empowered Iraq. By cultivating a cohort of skilled, empowered women, the Qudra program aims to create a ripple effect that influences societal perceptions, challenges stereotypes, and inspires future generations.

Beyond Technical Skills: Empowerment and Tangible Success

While technical skills are at the core, the Qudra program understands that true empowerment extends beyond them. It focuses on fostering resilience, creativity, and community support. This is more than a training program; it is a journey of personal and collective growth. The success of the Qudra program will be measured not just in numbers but in narratives. Stories of women who, equipped with skills and resilience, become change agents in their communities, contribute to the economy, and inspire others. Each success story underscores the program's effectiveness.





Research Methodology

The success of the Qudra Women's Empowerment Program hinges on a robust research methodology that ensures a tailored and impactful initiative. Our approach integrates both quantitative and qualitative research methods, enabling us to gain a comprehensive understanding of the unique challenges and aspirations of women working in private sector companies across Baghdad.

To achieve this, we employed several research tools:

- **Surveys and Interviews:** A structured survey was conducted to gather quantitative data, offering insights into the specific needs, challenges, and aspirations of women in the private sector. Additionally, we conducted in-depth interviews with selected groups to delve deeper into individual experiences, and the perceived impact of such empowerment programs.
- **Focus Group Discussions:** To foster a collaborative and community-centric approach, focus group discussions were organized. These sessions facilitated open conversations, allowing participants to share their perspectives, challenges, and expectations. The qualitative data gathered from these discussions contributed to refining the program's design.
- **Stakeholder Consultation:** Engagement with key stakeholders, including representatives from the private sector, governmental bodies, and women-led organizations, provided valuable insights. These consultations helped align the program with the evolving needs of the job market and ensure its sustainability beyond the initial phase.

Targeted Segment

The Qudra program specifically targets recent female graduates, women employed in the private sector, and female business owners. This target group has been strategically selected due to its significant potential to influence and benefit the broader community.

To effectively address the needs of this diverse group, we focused on the following key aspects:

- **Occupational Diversity:** Participants were selected from various occupational domains within the private sector, ensuring representation from diverse fields such as technology, design, business, and entrepreneurship.
- **Experience Levels:** The program was designed to cater to women at different stages of their professional journeys. This included early-career professionals, mid-level managers, and aspiring entrepreneurs, creating a dynamic and inclusive learning environment.
- **Geographic Focus:** The focus on women in Baghdad ensured a targeted approach that considers the unique socio-economic dynamics of the region. By concentrating efforts in Baghdad, we aimed to address the specific challenges faced by women in the capital city.

- **Demographic Considerations:** We took into account demographic factors such as age, educational background, and family responsibilities to tailoring the program to the diverse needs of the participants. This careful targeting aimed to provide contribution to the female professional and personal growth.

Conclusion

Based on the survey results provided, we can glean several insights into the situation of Iraqi women in the private sector, focusing on their demographics, educational background, employment status, challenges faced, and preferred support mechanisms.

Here's what we can learn from the provided survey results:

- Nearly half of the women are employed, yet many face limited career growth opportunities, inadequate training programs, and work-life balance challenges.
- Desired skill development areas include leadership, technical, and interpersonal skills.
- A substantial number of participants report difficulties accessing educational resources and skill development programs, highlighting a critical area for improvement.



303

Participants



32

Speakers



12

Sessions

Esteemed speakers



Sarah Abdel Salam

Holds a Master's degree in Laser Engineering and Optoelectronics complemented by a diploma in Early Education utilizing the Montessori approach. She maintains an affiliation with the Baytouna Initiative Foundation for Early Childhood Development.



Hanguin Safaa

Holds a Master's degree in Clinical Pharmacy and serves as a university professor and researcher. Specializing in the development of policy papers for the private sector and emerging businesses in Iraq, she is presently employed at Kapita.



Shaimaa Alhashimi

Holds a Bachelor's degree in Education and is recognized as an Autism specialist. She serves as the CEO of the "Momayazoon" Foundation, dedicated to addressing the unique needs of individuals with disabilities.



Imama Raed

Holds a Master's degree in Chemical Engineering and serves as the Programs Coordinator at the United Nations Development Programme.



Rana Mufeed

Holds a Bachelor of Management Sciences and currently serves as the Director of the Corporate Sustainability Department at Zain IQ Telecom.



Alaa Adil

A Fashion Designer, is the founder of the "Alaa Adil" clothing brand and holds a Master's degree in Fashion Design.



Marwa Almashali

The founder of the "Nusseh" project, dedicated to providing psychiatric therapy and guidance.



Fatima Jassim

Holds a Bachelor of Computer Engineering and is a proficient trainer in artificial intelligence. She has demonstrated expertise in serving as a dedicated and responsible instructor at IoT Kids.



Jinan Akram

Is a determined advocate against stuttering, a journalist, and a proficient content creator. She is also the founder of the "Tanaffus" platform.



Wafaa Salaheddine

Holds a Bachelor's degree in Architecture and works in consultancy as a Relationship Manager for "Makan" Company. Additionally, she is the Founder of the "Bunyan" Organization for Development and Education.



Ola Ihsan

Holds a Bachelor's degree in Public Relations and serves as the Head of the HR Department at The Station.



Muklah Naji

Holds Bachelor's degree in Information-Technology Engineering and a diploma in entrepreneurship and leadership, she is also Founder and CEO of computiq IT consultancy and Hub200.

Esteemed speakers



Mawada Ahmed

Holds a Bachelor's degree in Life Sciences and is a specialized professional in haircare. She is the founder of "Rw," a brand dedicated to haircare products.



Hind Mohammed

Holds a Bachelor's degree in English Language and is the Co-founder of BoothHub. Additionally she serves as a Consultant in the Projects Department at "Wassil Tassil" Humanitarian Foundation.



Zainab Adeeb

Holds a Bachelor's degree in Physics Sciences and is the founder of Elaka. She earned first place in the Climathon contest for her innovative solutions addressing climate change.



Fatimah Laith

is an art therapy coach and the visionary founder of "Tuhfah." She is also the founder of the first art therapy center in Iraq.



Ola Alamidi

Holds a Bachelor's degree in Trade and Banking Sciences and is the founder of Ola Library.



Sama Abbas

A Fashion Designer, is the founder of the "Alaa Adi" clothing brand and holds a Master's degree in Fashion Design.



Qamar Al-Zaman

She is a santur player WITH the Iraqi National Music Band and holds a bachelor's degree in biomedical engineering from the UOT. SHE was representing Iraq as a solo performer on the stage of the UNESCO headquarters in Paris



Mina Abdel Khaleq

As a United Nations employee, Mina's passion lies in the realm of conscious consumption. She actively raises awareness about sustainable fashion and mental health.



Israa Al-Jubouri

As the Director of the Youth and Adolescent Program at UNICEF Iraq, Israa leads the charge in developing and implementing strategies to address the unique needs and challenges faced by young people.



Zainab Intisar

Bachelor's degree in Oral and Dental Medicine and Surgery, University of Baghdad. Member of Al-Mirbid International Toastmaster Club, team supervisor, and founder of Read to Think Association since 2022.



Sarah Khadr

Bachelor's degree in Fine Arts, Interior Design, BBS graduate with over 4 years of experience in flower arranging. Events manager at a conference company, creating her own flower shop business for exceptional customer experiences.



Maria Faisal

Master's degree in Computer Design and Manufacturing, over 5 years in modern tech and 3D printing. Board Member of "Faya" Software Solutions and Design.

Esteemed speakers



Qamar Al-Qurmaili

Bachelor's degree in Multimedia Design from the American University of Sharjah. Creative director of Colors Library, founder of the "Factory" that hosted the Best 100 Arabic Posters exhibition for the first time in Iraq, and founder of the brand Qaf Concept, which was launched at the Phygital Sustainability Expo in Rome, Italy.



Zahraa Sameer

A biomedical engineer specializing in medical devices, fashion designer, and graphic designer. She won first place in "Azyaa" program held at "Makers of Baghdad" and participated in the Phygital Sustainability Expo in Rome. She has certificates in programming and artificial intelligence and she is working on building her own brand.



AEEK Mahmoud

Student in International Studies, Strategy Branch, UNAMI certified trainer, with two years' experience in training in the areas of leadership and development for youth, as well as diplomatic etiquette for women, contributing to drawing up strategies for the internal structures of development projects in local organizations.



Zainab Mazhar

Student at the AUB, Department of Physics and minor in Literature. She collaborated with UNICEF in 2019 to work to address the issue of education. Founder of the "Amwaj Belad MA Bain Al-nahrain" project.



Aseel Aeed

A bachelor's degree student in pharmacy at the American University And the official spokeswoman for the Model United Nations for Iraqi Youth Public speaker director of programs at IVMUN



Zina Muthana

Bachelor's degree in interior design. Founder of Haram Office for Architecture, Decoration and Engineering courses



Sura Khaled Ali

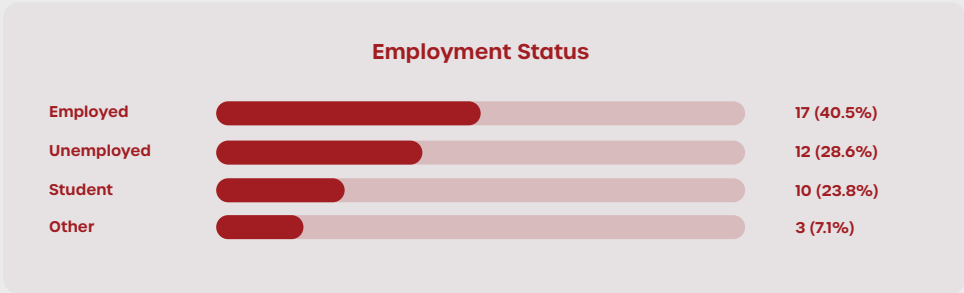
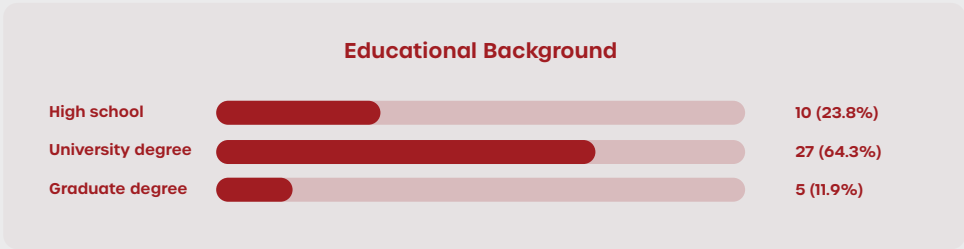
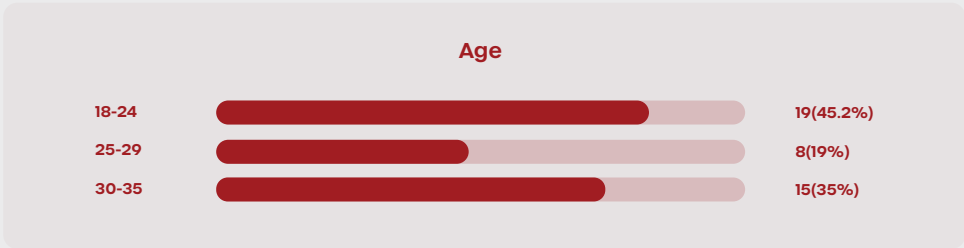
Bachelor of Architecture Head of the Design Department, Caso Real Estate Investment Company, founder of Pink Pineapple Brand, specializing in Event Planning



Maryam Elyass

Bachelor's degree in Media, Public Relations Dep., has 8 years of experience in the field of media, founder of "Mudallal Baby Spa for Children in Iraq".

Empowerment of Women Survey



Empowerment of Women Survey

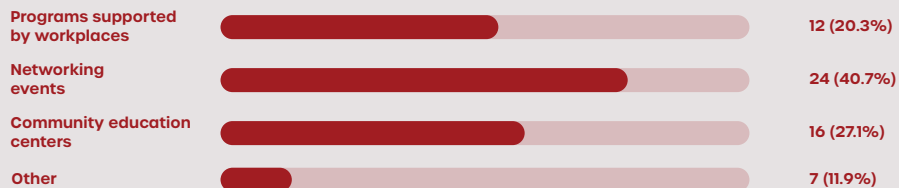
Are there specific skills or training programs that you believe could enhance employment opportunities?



Have you encountered difficulties in accessing educational resources or skill development programs?



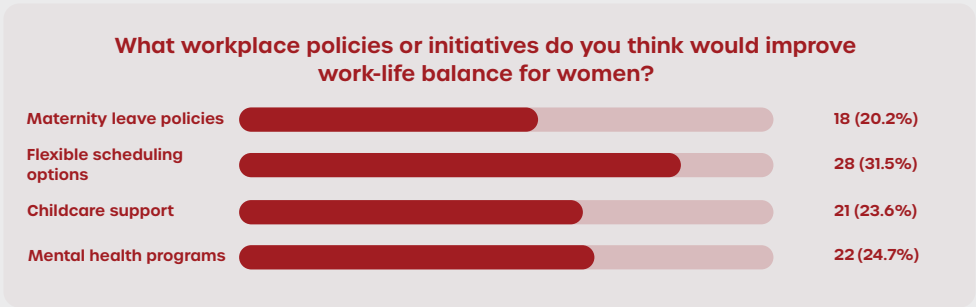
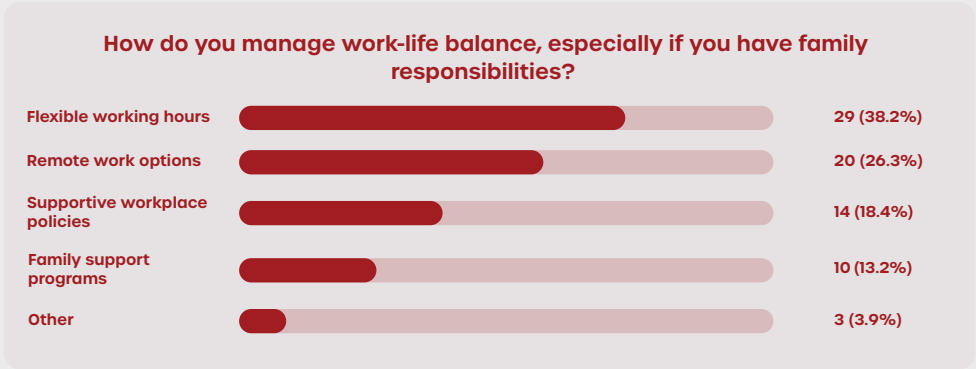
How do you usually obtain information about educational opportunities and skill development?



What type of support or resources do you think would be most beneficial for continuing education or skill development?



Empowerment of Women Survey





A Supportive Community **by women**

Makers of Baghdad

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