



**USAID**  
FROM THE AMERICAN PEOPLE

# HANDICRAFTS ASSESSMENT AND INVENTORY

Irbid and Karak

March 30, 2008

This publication was produced for review by the United States Agency for International Development. It was prepared by Falasteen Awad, Al-Jidara Investment Services

# HANDICRAFTS ASSESSMENT AND INVENTORY

Irbid and Karak

SUSTAINABLE ACHIEVEMENT OF BUSINESS EXPANSION  
AND QUALITY (SABEQ)

CONTRACT NUMBER: 278-C-00-06-00332-00

BEARINGPOINT, INC.

USAID/JORDAN  
OFFICE OF ECONOMIC GROWTH

MARCH 30, 2008

AUTHOR: FALASTEEN AWAD, AL-JIDARA INVESTMENT  
SERVICES

DELIVERABLE N<sup>o</sup>: 4.14.4.26.10.1

*DISCLAIMER:*

*The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.*

## CONTENTS

<b>EXECUTIVE SUMMARY.....</b>	<b>II</b>
2. Themes for each region have been developed that gave each area its distinguished competitive advantages. As recommended thematic products per region that can be produced by the locals..	1
▪ Irbid themes.....	1
▪ Karak themes .....	1
<b>OBSTACLES DURING THE ASSIGNMENT .....</b>	<b>12</b>
<b>CONCLUSION .....</b>	<b>12</b>
<b>APPENDIX 1.....</b>	<b>13</b>

## EXECUTIVE SUMMARY

1. An assessment of handicrafts being currently produced in Irbid and Karak has been carried out. 13 questionnaires have been filled based on the questions outlined in the questionnaire that prepared by SABEQ. (List of NGO's was provided by SABEQ). **(Detailed analysis is attached)**

**The main outcomes of the assessment can be summarized as follows:**

- The varieties of the existing products are limited as the quality of products is poor except for embroidery.
- Quality and designs of existing products need major improvement.
- Availability of raw materials somewhat limited except for banana leaves. As sourcing of raw materials is inadequate.
- Lack of branding and labeling of their handmade products, as the importance of branding a Jordanian handicraft identity is not realized.
- CBO's are unaware of their competitors because of their isolation from buyers and marketing channels. This leads to a lack of inspiration, extreme variation in pricing, and an over saturation of the same produced crafts.
- Lack of packaging ideas and materials.
- Artisans do not understand pricing and require costing and pricing system
- Production system in all CBO's is not available
- Lack of information on market's demand
- Lack of communication between artisans (CBO's)
- Technical skills are limited to embroidery skills and basic sewing skills only.

**2. THEMES FOR EACH REGION HAVE BEEN DEVELOPED THAT GAVE EACH AREA ITS DISTINGUISHED COMPETITIVE ADVANTAGES. AS RECOMMENDED THEMATIC PRODUCTS PER REGION THAT CAN BE PRODUCED BY THE LOCALS.**

**▪ IRBID THEMES**

- Olive tree
- Oak tree
- The village

**▪ KARAK THEMES**

- Karak Castle
- Dalleh
- Mehbash
- Livestock
- Jameed

3. **An intensive technical training** has been conducted for Karak and Irbid CBO's to enhance their quality of work to be able to produce competitive and quality products for commercial market, hence empower the communities to achieve the goals of SABEQ program. The training aimed at supporting the CBO's in Karak and Irbid to improve the quality of their products and to develop and create new handmade items through improving their technical skills in crafts production and setting standards for quality products to meet the new needs of the modern societies and consequently to increase the economic impact through crafts. The main deliverables of the technical training included the following:

- Through the consultancy assignment (27 days) more than 25 new marketable items with samples have been introduced (as detailed below)
- New materials, fabric, threads and accessories have been used to improve the quality of work, as list of suppliers were provided.
- The production process is improved in terms of the techniques they use, the quality of raw materials, and designs needed to match market preferences.
- Costing system on computer has been applied to Al Mansheieh cooperative (attached)
- New handmade marketable products and designs were introduced to the four CBO's that fit the developed theme **with a potential for marketing**, since the handicrafts that sell the best are those that are sold by private sector entrepreneurs or organizations running crafts programs like a business.
- Assist the international consultant through preparing samples, sharing marketable ideas and provide new designs and samples.

As a result of the training special orders made from 3 NGO's (Mansheiet Abu Hamoor coop., Al Farooq society have been set to be tested and marketed in Dubai and the local market as well as this relation will continue for the coming future under the effort of securing more orders and sales points for these associations.

### **Mansheiet Abu Hamour Women Cooperative – Karak**

The women have embroidery skills and basic skills in sewing; however their products were limited to traditional dresses and shawls only. Therefore, the technical assistance focused on the following:

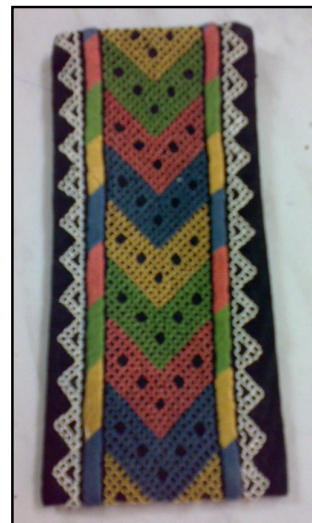
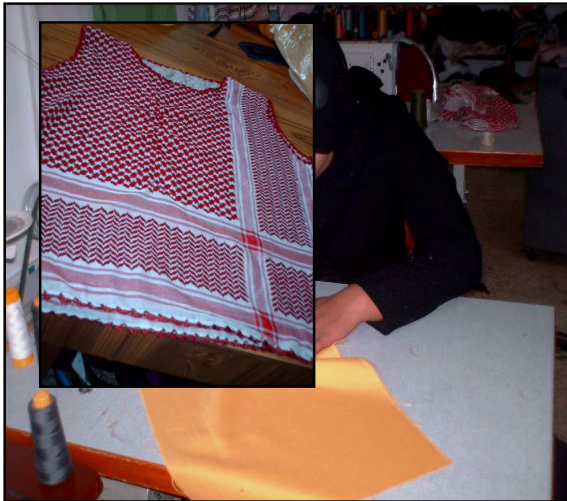
- Introduce new products and designs, as well provide technical training to produce the following thematic items:
  1. Embroidered camel wool scarves 40 x 150 cm with crochet knitting
  2. Patchwork shawls in different fabrics and colors with crochet knitting
  3. Shawls made of 10 small pieces (double face) 50 x 180 cm finished by fine knitting
  4. Bandanas
  5. Hair ties
  6. Runners with Dalleh and Karak castle
  7. Table mates with **(Manajel)**

\*Manajel was proposed as one of the main activities to revive the tradition as it is a well known traditionally, and used in Palestinian and Jordanian dresses.



Manajel

8. Packaging for Jameed and other products
9. Book marks in calligraphy and embroidery
10. Jackets made of **Hattah fabric**
11. Blouses made of Hattah fabric (with sleeves and sleeveless – Rana design)
12. Blouses made of Najafi fabric with embroidery
13. Crochet Hats
14. Crochet cushions
15. Fabric and crochet accessories







Moreover, the training emphasized on the following areas:

- Develop new colors combination
- Develop costing and pricing system
- Provide packaging ideas
- Premium finishing



## Ghor Al Safi Women Society - Karak

The women produce nice products using a unique technique of coloring fabrics by sand. However, the products were finished not properly; as their products were limited to baby dresses, cushions and wall hangings.

The technical assistance focused on the following areas:

- Improve the women skills in patterns making and cutting, to reach the required quality and standards
- Improve the finishing of the existing products by improving the quality of the designs and specification of the products (cushions and wall hangings).
- Support and advice in marketing products.
- Provide new paintings and calligraphy related to the selected theme.
- Introduce new products:
  - Runners
  - Shoulder bags (two designs)
  - Coasters



Trainees have been guided through the various stages of the process and each trainee completed a quality-finished piece.





## Rahoob Women Cooperative

The women produce quilts only. The quality of the materials used for making quilts are poor and not in a marketable nature. The existing designs do not meet market's requirements.



The following results have been achieved during the training period:

- **Improve the women skills and introduce appliqué technique and train them on using industrial zekzak machines to produce new products to reach the required quality and standards**
- Support and advice in marketing products
- Introduce new marketable items, different skills and techniques and provide training to produce the following products:
  - Wall hangings: olive tree wall hanging, village wall hanging
  - Runners
  - Table mates
  - Shoulder bags





Stuffed with polyester

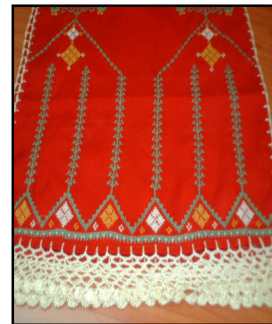
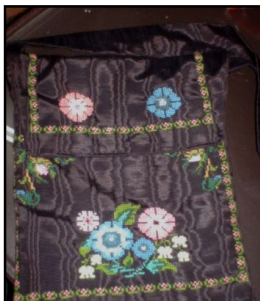


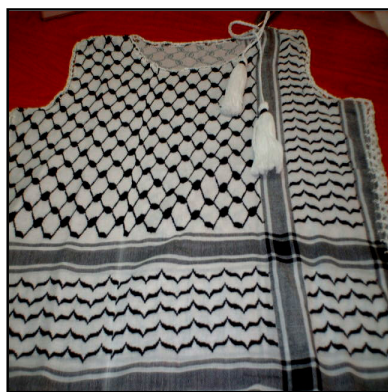
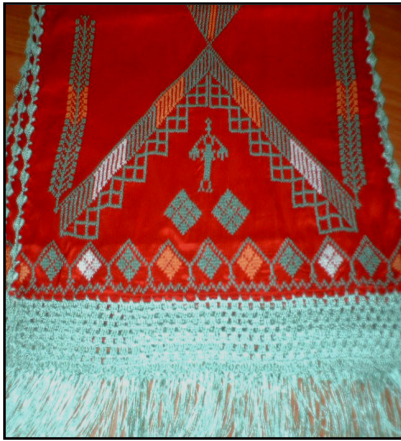
## Al Farooq Society for Orphans - Irbid

The women have embroidery skills and very basic sewing skills. The society doesn't have training materials, sewing machines, scissors, rulers, papers, etc. The women had to take fabric to their homes to use their machines to be able to finish the new items.

The following results have been achieved during the training period:

- Support and advice in marketing products
- **Introduce different skills and techniques and train the women to produce the following items:**
  - Embroidered Shawls
  - Embroidered scarves
  - Blouses made of Hattah fabric in different designs.
  - Shoulder bags with embroidery





## **OBSTACLES DURING THE ASSIGNMENT**

The assignment has accomplished successfully and all deliverables achieved, and there are few obstacles have been encountered which hindered the process of the work regarding the unavailability of raw materials, tools and machines needed for the technical training during the assignment period.

## **CONCLUSION**

The assignment has provided basic skills and knowledge for the selected CBOs and yet they need more capacity building in the various technical and managerial skills that will enable them to lead in enhancing the crafts sector in their regions, some of the main additional capacities recommended are:

- Focus on linking the private sector with the producing CBOs
- Training CBOs to adopt the private sector management schemes and practices
- Build on women potentials and productivity prospects.
- Support these associations to be equipped with the needed production infrastructure ( machines, tools and raw materials)
- Increase CBOs market awareness by directly linking them with industry buyers in target markets.
- The need for national and international exposure and to explore market in order to get new ideas that meet customers' interest, as buyers require a wide range of product categories and production capacity.
- Follow up on training and quality of produced items to ensure their projects sustainability.
- Provide marketing support by enhancing channels of distribution for crafts at the tourist sites, exhibitions preparation and participation.
- Develop production processes and financial control systems.
- Develop packaging ideas for each product is required
- Training on costing and pricing of the products to ensure that they are competitive.



## **APPENDIX 1**

### **HANDICRAFTS ASSESSMENT FOR KARAK and IRBID Community-Based Organizations (CBOs)**

Sustainable Achievement of Business Expansion and Quality  
Salem Center, Sequleyah Street  
Al Rabieh, Amman  
Phone: +962 6 550 3050  
Fax: +962 6 550 3069  
Web address: <http://www.sabeq-jordan.org>