



CULTURE INFORMATION AND PASTORALIST DEVELOPMENT

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DIRAMU DIDA HER SUCCESS STORY OF THE SEWING MACHINE



Diramu Dida was child NO 0414 she hails from Damballafachana area. She completed class 8 in 2014. She did not perform well to join a secondary school, on advice from the project staff Diramu agreed to join polytechnic in Sololo where support of OVC Sololo project paid for her training fees.

She took a course in tailoring and dressmaking and graduated in December, of 2017. The project purchased and provided her with a sewing machine to initiate an income generating activity for Diramu. She has been on her trade for now 4 years and has a success story to tell.

Diramu commands good customer base since the community of Damballafachana come to her shop for tailoring services. She mends old and torn clothes she also design and make new dress for women who are the targeted customers. Diramu was able to earn profits from her sewing machines and support her family with the income.

Through saving she was able to buy an extra sewing machine and repair the old one with the same earning. She also have expanded her mini shop to sell other food stuffs and to buy new clothe materials to make new dresses. Diramu reported that her current stock can be estimated at kshs 30,000.

The swing machine project has impacted on Diramu and her family, making them stable and self-reliant. This IGA has moved the family from being poorest of the poor to the next level of being poor. The sewing machine has brought food on the table, provided clothes for the family, be able to purchase household items, school uniforms for the young one in school. It also provided liquidity for other needs as it arises.

It was the wish and request of Diramu that if her current stock can be boosted may be with Kshs 20,000 to expand the shop and clothe materials to give customers wider choices of materials and design to make them a dress will further improve their living standard.

The team who visited the shop was very impressed with the effort and commitment Diramu has put in her work. The community onlooker around the shop confirmed that “women flock to her

shop for new dresses for the older women and young girls. Therefore people will not go to Sololo town or Moyale town for the dressmaking services, thanks to Diramu.”

The lesson learnt is technical skill will guarantee self-employment and make your life turn around for better.

OVC Sololo project has a worthwhile course to encourage and invest in children who will join artisan courses. And provide the tools of trade to help them start up

THANK YOU