



**Strengthening skills among people with disabilities:
a moving individual transformation and promising projects**



**Innovative transformation:
mobile techniques and digital creation for the emancipation of Women Artisans**



**“Lella Hadheka”
operationalization of the point of sale and the platform**



Emancipation through leadership: strengthening skills among people with disabilities

two days of moving individual transformation



A group of participants with disabilities recently took part in an exceptional mission aimed at strengthening their individual leadership skills.

July 7 and 8 marked two days dedicated to the exploration of self-knowledge, the strengthening of personal confidence and the development of communication and leadership skills.

At the heart of the training: crisis management and conflict resolution



The training, of a unique scope, tackled crucial themes such as managing difficult situations, finding solutions, and resolving conflicts.

These two days were a real learning laboratory offering to the participants a platform to hone their communication and leadership skills



The search for solutions, and the resolution of conflicts promotes the strengthening of personal confidence and the development of skills

Towards transformational leadership: Valorization, trust and collective development



Beyond practical skills, the mission was to inspire profound personal transformation. The clear objective: to bring out transformational leadership, capable of positively influencing the environment.

Real-life situations, constructive feedback and in-depth evaluation paved the way for this significant personal evolution.

A practical, integral approach oriented towards participants' real-life experience



This practical and integral initiative is based on the concrete experience of the target group, emphasizing mutual appreciation, self-confidence and collective leadership.



It also initiates networking, thus promoting a holistic approach to strengthening individual skills.

Potential and Non-Disability: Awareness-Raising Days and Launch of a Training and Funding Program for People with Disabilities.

Encouraging individual initiative



In an attempt to encourage individual initiative, 15 people with disabilities present their projects or ideas for funding. The aim is to transform these ideas into sources of income, enabling their economic and social integration into their environment.

Implementation of small projects through funding



By the end of 2023, 03 small projects had been funded for people with physical and hearing disabilities.

The focus in the 2024 work program is on training and funding for people with special needs.



The aim is to transform ideas into sources of income, enabling them to be integrated economically and socially into their environment.

focus on training and E-marketing



The 2024 work program places particular emphasis on this category, removing obstacles that hinder their path. This includes providing additional training upon request and offering support in the field of electronic marketing for their products.

path to empowerment



2024

This initiative is not just an awareness day but rather a significant step towards the empowerment, both economically and socially, of individuals with disabilities. It embodies a concrete commitment to supporting capabilities and harnessing potentials, thereby opening new avenues to fulfill aspirations and transforming disabilities into active strengths.

"Innovative training: Empowering women artisans through digital skills"

Empowering artisans



Futures through three transformative training sessions.



During April, May, and September 2023, three training sessions were conducted in Djerba, Chebba, and Tabarka. The sessions aimed to empower 60 female artisans, particularly those in rural areas, by equipping them with essential skills to master mobile techniques and create innovative digital content. Haut du formulaire

Towards professional fulfillment: A significant step for Female Artisans



Crafted to foster social inclusion and ongoing education, these training sessions offered women artisans avenues for personal and professional growth, enabling them to seamlessly integrate into the contemporary workforce. This represents a pivotal investment in their professional future and a proactive response to the evolving demands of our digital society.



Digital marketing: ● ● ●

A powerful tool for professional growth and increasing brand awareness.

2024



The training did not only cover technical skills, but also emphasized the significance of social media marketing. This strategic approach will propel their businesses to new heights in the constantly evolving digital world. By developing high-quality content strategies, the artisans are now ready to increase brand awareness, improve recognition and sales, and strengthen customer relationships.

djerba-mednin 8-9 septembre 2023



tabarka-jandouba 28 - 29 april 2023



mahdia-chebba 6 - 7 may 2023

“Lella ElHadheka” A fresh start for Tunisian craftswomen

An innovative initiative for Economic Empowerment



“Lella El Hadheka” is an online platform and marketplace dedicated to Tunisian Women artisans. The initiative aims to provide these artisans with expanded access to a market where they can showcase and sell their unique products. The platform was created with a visionary approach.

Economic freedom is key to empowering women Artisans

“LELLA EL HADHEKA” eliminates intermediaries allowing artisans to set their own prices and increase their income, By supporting the women artisans who continue the traditions, “LELLA EL HADHEKA” becomes a crucial barrier for the preservation of Tunisian cultural and artisanal heritage.



Extending a hand to youth



2024

The recruitment of a motivated young person, along with material and logistical support, demonstrates LELLA EL HADHEKA's commitment to youth. The specialized training and office equipment aim to ensure an optimal customer experience at the point of sale.

"LELLA EL HADHEKA" is more than just an online sales platform; it is a catalyst for change. It provides an ecosystem that nurtures economic independence and preserves the essence of Tunisian culture. It is a breath of fresh air for female entrepreneurship in Tunisia.



UNFT:

Governance and Organizational Strengthening

A crucial mission for the future



The National Union of Tunisian Women (UNFT) is embarking on an ambitious update of its organizational plan to ensure more effective and transparent governance.

This initiative marks a major turning point in the organization's evolution.

Through diagnostics



The mission, entrusted to seasoned experts, began with in-depth data collection, interviews with the UNFT president and a SWOT analysis. The diagnostic report pinpoints current strengths and weaknesses, and identifies opportunities and threats, providing a clear vision of the current organizational state.

Through this process, a new structure aligned with UNFT's orientations and strategies has emerged. The draft job description is a cornerstone of this overhaul, presenting in detail the missions, responsibilities, reporting lines, internal and external relations, main activities, performance indicators, work resources, job references, and required skills for each position.

This methodical work aims to modernize the organizational structure



A rigorous methodology



2024

The methodology adopted includes workshops with the management team, an in-depth assessment of human resources practices and the presentation of a comprehensive diagnostic report.

This methodical work aims to modernize the organizational structure, increase operational efficiency, clarify responsibilities and strengthen governance



contributing to excellence

the specific recommendations resulting from this work are aimed at positioning the UNFT on the path to organizational excellence. By modernizing its structure, the organization is equipping itself with the tools it needs to achieve its objectives with greater efficiency. This reform underscores UNFT's ongoing commitment to innovation and constant improvement.



UNFT TRAINING: MASTERING SOCIAL NETWORKS

digital communication strategy



As part of the constant evolution of communication channels, an intensive training session was organized for UNFT executives, aimed at equipping them with cutting-edge expertise in communication on social networks. The training focused on effective communication strategies, enabling UNFT executives to create captivating content and optimize their online presence.

towards a promising digital future

This initiative confirms UNFT's commitment to remaining at the forefront of the digital revolution, by equipping its executives with the skills they need to prosper in the complex world of social networking.

This training course enables UNFT executives to create captivating content and optimize their online presence.





2024

