



Under the supervision of the SFD

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European

Fayoum Agro Organic Development Association

For export and environment

**Sustainable Development Project of Shakshok
Village**

**Funded By the European Union through and
under the Auspices of SFD**



Shakhshok Sustainable Development project Team

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13- Nagwan Mohamed Ali	Awareness component Supervisor

Shakshok village



Shakshok, this village which lies directly on the bank of Lake Qaroun in Abshaway district in Fayoum governorate

Its residents worked in fishing; the location of this village on the bank of Lake Qaroun is very unique, Lake Qaroun is the remains of the old heritage Lake “Sobek” which means Crocodile and is been called in the ancient time Lake “Morris” .

While setting in a café or a restaurant on the bank of Lake Qaroun, the visitors to this village enjoyed the most beautiful scene they ever seen in their life in a wonderful painting contains {water – desert – sky - greens}.

The French man “George Shakshok” discovered the location of this village and gave it his name.

This village is a very important touristic polar factor in Fayoum governorate, but it has too much problems constrain this important feature, whereas and logically as a result of increased the salinity level of Lake Qaroun, the varieties of fishes became reduced, that what forced most of the fishermen to immigrate to other fishing areas in Egypt to look for money, and that what make them absent from their families for long times, accordingly all the responsibilities of the families transferred to the ladies, Who have become the primary breadwinners for families, those ladies are very distinguished in peeling shrimp, that makes the owners of restaurants in Ismailia – Swais & Port Said to send the Shrimp daily from their Governorates to Shakshok in Fayoum to peel it & send it back, they found that if they make it this way, it is cheaper than if they peel it in their places, for that they made contracts with traders from the village who received the daily quantities from the refrigerator cars and distributed among the ladies to peel it for a specific price, they started with them by 00,15 LE per Kilo to 00,25LE per Kilo up to 00.75LE per Kilo, they daily quantity of Shrimp peels remains in the village is about one ton which caused a real environmental disaster because the ladies either throw it in the lake or leave it in the streets!!!!

The pupils escaped from their schools to peel shrimp because they became a tool of income generation!!!!

Also there is another dangerous disaster which is the health disaster!!!! The lady fingers not a lady finger anymore!!! Because of the skin diseases, while they are working the flies are surrounded them and without feelings they rub their eyes with their dirty fingers what causing them to eye diseases.



The project of the sustainable development project for Shakhshok village designed in order to do some activities and interventions according to the necessary requirements for the village community, which was identified through the baseline study for the project that are made by the technical office of the environmental consultancy and take into account cover all aspects of life for the village community and to identify problems faced by this community, building on activities that have been identified and interventions in the time period defined eighteen months according to the following priorities:

- Implementation of 44 activities in the field of health education and environmental implications for 487 participants, has provided a number of 1072 to raise awareness opportunities, have contributed positively in changing their behaviors, this in collaboration with the local community who are: the local unit of the village and Qaroun protected area and Community Development Association and the family in the village, schools, health unit and the local popular council of the village.
- Help in finding solution to the problem of solid waste.
- Design and implementation of the system for safe disposal of solid waste.
- Training and qualification of the number of 150 women and girls in the village, on 10 environmental Handcrafts.
- Furnishings Center for handicrafts in collaboration with the Association of Community Development and Family in Shakhshok.

- Consolidation of paint a group of houses opposite the Lake Qaroun to give a touch of beauty to the village.
- Design, implementation and installation of 10 billboards for the project on a number of ten famous restaurants opposite the beach of the lake telling the visitors about the major tourist attractions in the region and to attract tourists and visitors to the province of Fayoum.
- Marketing of handicrafts produced in the village through different marketing channels and linked aggregates artisans who had been trained through the project, and participation in exhibitions marketing internally and externally.
- Design Web page for the project on the FAODA's site with the definition in the village and to assist in the marketing of handicrafts environmental village.

In order to implement these activities in a professional manner and achieve the objectives of the project in the time period specified for the project, the project was divided into the number of four main components identified as follows:

- Awareness-raising component.
- Safe disposal of solid waste component.
- A training component on the crafts.
- Component of Coordination of civilization.



Safe disposal of solid waste component



Awareness-raising component



Component of Coordination of civilization



Training component on the crafts

Success stories of the sustainable development project for Shakshok village

1. Develop a system for garbage collection and safe disposal:

According to specific study has been implemented through the activities of the project by the technical office of the environmental consultancy, FAODA has been developing a suitable system for garbage collection fit the village and its streets, also, designed containers for garbage collection with a suitable size to the streets of the village in order to maintain the non-scattering trash around.

Accordingly, the containers were handed over to the Community Development Association in shakshok village which is responsible for the safe disposal of solid waste, which is distributed them on the coast of Lake Qaroun and within the village's streets in coordination with the local unit, Where garbage is collected from the streets inside them , And then transfer it to the trailer trash to move to the Landfill on a regular bases and an agreed timetable, This has helped to raise the level of cleaning the streets of the village and preserve the aesthetic and civilized heritage of the village.



Containers during the manufacturing containers during amendment Delivery of containers to village and community official s:

2- Change behavior of Shakshok village community members positively:

Excreted in the secretions of a beautiful synergy between the two components; Safe disposal of solid waste component and Awareness-raising component, the project team work plan and implement a range of awareness-raising campaigns for women in the village community was the most important results of a radical change in the behavior of women in society.

After distributing the waste containers in the village the project team focused on Many women putting their garbage inside the containers and are keen on not spreading them out of the container and on the tongue of a group of prep school teachers in the village they reported that this was not happening before it is the biggest evidence of the success efforts of the project team.

There was also a radical change in the behavior of Shakshok community village, which the cleanliness of the place that have the containers as a result of the ongoing clean-up campaigns and awareness-raising campaigns for the community village and it has also been detected in more than one location into the village.



3- Developing work strategy to clean the village through the implementation of environmental campaigns in Shakshok village:

In the framework of activating the partnerships and concerted efforts to implement the activities of the sustainable development project within the village, our team work held a meeting with Mr. Aweys Fathi Gameel the President of the local unit of Shakshok village, and Mr. Emad Sayed Abd El Maboud the chairman of the Board of directors of development and Family Community (The main partner of the Association in the implementation of the project in the village) where they were planning for the work of cleaning campaigns pilot through the village streets where many workers from the village helped in the cleaning process in places that are difficult to enter the ice-t, the village was divided into sectors that were identified all the streets of the village, the streets were cleaned according to a plan had been developed very carefully, and with a very high techniques with the contribution of all parties, and have also been drilling and cleansing canal is located within the village and pass through farmland, A plan was developed to follow up cleaning streets and clearing the canal permanently .



The road before cleaning



The road during cleaning



The road after

Has also been implementing many of the clean-up campaigns in Shakshok village with the co-operation of the community development association, which began the cleaning process through passing the streets which need to clean, were cleaned and load the waste resulting from the cleaning process on their dump truck, also it was cleaned the main entrance of the village, the Corniche and the banks of the lake

The team work of the project contributed in developing an effective strategy for sustaining the cleaning process inside the streets and the corridors of the village, In order to show the proper manner that fits the importance of tourism and historical place which works with all activities of the project to recapture this position.



road during cleaning



The road after cleaning
The road before cleaning



The

4- Instill preserving the environment values among the students of Shakshok village:

In order to ensure the sustainability of the cleaning operation inside the village, it was important that we stick the cleaning and management values to the students in schools who are the pillars of the future, on this basis, it takes into account the implementation of an extensive cleaning campaigns with the participation of school students, and make them aware of the importance of cleaning and the maintenance of village's streets and the lake cleanliness, and it is necessary to participate in cleaning the environment of the village for the advancement of community village .

Many cleaning tools were distributed to them like brooms and baskets to collect garbage, They were divided into groups, each group share with each other to clean part of the beach, garbage collection and was involved in the awareness campaign a labor from the community development association, he collects garbage from the participating students until the dump truck pass by to collect garbage to transfer it to the healthy burial.



5- The women's response for treatment through the healthy convoys that have been done through awareness component:

One of the most important achievements and success stories emanating from the, the health awareness seminars and health convoys, the follow up committee of the project team monitored recovery of 13 cases of poor patients were treated and dispensing of medicines to them through health convoys, this means they respond to the clinicians instructions after making them aware of this.



6- The discovery of innovative and creative talents to many school's children:

Through the implementation of environmental awareness for children and the implementing the programme of the environmental prizes which give the opportunity to many of the innovative for creativity and innovation.



Success stories in hand crafts

(1) Palm accessories hand craft

Dialogue with the trainees:

Name: Mayada Mohamed Sayed.

Age: 15 years.

Place of residence: Shakshok.

Marital status: Miss.

Economic situation: not working.

Craft which trained on: Palm accessories craft.

Training period: 12 days.

Is the duration of training enough: Sufficient to some extent?

Type of production: medals from the fronds and doom`s spores, flowers from marine snails, shells and natural leather.

Learning from training: I learned how to produce from the environment materials .
Such as palm trees, flowers, medals and nickels .

Craft income: till now is an average because we are in the still in the beginning.

Your opinion of training and trainer: Training and trainer are excellent.

Reasons for you're participating in the training: In order to work and get
income to increase the income for my family.

Requirements for the success of the craft: Product development plus sustainability.

Type of support you want: I want training in new forms, raw materials and above all
marketing.

What kind of trainings that you want: Ttaining on marketing.

Do the craft have a future in Shakahok?

Yes, and I am able to transfer the experience to other girls from my village on the craft.



(٢) Craft of hand Embroidery



Dialogue with the trainee:

Name: Manal Ibrahim Abo Samara.

Age : 16 years.

Place of residence: Shakshok.

Marital status: Miss.

Economic situation: not working and have prep school certificate.

Craft which trained on: crafts of hand embriodery.

Training period: 15 days

Does training period is enough: not enough

Type of production: Frames

Learning from training: I learned how to apply on clothes (Embroidery on Clothing), and working frame from the beads.

Craft income : until now is average.

Your opinion about training and trainer: Training and trainer are excellent.

Reasons for participating in the training: To spend my leisure time such as working and increasing the income for my family.

Requirements for the success of the craft: Continuation, working place and raw materials.

Type of support you want: I want more training, so perfected the craft and to continue, raw materials was not presence in the village.

What kind of trainings that you want: Training on marketing, Supplementary training for working medals and Aakad from beads.

Do the craft have a future in Shakshok: Yes, if the raw materials are available in the village, Also I am able to transfer the experience to other girls from my village on the craft?



Sewing craft (٣)

Dialogue with the trainee:

Name: Umm Hashim Mahmoud Mohamed.

Age : 29 years.

Place of residence: Shakshok.

Marital status: Miss.

Economic situation: not working.

Craft which trained on: Sewing craft.

Training period: 12 days.

Does the duration of training enough: not enough

Type of production: Baby clothes, bibs and baby dresses.

Learning from training: Produce baby clothes, how to use the sewing machine, parts, identify defaults and repair it.

Craft income: Excellent, because we are working, not only on clothes but also one hundred portfolio conferences to Fayoum Agro Organic Development Association.

Your opinion about training and trainer: Training and trainer are excellent.

Reasons for participated in the training: In order to work and get income to increase the income for my family.

Requirements for the success of the craft: Sewing center, Sustainability, sewing machine, the demand of production.

Type of support you want: I want more trainings on marketing and learning more how to use sewing machine.

What kind of trainings that you want: Training on other types of clothes, specialized training.

Do the craft have a future in Shakahok: Yes, and I am able to train more girls from my village on the craft.



(٤) Kheamia craft

Dialogue with the trainee:

Name: Fatma Hassan Morsy.

Age : 21 years.

Place of residence: Shakshok.

Marital status: married.

Economic situation: not working and have technical diplome.

Craft which trained on: pieces of cloth craft.

Training period: 12 days.

Does the duration of training is enough: Enough.

Type of production: Pillow, evening bags, kitchen bib and portfolio fasteners.

Learning from training: I learned how to produce from a surplus of cloth, bibs and kitchen bib.

Money income from the craft: Iam not sure, we are at the beginning.

Your opinion about training and trainer: Training and trainer are excellent.

Reasons for participated in the training: To spend my leisure time.

Requirements for the success of the craft: Marketing only.

Quality of support you want: I want demanding on the craft.

What kind of trainings that you want: Training on marketing only.

Do the craft have a future in Shakahok: Yes, and I know how to train other girls from my village on the craft.



(°) Fronds Craft

Dialogue with the trainee:

Name: Abeer Sayed Sadiq.

Age : 15 years

Place of residence: Shakshok.

Marital status: Miss.

Economic situation: not working.

Craft which trained them: fronds craft.

Training period: 12 days

Does training period is enough: sufficient to some extent.

Type of production: Fronds bags, Lampshades and base heater.

Learning from training: I learned how to produce from the environmental materials such as fronds bags.

Craft income: average.

Your opinion of training and trainer: Training and trainer are excellent.

Reasons for participated in the training: In order to learn, work and get money to increase the income for my family.

Requirements for the success of the craft: continuation.

Type of support you want: I want training in new forms.

What kind of trainings that you want: Training on marketing, training more on lampshades.

Do the craft have a future in Shakahok: Yes, and I can train more girls from my village on the craft.



(6) Craft of printing on clothes

Dialogue with the trainee:

Name: Rahma Mabrook Abdel Samiaa.

Age : 16 years

Place of residence: Shakshok.

Marital status: Miss.

Economic situation: not working.

Craft which trained them: Printing on clothes.

Training period: 12 days

Does training period is enough: not enough.

Type of production: print on scarves, Curtains and T shirts.

Learning from training: I learned how to print on clothes.

Craft income: still not.

Your opinion of training and trainer: Training and trainer are excellent.

Reasons for participated in the training: In order to learn, work and get money to increase the income for my family.

Requirements for the success of the craft: continuation and increase the demand.

Type of support you want: I need more training in order to master the craft.

What kind of trainings that you want: Training on marketing & supplementary training on print T shirts.

Do the craft have a future in Shakshok: Yes, and it is not necessary to marketing outside the village, also I can train more girls from my village on the craft.



(7) Craft of making Puppets

Dialogue with the trainee:

Name: Rydha Abdullah Husain.

Age : 23 years

Place of residence: El- Lawag -Shakshok.

Marital status: Miss.

Economic situation: working as a pioneer rural.

Craft which trained them: Craft on making puppets.

Training period: 12 days

Does training period is enough: of course not enough.

Type of production: Puppets of clown, Bear, Elephant and cat.

Learning from training: I learned how to make puppets from the remains of clothes.

Craft income: we are in the beginning.

Your opinion of training and trainer: Training still need so many things to be adding on, but the trainer is excellent.

Reasons for participated in the training: In order to learn, work for getting money to increase the income for my family.

Requirements for the success of the craft: Training to master the craft and raw material.

Type of support you want: I need raw material, place for work and marketing outside the village because the craft is not known here.

What kind of trainings that you want: Training on marketing & training on Sewing because it is related to puppets.

Do the craft have a future in Shakshok: Yes, and I can produce and sale in the bookshop, also I can train other girl inside the village.



(8) Craft of Argoun



Dialogue with the trainee:

Name: Takqwa Ali Mohamed.

Age : 30 years

Place of residence: Shakshok.

Marital status: Married.

- **Economic situation:** working, and board member in Shakshok Association of Community Development and Family in.

Craft which trained them: Craft on making puppets.

Training period: 60 days

Does training period is enough: average.

Type of production: Round and square shape cane from Argoun and some designs for decoration.

Learning from training: I learned how to produce something useful from Environmental raw material.

Craft income: it is true we are in the beginning but we are very lucky that we are marketing all the products through FAODA.

Did you get any income from the production?

About 80LE per a week

Your opinion of training and trainer: Training still need so many things to be adding on, but the trainer is excellent.

Reasons for participated in the training: In order to learn, work for getting money to increase the income for my family.

Requirements for the success of the craft: Developing the products.

Type of support you want: Training on new designs.

What kind of trainings that you want: Training on marketing, training on product management and follow up.

Do the craft have a future in Shakshok: As long as there is marketing, everything is goes right also I can train other girl inside the village.



(9) Leather Craft



Dialogue with the trainee:

Name: Rania Mohamed Abdel Aaty.

Age : 14 years

Place of residence: Shakshok.

Marital status: Miss.

Economic situation: not working, student in primary School.

Craft which trained them: Leather Craft.

Training period: 12 days

Does training period is enough: Logically is not enough.

Type of production: Wallet, Leather frame, Phone pouch and hair clips.

Learning from training: I learned how to get use of the remains leather for making some useful stuff.

Craft income: Still small because we are in the beginning.

Your opinion of training and trainer: Training and trainer are excellent.

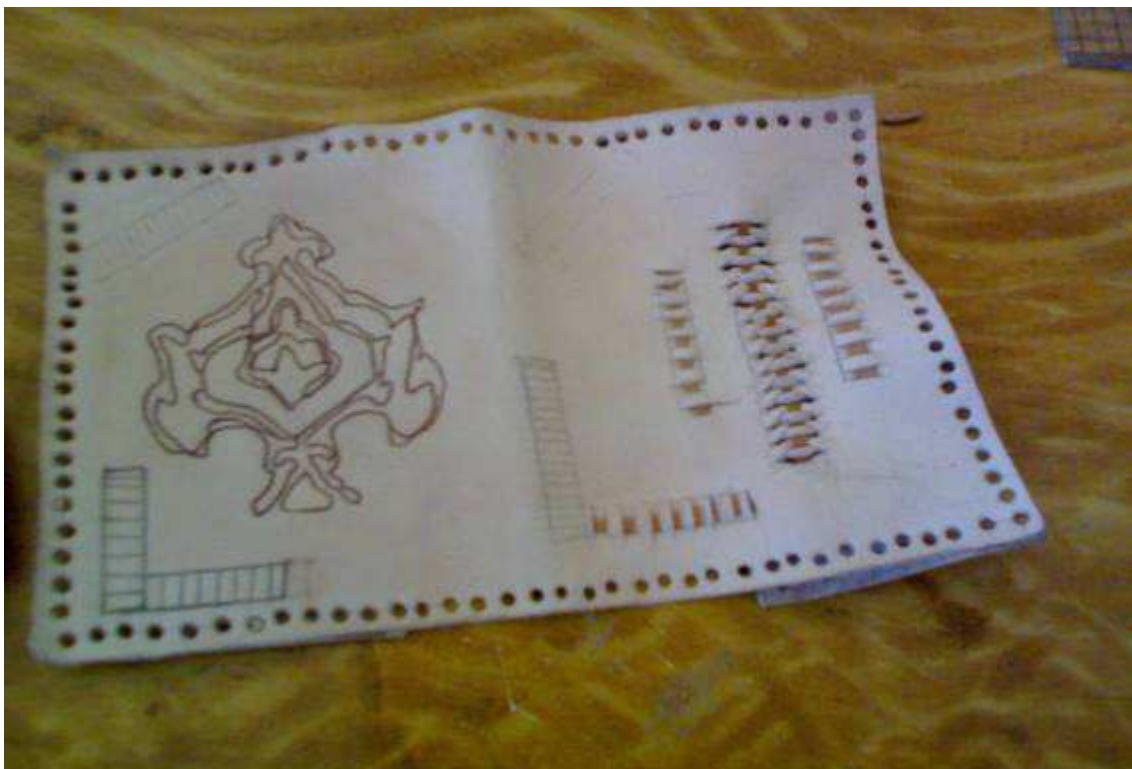
Reasons for participated in the training: In order to learn, work for getting money to increase the income for my family.

Requirements for the success of the craft: Sustainability, place, product demands and leather raw material.

Type of support you want: More training to master the craft, FAODA supported us with the leather because they know how to get it with a reasonable price..

What kind of trainings that you want: Training on marketing, supplementary training on new designs.

Do the craft have a future in Shakshok: if marketing and requesting will be as they told us, everything will goes right also I can train other girl inside the village.



(10) Heritage craft products from palm fronds

Dialogue with the trainee:

Name: Noura Mohamed Abdel Ghany.

Age : 14 years

Place of residence: Shakshok.

Marital status: Miss.

Economic situation: not working.

Craft which trained them: Heritage Craft products from palm fronds.

Training period: 10 days

Does training period is enough: Logically is not enough.

Type of production: Strands of palm fronds.

Learning from training: I learned how to get use of palm fronds for making strands to use it for making suit case.

Craft income: Off course we are in the beginning, but we are working now a day for a request of 100 suit case from FAODA.

Your opinion of training and trainer: Training and trainer are excellent, but we still need more things to be train on.

Reasons for participated in the training: In order to learn, work for getting money to increase the income for my family.

Requirements for the success of the craft: Sustainability, raw material.

Type of support you want: More training to master the craft.

What kind of trainings that you want: Training on new designs.

Do the craft have a future in Shakshok: Yes because it linked to sewing, I can train other girl inside the village.





In the frame of support the Social Fund for Development of artisanal groups and associations

Working in the field of crafts and funded by the Social Fund for Development, the Office of Fayoum made an exhibition of handicrafts in Fayoum in the resort of Arabian nights in Kom Oshim.

The exhibition was opened by HE Prime Minister Dr. Ahmed Nazif during his visit to the province of Fayoum, and was accompanied by His Excellency the Governor a Fayoum. Dr. Mustafa Jalal Saeed, Secretary-General of the Social Fund d. Hani Seif El-Nasr and Dr. Ahmed Abdullah Muftah, director of Region IV for Social Fund And Mr. / Mohamed Ahmed Sultan, Director, Office of the Fayoum.

Marketing activities:

Through the project of Shakshok sustainable development, been developed marketing strategy, FAODA did a number of activities for supporting the marketing activities of Environmental hand crafts, these activities as following:

- Signed a co operation protocol with FTE (Fair Trade Egypt) for supporting the marketing of Hand craft center's products in Shakshok.
- Cooperation with a number of local & international Organizations for supporting the marketing operation of the hand crafts of Shakshok ladies.
- Participated in local and international Exhibition for supporting the marketing activities.
- Development of craft products at the site of the Assembly on the information network.
- Establish Hand permanent hand craft center in FAODA's office.