

EAR/IOM support a unique community project of organic soap production in Novobërdë/Novo Brdo



Production of the natural soap from curative plants

The multiethnic women's association "Iliria", which is based in the relatively isolated Municipality of Novobërdë/Novo Brdo located in north-eastern Kosovo received a community grant from the IOM project "The Poverty Alleviation in Marginalized Municipalities" (PAMM) which is supported by the European Agency for Reconstruction (EAR). This association came up with the idea of organic soap production using curative plants. It is a unique production in Novobërdë/Novo Brdo and Kosovo wide. Novobërdë/Novo Brdo is located in the mountainous terrain that offers a variety of curative plants. "Iliria" has an agreement with a well-known cosmetics company "EBC" from Prishtinë/Priština, which will purchase its products. According to the trends in the local and regional markets organic soap production has a great potential, since demand of the "EBC" is increasing. In the near future, the company plans to export its soap products abroad.

The association has eight regular members with 346 affiliates. With this motto "Educate women and you will get a civilized state" "Iliria" is dedicated to defend the rights of women and children and to strengthen women's role in Kosovo society also through economic empowerment. Through the planned business expansion, "Iliria" plans to create 15 new jobs for its members. The project includes Albanian and Serbian women, which contributes to bringing them closer together.

PAMM has supported "Iliria" with a container (montage) of 50 m², electric accessories and cables, including power connection, a generator, an air conditioner, a vehicle which will be used for distribution of products, a computer, a water tank, an electric cooker, a refrigerator, suit knives, an iron, and a vacuum cleaner. In addition "Iliria" was provided 2000 packs of margarine, 300 litres of olive-oil, show-window and 1000 plastic pieces in a total value of around 28 000 Euro.

PAMM is a project funded by European Union (EU), and managed by the EAR. IOM is implementing this initiative that aims to help reduce poverty and stimulate durable economic development, thereby stabilizing the socio-economic conditions of the targeted areas in the longer-term. The main aim of this project is to create the employment and other types of income-generating opportunities in the targeted areas by providing financial support for the start-up or the expansion of micro-enterprises as well as by provision of grants for the larger-scale community-level

development initiatives, with sound economic potential. PAMM also provides training and marketing services through three Regional Business Centres intending to support local existing and aspiring business people in developing jobs and creating revenues.