



HAMRA

WOMEN-LED BUSINESSES PROGRAMME

INSTITUTIONAL PARTNERSHIP PACK

PROGRAMME AT A GLANCE

Hamra supports women-owned and women-led micro, small and medium enterprises across Afghanistan to strengthen digital presence, build business capability, improve market access and connect with appropriate financial and professional services.

Designed for Afghanistan: localized, multilingual, mobile-friendly and suitable for low-bandwidth delivery.

WHAT THE PROGRAMME PROVIDES

Digital access Business profiles, digital catalogues and mobile-friendly tools.

Business development Digital literacy, marketing and e-commerce support.

Financial inclusion Financial literacy, digital payments and responsible guidance.

Mentorship & professional services Coaching, mentors and access/referrals to trusted providers.

Market linkages Connections to customers, buyers, retailers, marketplaces and partners.

PARTNERSHIP PATHWAYS

Access Sponsor Registration, onboarding and digital access.

Implementation / Referral Partner Training, mentoring and local delivery.

Institutional Buyer Buyer, retailer and market opportunities.

PARTICIPATION PATHWAY

Identify → **Assess** → **Onboard** → **Build skills** → **Improve business** → **Connect to market** → **Follow up**

PUBLIC CONTEXT

6,500+ women registered

65% women in Hamra workforce

25+ women-led businesses connected to markets

Context indicators - not programme KPIs.

MEASUREMENT & THEORY OF CHANGE

INPUTS	Funding • partners • technology
ACTIVITIES	Training • onboarding • mentoring • business support
OUTPUTS	Women onboarded • businesses supported • services delivered
OUTCOMES	Improved digital capability • stronger practices • market connections
LONG-TERM CONTRIBUTION	Stronger and more resilient women-led enterprises

Measurement principle: Every published metric has a clear definition, source and explicit caveat.

SAFEGUARDING & RESPONSIBLE DATA

Informed participation • responsible data management • privacy and visibility choices • appropriate referral/reporting pathways

STRATEGIC ALIGNMENT

SDG 5 Gender Equality | SDG 8 Decent Work & Economic Growth | SDG 10 Reduced Inequalities

WORK WITH HAMRA

Access Sponsor | Implementation / Referral Partner | Institutional Buyer

Partnerships & Impact • hamra.af

A practical, scalable pathway for women-led enterprise growth in Afghanistan.