



# Supporting Craftsmen through Phrasebook

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# History of Craft in Central Asia



- From times immemorial Tajiks have been famous for creations of national craftsmen. These skillful hands have been making fabrics, utensils, musical instruments, carpets, furniture, jewelry and many other things for many centuries using only natural ecologically pure raw materials.
- Handicraft in Tajikistan has been continuously evolved over thousand years from the times of Silk road.
- Silk Road helped not only to exchange goods between the East and the West, but also ideas cultures and traditions.
-

# The role of Craft in Development



- According to the Creative Economy Report 2008, arts and crafts are the only creative industry where developing countries have a leading position in global market.
- Because of the local resources, rich cultural traditions,  
indigenous design and products.
- Growth of this sector not only fosters economic growth, but also preserve cultural identity.

# Results of



№	Date of Fairs	location	№ of artisans	№ of visitors	Income (TJS)
1.	5-6 September	Dushanbe, Ismaili center	70	3,500	44,926
2.	5-6 December	Handicraft center	83	4,600	104,237
3.	27-28 December	Handicraft center	35	600	6,276
<b>Total</b>	<b>6</b>			<b>8,550</b>	<b>155,439</b>



- Italy: 24% of the national enterprise belong to crafts sector,  
17%  
of the GDP
- Columbia: total craft production

# Problems



- Credit availability
- Shortage of Skilled labor
- Problems with raw materials
- Design and marketing
- Communication
- Dependence
- Delivery problems

## SOLUTIONS

- Handicraft micro loans
- Providing raw materials
- Trainings
- Professional marketing workshops
- **Phrasebook**

# Economical situation in Tajikistan



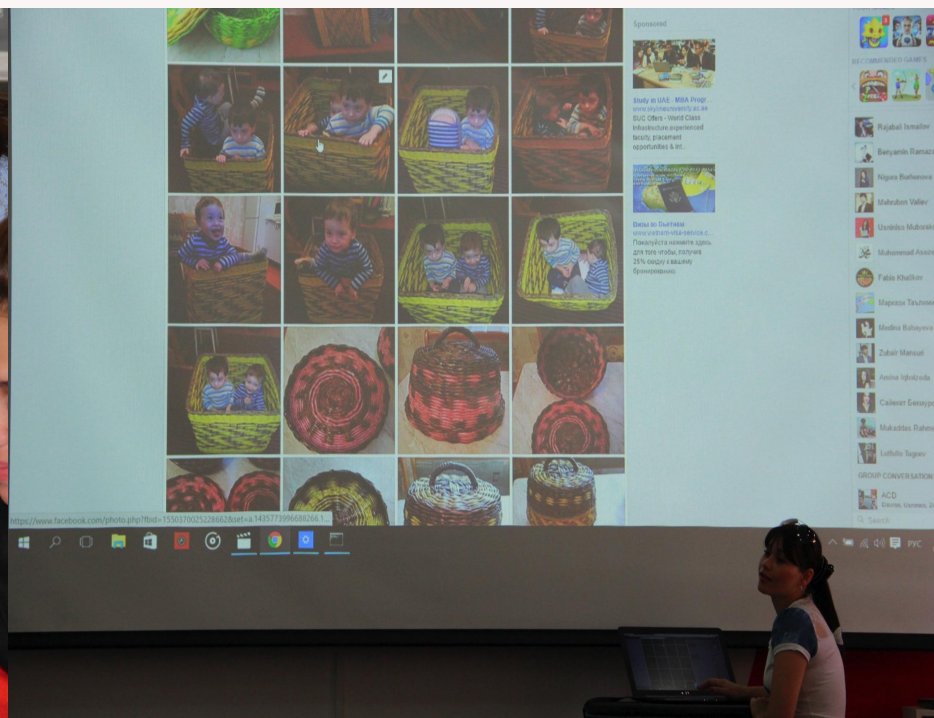
- Limited economic opportunities in Tajikistan
- According to official estimates, one seventh of population works abroad leaving women to support family by themselves.
- The population left in Tajikistan use range of different strategies to help them survive on limited resources
- There is lack of information on families involved in craft production



# Skills development workshop for craft women in Tajikistan



- Target audience: Tajik and Afghan Women
- Duration: two weeks
- Basic English and Computer Skills
- Marketing products
- Expected Results:
  - Able to speak to foreign customers
  - Able to use Computer
  - Able to use Internet for their business
  - Able to promote their products through social media









# Phrasebook for Craftsmen



- ✓ Together we are building an open collection of useful words and phrases for craftsmen in Tajikistan
- ✓ The Craftsmen Phrasebook is a unique tool that provides basic useful vocabulary related to the most common words used by craftsmen.
- ✓ The Craftsmen Phrasebook assembles important phrases from various fields and encourages designers and experts in the field to improve their business through interacting with their English speaking customers.
- ✓ The phrases include a broad range of topics from a simple “Hello” to “Describing Clothes”, covering a general set of words as well as sentences for their everyday lives.
- ✓ The project is noncommercial, the phrasebooks will be available for free and provided without further political or personal branding.

Do you want to support the project and help the craftsmen develop their business?



# Suggestions



- For the sustainable growth of the handicraft industry advertisement both at national and international level should be undertaken exhibition, publicity, printing of brochures and and participation in fair will help in improving this traditional industry.
- Well organized handicraft marketing system should be set up so that both producers and consumers would get more benefit.
- Improve the conditions to participate in foreign trade fairs.

# Project Partners



- ✓ The U.S. Embassy in Tajikistan
- ✓ Tourism Development Centre
- ✓ The Union of Craftsmen of Tajikistan
- ✓ RCVC



# The project falls under following goals:



- ✓ Advancing Inclusive Economic Growth
- ✓ Promoting Economic Growth and Development
- ✓ Building good governance and stronger democratic practices
- ✓ Promoting a educated Tajik society
- ✓ Increasing mutual understanding and building trust between the  
U.S. and Tajikistans' Human Rights issues.





<https://www.youtube.com/watch?v=rTAoJzAqJJA>

[https://www.youtube.com/watch?v=\\_4p4JgfB0bE](https://www.youtube.com/watch?v=_4p4JgfB0bE)



**Ремесленничество** является одним из важных секторов современной многоукладной социально-рыночной экономики и способно обеспечить создание широкой сети мелких предприятий, рост количества частных кустарей-ремесленников, создающих благоприятные предпосылки для развития малого предпринимательства и эффективной конкурентной среды. Их гибкость и мобильность позволяют решить целый комплекс хозяйственных и социальных задач и обеспечить максимальную занятость населения, в том числе людей с самыми различными свойствами интеллекта, физических возможностей, людей с различным запасом знаний и разными профессиональными интересами, полнее реализовать их творческий потенциал. Развитие ремесленничества способствует социальному выравниванию, что создает предпосылки для стабильности внутри государства



<http://www.centralasianhandicraft.org/listagallery.php/ru/gallery/767>

<http://www.advantour.com/tajikistan/crafts.htm>

<http://sitara.com/about/element/tj-arts-crafts/>

<http://ijellh.com/handicraft-artisans-the-struggle-for-survival-2/>

<http://enews.fergananews.com/articles/2544>

<http://www.advantour.com/silkroad/tajikistan.htm>

<http://www.ivoindia.org/story/35144/empowering-women-in-tajikistan.html>

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# Suggestions



- The government, NGOs and the donors should provide financial assistance for the craftsman living in the regions of Tajikistan.
- Assist the craftsman on promotion of the products
- Organizing skills development workshops for the craftsmen