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CONCERN
worldwide

BRAVE

Women



BRAVE

Women

From Marginalization to Market Leadership:

Women in the marginalised communities face extreme challenges due to climate change. They can play important role in building resilience of family. By providing them skills and tools and further linkages with market system will help them to withstand with the climate change challenges. In the remote and climate-vulnerable mountainous regions of Gilgit-Baltistan and Chitral, many women from marginalized communities possess traditional embroidery skills but lack access to market system, modern designs, and fair income opportunities. The devastating floods and economic hardships further worsened their situation, pushing them deeper into poverty.

Under the FCDO-funded BRAVE Programme, Concern Worldwide, in partnership with Indus Heritage Trust (IHT), Aga Khan Foundation (AKF), WHH, and Aga Khan Rural Support Programme (AKRSP), Lassona launched an innovative initiative to economically empower these women by connecting their skills directly with national and international markets.



Concern Worldwide, through its consortium partner AKF and local partner AKRSP, identified highly vulnerable women from Upper and Lower Chitral, Ghizer, and Astore districts. These women were carefully categorized into three groups based on their skill levels:

- Group 1: Women with no prior skills requiring basic embroidery training.
- Group 2: Women with moderate skills needing skill enhancement and market linkages.
- Group 3: Skilled women who needed guidance on color schemes, contemporary designs, and direct market access.

Indus Heritage Trust (IHT), with its strong national and international market linkages (including Shopify and Made51 platforms), played a central role. IHT's master trainers conducted tailored learning sessions for each group. They not only trained the women but also helped them create their own online business profiles, understand market trends, and produce high-demand products. IHT further supported the women by providing upfront payments for their work and sharing profits fairly, ensuring immediate income and long-term sustainability.

IMPACT

Resilience

Impact and Transformation

Concern AKF, WHH and IHT have launched BRAVE Women brand for these women. Under BRAVE Women these beneficiaries are now marketing their products in national and international markets. The initiative has successfully transformed hundreds of vulnerable women into confident entrepreneurs. Many are now earning regular income by producing high-quality embroidered products that meet both national and international market standards.

Through this market-driven approach, women have gained financial independence, increased household income, and enhanced decision-making power within their families. The project has also preserved traditional embroidery crafts while adapting them to modern market demands.

The partnership between Concern, IHT, WHH & AKF, under the BRAVE Programme demonstrates an effective model of market-led, women-centric resilience building. By combining skill development with direct market access and fair trade principles, the initiative is creating sustainable livelihoods and strengthening the economic resilience of climate-vulnerable women in some of Pakistan's most remote regions.



All women featured give consent to be filmed



Asma

Artisan, Nowshera District



Hasina

Artisan, District Chitral

I belong to very remote area in Nowshera district, previously we only knew basic embroidery and no knowledge of new designs according to market system. We were trained by IHT, they improved our skills and thought us new designs which helped us to learn new things and especially linking with market system, which helped in earning as before there were no livelihood opportunities for women. Now we are earning and support our families

In our areas, due to climate change we face many challenges. When we received training from IHT, they trained us on different designs, and product development. Now women in our area are working and earning good return. We are linked with market system through IHT and we are helping our household and husband in food security. Now we feel more empowered.