

2022

UNLOCKING POTENTIAL: A YEAR
OF EMPOWERMENT AND
COLLABORATION



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BEST BUSINESS IDEA

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About us

Shaqodoon Organization is a registered non-governmental organization that works to empower women, youth and communities in Somalia and Somaliland through socio-economic development programs. Our comprehensive organizational structure, along with our experienced staff in youth and community development, enables us to offer one-stop centers where young people can access Education, Employment and Empowerment services from a single point of contact. Our aim is to provide sustainable and investable opportunities for our women and youth, allowing them to develop their sense of initiative and entrepreneurship through self-employment.

Our organization partners with the United Nations and international organizations to bring opportunities closer to our beneficiaries by making them more accessible. Shaqodoon spreads awareness about these opportunities through various channels such as advertisement walls, social media platforms, public spaces, and mobile units. We also provide training facilities that offer state-of-the-art resources including computers, internet access, printers, copying machines, email, and other services for startups, along with incubation and acceleration programs.

Realized through a range of programs, this report highlights Shaqodoon's achievements in relation to its strategic objectives, drawing from evaluations, summaries of lessons learned, and outcome reports from 10 projects and advocacy initiatives.

Our four strategic verticals are discussed in the report: Skills and Job Creation, Entrepreneurship Development & Access to Finance, MSME Development, Technology & Innovation, as well as two new pillars introduced this year, Gender and Social Inclusion and Technology and Innovation.



Vision

A society where youth and women are at the forefront of fostering a safe and inclusive environment that enables them to attain self-reliance and drive sustainable progress.



Mission

To empower and enable youth and women to generate positive, sustainable impact within their communities, by providing safe, inclusive, and innovative opportunities.

Values



Integrity: We strive to demonstrate sound moral and ethical principles always.



Embrace Challenges: We improve our programs by challenging ourselves for better service delivery.



Transparency: Always accountable to the communities we serve and transparent in our relations with the government and donors by being open and honest in our dealings.



Technology-focused: Technology brings mutual success and enables us to reach our goals.



Innovation: We always seek innovative and creative ways to approach tasks and obstacles in the ecosystem we operate.



Empowerment: Empower youth and women to access meaningful opportunities.

Letter from our Executive Director



I am delighted to present Shaqodoon's annual report for the year 2022, reflecting the remarkable achievements and impactful work we have accomplished together. This year has been filled with significant milestones and inspiring stories of transformation, all made possible by your unwavering commitment and support.

Through our collaborative efforts with partners, we successfully rehabilitated and operationalized the Gabiley Youth Center. This transformed space now serves as an innovative hub where youth and women can access learning opportunities, receive counseling, and access various resources. It has become a beacon of hope, providing vital support and guidance to empower individuals in realizing their full potential.

In line with our commitment to inclusivity and social impact, we established two new organizational pillars: the Gender and Social Inclusion pillar and the Environmental and Climate Action pillar. The former focuses on settlement and reintegration, conducting innovative campaigns against SRH, GBV, substance abuse, and providing psychosocial counseling. The latter pillar champions innovative solutions, awareness, and advocacy for climate shocks, environmental protection, green technology, and investments. These pillars reflect our dedication to creating sustainable and resilient communities.

Furthermore, we marked this year's Global Entrepreneurship Week with two vibrant events in Hargeisa and Garowe, which brought together aspiring youth and women entrepreneurs. These events fostered a collaborative environment where industry experts and entrepreneurs could connect, share experiences, and explore strategies to overcome challenges in startup ventures. A total of 308 participants actively engaged in these knowledge-sharing platforms.

In 2022, we successfully implemented ten impactful projects, coached 80 SMEs, and supported 386 TVET graduates. We are proud to have facilitated 23 Community Action and Assistance Projects (CAAPs), raising a remarkable total of \$172,602 through community contributions and \$523,661 through generous matching organizations. Moreover, in response to the devastating fire that engulfed Somaliland's largest open-air market, our timely assistance in collaboration with Oxfam disbursed \$74,000, offering emergency assistance during the crisis.

Our community engagement efforts continue to be at the core of our work. Through strategic partnerships and resource mobilization, we strive to co-create sustainable solutions with the communities around Somaliland and Somalia. By capturing community contributions and donor funding, we have successfully implemented projects that enhance social cohesion and promote transparent and accountable relationships with all stakeholders involved. Together, we are driving sustainable development through collaboration and inclusive decision-making processes.

As we move forward, I am excited to announce the introduction of our Environment and Climate Protection pillar. Through this initiative, we aim to raise awareness about environmental issues, advocate for climate change action, and promote green technology and investment. Our goal is to inspire individuals to adopt sustainable practices, reduce their carbon footprint, and actively contribute to creating a more eco-friendly and sustainable future.

In closing, I would like to express my deepest gratitude to each and every member of the Shaqodoon team. Your dedication, hard work, and unwavering passion have been instrumental in achieving our collective success. I extend my heartfelt appreciation to our invaluable partners, generous donors, government institutions, and supporters who have believed in our vision and contributed to our journey. Together, we have created a positive impact that transcends boundaries and transforms lives.

Let us continue to be inspired by our accomplishments and motivated by the endless possibilities that lie ahead. With your continued support, I am confident that we will achieve even greater heights in the years to come.

Thank you once again for your incredible contributions to Shaqodoon's mission.

Warm regards,

Mustafa

2022 Summary

With 10 projects implemented across 16 districts, Shaqodoon has made significant achievements in 2022 through delivering business coaching, entrepreneurship training, community crowdfunding, business mentorship, internships and market information systems.

Below is a snapshot of beneficiaries reached by Shaqodoon through its pillars in 2022. Our organization has this year invested in 88 youth, conducted successful market assessments for digital and multimedia skills, expanded the Business Information Line (Xoogbixiye) to Puntland and rehabilitated and operationalized an old youth center in Gabiley.

We have also introduced two new areas of focus to our organizational strategy, Gender and Social Inclusion and Environmental and Climate Action.

Program Beneficiaries



Female



889

Male



919



Female



169

Male



217



Female



76

Male



75



Female



65

Male



77



Total amount raised by communities

\$172,602

Total amount raised matched

\$523,661

T4D

Number of Callers



Play For Peace

Innovation of the Year

The Play for Peace system incorporates gamification principles, fostering competition, collaboration, and engagement. With immersive gameplay, public leaderboards, and rewards, it's an experience like no other.

Play for Peace is an exciting game that bridges the two communities in Buufow and Shalambod. Using technology, we created an interactive experience where youth came together to learn and make a difference all while playing a game!

Two new areas of focus

Gender and Social Inclusion - focuses on settlement and reintegration through our youth centers running innovative campaigns against SRH, GBV, substance abuse, psychosocial counseling, community development.

Environmental and Climate Action – A focus on innovative solutions, awareness, advocacy on climate shocks, environmental protection, green technology, and investments.



Gabiley Youth Center

With the help of our partners, we have rehabilitated and operationalized an old youth center in Gabiley, into an innovative space where youth and women can visit, learn, access opportunities, and receive counsel on various issues.

The centers provide youth with safe spaces for recreational activities such as gaming and socializing, as well as access to education, job training, and career guidance. These centers serve as invaluable safe spaces where young individuals can engage in a variety of recreational activities, fostering social connections and personal development. With gaming facilities, social areas, and interactive environments, the centers provide a vibrant and inclusive atmosphere that encourages youth to explore their passions and interests.



Our Programs

"Your Gateway To Explore The World"

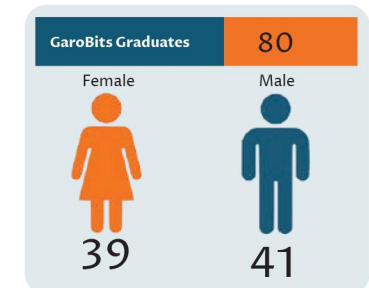
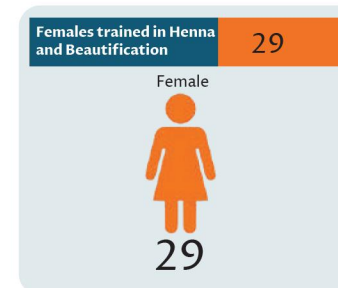
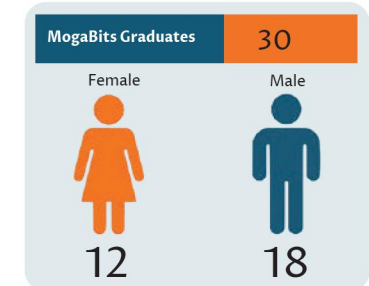
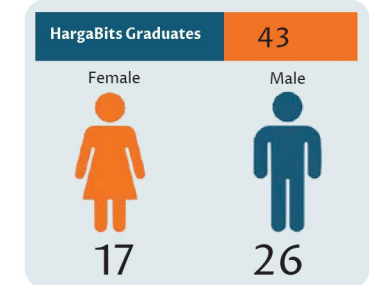
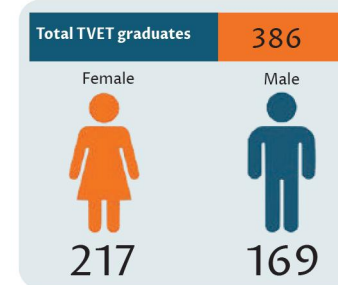


Skills and Job Creation

Through our skills training programs, we remain committed to providing women and youth with the vital knowledge and skills required to secure meaningful employment, improve their livelihoods, and enhance their employability. Our focus extends beyond technical skills, as we place a strong emphasis on nurturing their soft skills to maximize their success in today's competitive job market. Additionally, we actively foster connections with potential employers, bridging the gap between education and the job market, with the aim of empowering vulnerable women and youth and promoting their independence.

Shaqodoon implements skills training programs that encourage active participation in decision-making, planning, and program delivery, generating sustainable impacts in the lives of both individuals and communities.

We are proud to operate three digital design schools located in Hargeisa, Garowe, and Mogadishu. These schools provide specialized training in ICT, entrepreneurship, and life skills to underprivileged youths aged 17 to 28.



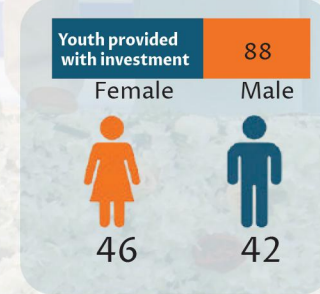


Entrepreneurship Development & Access to Finance

Shaqodoon's Entrepreneurship and Access to Finance program is designed to equip young people with the essential technical skills, work experience, creativity, and problem-solving abilities needed for business success. The program offers a structured process that enhances their education and skills, empowering them to generate income and achieve self-sufficiency.

With a team of experts in entrepreneurship, marketing, and financial management, Shaqodoon supports mentors in developing viable business plans. The organization evaluates the quality of these plans, trains youth in pitch preparation, and facilitates business idea presentations through fair competitions. This program enables young individuals to become entrepreneurs, create jobs, and contribute to the economic development of their communities.

Shaqodoon not only provides technical skills and financial literacy, but also fosters innovation and creativity among young entrepreneurs, helping them launch sustainable businesses. The organization facilitates access to finance from traditional and crowd-funded sources, while offering training, guidance, mentorship, and advisory support. By promoting enterprise development in urban and rural areas, Shaqodoon aims to drive innovation, economic growth, and equitable access to opportunities. The organization is committed to fostering sustainable development across the Horn region.



MSME Development

Our initiative is a comprehensive effort aimed at supporting the growth of Micro, Small, and Medium Enterprises (MSMEs) while creating job opportunities for women and youth. We provide MSMEs with vital resources, support, and financing, and facilitate their connection to experienced business coaches, markets, incubators, and accelerators. By establishing a supportive ecosystem for MSMEs, we enable them to thrive, create jobs, and contribute to a vibrant, equitable, and sustainable economy. Entrepreneurship and innovation form the bedrock of our organization and drive our mission. Shaqodoon Organization's business development programs have played a pivotal role in fostering inclusive economic opportunities in Somalia and Somaliland. Through business coaching, we have enhanced the capacity of SMEs, leading to economic growth, more transparent governance processes, and improved access to finance for emerging economic actors. Our goal is to help SMEs in Somalia and Somaliland establish a foundation of economic governance and stakeholder engagement, facilitating their transition to an inclusive and sustainable market economy that offers meaningful opportunities for all.



No. of business plans developed 49

Female



29

Male



20

SMEs coached this year 261

Global Entrepreneurship Week

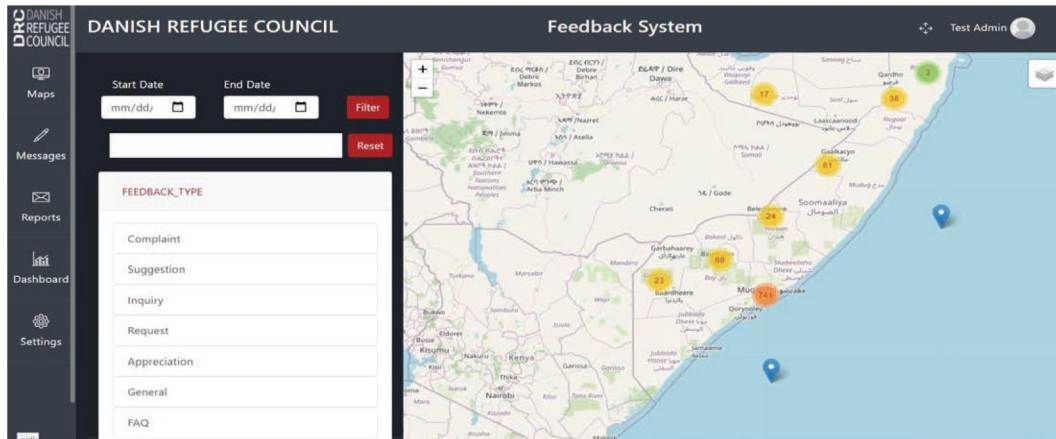
308 participants attended two colorful events in Hargeisa and Garowe to mark the Global Entrepreneurship Week. Shaqodoon hosted a co-learning event that not only brought together youth/women led SMEs and startups but also created an innovative sharing environment where the youth/women could connect with industry experts and explore experiences and challenges faced in getting startups to thrive.



Technology & Innovation

Shaqodoon's technology unit has been at the forefront of developing tailored web and mobile technologies to support humanitarian, development, and aid agencies. We are committed to ensuring that the needs and perspectives of beneficiaries are taken into account during program delivery, resulting in the achievement of optimal outcomes.

In 2022, Shaqodoon's Technology for Development (T4D) made significant strides. We successfully deployed new systems and expanded our reach to new clients in the government, local and international NGOs, as well as the private sector. Four new partners joined us during the year, bringing the total number of our clients to 15. This growth demonstrates the trust and recognition our technology solutions have garnered within the sector. We remain dedicated to continuing our efforts in leveraging technology to create positive and impactful change in humanitarian and development work.



Animal Disease Reporting System

The development of a web-based system that supports the ministry of Livestock and Fishery in automating their manual methods of tracking and reporting animal disease.

This deployed online system will allow health workers to report cases via a mobile application and share report with the Epidemiology unit to take necessary actions and follow up. All reports received from the field will be stored in user-friendly web application accessible by the epidemiology unit/administrator.

PIAP

Promoting Inclusive Action for Peacebuilding – This initiative is an 18-month programme (January 2022-June 2024) funded by the UN Peace-building Fund. The programme is led by the Food and Agriculture Organization of the United Nations (UN FAO, in partnership with the International Organization for Migration (IOM). The program is implemented in partnership with two Civil Society Organization in Lower Shabelle region, Southwest State, in Somalia. The project seeks to reduce inter-communal conflict over natural resources in Marka District by supporting women and youth in leading the development of inclusive and participatory resource management mechanism and governance systems.



New payment method for BulshoKaab

In April, Shaqodoon organized a fundraising event in Nairobi with the aim of raising funds for three communities in Somalia. To facilitate the donation process, Shaqodoon utilized the Bulshokaab crowdfunding platform. However, during that time, the platform only supported receiving funds from Somali banks and mobile payment services that were integrated with it.

To enable participants at the event to contribute to the projects, Shaqodoon took steps to configure MPESA, which is a widely used payment system in Kenya. By integrating MPESA with the Bulshokaab crowdfunding platform, Shaqodoon expanded the payment options available to donors, allowing them to make contributions conveniently through MPESA.

This strategic configuration of MPESA not only enhanced the accessibility and convenience of the donation process for event participants but also facilitated contributions from individuals who preferred using the MPESA system for their financial transactions. By embracing this integration, Shaqodoon demonstrated its commitment to inclusivity and ensuring that the fundraising event could reach a broader audience, thereby maximizing the potential impact of the fundraising efforts.

New SMS Gateway

Shaqodoon's recently unveiled SMS gateway represents a significant leap forward in communication technology. It showcases cutting-edge design, leveraging the latest advancements in the field. The gateway is meticulously engineered to deliver exceptional performance, ensuring the smooth and secure transmission of messages.

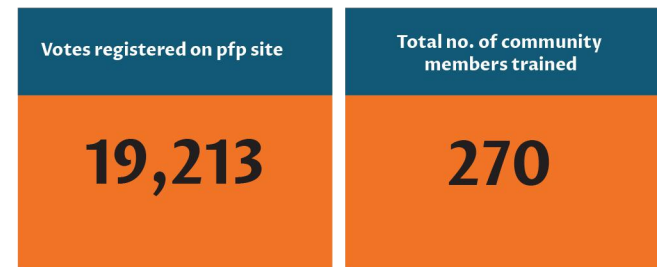
With its advanced infrastructure, the SMS gateway is capable of handling an impressive rate of 10 SMS messages per second. This high throughput enables rapid message delivery, catering to the demands of time-sensitive communications. The gateway's efficiency is further exemplified by its ability to handle over 100,000 messages concurrently, making it a robust solution for large-scale messaging requirements.

Since its launch, the SMS gateway has proven its mettle by successfully managing a staggering volume of more than 700,000 messages. This remarkable achievement speaks volumes about the gateway's reliability, scalability, and its ability to handle significant message loads without compromising performance.

T4D achievements



No of people reached through our systems	Region	Count
586	Somaliland	65,841
	Puntland	109,735
	South Central Somalia	187,647



Gender and Social Inclusion

Shaqodoon's Gender and Social Inclusion program is dedicated to empowering the youth and women of Somaliland and Somalia, who face a myriad of challenges including limited employment opportunities, violence, insecurity, poor education quality, corruption, injustice, and underrepresentation in political and administrative institutions. In response to these challenges, Shaqodoon is committed to providing sustainable solutions that enable Somali youth and women to thrive. One of the key strategies employed by Shaqodoon is the creation of safe spaces for youth and women to openly discuss sensitive issues such as gender equality, health, and education. These spaces provide a nurturing environment where individuals can engage in dialogue, receive support, and access resources to address their needs effectively.

An integral part of the Gender and Social Inclusion program is the establishment of youth centers, exemplified by the Gabiley Youth Center. Through collaboration with the Gabiley Municipality and the UNFPA, Shaqodoon has rehabilitated and manages these centers, offering a wide range of services and opportunities. These include counseling on sexual and reproductive health, family planning, nutrition, and psychosocial support. Educational and vocational training programs are also provided to enhance the skills and employability of young people. Furthermore, the centers conduct community-level outreach programs to raise awareness and promote social inclusion.

The youth centers serve as catalysts for positive change, equipping young women and men with the necessary tools to break the cycle of poverty and become independent, productive members of society.



Youth trained in Tailoring 20

Female



15

Male



5

Youth trained in Basic Computer 34

Female



18

Male



16

Activities held 19

Makeup Training 20

Drug Awareness Training 561

No. of youth to access clinic services 16

Project Highlights

EU Restore II

In response to the 2017 drought in Somaliland and Puntland, the SomRep consortium continued replicating its efforts for resilience building of the households and communities adjusting and diversifying their livelihoods. In partnership with SomRep since 2019, Shaqodoon has been implementing the EU-RESTORE 2 project. The project was intended to strengthen the resilience of vulnerable households and communities in Somaliland and Puntland. Shaqodoon's component of the project has three parts:

1. Offering technical skills, entrepreneurship training, and investment to marginalized youth from the drought-affected rural locations of the project.
2. Establishing a crowdfunding mechanism for co-financing of community projects identified by the communities through CAAPs.
3. Setting up a community feedback and response system to boost accountability and engagement from the beneficiaries of the project.

Trained in Entrepreneurship	34
Trained in Digital/TVET	51
Youth Provided with Investment	17
Toolkits Provided	29
Total Investment	\$ 139,773

Consolidating Resilience Gains In Somalia - BMZ

The BMZ project increases the resilience of chronically vulnerable Somali people, households, communities, and systems to recurrent climatic shocks. The project objective is to contribute to the resilience of chronically vulnerable Somali people, households, communities, and systems through enhanced food security, sustainable livelihoods, and strengthened disaster risk management capacities in affected areas in Southwest State by 2023. The project is working with 32 communities in Southern Somalia and target 14 villages in Baidoa and 18 villages in Afgoye, co-financing 12 community projects. DRC is implementing in Baidoa, while CARE is implementing in Afgoye. Shaqodoon is present in both regions.

Successfully Implemented CAAPs	12
Total amount raised by community	\$96,591
Total amount matched by donors	\$341,003

ILED

This action falls under the "Inclusive Local Economic Development" (ILED) program, under the European Union's emergency trust fund for stability and addressing the root causes of irregular migration and displaced persons in Africa (i.e., Trust Fund, EU TF). However, it has the objective of building peace, mitigating radicalization, and contributing to stability in Somalia by improving opportunities for youth to engage in peacebuilding, skills development, income generation, entrepreneurship, sports and culture.

Youth trained on Life skills	192
Youth provided with Investment	39
Business plans developed	39
Total investment distributed	\$78,000

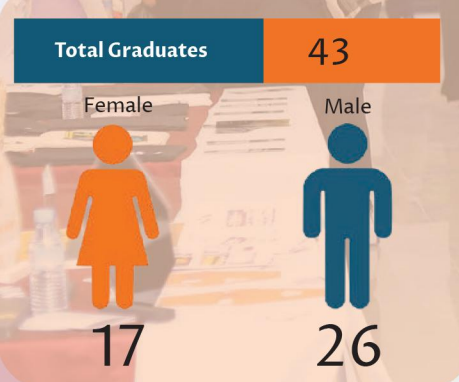
TNE

The Next Economy Phase 2 (2020-2023) is the continuation of the original The Next Economy (2016- 2019) program, part of the Dutch Ministry of Foreign Affairs subsidized program "Local Employment in Africa for Development (LEAD, currently named LEAD phase II). The objective of the program remains to be to inspire, educate, coach and facilitate youth (18-34 years) in setting up their own enterprise, scale-up a promising start-up, or to prepare them, in cooperation with the private sector, for a 'decent job'. The program has run from 2016-2019 in three different countries; Mali, Nigeria and Somalia and will continue to run in the same locations the coming years. The Next Economy II is managed by a consortium, which consists of SOS Children's Villages Netherlands and Crosswise Works.

Youth trained in Entrepreneurship	63
Youth trained on Life skills	240
Youth provided with investment	14
Total investment distributed	\$23,637
Total funds raised through Crowdfunding	\$16,637

WIP

The WIP program implemented by Shaqodoon with support from Oxfam, provides skills training programs to stimulate the active participation of young people in decision-making, planning, and program delivery, which have a sustainable impact on their lives and communities. The organization has three digital design schools situated in Hargeisa, Garowe, and Mogadishu, which offer specialized ICT, entrepreneurship, and life skills training to underprivileged youths between the ages of 17 and 28. The training programs offered by Shaqodoon equip the youths with the necessary skills to achieve their full potential and secure meaningful employment opportunities. Notably, HargaBits in Hargeisa has been accredited to award diplomas in digital skills. The specialized digital skills training provided by Shaqodoon is aimed at transforming the lives of these youths, enabling them to become productive members of society. By offering marketable skills, Shaqodoon empowers them to contribute positively to their communities and realize their potential. Through these efforts, Shaqodoon is making a significant impact on the lives of young people and their communities.



Toolkits provided - 7



LEAD

The Local Employment in Africa for Development (LEAD) Project, funded by the Netherlands Ministry of Foreign Affairs. The project aims to improve and enhance economic prospects and youth opportunities by supporting SMEs' growth, entrepreneurship, and employability measures. Shaqodoon implemented the LEAD project with seven partner institutions: Mustaqbal, Golis, Bosaaso, Muslim Academy, Amoud Universities, and Solar Energy Consultant and Construction Company (SECCO). In addition, Harhub implemented the Business Acceleration and Incubation activity of the LEAD project.

SMEs coached – 181	181
Youth trained in Digital/TVET skills	27
Youth placed in internships	140
Business plans developed	10
Farmer/Livestock training	39



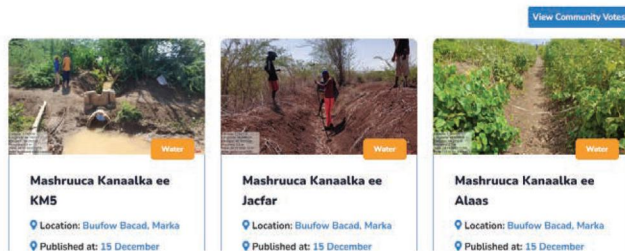
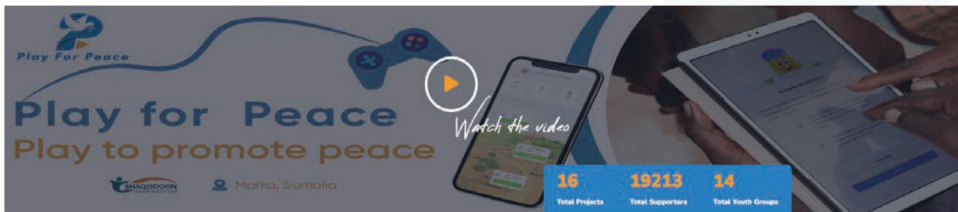
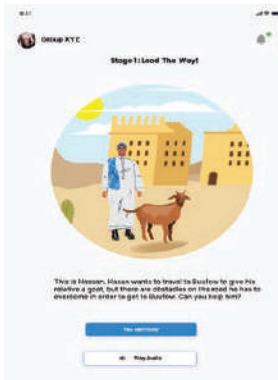
Play for Peace (PFP)

The Play for Peace project (PFP) – a youth-led peacebuilding initiative through Water Resource Rehabilitation and Management which aims to address the existing tensions by utilizing the aspects of gamification and technology. This initiative falls under the Promoting Inclusive Action for Peacebuilding Project (PIAP). The Play for Peace system incorporates gamification principles, fostering collaboration and engagement. With immersive gameplay, public leaderboards and rewards.

Key Components include:

1. Gamified Mobile App
 - Register, play and select projects to benefit the community
2. Online portal
 - Public access to game information, track groups and voting
3. IVR-based voting system

Community members trained – 270	270
Committees Formed	14
No. of projects	14



Empowering Youth Employment Through Mobile Technology

Shaqodoon Organization and Oxfam Novib partnered to tackle the challenges posed by inadequate motorcycle policy, regulation, and licensing in Somaliland and Somalia.

The objective of the project was to train young people in motorcycle riding and maintenance, as well as provide them with soft skills training in customer care, communication, and safe material handling. Ultimately, the participants would receive motorcycles, which would improve their livelihoods.

The project aimed to achieve the following:

1. Increase economic opportunities for disadvantaged youth.
2. Provide financing and equipment to enable disadvantaged youth to own and operate motorcycles.
3. Deliver technical skills training to enable disadvantaged youth to maintain and repair their motorcycles.
4. Leverage mobile-based technology to simplify delivery systems.
5. Connect motorbike riders with e-commerce platforms and clients.

The project involved various activities, including comprehensive training for 33 participants on safe motorcycle riding practices, encompassing both theoretical and practical sessions. Additionally, soft skills training was provided to the same 33 participants, covering customer care, first aid, and Somaliland traffic rules and regulations. An awarding ceremony was organized at the end of the training program, where 25 participants were presented with motorcycles and related equipment.

Youth Trained in Digital/TVET	32
Youth awarded with motorcycles	25
Jobs created	25



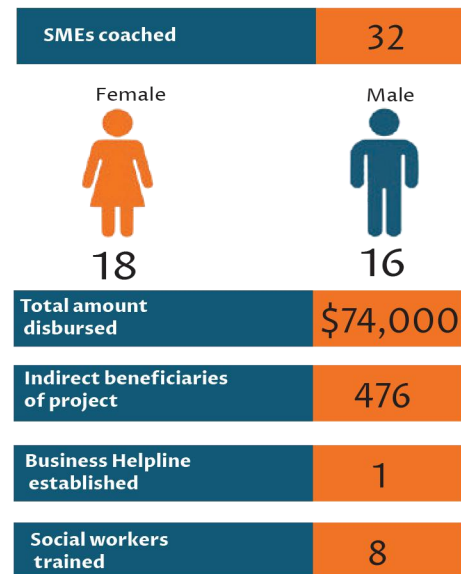
Waheen Market Relief

In response to the devastating fire that engulfed Suuqa Waheen, Somaliland's largest open-air market, Shaqodoon and Oxfam collaborated on a project to support 80 micro business owners and street vendors (60% of whom were women). The project aimed to revitalize their livelihoods by providing grants, on-site and one-to-one business skills training, mentorship, and psychosocial support to facilitate the successful relaunch of their businesses. This timely assistance not only helped the selected households reclaim their livelihoods but also contributed to the resumption of market activities.

The project had several objectives:

1. Provide cash grants to micro business owners.
2. Mentor and train businesses in basic bookkeeping practices.
3. Assist impacted households in regaining their livelihoods and resuming market activities.
4. Offer psychosocial support to women business owners.
5. Establish a dedicated hotline for business support.

Collaboration with the national Ad-hoc Waaheen Committee ensured the successful execution of the project. Needy businesses were identified, and mentorship was provided to the supported businesses. Grant funds of \$925 per business were transferred to the committee's bank account. Additionally, a dedicated hotline for business support was established.



Youth Multi-purpose Centers

Youth in Somaliland and Somalia face a range of challenges, including limited employment opportunities, violence, and insecurity, poor education quality, corruption, and injustice, as well as underrepresentation in political and administrative institutions. To address these challenges, Shaqodoon is working to empower Somali youth and women through sustainable solutions. This includes providing access to education, employment opportunities, and resources to help them become economically independent. Shaqodoon also creates a safe space for youth to discuss issues such as gender equality, health, and education. Through their work, Shaqodoon aims to create a future in which young people can use their skills and knowledge to bring about meaningful change in their communities. One of the keyways Shaqodoon is achieving this is by providing youth centers, such as the Gabiley Youth Center. Rehabilitated and managed by Shaqodoon with the support of the Gabiley Municipality and the UNFPA. These centers provide safe, nurturing environments for youth and women to address sensitive issues, grow, learn, and develop skills that can help them break the cycle of poverty and create a better future for themselves.



Success stories

Jinaw Fashion & Branding

"My childhood dream was work, be independent, and make money for my family, for me and my kids for when I am a mom. This dream changed with time and but the part of being an independent, businessperson and working for myself has never changed."

Hamda had always been an ambitious person. She was determined to make something of herself and make her family proud. After graduating from university, she decided to take the path less traveled and devoted two years to volunteering, in hopes of finding a job or one of the volunteering opportunities turning into a job.

Hamda knew she had to equip herself with the skills necessary to secure her dream job or even pursue her dream of starting her own business. She took part in several entrepreneurship programs to gain knowledge and insight into the business world.

With her newfound knowledge, Hamda decided to take a leap of faith and started her own business, Jinaw fashion and branding company. She had a vision to promote businesses and make them popular within their community. She wanted to provide her customers with strong branding criteria, giving them a clear image of the company and its logos on everyday use products like bags, t-shirts and even laptop sleeves, vests, and scarves.

Hamda started Jinaw with just herself, but now she has 9 employees who work for the company fulltime. Her business has only grown since its launch and she is currently in the middle of expanding into the fashion side of the company, with her first collection set to be released on this upcoming Eid.

"This is the company's second expansion since we started so I guess, we're doing well."

The TNE business incubation program helped with just that. The program by The Next Economy is an intensive incubation program for existing startups and SMEs, where participants receive one-on-one coaching and mentorship tailored to their business needs. *"I believe the program offered by Shaqodoon and The Next Economy was very beneficial to my business, I gained valuable knowledge that transformed the way I viewed my business approach."*

Hamda was inspired to pursue her dream of owning a business because she wanted to leave a legacy for her name and inspire the next generation. She believes that offering branded products to customers is essential for business owners, as it creates a strong visual representation of the business and its logo that customers will come to recognize. She is thankful for the opportunity to learn from and hopes to continue to grow her business and make a positive impact in the community.



Hamda
TNE Beneficiary

HargaBits

Fadxi Abdi, is a confident and outgoing twenty-three-year-old student who graduated from the Hargabits School Program. However, he was not always like this he says. *"I had no confidence because of my lack of skills."* He was always worried about his future and was always looking for jobs but with his limited skillset most jobs were unavailable to him. *"I was turned down with every employer I contacted, even if it was a family member, no one wanted to give me a job."*

His path to entrepreneurship was blocked because he had no business knowledge and no capital despite having good ideas. *"I remember a job I had working at a factory that produces snacks like crisps and juice, it was a tough job that barely paid enough money and had terrible working conditions. I would spend 80% of my salary on lunch and transportation and the little I had left I gave to my mother. One time, after a long day of working with heavy and noisy machinery, I was tasked with cleaning up the juice that had spilled during the packaging process, after hours of cleaning up one of the group leaders came by and threw his juice on the floor, spilling everywhere I had already cleaned, on that day I knew I wanted more for my life."*

Fadxi attended a course at a local technical school where he was learning graphics design in theory. *"The school did not have the proper resources, so we learnt from books. One day I was at a tea shop when I met some boys I know, they were on their way to sign up for the new Bits School intake and they told me about the program. I was immediately curious and could not believe that a school with such resources would offer their program for free, so I followed them and registered. When the interviews came and went, none of the four boys I came with made it through, but I did, and I took it as a sign from God."*

According to Fadxi the Bits School Program was the best thing to have ever happened to him.

"Not only did I gain the valuable skills I now use to make a living like graphics and motion design, but the program has also made me a more confident person. Before I was quiet, and I always worried about speaking up but these days I talk to anyone who will listen about the things I have learnt."

Fadxi says the Program brought about several positive changes to his life. *"I speak English these days, it's not the best English but I improve every time I speak. The knowledge and skills I gained from the Bits School has also allowed for me to become valued as an asset at the company I work for, much different from my factory days. So much so that I have already received a raise twice from the company, I have much more freedom than before and I can finally give a good portion of my salary to my family and still have more to save."*

These days he pays attention to motion design elements while watching the news and gets excited because he knows exactly how they achieved it.



Fadxi Abdi
HargaBits Student

Community Engagement

Through our strategic partnerships with the communities we serve, our programs provide meaningful community engagement around complex spaces, informed, and co-created with communities around Somaliland and Somalia. Through resource mobilization that seeks to enhance social cohesion and crowdfunding platform solutions that capture community contribution and donor funding to implement community projects, Shaqodoon remains committed to maintaining transparent and accountable relationships with all stakeholders involved. We firmly believe that sustainable development can only be achieved through collaborative efforts and inclusive decision-making processes.

In order to facilitate informed decision-making, we prioritize knowledge sharing and capacity building. Through workshops, training, and awareness campaigns, we empower community members to become active participants in shaping their own development. By providing them with the necessary tools and information, we enable communities to make informed choices and take ownership of the projects that directly impact their lives.



Financial Performance

Total Income	\$ 2,019,825
Total Grants	\$ 2,611,062.43
Total Unrestricted Funds	\$ 452,966.77

Donors and partners

In Touch With Community



Office Addresses

Hargeisa, Somaliland (Headquarters)

Pepsi Area, Shacbka
Near UNDP Compound
Hargeisa, Somaliland

Nairobi, Kenya

The Address, 7th Floor
Muthangari Drive, Westlands
Nairobi, Kenya






Garowe, Puntland

1^{da} August
Garowe, Puntland

Mogadishu, Somalia

Buula-Xuubeey, Bangaria area,
Back of Jazeera Hotel, Mogadishu Somalia

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