**TRAZAR INC.**

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**Project title: “The New Beginning” Girls Empowerment**

The “The New Beginning” Girls Empowerment project is an oasis of peace and hope where young girls can rebuild their life by engaging in positive activities that would enable them to join a community of support, and gain life-long tools leading them to self-sufficiency. TRAZAR INC. is undertaking an initiative to promote gender equality, working towards building self-confidence, personal value, self-esteem, and moral ethics in young women.

This project would serve as the potential tool to help Liberian girls to transform from being victims into leaders walking in the fullness of their prospective. Due to the 14 years of devastating civil war in Liberia, a traumatic imprint was planted on the lives of the Liberian people especially young women. Young women were violated, abused, forced into prostitution, sexually abused, sexually exploited and raped; which lead to traumatization, lack of acceptance, and developing low self-esteem. This program is designed to serve 50-75 girls in a training course on tailoring and fashion designs. We believe that all young women have great beauty and worth, and the potential for future success. The voices and experiences of youth survivors are integral to the development and implementation of this entire program.

As part of the program TRAZAR INC would develop community’s activities to influence the behaviors and attitudes of the young women with whom we work. Workshops, camps, clubs, special events, and just friendly conversations, all have the potential to promote decision-making skills, encourage goal setting, and build confidence. Dreaming, discovering, and growing are life-long process. TRAZAR INC. would provide opportunities and serve as facilitators for this growth. Whether interacting with young women through schools, in communities, or in day-to-day exchanges, TRAZAR INC. have the potential to help girls change their lives for the better, through fun activities that girls enjoy while training. Girls would meet with counselors in small groups to talk about their "issues": body image, dealing with boys, eating, risky behaviors, feelings and attitudes about themselves. The discussion would start with their issues, how they think they can be of help to themselves and others; like girls to girls talk. Girls would also learn team-building skills, how to diffuse their anger and manage conflict. We would call it girls circle; our mission is to give them the ability to express themselves, and delivers their message, where their peers can listen and learn something from other’s experiences.

**What is the issue, problem, or challenge?**

Girls in Liberia and the rest of Africa face challenges that are acknowledged worldwide, finding the right program and resources has been a major problem. Young women between the ages of 17-26 in Liberia are the ones who suffer the most of the war; they were violated, abused, forced into prostitution, sexually abused, sexually exploited and raped, which lead to traumatization, lack of acceptance, and developing low self-esteem. TRAZAR INC. is undertaking this initiative to promote gender equality, working towards building self-confidence, personal value, self-esteem, and moral ethics in young women. They are faced with the challenges of being accepted in the society, they are lacking the right tools to empower them to build up their self-esteem and value. 50% of girls in Liberia are dropped out of school, sexually abused, teenage motherhood, and prostitution is on the high, they also risk early death due to poverty, HIV and AIDS and violence; therefore a desperate need exists to provide them with effective tools that protect them from rape, forced marriage, prostitution, discrimination, at-risk pregnancies, and at the same time developing skills that build up their self-esteem.

**How will this project solve this problem?**

The program is designed to provide a six months training in tailoring and fashion design. In addition receiving tailoring and fashion design courses, participants would engage in a series of holistic program components: basic leadership skills, life skills training, building positive attitudes which includes; working towards building self-confidence, personal value, self-esteem, and moral ethics in young women, training and income generation, leading to self-sufficiency and protection. Our methodology is all about empowerment, self-sufficiency, and society building, which we defines as essential knowledge and skills, facilitating their confidence and determination; thereafter providing the financial means for a girl to come up with an innovative self-help project. The program is also design to facility girl’s empowerment through clubs where girls would give peer to peer support.

**Fashion design** is the [art](http://en.wikipedia.org/wiki/Art) of the application of [design](http://en.wikipedia.org/wiki/Design) and [aesthetics](http://en.wikipedia.org/wiki/Aesthetics) or natural beauty to [clothing](http://en.wikipedia.org/wiki/Clothing) and [accessories](http://en.wikipedia.org/wiki/Fashion_accessory). Fashion design is influenced by cultural and social latitudes, and has varied over time and place. At TRAZAR INC. we want to impact the lives of these girls to embrace our Liberian culture through fashion, enabling them to discover their inner potential and motivating them to work hard. Fashion designers work in a number of ways in designing clothing and accessories. Some work alone or as part of a team, the program is design as such; working together as a team developing skills to be self-sufficient.

**Potential Long Term Impact**

Our goal is to create opportunities for girls to become confident and self-sufficient community leaders. Their participation creates a shift in poverty toward a life of rebuilding and belonging. The mission of this program is to reach 2500 girls through this full package empowerment programs. The girls would transition from students to trainers and motivators, through our peer to peer support system implementing the program strategies effectively to promote their development and sustainability. There is a saying that goes “IF YOU EDUCATE A GIRL YOU EDUCATE THE WHOLE NATION” providing the opportunity for girls to become leaders is our business.

**Project Message**

Girls are champion and not victims. We want to develop a transformational system, to transform thousands of girls from victims into leaders. A woman is the full circle; within her is the power to create, nurture and transform, the things women have yet to learn is nobody gives you power you just take it, meaning be confident, and believe in yourself the sky would be your limit. .

Alnetra B. Zaroe

Founder & CEO

TRAZAR INC. “The New Beginning” Girls Empowerment

#### How can other people partner with you on your project?

People can partner with us by providing us the tailoring machines, tailoring accessories: fabrics, scissors, tapeline, designing fabric machines, fashion design books, computers, items related to the program activities, and the necessary funds.

**Estimated budget**

**Please detail the resources that you need.**

Staff: 20  
Direct cost of activities: 34,400  
Total project cost: 36,000

Sewing machine ------ 75pcs $ 6,570

Designing machine ---- 10pcs $ 2,000

Advanced designing machine ---- 6pcs $ 2,500

Fashion design books ----------- 50pcs $ 3,500

Computers ----------------------- 5pcs $ 2,375

Tailoring accessories ------------ $ 5,500

Class materials ------------------- $ 5,000

Salaries -------------------------- $ 5,000

Operational cost -----------------$3,555

Total: ----------------------------- $ 36,000