

# Success Story

## From Hardship to Healing:

### Anoud's Journey through Natural Soap Making

In the small rural area of Feifa, Jordan, Anoud struggled for years with eczema and severe allergies triggered by the chemicals in common creams and shampoos. These health challenges, along with her family's financial difficulties, made daily life even harder. Though Anoud had graduated from school, she couldn't attend university due to its distance and her family's conservative values, which kept her closer to home.



Determined to help her husband and provide for her family during tough times, Anoud applied to a Cash for Work measure implemented by GIZ and the Royal Society for the Conservation of Nature (RSCN) and was selected for an 80-days employment period. The project not only gave her temporary employment, but it also introduced her to a valuable new skill: Making soap using natural ingredients. Anoud learned how to plant and cultivate organic aloe vera, a key ingredient known for its soothing properties, and how to transform it into gentle, chemical-free soaps. With each new lesson, her confidence in her abilities grew.

Initially, she was unsure if these handmade soaps would work for her skin. After testing them on herself, she was overjoyed to find that her eczema had completely cleared up. "For the first time, I didn't have any irritation. It felt like a miracle," Anoud said, her face lighting up with happiness. This personal breakthrough motivated her to do more. Not only did the Cash for Work opportunity help relieve some of her family's financial strain, but it also ignited a passion in her. Anoud began producing and selling her natural soaps to her local community, offering others the relief she had found. Word quickly spread about her products, and soon she was receiving more orders, helping her build a small but successful business.

"Being able to support my husband and contribute to our family means everything to me," Anoud proudly shared. What began as a way to get by financially has turned into a thriving business that continues to grow, providing both an income and a sense of fulfillment for her. Anoud's story is one of resilience and resourcefulness. Through the Cash-for-Work program, she not only found relief for her own health but also created a brighter future for her family and her community.

Published by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Registered offices Bonn and Eschborn, Germany

Improvement of Green Infrastructure in Jordan through Labor-Intensive Measures (Cash for Work)  
GIZ Jordan, Moh'd Baseem Al-Khammash St. 13, Sweifieh, Amman 11190, Jordan

As at November 2024

Design BC Grafix

Photo credits Photos: © GIZ

Text Improvement of Green Infrastructure in Jordan through Labor-Intensive Measures (Cash for Work)

GIZ is responsible for the content of this publication

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ)