

Success Story

From Struggle to Success: Enaam's Journey of Empowerment Through Cooking

Enaam, a pharmacist and mother of two living in the historical city of Al-Salt, faced a difficult period when she couldn't secure a job in her field. As part of her responsibility to help her family, she needed a way to support her children and manage household expenses. Desperate for income, she applied to a Cash for Work project implemented by GIZ and WADI NGO. Though it wasn't related to her profession, Enaam embraced the opportunity with hope and determination.



The work gave Enaam a source of income to help her family get by, but more than that, it provided her a chance to engage with her community in ways she hadn't imagined before. One day, on a whim, Enaam decided to bring a homemade breakfast to share with her coworkers at the job site. Every part of the meal was prepared from scratch—bread baked in her kitchen, fresh vegetables picked from her garden, and traditional dishes that carried the warmth of home. As they gathered under the trees to eat together, Enaam felt a deep connection forming between her and her colleagues. Their reactions were far beyond what she had expected. "Cooking is not just about food; it's about bringing people together," Enaam said, recalling the moment with a bright smile. The joy her food brought to others gave her a newfound sense of pride and confidence in her cooking abilities. Impressed by her skills, her coworkers suggested she start cooking for visitors who frequently came to the project site. Soon, her culinary talent became known among the larger community. Visitors who tasted her food began spreading the word, and she started receiving orders from people in the neighborhood. This new venture blossomed into a side business, where she now sells breakfast meals, cooked entirely from scratch, to a growing list of customers. As her home-based cooking business expanded, Enaam found herself juggling two roles: working full-time at the project site as they offered her a full time job there and managing her small but thriving food business. She took pride in both endeavors, knowing that each step was helping her secure a better future for her children.

Today, Enaam's ambitions extend beyond her own success. She dreams of sharing her knowledge and skills with other women in her community. She envisions creating workshops where women can learn essential skills like cooking, sewing, and other crafts. Her goal is to empower them to achieve financial independence, just as she did. "I want every woman to feel the joy of standing on her own feet," she shared. From facing unemployment to running a successful business and working full-time, she's now a role model in her town—an example of how challenges can be turned into opportunities with the right mindset.

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