



## 2020 Wunder Workshop Saffron Order Based Impact Assessment Report



<p><b>Fact File</b></p> <ul style="list-style-type: none"> <li>This order was produced through the Covid-19 Pandemic which led to the following steps to keep the participants safe:             <ul style="list-style-type: none"> <li>Facemasks were mandatory at the processing facility.</li> <li>Hand sanitizer and additional hand washing facilities were provided for all involved in the order.</li> <li>This impact assessment was completed remotely for all farmers and processors involved, to limit movements.</li> </ul> </li> </ul>	<p><b>Skills used.....</b></p> <ul style="list-style-type: none"> <li>Collecting</li> <li>Sorting</li> <li>Processing</li> <li>cleaning and packing</li> </ul> <p><b>Materials used.....</b></p> <ul style="list-style-type: none"> <li>✓ Saffron</li> </ul>
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### Social Impact

54% of the farmers saved their earnings despite the economic disruption caused by covid19 pandemic, and 100% felt the order offered better employment.

A regular income enabled farmers to maintain their health, with regular meals and improved healthcare access. 54% reported illness and sought care from health facilities.



97% of the participants received training which contributed to their income-generating prospects.



83% of the farmers were content with their working conditions, 17% felt the need to improve the working condition. EFI noted and is offering remedial measures

### Know the producer



**Joma Gul, 35 years old**

*“My father was the biggest suppliers for Ariana saffron since 2011, after his death I took up the responsibility of family and our saffron farm. We collected & cleaned the saffron stigma in our home and sent it to Ariana Saffron for processing. Have been in saffron business for 11 years in Pashto Zarghun district. I learnt many farming techniques from my father; he was the first person in our district to cultivated saffron bulb. I used my experience and skills to supply the Wunder workshop with the best of saffron”*



**Ghulam Haidar, 40, years old**

*“I come from a farming family. As a young man, I went to Iran to escape drought and instability at home. It was good, but I missed my kids. Ten years with Ariana Saffron have given me new skills and a reliable income to support my family and grow my business. Life is easier in Afghanistan now. Saffron is a great opportunity.*



**Shahira Rashidi, 19 years old**

*“Ariana Saffron has been a big part of my life for many years: my father started the business when I was just 10 and he’s encouraged me to be actively involved from quite an early age, combining practical experience with studying. As an Afghan woman, I feel privileged that I can contribute to the family business just as well as a man. I receive a fair pay for my work and I can help out the family with living expenses and school fees. I am saving some too, for the day I can set up my own business!*



**Ahmad Shoaib, 32 years old**

*“I studied Information Technology at university and I love my job at Ariana Saffron, especially meeting new people and learning how the business works. Where do I see myself in ten years? Maybe back in my home village in the countryside with my wife and son, on my own land, growing pistachios and helping my community.*



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#NotCharityJustWork  
#TradeNotAid



The Ethical Fashion Initiative (EFI) is a flagship programme of the International Trade Centre (ITC), a joint agency of the United Nations and the World Trade Organization. For the Ethical Fashion Initiative, lifestyle choices impact livelihoods. EFI creates and strengthens social enterprises in emerging economies to connect discerning international brands in fashion, interiors and fine foods with talented local designers, artisans and micro-producers. Savvy investors, pro-poor champions and mindful consumers find value in a virtuous circle that creates not just premium products, but also stable, dignified work, and creative and resilient women, men and communities.

EFI's Code of Conduct

This order was monitored using EFI's code of conduct, a social and environmental compliance, impact assessment and traceability scheme. The code of conduct is an innovative system from ITC's Ethical Fashion Initiative to guarantee decent working conditions, respect for the environment, transparency and traceability in EFI's value chains while measuring the direct and indirect impact of the work provided to artisan communities, which are part of EFI's network.





**Ariana Saffron** started as a small corporation founded in 2011 under the visionary leadership of Mr. Bashir Ahmad Rashidi. The major clientele for Ariana Saffron are in United State, retail chain stores, food processing houses, catering contractors and doctors. Ariana endeavours to provide 100% pure quality Saffron at an affordable price adhering to fair trade and responsible business in all their transactions.

Table 1: Order Summary

Name	Photo	Quantity	Entity
Afghanistan pure saffron grade A		600 tins	Ariana Saffron Company.