

Building the future of „street mothers“ in Madagascar

In Madagascar's capital city Antananarivo numerous families earn less than one dollar a day. Many adults are living in very poor conditions due to the fact that they left school at a very early age. As a result of this lack of education their chance of finding a decent job is next to nothing.

Several projects try to improve the situation of poor children in Antananarivo, but only a few of them are integrating the parents and the whole family into their concepts. Therefore children often have to leave the projects after a short period of time in order to be able to support their families again.

In order to achieve a sustained success in leaving the vicious circle of poverty a holistic approach is necessary. We have to help parents first and make sure that they have a regular income as it is only possible to have a lasting effect when not just the children but the whole family are supported.

In this context the mothers' situation plays a major role as they are often responsible for earning the whole family income and are also important role models for their children. Several surveys have shown that an amelioration of the socio-economic situation of the mother is the most effective and sustainable way of improving the living conditions of the whole family.

For this reason we are supporting five needy women in Antananarivo, who are running a small stand in town selling Malagasy craftwork. Unfortunately due to their lack of skill their products are of a poor quality and do not sell well and therefore the stand is not realizing enough profit.

Our main objective in this project is to give advanced training in arts and crafts to these five women and help establish a small profitable business allowing them to receive a lasting and stable source of income. With this project the Noah Foundation wants to initially maintain and secure jobs therefore enduring a structural change in the urban slums of Madagascar in the long term.

Firstly a training of 30 days for each woman is planned. As a part of this training they will learn how to produce high-quality products. Furthermore, microcredits will be given for the material (raphia) needed. Financial compensation for their loss of earnings will be handed out during the advanced training course.

It is then planned to form a cooperative for women. Within this next step we will build a small factory to produce and sell the craftwork as well as small houses for the women and their families. It is also planned to open a café there which will provide an alternative source of income. To facilitate communication with tourists, French lessons will also be offered. All in all, these women will be supported in commercialising and selling their products.



The Noah Foundation is undertaking the project in cooperation with the Malagasy NGO “Fanatsarana ny Fari-piainana eny Ambanivohitra” (FFA).

Budget plan

Description	USD
Training in handicraft	1.598,59
Sale booth expansion	130,43
Building of a Studio	5.587,13
Construction of houses including Land	23.317,88
Opening of a Café	1.431,15
French courses	782,55
Commercialization	326,06
Coordination costs	2.742,45
Total USD	35.916,23