

A woman empowering her community - Latifa Ait Aabou- Director at the Tirizite women cooperative



Latifa Ait Aabou is a young entrepreneur determined to help women in her rural village of Arazane in the southwestern part of Morocco (east of Agadir).

While it is not common for women to work in Morocco, health and social pressures (single, divorced, widowed, or lack of able bodied men in the household) force them to seek employment. After witnessing the struggles women in her village had to endure, Latifa decided to help them get on their feet and provide for their families. With assistance from the local government, she volunteered to open and manage, in Arazane, a women cooperative to produce Argan Oil. A cooperative is a community workplace, unlike a product factory with rigid rules. The women have flexible work schedules that allow them to work for a day, a week, or for months, as their individual circumstances permit. It is a community and social environment devoid of pressure or competition. When the cooperative receives revenues from the sale of Argan Oil, the income is distributed equitably among the women.



Because the level of illiteracy among rural area women is very high, Latifa also supervises a school that provides learning and training for these women. This school teaches them basic writing, reading, health, hygiene, nutrition, parenting, and other essential skills. Other women learn to sew, design clothes, bake, or cook.



The increased demand for KENZA Pure Argan oil, created by Kenza International Beauty, will provide more reliable employment and source of income that will help these women support their families. In addition to provide aid to women foundations in the USA, Kenza International will support the women of the Arazane cooperative to improve their living standards to the benefit of the whole Arazane community.

The opportunities to help these women are endless. One of Kenza's ambitions is to also help open a child day care center near the women school. Because children in Morocco begin school when they are 6 years old, there is no structure for them prior to that age. Therefore, mothers have to often take their children to work or to adult school with them. The children may sit next to their mothers for the whole day. A child care will allow these children to have fun activities, play, and learn instead.

