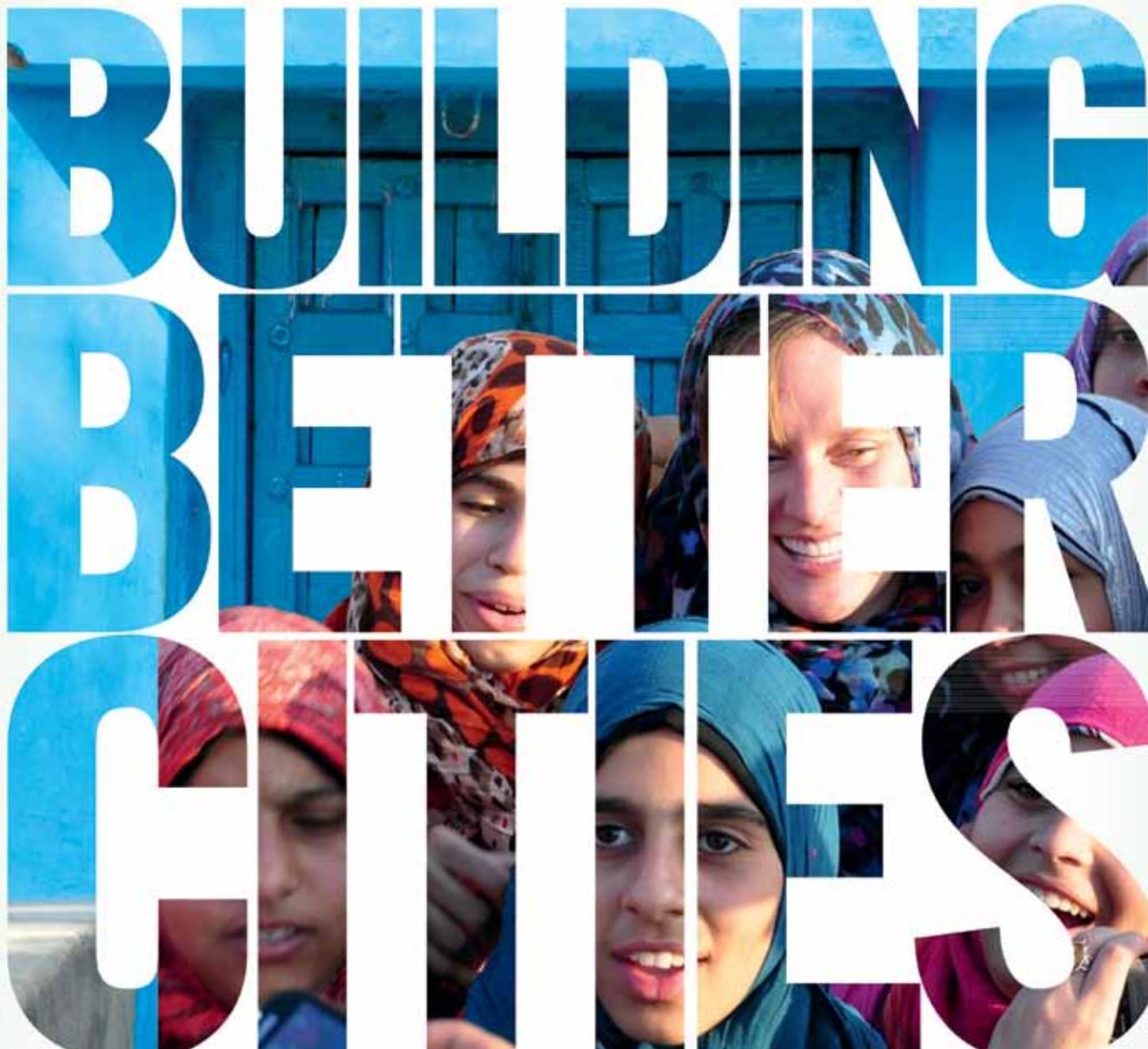


Lafarge Egypt CSR newswire

Issue 6



Look How Far We Have Come

The Literacy Project has come a long way since first being introduced to the women of EW and AW.

Today it is an essential part of any resident's life looking to make a success out of it. In its Phase 2, the project has already achieved its target of running 12 classes with 180 participants and conducting monthly tests to provide real time assessment of the participant's skills and ensure that no one lags behind.

Students with the highest grades are motivated to keep up their academic excellence by awarding them with symbolic prizes.

Complementing the literacy classes, the life skills' classes continue to showcase their popularity amongst the women. They were recently taught new and interesting facts about everyday herbs such as ginger, marjoram and fennel.

They also started learning basic crochet with future training programs intended to focus on making soap, shampoo, jam and pickles in addition to cutting fabrics, embroidery and painting.

Finally participants are also taken on field visits to the Sewing Center where they are encour-



Teacher at Literacy class

aged to later join after completing their literacy program.





Our Local Brand of Jeans

After rigorous training rounds, the graduates of the Sewing Center have successfully produced their first batch of children's jeans, mattresses and bed sheets. They also produced 400 T-shirts that were later donated to the children during the Lafarge Orphan Day's Festival.

And with their now bona fide sewing skills, several more women have been offered full time jobs in major textile factories in the cities of Helwan and 15th of May while others were hired at the 'Shemou El Kheir' NGO sewing center which is specialized in making puppets.

As the graduates continue to prove that they are career oriented and have the skills to back their ambition, the employment opportunities are on the rise with 8 new recruits joining the job force.

K.A, works in the production line of the sewing center and is one of the first women to have been employed there, shares her story about how pressure to meet deadlines has pushed her capabilities to boundaries she was never aware of.

"I was thrilled when we received our first order", she admits. "But producing 400 T-shirts for the Orphan's Day, which was organized for Lafarge was a very tall order. I was worried that we would not be able to meet



the deadline and I really didn't want to fail at something which was for such a good cause.

we finally achieved our goal. The feeling of achievement is simply wonderful."

The ironic thing is that I discovered that the extra pressure actually pushed me to work longer and harder until



Mission Accomplished: Literacy First Phase Graduation!

What better day to commemorate the achievements of women than Mothers Day?

On March 21st Lafarge organized a special celebration at Ezbet El Walda sports club bringing together its own employees, the graduates of the first phase of the literacy program, representatives of the General Authority for Adult Education and representatives of a number of local NGOs. Alongside the festivities, the graduates received various awards and certificates of appreciation.

20 year old S T, confesses that she finally has found meaning to her life. "This is the first time I've ever felt like I have accomplished something worthwhile. I worked hard and it paid off and now I am eager to achieve even more. It's a big dream but I am hoping that I can continue learning and eventually graduate from preparatory and secondary school. Lafarge really did us a big favor with these programs and I want to thank them for changing our lives.

"M S, a 33 year old mother of three shares her colleague's excitement. "Seeing all these people here today cheering me on and celebrating my achievement with me is indescribable. It feels like I am finally being appreciated and the pride in my children's eyes makes me want to just keep on going.



This has been an entirely new experience for me. It was wonderful to always feel supported and encouraged by my instructors and colleagues and this has greatly impacted my life."

And standing not too far away, her son Mohey beams on as he watches his mother receive her

graduation certificate amidst the cheers of the audience. "

I feel so proud to say that this is MY mom" he says.

Celebrating Orphans Day

Proves to be Great Fun for Children and Adults Alike

Since taking an initial interest in EW and AW back in 2011, Lafarge has made it essential to incorporate all the members of the community and not just the women in their development programs. Whether it's teaching new skills or simply engaging in entertaining activities, the entire community has been positively impacted ever since.

And recently in its latest endeavor, Lafarge has organized what was described by its participants as the "best" event ever organized by the company. Celebrating Orphans Day at the EW sports club brought together 400 children who were thrilled to spend a day of sheer entertainment.

They enjoyed puppet and edutainment shows where a special water drop shaped character named "Meema" explained to them the importance of water conservation. They also watched a magic show, ate plenty of candy and got balloons, T-shirts (produced by the sewing center) and lunch from Mc Donald's.

Attendees from several local NGOs, primary schools in the area, Helwan education directorate, district head and Lafarge employees all agreed that both adults and children alike had a great time and



enjoyed every part of the celebration. And as one of the children Mahmoud put it "I love all the gifts! I sure do hope Lafarge organizes a lot more of these events in EW."

