

1.0 SUCCESS STORY FOR QUARTER 4 – FY 2009

The following story is provided from the Zabul Farm Service Center:



The Zabul Farm Service Center, located in Qalat City, Zabul Province, Afghanistan is owned and operated by Mr. Said Rahim. Mr. Rahim not only manages the FSC, but also a household of 7 children and 6 brothers, in a total household of 41 family members.

Following through with their commitment to improve the capacity of the FSCs, the AFSA project recently arranged for on-site training for Mr. Rahim at a neighboring FSC. Mr. Rahim visited the Kandahar Farm Service Center for about one week, to be trained in general FSC operations management. Kandahar Farm Service Center ownership and management provided the training, as a capacity building measure for the **FSC Association of Afghanistan**. Mr Rahim related his on-site training experience to AFSA project management, as follows:



Said Rahim commented: ***“The training was very good for me and I learned a lot of things from the Kandahar farm store, such as how to manage my store inventory, sales of CPP, seeds, animal medicines, fertilizer, tools, animal feed and other products. I also received training and information on an animal feed mixing machine, and proper usage of solar refrigerating units for vaccines and animal medicines. And they trained me on how to advertise and market my products, and how to prepare brochures, leaflets, posters, and training guides for the FSC customers.*”**

I also learned how to prepare a parking lot for my rental machinery, arranging a veterinary department, preparing the products showroom, and how to account for my day-to-day sales and inventory at the farm store.”

Mr. Rahim went on to describe the positive impact that the Zabul FSC had on the local farming community, even though the security situation Zabul is not stable, and advertising is consequently limited. He stated – ***get new customers every day, from different districts of the province. leads the Farm Service Center toward success. Zabul FSC has served 1,500 customers in the last 3 months, while the business has grown 30%. The FSC machinery is providing the farmers with machinery services with a 10% discount.”***

He continued by saying – ***“The people of Qalat city who are using the services are really happy and always appreciate the high quality services and products which are now provided in Zabul for the first through the Zabul Farm Service Center. And they see the need for the establishment of branch stores in various districts of the province. Lastly, I would like to say thanks to CNFA AFSA, especially the CNFA management team in general, for their great Farm Store model which has been introduced to my country to serve the farming community. Thank you.”***



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