

Case Study

Didi Bahini Tailoring

2013

After their tailoring training ended, Dilmaya Chaudhary (17, single), Rina Chaudhary (18, single), Kalpana Chaudhary (19, single), Sila Chaudhary (20, married, childless) and Batu Basnet (20, married, childless) rented a small house and established their tailoring shop called 'Didi Bahini Silai' in the Dharna VDC.

The biggest challenge was to overcome the expectations that their parents, parents-in-law and the community had of them as young women. They resisted the pressure that was put on them by society and could eventually convince their relatives with their business idea. The capital needed to set up the business (furniture, sewing machines and accessories) came partly from



One of the tailors and M4NH participants

M4NH but also from their parents and parents-in-law who contributed more than half of the necessary resources. This support encouraged the young tailors a lot.

Their customers come not only from the ward the shop is located in but also from neighbouring ones. With the nearest competitors in Ghorahi, they already have made a substantial profit. They sew women's dresses and school uniforms. They experiment by adding some 'design' details that are not common to women's dresses. They intend to get further training in the future in how to sew men's clothes to broaden their skills.