



Changing Faces Women's Leadership Seminar

Women as Innovators and Entrepreneurs

July 7 – 20, 2019

Oahu ♦ Maui

Draft Action Plan

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“ZIYA Artisan, A Social Enterprise”

Issue/Problem Statement

On May 23, 2017, Marawi City in Lanao del Sur Philippines was rocked by armed conflict between a militant group and the Philippine government forces. The conflict would go on for 5 months. What follows is a massive devastation of homes, schools, and structures affecting hundreds of thousands of the Maranao people. Loss of livelihood is one of the main problems being tackled in the area today. With many families still living in refugee centers, getting a decent living is a struggle for most. Textile Weaving, an ancient Maranao tradition has thankfully been revived through assistance from various government and non-profit organizations. It has given women and families a means to earn income. This rich culture can thrive only if there is a market that will provide the demand for their products. Given their limited resources, the weavers need help to market their products.

Mission & Project Description

ZIYA ARTISAN will be a social enterprise that will market and sell products made by Maranao weavers to empower and uplift the lives of the community. We will focus on woven home products like placemats, pillow cases, shopping bags, etc. With the existing Ziya stores, there is an immediate avenue for displaying and selling the goods made by the local craftsmen and women. This will not only provide livelihood opportunities but will also keep the practice of weaving alive in the community.

Personal Role

This social enterprise is close to my heart as I am from Marawi City and I have seen up close the devastation brought about by the conflict. It is my dream and an honor to bring my culture to the world at large. With over fifteen years of retail experience as the founder and CEO of Ziya, I can ensure that these products can be marketed successfully outside of the Lanao province, and reach as far as the other two major islands of the Philippines, Luzon and Visayas.

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