

Al-Kafa'ah For Agricultural Services

Upon his retirement from the Ministry of Agriculture, Abdulmajid Al-Bashabsheh decided that the time had come to start his own business. Having garnered extensive knowledge within Karak's agricultural scene, especially in his hometown of Al Qasr, Abdulmajid felt that the most beneficial project would be one that provides much-needed consultation, agricultural and equipment rental services to local farmers in the area.

Abdulmajid's main mission was to secure sufficient funding for his project in order to purchase equipment that would effectively cater to farmers' diverse requirements, especially given that farmers in Al Qasr and neighboring villages do not have access to needed resources to obtain such machinery. A television commercial initially led Abdulmajid to the Jordan Enterprise Development Corporation (JEDCO), after which he chose to apply for a grant.

Approved in mid-2013, JEDCO and the European Union's grant covered the cost of new machinery, subsequently supplying the recently-established company with tractors, plowing machines, fertilizers and tree excavators, in addition to a pesticide dispenser tank and a maintenance operator for all equipment. With JEDCO and the European Union's support, Al Kafa'ah Agricultural Services opened its doors to the public towards the end of 2013, enabling farmers to meet their agricultural requirements at affordable prices.

The grant helped promote the Company among local farmers and agricultural communities in Karak through TV commercials, flyers and brochures, as well as one-on-one meetings with farmers to effectively educate them about the offered services. Al Kafa'ah Agricultural Services' comprehensive marketing approach also spiked the interest of several neighboring cities such as Tafileh, Madaba and Al-Gatraneh. As a result, the Company successfully managed to achieve its goal of helping farmers double their crop production by enabling them to transition from primitive production methods to more efficient modern techniques.

Al Kafa'ah Agricultural Services currently employs five Jordanians residing in Karak. This number is expected to rise, especially given Abdulmajid's ambitious expansion plans and unwavering commitment to delivering state-of-the-art services to additional towns and villages in the future.

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