

Hamad Abdel Rahman for Events Planning

Upon his retirement, Hamad Abdel Rahman began searching for an alternative source of income, as well as for a project to keep him busy in his spare time. A resident of the remote village of 'Shakara' in Ajloun, Hamad was well aware of the lack of basic services in his hometown, and decided to establish Hamad Abdel Rahman for Events Planning as a service center that would provide the area and neighboring villages with wedding and event supplies.

Hamad prepared and presented a feasibility study for his project and applied for a grant from the European Union (EU) and the Jordan Enterprise Development Corporation (JEDCO). Upon receiving the grant in May 2013, he sought help from several experts and his sons, who graduated from university, after which he immediately got to work.

Today, Hamad's project offers an array of services that were previously unavailable to the residents of Shakara and nine other neighboring villages, which in the past could only organize or hold any private function in the governorate's central district. Hamad's project achieved unprecedented success, not only because of the uniqueness of the services provided, but also because of the carefully-studied and affordable prices.

Hamad attributes the success of his project to JEDCO and EU's invaluable help, which extended beyond the monetary grant, tents and equipment, to cover marketing support. This included printing brochures and distributing them to surrounding areas, installing multiple eye-catching promotional banners, furnishing the service center, and supplying a pickup to transfer equipment. The grant also covered training courses for the service center's employees, underscoring efforts to develop their skills in order to ensure the effective delivery of services to the area's residents.

The project has generated several job opportunities for youth in 'Shakara', currently employing six young individuals who rely on Hamad's project as a main source of income for themselves and their families. Hamad aspires to expand the project, create additional jobs, increase the number of tents he leases, and provide catering services in the near future.

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