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Weaving success not just in fabric, but in her life: the Story of Sosina

At the heart of Kulito town, located in Halaba Zone in Central Ethiopia, Sosina Abele, a 27-year-old young woman, is steadily weaving success not just in fabric, but in her life. Since 2023, Sosina has led “Hegame”, a vibrant weaving business in the handicraft sub-sector.



A wife and devoted mother of two, Sosina’s strengthe lies not only in her craft but in her vision. Married to Asrat Kebede, who has a mobility impairment and is an inspiring supportive partner, Sosina said, “The day the Mabqat (ማብቃት) program team from Hawassa Cluster first visited Hegame was a blessing." Through psychosocial training, Sosina found a renewed sense of self. “Before the training, I often felt invisible, even to myself. But it helped me to become resilient.”

Through psychosocial training, Sosina found a renewed sense of self. “Before the training, I often felt invisible, even to myself. But it helped me and gave me resilience.”

As part of the "Mabqat" program, a partnership between the Mastercard Foundation, PETCO Ethiopia, CAWEE and Ethiopian Enterprise Development (EED) Sosina took part in Business Development Services (BDS) training, where she enhanced her financial management abilities and gained knowledge on how to prepare for securing loans from financial institutions. She is currently developing her business plan and implementing bookkeeping systems to make her operations more professional and improve her business’s competitiveness. Sosina's vision is to grow "Hegame" into a successful enterprise that generates more employment opportunities for local youth, particularly those who are frequently overlooked.





Sosina’s journey beautifully illustrates the impact of unlocking potential through opportunity. With the support of the “Mabqat” program, she has regained confidence and purpose. Today, she’s doing more than crafting textiles. She’s creating hope, restoring dignity, and shaping a brighter future for herself and others.