



Rubia

MENDING AFGHANISTAN
STITCH BY STITCH

Rubia, Inc. is a non-profit organization serving women in rural Afghanistan, through education, skills training and the promotion of their hand-embroidered textiles.

Named for a red root used to dye yarn, Rubia is creating new traditions in textiles by translating the heritage and skills of Afghan women into sustainable livelihoods.

Rubia, Inc.

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September 2006

Due to your generosity and support, Rubia has had a very successful trip to the Santa Fe International Folk Art Market (July 8&9). Our master embroiderer, Hafiza Malikbaba, and her young son, Nasib, traveled from Afghanistan to exhibit and sell Rubia's beautiful products and receive invaluable business training.

Our trip was full of scheduled events with the other artists from around the world and two full days of selling to the public. Rubia had the only artist coming from Afghanistan and made quite an impression on both the market organizers and the market customers.



Since returning from Santa Fe to N.H., Hafiza has been busy meeting with local artists and school groups, working on design training, visiting the Portsmouth, Henniker and Warner Farmers' Markets, and touching the ocean for the first time in her life. Nasib, her 1 ½ year old son, took to the water right away. As this is Hafiza's first trip outside of Central Asia, new experiences

abound!

Hafiza says 'tashakor':

Thank you to all the helpful and friendly people I met on this journey. I have never seen such kindness and felt so much love. I will hold you all in my heart and memory forever. Who could have imagined 6 years ago when we started this project in my refugee home in Pakistan that I would some day come to America. Had I known I would have started learning English back then so I could speak to you and thank you in your own language. I hope that you will remember me and assist Rubia in the future.

As Hafiza prepares for her journey home, Rubia is planning for upcoming events and following up with contacts made in Santa Fe that will allow and encourage our growth and reach into the world -wide marketplace.

Update October 2006

Rachel has just returned from escorting Hafiza and Nasib home safely to Afghanistan. Developing Rubia's business continues to be a challenge within Afghanistan's unstable economy. Rubia persists and has been successful selling product to many expatriates living in Kabul. Traveling to work with the Rubia women in Darrai Noor is a very difficult and dangerous trip at this time. However, the women are determined to continue the development of this traditional art and the potential to improve their lives.

Rubia, along with Hafiza, Nasib and the women in Afghanistan, would like to thank you again for your continued generosity and interest. Rubia could not exist without the support of people like you.

With warm regards,
Hafiza, Rachel & Jeanne

PS: Please keep an eye out for our newly updated web site, which should be up shortly!