What Does TEXFAD Do?

- Vocational training and business incubation in the textile industry
- Sections within TEXFAD
  - Handicrafts
  - Weaving
  - Tailoring
  - Textile design
  - Charcoal briquette making
  - Paper making
  - Candle making
  - Sanitary pad making
- Teaches how to utilize waste, such as banana fiber and fabric offcuts, into commercialized products
Products made by TEXFAD
What I Did: Marketing and Partnerships

- Generated marketing strategies
  - Analysis of target customers
  - Changes to website and social media marketing strategies
  - Analysis of prices and how to maximize profits
- Attended meetings with other agribusiness incubators
- Wrote grant applications
- Contacted other organizations about collaborations and partnerships
- Took pictures used for social media pages
- Created PowerPoints detailing the process of production
What I did: Innovation in Crafts

- Worked in the craft department when I didn’t have a specific marketing assignment
- Innovated new designs based on the buying tendencies of customers that I observed
- Improved previous designs to minimize time and materials used
- Trained other students

Things I made:
- Coasters
- Pencil holder
- Phone case
- Photo frame
- Jewelry box
- Window blinds
- Wall hangings
- Handbags
- Handwoven cloth and rugs

- Some products I made I was even able to sell!
Rewarding Aspects

- Getting to create and sell original work
- People really believed in what they were doing
  - Addressed many problems in Uganda, such as job creation, waste management, youth employment, encouragement of the arts
- Growth of skills in myself and other interns and incubatees
  - Was able to see Joy, an incubatee, graduate from the program and move back to Kenya to start her own business
- Friends! (both Ugandan and other Princeton students)
- Exploring different parts of Uganda and the cultural aspects that came with it
Impact on the Organization

- Gave new marketing strategies to help improve the organization
  - Suggestions for how to improve the website/where they could learn how to manage websites
  - Suggestion on setting prices to maximize selling

- Created new innovations to be produced and sold

- Created partnerships with other organizations
  - Dare Women’s Foundation
  - Period Menstrual Movement

- Wrote grant applications

- Developed company accounts for crowdfunding websites
Impact on Career Choices

- Enjoyed working in a creative setting
- I would like to work in the economic department of the art sector
- I would consider traveling to other countries to work
- I found working a job that had more of a social impact rather than a focus on making money to be very rewarding
Personal Growth

- Learned a lot about marketing and the process of starting a business
- Really found out what it felt like to feel and look very different
- Lack of internet encouraged me to spend time *doing* things
- I (kind of) learned to cook