

TALI YABA Urban Weaving Project

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REGIONAL HUB:	Pacific
CULTURAL SECTOR(S):	Fashion, design, crafts, cultural heritage
BENEFICIARY (IES):	Wati Fong Chew T/A Wattys Attires
COUNTRIES COVERED BY THE ACTION:	Fiji Islands
PROJECT DURATION:	01/2024 – 06/2024 (6 months)
BUDGET:	EUR 11 845 – EU FUNDING: EUR 11 845 (100 %)
WEBSITE:	N/A

The '**TALI YABA**' project aims to revive the traditional art of mat weaving in Fiji, specifically targeting young girls and women in urban areas to develop their skills and entrepreneurship spirit.

In this regard, a hands-on weaving workshop (PHOTW) will be organized for 36 young girls and women, 12 from each community (Nanuku Settlement, Veidogo Settlement, and Wailea Settlement).

Moreover, priority will be given to girls who aspire to further their education but cannot afford tuition fees, with the aim of empowering them to become entrepreneurs in the mat weaving sector within micro, small, and medium enterprises (MSMEs).

This programme will include training in basic business practices, legalization, and operation of MSMEs, compliance with business requirements, basic accounting and tax matters, as well as setting up an electronic marketplace.

Finally, participants will learn to configure their smartphones with multimedia tools and become members of the 'Tali Yaba' multimedia site to advertise and sell their products, as well as to showcase and promote the iTaukei mats they have created, on an electronic marketplace platform.

