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The symbolic gift offered to OCP women on this occasion, is hand made by women in artisanal cooperatives.

Gifts made by talented women for exceptional women, that is the concept of this citizen initiative: offering a solidarity gift that OCP female staff really likes, while allowing craftswomen to improve their lives.

The initiative "Ghaya wa Inaya" also reflects OCP Group's commitment to a sustainable and shared development in the communities and regions where its industrial sites are located.

So after Youssoufia in 2014, and Safi in 2015, it is the Khouribga region which is in the spotlight this year.

For this 3rd edition, OCP has approached the Khouribga region-based Flora Cooperative, whose sole activity was harvesting prickly pear fruit, to embark on a new journey. A journey that would lead them, along with 280 women from Bejaad and the neighboring douars (villages) to breathe new life into an ancestral Moroccan know-how : the art of weaving.

Moreover, Ghaya wa Inaya's greatest achievement is to have allowed the women of this region to expand and diversify their source of income, from the once seasonal agricultural activity to now include a year-round source of income through carpet weaving.

Through this initiative, OCP Group aims to promote the work of these women, accompany them in attaining financial self-sufficiency, and support them in developing their activities by introducing them to new economic opportunities.

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