

# A Small Shop that Re-Ignited **HOPE** for a Family



*Daud attends to a customer at his shop at Alan us village.*

When Ahmed Diisow Daud lost 100 goats, five camels and three donkeys worth about KES 600,000 during the 2021-2023 severe drought, the pastoralist's young family solely depended upon their small shop for upkeep. Unfortunately, the shop also collapsed under the weight of harsh economic strain.

The 57- year- old father of five started battling with the harsh realities of life to provide for his family in the drought-stricken village of Alan Us in Wajir South Sub-County. Amidst hopelessness, a lifeline emerged in the form of the USAID-funded multipurpose cash assistance programme implemented by the Wajir South Development Association (WASDA).

Drought had robbed the family of the source of livelihood after their livestock succumbed to the drought effects. "The support from WASDA arrived when we needed it most to restock the shop to sustain the family until the end of the drought season. The unconditional emergency monthly cash transfer of KES 8,190 sustained us for the five months we received it", Daud acknowledged.

Daud who thanked WASDA for the timely support stated that it became the only reliable source of income in the impoverished community bedevilled by unemployment.





*Daud waits for the next customer at his shop.*

Daud's account mirrors that of many others in Wajir County, where the drought destroyed sources of livelihoods leaving them physically, socially, economically and even emotionally vulnerable.

The financial assistance provided by the USAID Bureau for Humanitarian Assistance (BHA) has so far put a smile on the faces of many vulnerable people, Daud being one of the beneficiaries. The pastoralist man strategically invested the cash in revitalising his shop by restocking it thus making it operational again, rejuvenating the then moribund enterprise.

The profits generated from the venture provided a stable income empowering Daud economically to be able to fulfil his family's responsibilities.

On a good day, sales rake in about KES 5,000 with the current stock worth KES 80,000. Popular items at his shop include wheat and maize flour,

sugar and rice among others. Since the business is in his own premises, he does not pay rent.

Daud has disciplined himself to open the shop at 8am until around 8pm daily. To ensure sustainability of the enterprise, Daud allows his wife and sometimes his children to operate the shop.

The pastoralist stands tall as an icon of resilience in the community, having defied all odds to reinvent himself economically in the aftermath of the drought.

Daud appeals to the donors to extend the project period to enable the beneficiaries firm up their economic base instead of over-dependence on pastoralism. This will also fortify their resilience for a brighter and more secure future for their families and communities.

Daud's journey of hope serves as an inspiration for many in situations like his. With compassion, collaboration and determination, even the most formidable challenges can be surmounted.



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