

Best Practices in Social Schemes Analysis Matrix

Country: Jordan

Best Practice #	1
Organization Name	Bookagri احجز زراعي للاستشارات التسويقية ذ.م.م I
Website	http://bookagri.com/
Main Actors	CEO Rudaina Haddad Managing director Anwar Zureikat IT manager Hala Zureikat
Legal Framework	Profit company
Target Group (Beneficiaries)	Farming communities in Jordan inclusive of females, males, young and old.
Main Process	Bookagri.com was established in July 2015 as a destination for agri-rural tourism businesses and farm activities that connects visitors with a range of agritourism experiences. Bookagri destination started in Balqa Governorate that has also expanded to another two Governorates in Jerash & Ajloun. The destinations consists of direct partnerships with farming families with Bookagri that provide half day or full day tour of agri tourism activities and experiences, B&B at farmers homes, food product development that are packaged and branded with Bookagri, and a global website that helps shed light on



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	<p>the importance of agritourism and related businesses that can register and gain access to the visitor market. By bringing this business to the forefront of the global market ;once the farmer’s profiles are on the website they will be accessible to those interested in BookAgri and its agritourism business, visitors can participate in any of farm-based activities, such as planting trees, harvesting crops, learning how traditional ingredients are produced, trying local recipes, cooking, learning crafts, and tasting the food products and local dishes. This tourism concept is developed and implemented by Al-Marj, a nonprofit training and development organization established in 2015 aimed at training local guides and farmers to better present their local baskets of offerings and welcoming visitors and tourists from all over the world.</p>
<p>Key Elements /Achievements</p>	<p>Encourage self-employment, while helping people develop a respect for nature. Agritourism helps farmers maintain their farms and stay in the farming business by using their skills to produce authentic products and share experiences with visitors as an added source of income. It changes the mindset of farmers into a more productive business that will lead to different light industries of packaging and branding in addition to the best use and practice of utilizing their natural resources in generating income. Bookagri has achieved three destinations that include 30 different partnerships that covers three Governorate in Jordan. More than 2000 tourists are visiting Bookagri destinations every year and the number is increasing. More than 400 farmer are direct beneficiary and more than 1000 are indirect beneficiary so far from Bookagri. Before Bookagri there was no agri tourism in Jordan and now as you google : “agri tourism Jordan” Bookagri ranks as the first and only on top of the page.</p>
<p>Challenges</p>	<p>Challenges are now to expand to the southern Governorates of Jordan to create at least another two destinations by looking for a grant that could fasten the expansion.</p>

Best Practice #	2
Organization Name	The Self- Sufficiency (Alektefa'a Althaty)
Website	https://www.naua.org/project
Main actors	Handful of hope (hafnet amal) association supported by Jordan Ahli Bank
Legal Framework	NGO Non-profit
Target Group (beneficiaries)	Families hidden in the villages of Al Baqa governorate
Main Process	The project included the establishment of gardens. Each garden contains a group of bonds planted vegetables varieties, in addition to working to train them how to take care of their gardens. It aims to improve the difficult living conditions experienced



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	by families hidden in the villages of Al Baqa governorate, which stand in the way of achieving their desires and aspirations for a decent life.
Key elements /Achievements	Enabled six hundred and forty-eight citizen of planting their gardens and taking care of it. Forty-eight individual from families who have been trained directly, and six hundred people from school students who are going to have an indirect impact on their families in the coming years.
challenges	

Best Practice #	3
Organization Name	Tkiyet Um Ali (TUA)
website	https://www.tua.jo
Main actors	



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Legal Framework	
Target Group (beneficiaries)	Families living in extreme poverty in all 12 governorates and 89 districts in Jordan
Main Process	<p>Towards a hunger-free Jordan is the vision in which her Royal Highness Princess Haya Bint Al Hussein launched TUA in 2003. Initially conceptualized by Her Majesty Queen Alia over 41 years ago, TUA is inspired by the Islamic concept of providing food for the underprivileged and assuming social responsibility for those who are less fortunate.</p> <p>Construction of TUA was completed, and operations commenced with a clear vision and a dedicated goal, which is eradicating hunger through its various food aid programs and meeting nutritional needs of families living in extreme poverty. TUA launched the family program to enable donors to sponsor beneficiary families through the provision of a monthly food package. It also launched a rehabilitation and employment program that aims to train and support members of endorsed families, through developing their skills and enabling them to acquire practical work experiences. In addition to the establishment of two non-profit companies, which together provided employment opportunities for a number of beneficiary families, to help them ultimately become productive, active and able to support themselves and their families and thus rise above the food poverty line. Marking the first of its kind gesture in the Middle East, Tkiyet Um Ali has launched 'Takaya Al-Khair Markets', a market that provides free food commodities to endorsed families through the use of electronic magnetic cards, thus helping to preserve their dignity and meet a very basic humanitarian need.</p> <p>TUA launched a strategic partnership with Dar Abu Abdullah, which is an organization dedicated to empowering individuals through three dedicated programs addressing the underlying causes of food poverty and poverty in Jordan. Dar Abu Abdullah's programs rely on the database available at Tkiyet Um Ali. Tkiyet Um Ali offers a variety of volunteering</p>



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	<p>opportunities inside and outside Amman, while reaching out to as many underprivileged families as possible.</p> <p>With their number reaching more than 40,000, volunteers are a key factor in the success of its day-to-day operations.</p>
Key elements /Achievements	<p>Tkiyet Um Ali has been able to strengthen its position as a leading organization in combating food poverty in Jordan by distributing more than 2,000,000 food parcels, delivering more than 2,600,000 meals, as well as performing more than 237,000 Udhayah and delivering them to the most underprivileged and needy families in the Kingdom. Today, Tkiyet Um Ali delivers sustainable food aid for 30,000 beneficiary families, which is equivalent to 150,000 individuals in 12 governorates and 89 districts and counties across the Kingdom before year's end.</p>
Challenges	

Best Practice #	4
Organization Name	Applied Scientific Research Fund (ASRF)
Website	http://www.asrf.jo/site/
Main actors	

Legal Framework	NGO non-profit
Target Group (beneficiaries)	Arab innovators and entrepreneurs Students
Main Process	ASRF is a non-profit organisation that was funded in 2011, located in Amman/Jordan, it works on spreading the culture of innovation, creativity, leadership, excellence, and entrepreneurship in the society, aiming to Support Arab innovators and entrepreneurs who have innovative and commercially applied ideas in the healthcare fields. This done by supporting the innovators in the healthcare sector through capacity building, funding their projects, and providing them with the needed network. It also supports students to build their capacities by providing them with career counselling services, needed connections and networks to start-up their businesses/ projects. It also provides variety of courses such as technical and soft skills courses in order to motivate the students to become innovators and entrepreneurs, to introduce them to the market before graduating and even to help them in choosing the right major to study at university according to the market's needs. ASRF also works on supporting and sponsoring all educational, training, and research activities that can lead to manufactured and commercialized products.
Key elements /Achievements	
Success Stories	
challenges	

Best Practice #	5
Organization Name	Business Service Network Bureau
Main actors	
Legal Framework	
Target Group (beneficiaries)	
Main Process	<p>A unit developed in Mutah University aims to produce well-educated and well-trained graduates who are qualified and able to find appropriate employment within the community. In response to the increasing number of graduates looking for careers and job opportunities in local and international organizations, the university founded the career Association. The mission of the Unit is to meet this demand by helping graduates find suitable jobs either in the local or international market. The University aims to strengthen ties with its career by remaining in contact with students after they finish their studies. The university considers its students as ambassadors to the associations where they work. In cooperation with local associations and ministries, the Unit offers specialized, individual attention to students in order to find them openings within these local organizations. By matching graduates with the appropriate positions within local businesses and organizations the Unit will perform two important functions: reducing the average of unemployment within the graduate community while simultaneously providing these organizations with well-qualified employees who will strengthen and raise the level of productivity in the community. By establishing the career Unit, the University couples the latest technologies and developments in this field with the individual care and attention to students that has always been a pillar of the university's</p>



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	<p>mission. The Mission of the Unit is communicating with Mutah graduates, especially those who are unemployed, to train and assist them in finding job opportunities in and outside of Jordan. The Unit fulfill this mission by communicating with companies and associations at all levels and constructing comprehensive databases on various related subjects that will be utilized by interested students, alumni and researchers.</p>
<p>Key elements /Achievements</p>	
<p>Success Stories</p>	
<p>challenges</p>	