



## **THE FOUNDATION MOHAMMED V FOR SOLIDARITY SUPPORTS YOUNG PROJECT HOLDERS IN THE DRÂA-TAFILALET REGION.**

**On April 22, the Foundation Mohammed V for Solidarity is organizing the distribution of professional equipment in Errachidia to the benefit ninety (90) young project leaders from five provinces in the Drâa-Tafilalet region. This project is a part of the regional rollout of the Economic Activities Integration Program (PIAE).**

This initiative highlights the second cohort of young entrepreneurs selected from among a total of 195 beneficiaries supported by the Foundation in the region. It falls within the framework of the PIAE's support mechanism, dedicated to promoting income-generating activities led by young individuals from underprivileged backgrounds in the provinces of Errachidia, Midelt, Ouarzazate, Zagora, and Tinghir.

During a ceremony organized in presence of the Wali of the Drâa-Tafilalet region, the Foundation proceeded with the distribution of professional equipment with a total value of seven (7) million dirhams. This event marks a key milestone in the process of supporting the creation and development of small-scale economic activities by young entrepreneurs, through the provision of professional tools intended to facilitate the launch of new ventures or strengthen existing initiatives.

Launched by the Foundation in 2017, the PIAE aims to support the creation and growth of economic initiatives in various sectors, led by young entrepreneurs from modest backgrounds. The program is built around a specific support mechanism which combines the provision of professional equipment with both pre- and post-creation assistance, such as coaching and training, support with administrative procedures, networking, and market access, extended over a period of two years. This national program seeks to create the right conditions to equip young project holders with solid skills and the tools necessary to ensure the sustainability of their initiatives.

The PIAE is implemented in partnership with several institutional and technical stakeholders, notably the Regional Council of Drâa-Tafilalet, which contributes to the funding of equipment, and the National Agency for the Development of Oasian Zones and the Argan Tree – ANDZOA.

The 90 projects in this second cohort represent a 43% presence in rural areas, a majority in the creation phase (60%), and notable female participation (27%), mainly in the service sector (82%). Collectively, these initiatives are expected to generate 559 jobs, including 278 permanent positions.

Through this initiative and the PIAE, the Foundation Mohammed V for Solidarity reaffirms its commitment to supporting young entrepreneurs and project holders, and its determination to contribute to the sustainable improvement of living conditions for populations from disadvantaged backgrounds.