

BASSMA's 20 Years of Humanitarian and Social Development Work

Business 20 hours ago



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On the occasion of its 20th anniversary and the launch of its new agri-food and agri-tourism project SARWA, meaning "Wealth of Lebanon", BASSMA organized a reception at ESA Business School campus on July 20th 2022.

The event gathered many personalities such as RP Salim Daccache sj, Rector of Saint-Joseph University of Beirut (USJ), Mr. Maxence Duault, Director of ESA Business School, ESA team, as well as numerous sponsors, partners, members and friends of the association,

In his welcome speech, Mr. Duault, Director of ESA, praised the excellent cooperation between Bassma and ESA: *"It was obvious for us to welcome Bassma on the occasion of its 20th anniversary at ESA Business School. Our School is extremely proud to count among its most illustrious alumni, Sandra KLAT, President and Founder of BASSMA. This great and beautiful NGO recognized throughout the country. Sandra and Bassma are formidable ESA ambassadors and carry in them an unwavering commitment to Lebanon and the values that we want to transmit every day to our students such as diversity and solidarity. Long life to Bassma who will always find in ESA a faithful and grateful ally."*

The President of Bassma, Ms. Sandra Klat Abdelnour, then took the floor and highlighted the positive impact of Bassma on the Lebanese society, empowering and supporting in total 600,000 beneficiaries in 47 different regions and villages, since its creation in 2002. Mrs. Klat Abdelnour also announced the launch of the SARWA project in the Bekaa, which is the crowning achievement for Bassma's work in the social field: *"On the eve of our 20th anniversary, I have the pleasure to announce the launch of SARWA, a social and educational farm project centered on the problems and challenges inherent in Bassma's mission, namely security, vocational training, education, capacity building, employment and above all family empowerment."*

SARWA is a family-oriented model, the main objective of which is to empower men, women and young people through training [in agribusiness and tourism], providing them with secured jobs, which will enable them to reintegrate into society and support their families".

Her speech was followed by that of Father Salim Daccache, Rector of Saint Joseph University, knowing that the USJ is working closely with SARWA through the granting of a land on which the future educational social farm will be developed: *"Today, as we speak, you blow out the candles of your twentieth anniversary. However, the light of these candles will never die away and will light up many years to come of sharing and self-giving. We have always seen you working with great respect, humanity and kindness."*

Bassma is not just a friend of Saint Joseph University, it is also our permanent partner. Even if our mission is different, we share common values and goals such as education, security for everyone, family rehabilitation, and child protection, not to mention all the food that you provide to so many families."

A discussion on the various positive effects of SARWA on the people of the region ensued in which the participants explained how the project makes it possible to build self-reliant and resilient societies and to revive the local economy battered by the current crisis.

A cocktail then took place on the ESA Business School campus, during which a cake was cut to celebrate the thousands of smiles drawn on the faces of Lebanese families over the past 20 years.

Bassma was founded in 2002 and believes that strong families are the foundation of a strong society. By empowering poor families and helping them achieve self-sufficiency, we are one step closer to breaking the cycle of poverty.