Project Artemis is a unique business-skills training program that builds the expertise of emerging Afghan women business leaders. The program has built the leadership and entrepreneurial skills of promising Afghan businesswomen since it began in 2005, enabling them to return to Afghanistan to create and grow sustainable businesses.

Thunderbird brings together cohorts of motivated Afghan women for this two-week, intensive business training program which features:

- Business courses taught by leading Thunderbird faculty
- Personal coaching on business plans and goals
- Site visits to a variety of small and medium sized businesses
- Networking opportunities with global business networks
- Continual follow up support and business coaching online

Project Artemis is sustained by a combination of private donations and support from corporate, government, volunteer, and non-profit partners. Thunderbird for Good works with Goldman Sachs 10,000 Women, as well as the U.S.-Afghan Women’s Council, the Business Council for Peace (BPeace), and others to make Project Artemis a success.

“IT’S OFTEN BEEN SAID THAT THE FUTURE OF THE ENTIRE ISLAMIC WORLD DEPENDS ON AFGHANISTAN, AND THE COROLLARY TO THAT IS THE FUTURE OF AFGHANISTAN DEPENDS ON ITS WOMEN.”

- Ambassador Barbara Barrett
  President Emeritus to Thunderbird &
  Member, U.S.-Afghan Women’s Council

THUNDERBIRD FOR GOOD
A legacy of supporting women entrepreneurs

The social impact division of Thunderbird School of Global Management, Thunderbird for Good’s mission is to “create prosperity through business education for all.” Thunderbird for Good focuses primarily on delivering programs that train, support and engage businesswomen in developing countries and has educated more than 130,000 women professionals from all over the globe, including Afghanistan, Pakistan, Jordan, Malaysia, Haiti, Chile, Peru and Mexico.
Project Artemis alumni have returned to Afghanistan to start new ventures, grow existing businesses, empower and mentor others in their communities, strengthen their own families, create networks of women and businesspeople throughout the country, succeed in non-profit and educational organizations, and put their leadership and management acumen to good work in government. The multiplying effect of Project Artemis can be seen in the jobs created, the knowledge shared, and the new examples set for future generations.

“The Artemis program in India was excellent. Visiting big businesses in India gave me new ideas and vision for my business, and I found business models to follow. With the knowledge I gained and the network I built through the Artemis Project, I am ready to expand and improve my business.”

- Zakia Jafari (Artemis 2016)

“Today we expose to the world that Afghan women can do business, can travel alone, can walk beside everyone else and raise their voices. We show that we are brave, we are clever, we can have our own choices, we can reach our own wishes in our lifetime... This training has grown our capabilities and made us recognize who we really are.”

- Geeti Aryanpur (Artemis 2013)

Thunderbird is unique in its commitment to producing global leaders who contribute to sustainable prosperity worldwide. In keeping with our mission, programs like Project Artemis prove that business and education can be powerful tools for building peace and prosperity in even the most challenging business environments.

Program started in 2005

86 women have graduated from the program

Participants are 22–52 years of age

Over 2500 jobs have been created by Project Artemis graduates

Women from 13 provinces have participated so far:

Kabul, Balkh
Kandahar, Jawazjan
Herat, Badghis
Bamiyan, Helmand
Nangarhar, Zabul
Nuristan, Daikundi
Ghazni

Industries women are in:

Medicine
Non-profit
Retail
Services
Textiles and Goods
Food & Agriculture
Infrastructure & Development
Education

LEARN MORE ABOUT THUNDERBIRD FOR GOOD AND PROJECT ARTEMIS:

Online: thunderbird.asu.edu/ProjectArtemis
Facebook: Facebook.com/Thunderbird.for.Good
Twitter: @projectartemis
E-mail: Artemis.tbird@asu.edu
Phone: (602) 978-7742

THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT

A unit of the Arizona State University Knowledge Enterprise

Founded in 1946, Thunderbird School of Global Management is consistently recognized as the world’s premier institution for global management education. Thunderbird’s unique mission is to educate global leaders who create sustainable prosperity worldwide. Our dedication to global citizenship is exemplified by the “Thunderbird for Good” initiative, which brings the school’s faculty, curriculum, expertise and international networks to aspiring businesspeople that otherwise would not have access to high-quality management education. Thunderbird for Good’s educational and mentorship programs primarily serve entrepreneurs from developing and emerging economies, many of them women. More than 130,000 women entrepreneurs from 60 countries have participated in Thunderbird for Good programs since the initiative was founded in 2005.