هيئة تشجيع الأسرة المنتجة
Productive Family Encouragement Authority

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Productive Family Encouragement Authority

The Authority's logo is a story that summarizes Libya's history across civilizations, from the past to the present, to create the future.

The shape of the Authority's logo was derived from the types and shapes of decorative marks used as a fingerprint and mark that indicates its weaver in the Libyan regions, especially in weaving (the jird, the hawli, or the urdi) for both men and women, as weaving is considered one of the oldest professions and family projects that have been practiced within Libyan families since ancient times, and (the jird, the hawli, or the urdi) is considered a historical symbol of Libya since ancient times.

The Fasato region in the Nafusa Mountains is considered one of the most famous places for decorating woolen fabrics in the style known as raqma (decorative elements that adorn the edges of the rugs, hawli or urda), which has several different names:

The patterns of the engravings differ from one region to another, as each region has a special and distinctive character, i.e. a special engraving. By simply looking at the edges of the cloak, a person can distinguish the owner of the engraving or engraving and recognize his region.

Overview

- **Establishing Authority:**

  - Based on the Prime Minister's decree number 834 of the year 2022 to establish the Productive Family Encouragement Authority (PFEA) and based on decree number 20 of the year 2024 to approve the organizational structure of the PFEA

- **Main objective**:

  - Encouraging productive families by supporting small and medium enterprises and enhancing local production to boost the local economy by providing:

  - Consultation and expertise for the productive family, providing training and local and international marketing for their products, while providing facilities and guarantees for their projects.

  - Compiling a database of productive families and targeted projects to establish a mechanism for providing consultations and expertise to the Authority to evaluate and redirect projects, which achieves economic integration and provides integrated and harmonious productive families that work within a unified framework and vision and opens horizons for future projects and target markets.

  - Providing a real, integrated database for the entities working to support projects related to the productive family (local or international), which ensures a clear vision of the work mechanism for the targeted projects and the possibility of following up on productive projects, while providing guarantees to project financiers and providing expertise to the productive family.

  - Organization of exhibitions and supporting the participation of productive families in local and international exhibitions to open markets for them.

  - Providing the requirements to support the production process for productive family projects.

  - The primary role of the Authority is to mediate between productive families and supporters of their productive projects, such as the government and its related institutions, banks, and local and international organizations.

Establishment decision

Founding Resolution:

- Issuance of Prime Ministerial Resolution No. (834) of 2022 AD to establish an Authority to Encourage Productive Families.

Motives for creation:

- Improving the standard of living of families, increasing local production by diversifying sources of income for citizens in particular and the state in general, and enhancing competition in the local and international markets.

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Who are We:

- The Productive Family Promotion Authority is a national body dedicated to promoting the economic well-being of Libyan families.

- We provide training, support and guidance to help families develop sustainable businesses that contribute to local economies.

Our mission:

- Our mission is to support families in achieving economic independence by encouraging entrepreneurship, promoting traditional crafts, and providing resources to help individuals turn their skills into thriving businesses.

Our vision:

- We envision a Libya where every family has the opportunity to establish and grow their own business, and contribute to a thriving and sustainable economy.

Authority objectives

Supporting productive families by providing financing and technical support.

Improving product quality: Raising the level of local products to compete in the markets.

Opening local and international marketing channels.

Encouraging small and medium enterprises.

Study the current situation

- **Requirements analysis**Specify the equipment and software required to implement the project.

- Establishing a main portal dedicated to productive families on the Internet to promote productive families and their activities through

  Content Management Home Page.CM

- Design and implementation of an electronic portal to identify and follow up on productive families in need of support and assistance to

  submit their projects to the Authority.

- Providing the system infrastructure from virtual servers to host the system.

- The implementation of the project is possible in order to face the large influx of users and thus distribute the project widely.

Application and database:

- **Contact the Authority's staff:** Understanding the current system
  and identifying areas that need improvement.

Benefits of international experiences

- **View the experiences of other countries:** Study models of support for productive families in other countries.

- **Applying successful models:** Choosing the models most compatible with the local situation.

Table showing the status of small and medium industrial projectsLibya compared to other Arab countries SME			
The State	Rate SME	Relatives Labor in ESM	Important In SME output Local Total
Qatar	88%	60.6%	39.8%
Bahrain	81.2%	72.5%	9.2%
Morocco	80.6%	74.3%	74.1%
Kuwait	80.5%	62%	12.2%
Libya	29.3%	40.3%	54.7%

Reference: International Experiences in the Field of Development and Growth of Small and Medium Enterprises –Journal of Economics and Business Studies, Issue 1, June 2016–2015

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Benefits of international experiences

- **View the experiences of other countries:** Study models of support for productive families in other countries.
- **Applying successful models:** Choosing the models most compatible with the local situation.

A table showing the economic importance of small and medium enterprisesSample of SME countries			
The State	Rate SME	Relatives Labor in ESM	Important In SME output Local Total
Australia	85%	45%	33%
Britain	99.9%	59.40%	30%
South Korea	99.9%	88.40%	-
United States	96%	60%	50%
Germany	96%	77%	48%
Italy	99.9%	80%	67.7%

Reference: International Experiences in the Field of Development and Growth of Small and Medium Enterprises –Journal of Economics and Business Studies, Issue 1, June 2016–2015

Target plan

• **Training and workshops:**

• **Expand the scope of the program:** To include all Libyan regions.

Six main regions were divided as a first stage to distribute branch offices, and then offices will be established in the municipalities depending on the density of productive assets in the regions.

• **Development of technical and vocational training:** For productive families.

Training and Workshops We offer a variety of training programs and workshops specifically designed to provide families with the necessary skills

To successfully launch and grow businesses. Our main areas of focus include:

• **Handicraft Skills Training:** Aims to preserve traditional Libyan crafts while integrating modern techniques to enhance production.
• **Business Administration:** Providing essential knowledge in financial planning, marketing strategies and customer relations.

• **Technology integration:** Helping families leverage modern technologies to expand

their businesses and streamline operations for greater efficiency.

Target plan

Financial Guidance:

Our mentoring programs are designed to support families as they start or expand their businesses. We provide advice and resources

Specialized in helping families successfully navigate their entrepreneurial journey.

- **Business Strategy:** We provide guidance specifically designed to help families develop strategies. Effective business, from initial setup to long-term growth.

- **Financial planning:** Our consulting services focus on helping families create sound financial plans and ensure Managing its resources wisely and achieving sustainable growth.

- **Ongoing support:** We provide ongoing guidance and support, helping families overcome challenges and adapt changes as their business evolves.
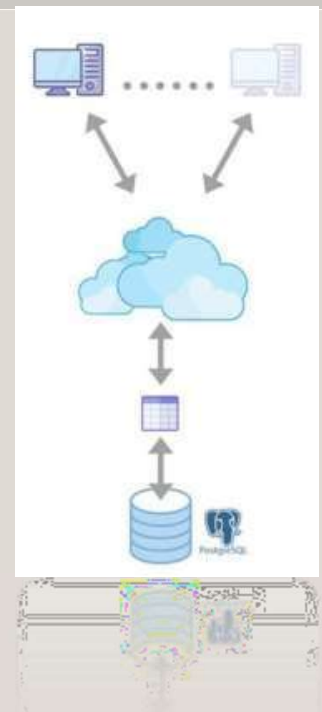
Target plan

Market Access Support:

We help families break into local and national markets, giving them the tools to showcase their products and expand their customer base. This is achieved through different platforms designed to enhance visibility:

- **Exhibitions and trade fairs:** Providing opportunities for families to showcase their products and build relationships with potential buyers and partners.
- **Electronic platforms:** Facilitating entry into e-commerce by providing guidance on how to sell products online and manage digital sales channels.
- **Marketing support:** Helping families with branding and advertising strategies to reach a wider audience.

Building a database

• **Modern electronic platform:** Entering data on productive families through a highly efficient platform.

• **Description of the electronic portal:** An electronic portal has been designed and developed to list and manage productive families, so that... The user can register and access his content, inquire, fill out and modify data in the forms according to the powers granted to him. Likewise, employees and officials of the Authority can manage and edit the data entered by users, according to work requirements.

• **Classification of activities:** Linking letters and activities to productive families to facilitate tracking work and support. User interface (window), which is an interface designed to register new productive families, as well as to enter families that have previously registered, and in which it is possible to fill out forms, review them, or inquire about services through the portal.

Create a platform to register families

- **Create a digital platform:** A digital platform has been created to collect and record data on productive families wishing to register with the Authority.

- **Integrated and reliable data:** The platform relies on registering data after verifying the citizenship of the registrants by obtaining their personal data. APIs from relevant institutions and bodies and completing the rest of the data after verifying its accuracy.

Create a platform to register families

- **Reliability and safety:** A hierarchical method has been adopted for creating fields for inserting and completing data on the platform, in accordance with the best methods for organizing data on the platform allows the creation of a complete and clear database for registrants and facilitates the process of following up on procedures from system operators and families registered on the platform to improve the final procedures while taking into account providing the highest levels of security and privacy for registrants.

Create a platform to register families

- **Home**:Contains the subscriber's name and the main categories that It is of interest to those registered on the platform.
- **Family details:**It includes all the basic information and data. The registrants' details, which were obtained from relevant institutions and bodies, and the rest of the secondary fields were completed by the registrants.

- **Projects:** It includes project data in terms of general classification. Project idea Project documents uploaded by registrants for the project.

- **Notifications:** It contains all notifications sent from The system for registrants and the stages reached by the registration process To build trust between registered productive families on the platform and the Encouragement Authority. The productive family provides transparency and credibility between the two parties.

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Family data

It includes all the basic information
and data related to the registrants,
which were obtained from the
relevant institutions and bodies, and
the remaining secondary fields were
completed by the registrants.

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Projects

It includes project data in terms of the general classification of the project, the project idea, and the documents uploaded by the registrants related to the project.

عبد الله

اسم المشروع	تاريخ التسجيل	الحالة		
NET_DEV	2024 - 10 - 10	تم الأستلام	تعديل	حذف المشروع

اضافة مشروع

هيئة تشجيع الأسرة المنتجة
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قائمة

الرئيسية

بيانات العائلة

المشاريع

الأشعارات

التحكم

تسجيل الخروج

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Notifications

It contains all notifications sent by the system to registrants and the stages reached by the registration process in order to build trust between registrants from productive families on the platform and the Productive Family Encouragement Authority, which provides transparency and credibility between the two parties.

A sample of the census data for productive families affected by floods in the Eastern Region.

• **Total data contained:** 456 families distributed according to regions: (11.4 families in Saluq, 56 families in Al-Abyar, 236 families in Derna, 34 families in
The Green Mountain Coast, and 16 families in Al-Qubba).

The names and phone numbers are hidden for privacy

					Sloug Area				
Phone Number	Type	Years Of Experience	Job	Number of Participations	Marital Status	Registration number	SSN	Name	#
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	1
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	2
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	3
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	4
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	5
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	111
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	112
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	113
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	114

Interactive Dashboard

- **View statistics and reports:** Using an Interactive information board to display and analyze input data.

- **Instant Reports:** Enable management to access detailed reports at any time.

Follow–up and notification mechanism

- **Notification system:** Follow-up on the measures taken through: Notification system for productive families.

- **Geographic search system:** Possibility of searching for productive

Families nearby using the platform's geographic map. Locations can also be narrowed down according to activities to create a database for future planning of projects and managing them as integrated projects.

Mechanism of action

- **Track work:** Starting from registering productive families to providing support and marketing interface for employees and managers of the system. It is an interface designed to process and audit the data entered by families, as well as extract reports and indicators that can be used for many purposes. Some screens or Dashboards can be used to prepare visual or graphic reports.

- **Recording training operations:** Entering, documenting and reporting on vocational and technical training processes.

- **Register for financial and technical support:** Documenting all support operations and issuing periodic reports.

Marketing and Promotions Support

- **Product Marketing:** Facilitating internal and external marketing operations for productive families.

- **Opening international marketing channels:** Encouraging local offers and products at the international

  level.

Conclusion

- **Authority's commitment:** Achieving economic and social goals through supporting productive families.

- **Next steps:** Actual implementation of the project, follow-up on implementation, and development of work mechanisms that serve the public interest.