



**USAID**  
OD AMERIČKOG NARODA

# Childhood Passion Turned Into Business: Silvana's Cakes on Tables all Across BiH

**“Fond za podršku u razvoju biznisa marginaliziranim grupama žena”**



Project title: Fond za podršku u razvoju biznisa marginaliziranih grupa žena

Project duration: 1. 10. 2016. - 28. 10. 2017.

Funding: 680.000 KM

Project implemented in: Zvornik, Livno, Kalinovik, Visoko, Rudo, Tešanj, Teslić, Konjic i Prijedor

*Project summary:* Cooperation between USAID/PPMG and its partners – local self-government units – fosters an environment conducive to establishing and improving institutional mechanisms for supporting businesses owned by marginalized women.

Cakes and pastries have been Silvana's passion since early childhood. When she was still a little girl, she would sneak up, take some dough from her mother and make it into all kinds of shapes. This is now a memory of a mother of four. Silvana Vidović lives in Livno and is a person with disabilities. She is also an inspiration in so many different ways: her passion for baking, her courage to be a mother of four in BiH and her determination to forge ahead.

Silvana may have an 80% disability rating, but her love of life and will to overcome obstacles is nothing short of 100%. She says she had some difficult times in her life. Her husband's salary was their only source of income, and she had six mouths to feed, four children to buy clothes for and put through school. Due to her disability, Silvana couldn't find a job, and her health issues would have made it difficult for her to handle the demands made on a person working full time every day. But she had to find a solution, and she did! Silvana turned her childhood passion into a business, and this family home is now permeated with the delicious smell of baked goods.

But, the road was not always easy. She did not have a registered business, and buyers were hard to find. Especially bigger buyers whose orders would let her earn a good income, but Silvana didn't have the money to start a more serious and productive business. She didn't give up and she started looking for support. When she got a chance to apply for funds provided by USAID's Fund for supporting businesses owned by marginalized women, Silvana wasn't too optimistic. But now she says she believes in miracles. The Municipality of Livno and USAID provided funds and the magic began to happen: she got a proper kitchen, a proper pantry and a much more serious business. From the money she got, Silvana registered a business, built a separate kitchen and pantry for her cakes with shelves and fridges, and she bought all the material she needed but didn't have before. Now she gets orders from other bakers, restaurants... Her cakes are now a must-have for every celebration, not just in Livno but in other BiH towns as well.

“Now I'm officially a business owner. My dream has finally come true. I can work and make a living while I'm making other people's day a little brighter. My desire to become better and more successful has grown even more because I made my dream come true. I wouldn't have been able to do it without this support”, says Silvana while standing proudly next to a display of her magical creamy creations.

Silvana is one of a hundred women who received support from USAID's Marginalized Populations Support Activity and nine local administration, which allowed them to launch and grow their own business. These businesses provide them with livelihoods and independence and restore their faith in a better future.