



## **General questions**

1. What problems can you identify in this story? Are solutions presented?
2. In what way might this story be relevant in your community?

## **Further exploration**

1. Saif Islam of CARE International says that the profit motive and the social motive need to walk hand in hand together. Do you agree or disagree with that statement? Is this a universal truth? Why or why not?
2. Why did Jita's perception of the private sector shift from "evil" to a useful ally in supporting entrepreneurship and independence for women? What did the private sector offer that they did not previously have?
3. Is there an ethical dilemma present when trading in a product that might contribute to addressing poverty but thrives on deep cultural biases against dark skin?