



Empowering Local Innovation: A Visit to Dhaqankaaba and the Inspiring Story of Ubah Abdullahi Culusow

Bidhaan Dheere Village

Business Name: Dhaqankaaba

Location: Bidhaan Dheere, Galgaduud Region, Somalia

Visit Date: Sunday, June 8, 2025

Prepared by: Horn Center Dialogue

Introduction

On Sunday, June 8, 2025, the Executive Director of the Horn Center Dialogue, Ambassador Ahmed Abdi Salaan Haji Aadan, led a high-level delegation comprising members of parliament, regional ministers, and Dhusamareeb city officials to visit and encourage the enterprise **Dhaqankaaba**. Founded by the young Somali entrepreneur **Ubah Abdullahi Culusow**, this initiative exemplifies innovation and the effective use of local natural resources.

The purpose of the visit was to formally recognize Ubah's achievements and to express collective support for her vision of economic empowerment and sustainability in Somalia.

Key Information about Ubah A. Culusow

- **Business Name:** Dhaqankaaba
- **Initial Launch (Cultural Project):** Early 2021
- **Transition to Full Business:** Late 2023
- **Region of Origin:** Bidhaan Dheere, Galgaduud
- **Profession:** Entrepreneur and local investor
- **Mission:** To provide organic, sustainable products while uplifting local economies and communities

Business Overview

Ubah Abdullahi Culusow has pioneered a unique enterprise that leverages indigenous Somali plants to produce organic oils and natural remedies. Her product lines currently include:

- **Castor Oil:** For hair and health care
- **Peanut Oil**
- **Sunflower Oil:** For skin care and cooking
- **Coconut Oil**

All products are cultivated and processed locally at her farm and factory under the **Dhaqankaaba** brand. In response to regional water scarcity, Ubah has initiated experiments to identify and develop drought-resistant plant varieties to ensure long-term sustainability.

Vision and Motivation

Ubah shared that her entrepreneurial journey began with skepticism from her family and community, who initially regarded her project as impractical. However, through determination and unwavering belief in her mission, she has:

- Transitioned from selling oils produced by others to fully owning and controlling the entire supply chain— from farming to processing to distribution.
- Enabled both rural and urban communities to benefit from her organic, locally made products.
- Positioned herself as a role model for other young Somali women aspiring to bring about positive change.

Her motivation has always been to serve society meaningfully, demonstrating how innovation and cultural heritage can drive economic progress.

Challenges Faced

Despite her progress, Ubah has faced significant obstacles:

- **Limited financial support**
- **Lack of mentorship and institutional backing**
- **Emotional and mental exhaustion**

Nevertheless, she transformed these challenges into opportunities for growth, constantly seeking creative solutions and moving forward with optimism and perseverance.

Appeals to the Public and Investors

During the visit, Ubah passionately appealed to the public and potential investors to:

- Support Somali-made products and local enterprises
- Encourage investment in grassroots initiatives like **Dhaqankaaba**
- Reject tribalism and illegal migration in favor of sustainable local development
- Urge Somali youth to reinvest in their communities and take ownership of their future

Ubah's vision extends beyond her business. She aspires to:

- Initiate water well drilling and irrigation projects in rural areas
- Empower rural communities, preserving their traditional ways of life
- Inspire a new generation of Somali women to pursue entrepreneurship with confidence

Conclusion

The story of Ubah Abdullahi Culusow is a testament to the power of creativity, courage, and community-driven development. Through her enterprise **Dhaqankaaba**, she has shown how Somali youth, especially women, can drive meaningful economic change, even in challenging environments.

This visit underscores the urgent need to support young entrepreneurs like Ubah—those who are investing in Somalia’s future with innovation, resilience, and cultural pride.

Special Thanks

Ubah Abdullahi Culusow extends her heartfelt gratitude to everyone who has supported her journey. She calls upon the Somali community to continue uplifting and investing in one another, fostering a brighter, more self-reliant future.

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