

The First Retail
Entrepreneurship Program
for **Emirati People of
Determination**





Future Entrepreneurs!

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ENABLE

Is The First Retail
Entrepreneur Program
For Emirati People of
Determination.

A SOCIAL INITIATIVE BY



ديزرت جروب
Desert Group

Since 1988



"Enable is about the intentional building of relationships with society, creating value through gainful employment, where **difference is welcomed** and all benefit."

- Michael Mascarenhas, Desert Group CEO

UAE ROYAL FAMILIES SUPPORTING ENABLE



HH Sheikh Mohamed bin Zayed bin Sultan Al Nahyan



HH Sheikh Mohammed bin Rashid Al Maktoum



HH Sultan bin Muhammad Al-Qasimi



HH Sheikh Nahyan bin Mubarak Al Nahyan



HH Sheikh Maktoum bin Mohammed Al Maktoum



HH Sheikh Mohammed bin Kayed Al-Qasimi

UAE ROYAL FAMILIES SUPPORTING ENABLE



HH Sheikh Mansoor bin Mohammed Al Maktoum



HH Sheikh Abdul Aziz bin Ali Al Nuaimi Aka Green Sheikh



HH Sheikh Rashid bin Hamdan bin Rashid Al Maktoum



HH Sheikh Ahmed bin Saeed Al Maktoum

NOTABLE DIGNITARIES SUPPORTING ENABLE



Buti Saeed Mohammed Al-Ghandi
Chairman of Al Ghandi Group Enterprises



Jassim Alseddiqi
Group CEO of SHUAA Capital



Régis Schultz
President of Retail of Al-Futtaim Group



Mohammad Saeed Al-Shehhi
CEO of Dubai Design District



Tayba Abdulrahim Mohamed Alhashmi
CEO of ADNOC Offshore



Hessa bint Essa Buhumaid
DG of the Community Development Authority

NOTABLE DIGNITARIES SUPPORTING ENABLE



H.E. Abdulrahman Saleh Al Saleh
General of the Government of
Dubai's Department of Finance



H.E. Ohood bint Khalfan Al Roumi
Minister of State for Happiness and Wellbeing



Maj-General Abdullah Khalifa Al Merri
Chief of Dubai Police



Dr Abdullah Belhaif Al Nuaimi
Former Minister of Environment and Climate



Falah Al Ahbabi
GM of the Abu Dhabi Urban Planning Council
(UPC)



Gen. Mohammed Ahmed Al Marri
Director General of the General Directorate of
Residency and Foreigners Affairs in Dubai

NOTABLE DIGNITARIES SUPPORTING ENABLE



Saqr Ghobash
Ex Minister of Labor



Mohamed Darwish Al Qamzi
General Manager of ITC Abu Dhabi



Rashid Thani Al Matrooshi
General Director of Dubai Civil Defence Directorate



Dhahi Khalfan Tamim
Ex Commandar in Chief Of Dubai Police Force



Dr. Abdulla M. Al Raisi
Director General of the National Archives



Captain Mohamed
Juma Al Shamisi
Group CEO of Abu Dhabi Ports



H.E. Mariam Bint
Mohammed Saeed
Hareb Almhairi



WHY SUPPORT ENABLE ?

Supporting Enable represents a pioneering step towards inclusive growth in the UAE. As the nation's foremost social enterprise, Enable empowers People with Determination (PWD) who have cognitive disabilities by equipping them with entrepreneurial skills. This initiative not only nurtures talent but also produces a diverse array of premium home and garden products, meticulously assembled by our dedicated team.

Our comprehensive retail model encompasses every stage from product ideation to assembly, merchandising, and sales, ensuring quality and coherence throughout. Central to our ethos is sustainability; our business model is designed to foster enduring and tangible benefits for the communities we engage with, making every investment in Enable a stride towards a more inclusive and impactful future.

WHAT WE CAN DO FOR YOU?

At Enable, we believe in creating lasting partnerships by offering tailored solutions that meet the unique needs of our clients and our community. Our comprehensive services ensure that we deliver excellence at every step. Here's how we can help you.



Custom Corporate Gifts and Giveaways

Retail and Commercial Decor

Tailored Workshop Programs

Pop-ups and Mall Activation

Sustainable Product Offerings

Work Inclusion Training Sessions





Award Winning
Rehabilitation Program



Sustainable
Empowerment Model

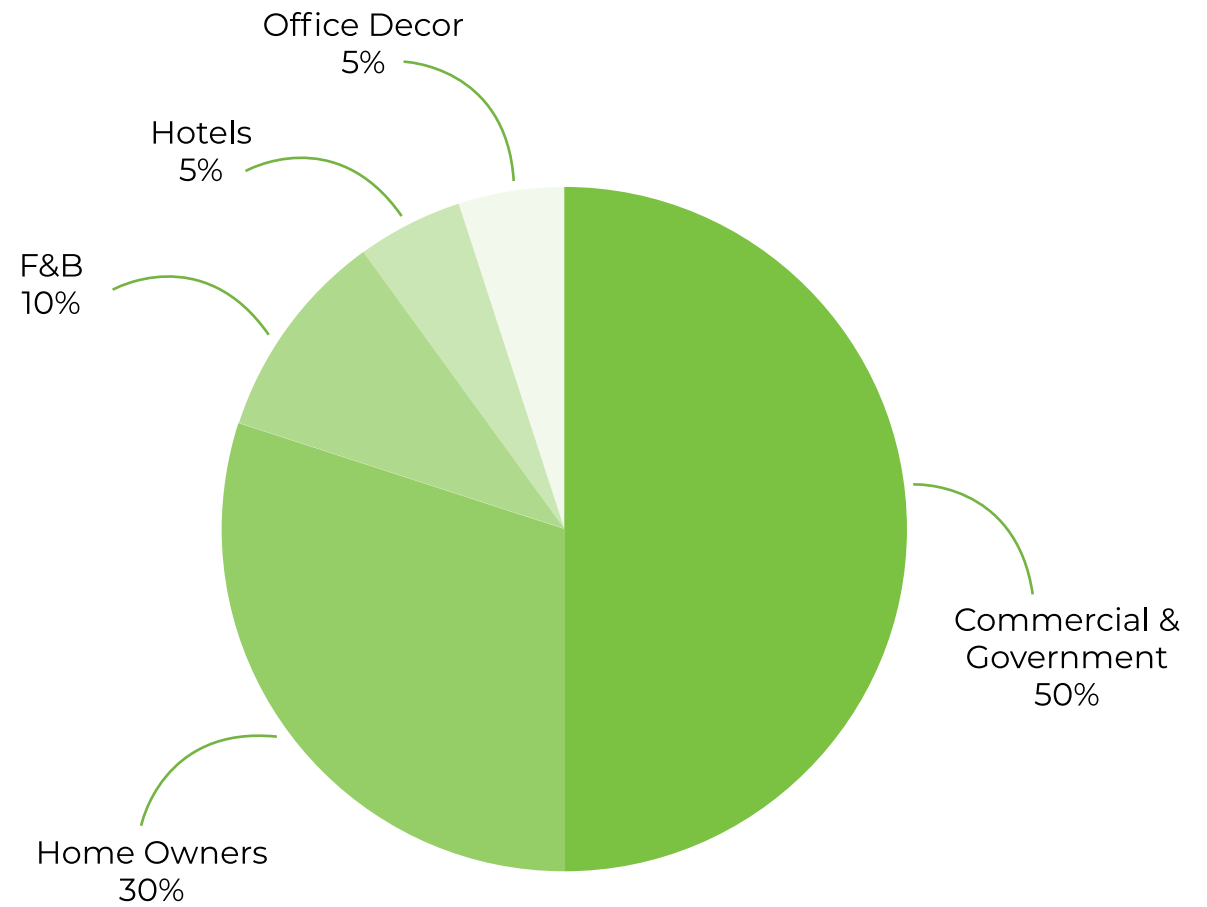


Enduring and
Tangible Change





OUR SECTORAL FOOTPRINT



HOW IT ALL BEGAN

2006

DESERT GROUP CSR INITIATIVE

Championing Inclusion

In 2006, Desert Group launched a pioneering social work inclusion program, recruiting 25 Emirati young special talents. This initiative was part of a broader strategy to integrate people with disabilities into the workforce, reflecting our commitment to diversity and empowerment.



2015

ENABLE LLC SOCIAL ENTERPRISE

Empowering Sustainability

Enable LLC was established in 2015 as a sustainable social enterprise, building upon the successful inclusion model of Desert Group. By reinvesting 100% of revenues, Enable not only offers employment but fosters entrepreneurial skills among individuals with disabilities, ensuring long-term societal impact.

DETAILED SECTOR BREAKDOWN

Award-Winning Rehabilitation Programme	Sustainable Business Model: Product Offerings	Strong Visible Impact Initiatives	Retail and Outlets
Rehabilitation Program with Standard Criteria	Office Decors	Enable Mobile Store	Main Store at Carrefour DFC Mall
Motivation and Engagement Program	Hotels	Enable Fair	E-Store (www.enable.ae & @enable.uae on Instagram)
(TOM) Trip of the Month	Corporates Gifts	Markets	Shelf Spaces at Carrefour Stores in Dubai
(MOE) Employee of the Month	F&B	Enable Workshops	Dubai Garden Centre Stands
Counselling and Psychological Services	Hospitals	Mall Activations	Outdoor Pop-ups
Communication	Baby Showers		Wahat Al Sahraa Stands
Training	Home Owners		
Educating	Giveaways		
Advocacy	Conferences		
	Customize Giveaways		
	Government/ Corporate Entities		

OUR PRODUCTS

Meaningful Giveaways
Fish Bowl Arrangements
Glass Collection
Vases Collection
Modern Ceramic
Cement Collection
Modern Wood
Rustic
Marble Collection





Corporate Gifts



Centrepieces for F&B Outlets



Corporate Gifts



Giveaways for Organisation



Centrepieces for Hotels



Unique Giveaways



Logo Printing



Home Arrangements



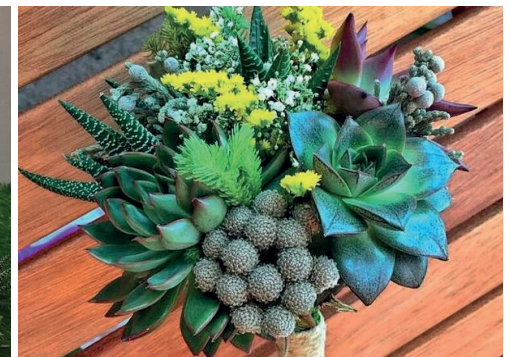
Office Arrangements



Centrepieces for Conference



Creative Arrangements



Succulent Bouquets

DETAILS ON ALL ACTIVATION PROGRAMS

- 1. Enable Store at Carrefour:** Enable launched the first concept store in the Middle East that is managed by people of determination in Carrefour, Festival City. We now take pride in offering our products in over 35 Carrefour stores across the UAE. We also conduct engaging workshops for children and other shoppers in these stores, making it a hub for innovation, creativity, and social inclusion.
- 2. Enable Truck:** Our mobile store is the first of its kind in the region, offering an interactive retail setting and engaging workshops on the road. We visit educational institutions, parks, offices, beaches, and government buildings to spread awareness about our products and our commitment to social inclusion.
- 3. E-commerce Store:** Our online portal, www.enable.ae, is a convenient and accessible way to purchase our products and learn more about our story. We deliver our products across the UAE, making it easier for everyone to support our mission.
- 4. Shelve Spaces:** Beyond Carrefour, our products find homes in Dubai Garden Centre, Wahat Al Sahraa Nursery, and other retail spots in Dubai. This expansion ensures that our products are within easy reach, inviting more people to be part of our inclusive mission.
- 5. Popups:** We love to create engaging popups in corporate entities and outdoor markets throughout the year, spreading awareness and celebrating diversity and inclusion.
- 6. Mall Activations:** Mall activations are a great way to reach a larger audience, and we take advantage of this opportunity to conduct workshops and share our story. Our activations help spread awareness about our products and our commitment to social inclusion.
- 7. Indoor & Outdoor Plant Supply:** Enable works in collaboration with Desert Group's in-house nursery to supply a range of high-quality indoor and outdoor plants. Our team supports the production process by taking on tasks that are suited to their abilities, working alongside nursery specialists. This initiative ensures a steady plant supply while creating hands-on learning opportunities that promote inclusion through meaningful work.

ENABLE FAIR

Enable takes immense pride in hosting an annual fair that champions the talents of students from special needs centers across the UAE. This distinguished event transforms into a vibrant marketplace for one day, granting these creative individuals a platform to retail their unique products. It also serves as an inviting forum for corporate retailers, who are welcomed to discover and potentially feature these artisanal offerings. The fair is more than just a day of commerce; it's a heartfelt initiative to weave social inclusion into the fabric of the community and to foster economic empowerment for people with disabilities, underlining our steadfast dedication to their upliftment and integration.



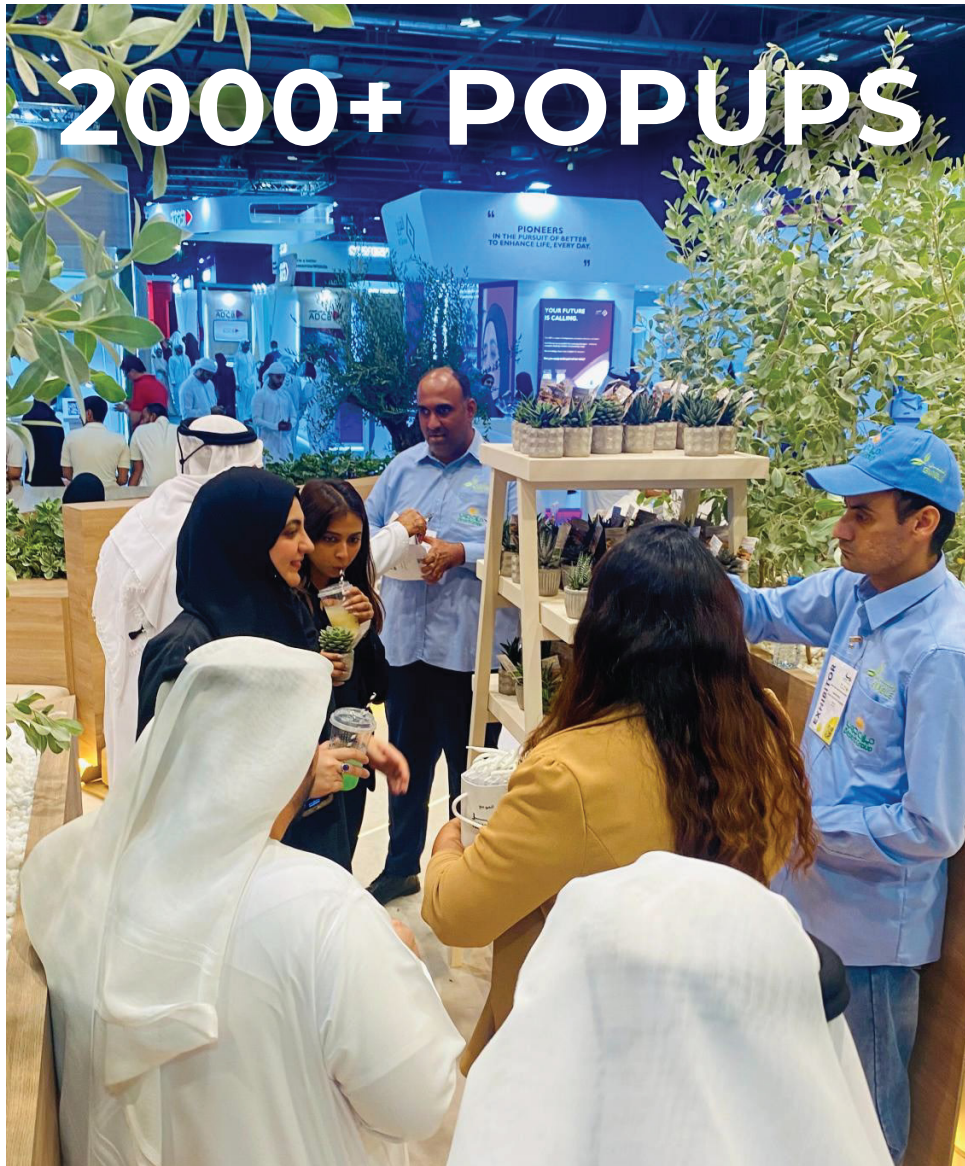


INDOOR & OUTDOOR PLANT SUPPLY

Enable works closely with Desert Group's in-house nursery to offer a curated selection of indoor and outdoor plants for homes, offices, events, and retail spaces. As part of this initiative, our team members engage in structured, skill-appropriate nursery tasks under the supervision of horticulture and rehabilitation specialists.

By participating in real nursery operations, they gain hands-on exposure to the natural environment. This helps in building confidence, routine, and practical skills. Working with plants provides both structured training and personal growth through a meaningful connection with nature.

Through this collaboration, we combine horticultural expertise with inclusive employment, embedding purpose into every plant we grow.



COMPANY IMPACT

Across schools, universities,
corporates & government entities

Enable conducts popups as a part of our advocacy strategy to educate the community about the importance of social inclusion and the economic empowerment of people with disabilities. We are experienced and determined to make a positive impact on society, and these popups have been instrumental in achieving that goal.

ADVOCACY

Desert Group, in partnership with the Dubai government conducts work inclusion training sessions.

5 Government

General Directorate of Residency & Foreigners Affairs - Dubai

DEWA

Dubai Chambers

DP World

TECOM

5 Corporate

IBM ME

Emirates NBD

Sharaf DG

Gulf Transmed

Health Mart

AWARENESS

Since 2009, we conducted numerous interactive popups in schools and entities to create awareness towards.

180 Schools

115 Government/Corporate

Planted within Above Popups

2250 Fruit trees planted by our PWD

309 Trees

4000 Seasonal plants

1622 Flowers

TRAINING

Two-month in-housework placement is offered to students in special schools.

72 Students

32 Parents Counseling Sessions



ABOUT IT BEING A SUSTAINABLE MODEL

"My community .. A city for everyone" was launched in November 2013 by HH Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, crown prince of Dubai and chairman of the executive office.

GOAL

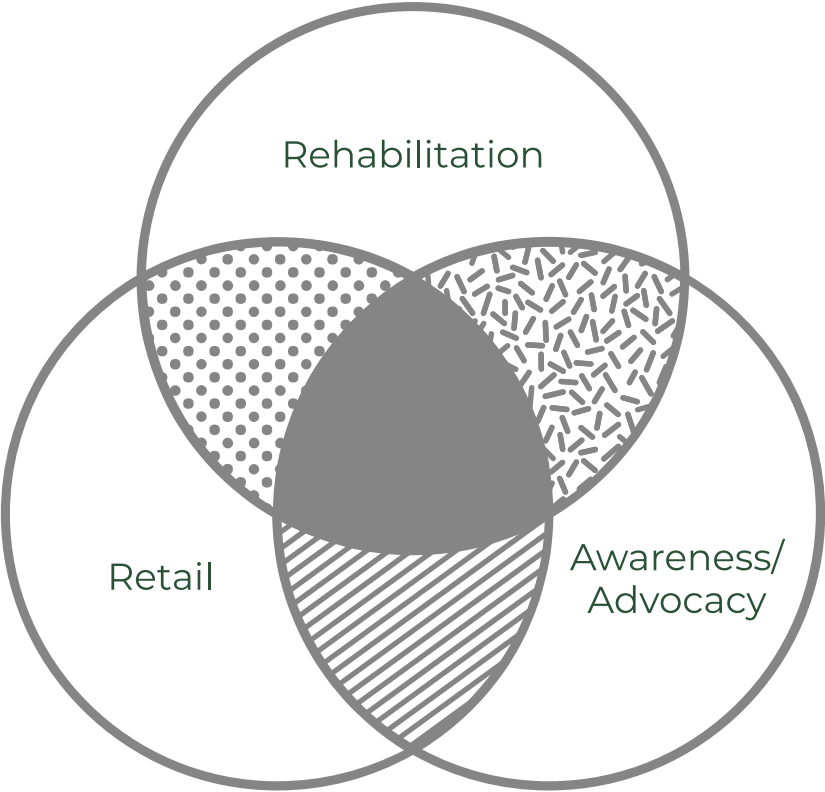
Create entrepreneurial skills for people with cognitive disabilities and deliver a 360-degree retail model starting from product concept, assembly, merchandise and sales. The skill set will ENABLE individuals with such special abilities to start their own retail units and therefore achieve financial sustainability.

COMMUNITY ROI

Initiative	Number	Community
<p>AWARENESS</p> <p>Educating students on social inclusion through engaging & interactive popups organized by the PWD employees at Enable.</p>	<p>200+</p>	<p>Schools & Universities (Ongoing since 2009)</p>
<p>ADVOCACY</p> <p>Educating government / corporates on social inclusion through engaging & interactive popups organized by the PWD employees at Enable.</p>	<p>250+</p>	<p>Government / corporate workshops & popups (Ongoing since 2009)</p>
		<p>Private Corporations</p> <ul style="list-style-type: none"> • I B MME • Emirates NBD • Sharaf DG • Gulf Transmed • Health Mart
<p>TRAINING</p> <p>We offer innovative & award-winning programs that focus on work inclusion and training. One such program is where we co-chaired the Advocacy Committee of the Community Development Authority. Together, we conducted a half-day training session for entities on how to employ people of determination.</p>	<p>5+</p>	<p>Governmental Entities</p> <ul style="list-style-type: none"> • General Directorate of Residency & Foreigners Affairs Dubai • DEWA • Dubai Chambers • DP World • TECOM



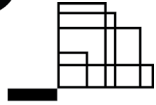
BRAND DNA



CLIENTS WE'VE WORKED WITH

We take pride in our ability to understand our customers' needs and deliver products and services that exceed their expectations. We believe in providing high-quality, durable products, prompt services, and competitive prices. Our team is trained to uphold these values, ensuring that we always meet our customers' expectations.





مركز مسارات للتطوير والتمكين
Masarat Center for Development and Empowerment



رشد لتدوم
الحملة الوطنية للتشيد



أكاديمية ريدان
Rabdan Academy



MAMOURA
BRITISH ACADEMY



ARWA'S BEAUTY BELIEFS

COMPANY AWARDS



- Best corporate project – 2009 - GCC MSA Award
- Best corporate volunteering social project – 2010 - Sharjah Volunteer Award
- Outstanding institutional supporter – 2010 - Princess Haya Award
- Emirates Social Award – Ministry of Social Affairs – 2012
- Princess Haya Award – 2014
- Taatheer CSR MENA Award – Best Community Development Award - 2016
- UN Global Compact - UAE SDG Pioneer 2017
- Taqdeer Award October 2023
- World Congress on Rehabilitation 2024 Work and Employment





ABOUT DESERT GROUP

Desert Group has championed workforce inclusion since 2006, focusing on creating employment avenues for those with intellectual disabilities. We are steadfast in our belief that tailored development programs can metamorphose individuals with minor cognitive challenges into valuable employees, contributing significantly to society. In 2015, we embraced a social enterprise model to bolster our initiative, aiming to generate further employment opportunities for **People With Determination**. Our paramount objective is to act as a beacon, encouraging other corporations to embrace inclusion, thereby fostering a society that is both diverse and equitable.







Main Shop: Dubai Festival City Mall (Inside Carrefour)
Tel: 050 777 3782 | Email: info@enable.ae | Website: www.enable.ae

Follow Our Journey



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/enable.uae



/enablellcdesertgroup



ديزرت جروب
Desert Group

Since 1988



Design • Landscaping • Maintenance • Pools & Water Features • Nursery • Garden Centre • Indoor Plants • Fertilizers

Member of Al Ghandi Group Enterprises