

Quick deliverance, reliability, flexible customization, and adaptability are qualities that define Great Generation Garments.

The Great Generations Garment Ltd, is one of the leading proponents of Fabrics Business and modern Fashion Apparel Sourcing solution firm, a privately-owned company established in 2018, makes its primary business in the making of uniforms and other textiles for the Rwandan market.

The company plays a critical role in establishing the local textile and apparel value chain, developing a large skilled labor force, contributing to import substitution, and meeting the local demands.

Great Generation Garments has built a solid foundation and is enjoying successful growth curve with more than 45 full time employees.

Products range in knitted garments for ladies, school orders and customized fabric as per customer needs.



While speaking to Rwanda Dispatch, Agnes Uzayisenga the Managing Director said that before 2018, she hadn't thought of opening a textile industry as she was engaged into other business that included the importation of products like used clothes.

"Prior to 2018, I was engaged into other business but changed when I spotted an opportunity to start a textile industry, this was after government started discouraging the importation of second hand clothes," says Uzayisenga.

Great Generation Garments started with about 30 workers and trained them, progressively they increased to 100, but when covid-19 pandemic struck, the number reduced to 45 employees.

The company has received support from the Chamber of women and other stakeholders like SDF which funds trainings while the company provides internships where some are retained at the end of their trainings.

Uzayisenga explains that they have secured industrial sewing machines imported to support mass production. The company also conducts research through the marketing team.

To sale to the local markets, Great Generation Garments distributes to about ten shops in Kigali and others from Muhanga and Musanze districts.



But all is not well in running a smooth business as Uzayisenga explains that like all other business, Covid-19 pandemic didn't spare them, given the fact that their clientele was hindered with restricts to gatherings from church, wedding parties, and schools programmes interrupted which meant the market was limited.

The market is still small with stiff competition of locally manufactured goods and those imported in the country. Even as second hand clothes have been banned or heavily taxed there is still that mentality with the locals consumers who consider that products from the west are better.

However, Uzayisenga is happy about the Made in Rwanda initiative, "this is a good campaign that the government came up with, even though it is still in its early stages given the fact that many are still in a learning process, I believe with time things will be placed in right order and our production will increase."

"Made in Rwanda has a lot to teach the youth and there is much more into it that we have to learn. We always tend to encourage the workers to put more effort into doing something better and whole committed to it." She said.