

Biannual Progress Report (Annex 7)

Jan 2013 to June 2013

Project:

Farmers and Community Empowerment (FACE) Through Solar Dryers Food Processing, Pakistan

Project Processing No: 09.2254.2-006.00

Agreement No: 81169602

1. Project Purpose, overall goal: brief description of the project

Overall Goal and Purpose:

The overall objective of the project is “to develop an environmentally conscious and technically competent workforce equipped with the capabilities to derive maximum benefit from Pakistan’s immense commercial and entrepreneurial potential in food processing using green “solar drying” methods, which empowers women and marginalized population to serve as change agents for economic development.” The Project primarily supports the objectives of Window 1 “Green Technology” but also Window 2 and 4. Females from marginalized communities and low socio-economic status will be prioritized and transfer of knowledge, skills and technology which will accelerate opening opportunities for self-employment and beneficiaries to be part of a self-sustaining cluster integrated into the food processing value chain. To realize the overall purpose of the project, the specific objectives are as follows:

- Knowledge and skills transfer to effectively apply innovative and hygienic “green” food processing and food preservation techniques using low-cost solar dryers
- Impart entrepreneurial skills and basic business management skills and provide beneficiaries’ with practical exposure to real-world self employment options

- Creation of a income-generating initiatives sustained through cycles of investment and reinvestment
- Establish a knowledge sharing platform to encourage peer to peer learning , acceleration of learning through formation of clusters
- Development of a robust value chain and establish market linkages to support sustained growth

Brief Description:

Introducing low-cost, innovative solutions using solar dryers to substantially reduce current high post-harvest losses where more than 30% of produce is wasted. Our proposed intervention maximizes the use of green technologies, which are non capital intensive and does not require electricity or gas and has a high degree of replication and accessibility to marginalized groups, especially women with mobility restrictions.

Typical projects tend to focus narrowly on either supply driven skills training without factoring in market needs or standards or entrepreneurship development only taught as a conceptual theory. In our proposed project, we are proposing a holistic approach of fostering both theoretical and practical skills and knowledge not just in the areas of food processing, but food safety and sanitation, workplace ethics and discipline. The training and the subsequent mentoring focuses on behavior change, a shift of mindset from participating in a donor-led activity to understanding the opportunities presented to become the change agents for their own outcomes by participating in an activity to fulfill their personal objectives and goals. The various activities and milestones are customized for each beneficiary and cluster, and progress against their plan will be closely monitored and acknowledged, which will nurture a sense of pride and ownership, and achievement.

Furthermore, the proposed project builds capacity of beneficiaries adequately and gradually to prepare the beneficiaries to successfully and independently manage their cluster activities. It is a known fact most entrepreneurs and businesses fail. It is unrealistic to expect any individual to succeed after

participating in skills training. Such risk of failure is minimized in the following innovative ways; a) on-site field coordinator providing intensive mentoring and capacity building in the areas of operation, financial management, quality assurance and cluster management. b) Value chain development and linkages to be established by technical experts, where the beneficiaries and cluster activities can be integrated into the value chain.

2. Results, indicators and important assumptions

Target for the Promotion Period under Review

1. Conceptualization and initial consultation meetings
2. Community outreach and selection of beneficiaries
3. Development of solar dryer units and procurement of starter kits
4. Development and customization of training material:
 - Hygiene and Sanitation
 - Food Processing
 - Workplace Discipline and Basic Business Management
5. Selection of Field Coordinators
6. Pre-testing/training in Punjab
7. Refinement based on pre-testing
8. Training of Solar Drying Cluster (SDU) and Food Processing Unit in Punjab (Khanewal) 105 women in 5 groups.
9. Training of Solar Drying Cluster (SDU) and Food Processing Unit in KPK (Swat) 45 women in 4 groups.
10. On the Job Training and Mentoring/Entrepreneurial activity
11. Value Chain Development and Linkages
12. Monitoring and Evaluation, Baseline survey

3. Status Report on achievement of Results

S#	Program Activity	Result/Status/ Reasons
1	Conceptualization and initial consultation meetings	Completed A meeting was held involving sunny miracles team in Islamabad and later in Khanewal and Swat
2	Community outreach and selection of beneficiaries (30-40 members/session. 3-4 sessions per district. Total of 10-12 sensitization sessions with a total of 300 participants)	Overall 300 female beneficiaries were selected in Punjab out of which 200 in Khanewal and 100 in Swat were given orientation about the importance of food drying and methodology. Project was introduced to the broader community in targeted villages at both the location.
3	Development of solar dryer units and procurement of starter kits	21 solar dryers are functioning at Khanewal and 6 in Swat. 6 more are ready to go to Swat. 28 solar dryers are under production
4	Development and customization of training material:	List and a sketch of required material available IEC materials and training approach pre-tested and changes made. A calendar for beneficiaries, a flip chart &

	Hygiene and Sanitation Food Processing Workplace Discipline and Basic Business Management	danglers printed and distributed to the targeted beneficiaries.
5	Selection of Field Coordinators	Completed in Khanewal and Swat.
6	Pre-testing/training in Punjab	In Process
7	Refinement based on pre-testing	In Process
8	Training of Solar Drying Cluster (SDU) and Food Processing Unit in Khanewal (Punjab)	72 out of 105 female beneficiaries are trained till June 2013 and a group of 17 women are under training in Khanewal.
9	Training of Solar Drying Cluster (SDU) and Food Processing Unit in Swat (KPK)	54 women targeted, 20 are trained and training for next group with 10 beneficiaries in progress in swat. It was more feasible to train the same women in both the skills at the same center
10	On the Job Training and Mentoring/Entrepreneurial activity	Mentoring visits were conducted by the CEO, Finance Director and Director Program to both the districts.

11	Value Chain Development and Linkages	3 potential retail store managers, catering companies and 1 cafe owner were interviewed. A meeting was conducted with caterers in Khanewal to raise awareness.
12	Monitoring and Evaluation, Baseline survey	In process Baseline survey for 72 female beneficiaries were completed in Khanewal

4. Evaluation on achievement of objectives:

Procurement and Project districts:

- 18 solar dryers which were constructed using the new specifications have been delivered to Khanewal to further increase the production capacity and cater to the new group which was recently trained. 12 more solar dryers have also been delivered to Swat.
- In Khanewal, 4 groups of women (Group 1: 16, Group 2: 18, Group 3: 17, Group 4: 16), a total of 67 women in Khanewal village, a total of 5 in Khanewal city have completed their first training round in the areas of project background, importance of food safety and hygienic practices, process of solar drying and food processing and are working as apprentices. In addition, member of Group 5, which consists of 17 women more have started their skills training. Baseline survey for the new group has been completed and data entry is currently in progress. In Swat 54 women were targeted out of which currently 30 are in training.

Research and Development

- Research and development effort for a wide variety of product line is in progress. Experimentation on mangoes has commenced in Khanewal, and production will continue until end of the season. In parallel, onions will remain a priority and beneficiaries will continue to dry them as a priority,

due to the immediate demand within the communities. In Swat, effort is concentrated on peach and apples, which are in their peak season.

Marketing

- Marketing specialist deployed in Khanewal has already identified buyers of the processed dried products. More than 40kg of dried onions have been bought by household, community members as well as hotels in the area, which provided extremely positive feedback and expressed their interest to continue to purchase the products.

5. Status of Contributions rendered:

5.1: Contributions by the Partner

Target

Actual

Rating

5.2: Contributions by the third parties

Target

Actual

Rating

5.3: Contributions by the contractor

Target

Actual

Rating

6. Recommended Actions (referring to sections 3,4 and 5)

6.1: Consequences and action required by recipient:

Programmatic Recommendations:

- Product development needs to be focused
- Market research is required to compete with the prices, quality and quantity of the product
- Branding, packaging and marketing of processed foods are required
- Monitoring and mentoring activities needs to be more focused.
- Renovation of FPU is required.
- Strong market linkages need to be developed.

6.2: Consequences and action required by GIZ: