

Biannual Progress Report (Annex 7)

July 2013 to Dec 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	Status/ Reasons
1	Conceptualization and initial consultation meetings	Completed
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)	<p>150 female beneficiaries are selected. 45 in Swat and 105 in Khanewal.</p> <p>They are trained in groups of 10-16.</p> <p>It was difficult in Swat to get very big groups together so they were trained in groups of 10-12 participants.</p>
3	Development of solar dryer units and procurement of starter kits	<p>45 solar dryers in Khanewal, 24 in Swat and 6 in Islamabad are functioning.</p> <p>5 solar dryers were constructed and improved on functionality basis</p> <p>In Islamabad is to do the experiments on new products before going to work with bigger groups in the field.</p>
4	Development and customization of	All IEC Material is in place

	<p>training material:</p> <ul style="list-style-type: none"> • Hygiene and Sanitation • Food Processing • Workplace Discipline and Basic Business Management 	<p>IEC materials and training approach pre-tested and changes made</p> <p>A calendar and dangler for beneficiaries, and a flip chart for trainers printed and distributed in Khanewal and Swat</p>
5	Selection of Field Coordinators	Completed both in Swat and Khanewal
6	Pre-testing/training in Punjab	Completed
7	Refinement based on pre-testing	Completed
8	Training of Solar Drying Cluster (SDU) and Food Processing Unit in Khanewal Punjab	A total of 89 women trained and a batch of 16 women are under training in Khanewal
12	Training of Solar Drying Cluster (SDU) and Food Processing Unit in Swat (KPK)	30 women trained and training for next batch with 15 beneficiaries in progress in Swat
14	On the Job Training and Mentoring/Entrepr	Completed for 149 female beneficiaries both in swat and Khanewal as one woman in Swat opted out due to her domestic issues during

	eneurial activity	apprenticeship period after basic training
15	Value Chain Development and Linkages	Value Chain Development will continue. Market survey and some events were organized with potential markets. Sold most of the dried products so far. Participated in Kuch Khas weekly farmers' market in Islamabad.
16	Monitoring and Evaluation, Baseline survey	Baseline survey was successfully completed of 150 Female Beneficiaries both in Swat and Khanewal, data entry completed and shared with monthly report of December.:-

4. Evaluation on achievement of objectives:

Project Details:

- All the 150 beneficiaries (45 in Swat and 105 in Khanewal) have completed their basic training in food drying, processing, use and maintenance of solar dryers, hygiene and safe drinking water. Out of 150 beneficiaries 149 (44 at Swat and 105 in Khanewal) have completed their 4 months apprenticeship training period.
- End line survey completer forms have been completed for all 149 women, data entry completed (sheet attached). All the beneficiaries are now working as producers of dried products and selling their services to the project that is further exploring the markets and selling their products.

Research and Development

- Research and development efforts for a wide variety of product lines are in progress. The product line that has been developed so far, at both the locations, includes the following fruits and vegetables:

Fruits: Bananas, Apple, Honey Dew Melon, Water Melon, Tomatoes, Persimmon, Guava, Mangos and Peaches

Vegetables: Spinach, France beans, Eggplant, Bitter Gourd, Onion, reddish, cabbage and Lady Fingers.

The teams in Khanewal continued focusing on drying and selling onions to meet the local market demands where as they also have dried and used other fruits and vegetables

Market Research:

- Market research was carried out in Islamabad by visiting different utility stores and groceries for introducing our product in the market.

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:

- Market research is required to look into our competitor's strategy, pricing and quality.
- Pricing Strategy should be worked out along with the Marketing Strategy.
- Branding, packaging and labeling of the food product needs to be focused.
- Getting the Food Certificate license is a must and should start work on.
- Getting the Legal Patent Right of inventing the Solar Drying Unit should be a priority.

6.2: Consequences and action required by GIZ: