

Biannual Progress Report (Annex 7)
Jan 2014 to June 2014

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
(30-40 members/session. 3-4 sessions per district. Total of 10-12 sensitization sessions with a total of 300 participants)
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 and Food Processing Unit in Muzaffargarh (Punjab)
9. Training of Solar Drying Cluster (SDU) and Food Processing Unit in Sindh (Umerkot, Tando Allahyar and Shikarpur)
10. Training of Solar Drying Cluster and Food Processing Unit in Hunza (Northern Area)
11. On the Job Training and Mentoring/Entrepreneurial activity
12. Value Chain Development and Linkages
13. Monitoring and Evaluation, Baseline survey
14. Final Report

3. Status Report on achievement of Results

S#	Program Activity	Result/Status/ Reasons
1	Conceptualization and initial consultation meetings	Completed in Islamabad office
2	Community outreach and selection of beneficiaries (30-40 members/session. 3-4 sessions per district. Total of 10-12 sensitization sessions with a	Started in Muzaffargarh and base line survey is completed for 2 groups comprised of 49 female beneficiaries. 100 women attended the orientation sessions in Muzafargarh, process continues. The process will continue in the month of July and will be completed by August 2014

	total of 300 participants)	
3	Development of solar dryer units and procurement of starter kits	SDUs Procurement request was approved by GIZ in the month of June 2014 therefore the order has been placed now for procurement of 350 SDUs. Starter Kits have been purchased for Muzafargarh and in process for the other districts.
4	Development and customization of training material: 1.Hygiene and Sanitation Food Processing 2.Workplace Discipline 3.Basic Business Management	Completed This activity is completed. All the IEC Material has been developed and ready for all the districts.
5	Selection of Field Coordinators	Completed in Muzaffargarh. Interviews are planned for selection of staff in Umerkot, TandoAllayar and Shikarpur in July and August 2014.
6	Identification and establishment of training centers and partners	Completed in Muzaffargarh and TandoAllayar. Work in Progress for Umerkot and Shikarpur .
7	Pre-testing/training in	Completed.

	Punjab	
8	Refinement based on pre-testing	Completed. It will continue for a better quality till end of project
9	Training of Solar Drying Cluster and Food Processing Unit in Muzaffargarh - Punjab	Training is in Process in Muzaffargarh.49 females have been trained till to date.
10	Training of Solar Drying Cluster and Food Processing Unit in Sindh	Not started It will start after Ramadan as soon as the districts' staff will be on board and solar dryers will be ready
11	Training of Solar Drying Cluster and Food Processing Unit in Hunza (Northern Area)	Not Started
13	On the Job Training and Mentoring/Entrepreneurial activity	Under Process It will continue in all districts till end of the project
14	Value Chain Development and	Under Process It will continue in all districts till end of the project

	Linkages	
15	Monitoring and Evaluation, Baseline survey	Under Process Monitoring and Evaluation will continue in all districts till end of the project
16	Final Report	Will be due at the end of the project

4. Evaluation on achievement of objectives:

No of Trained female beneficiaries:

Till to date we have 402 female beneficiaries including Khanewal, Swat and Muzaffargarh who have successfully completed the training which includes the skill training and the sensitization sessions. These females after successful completion of their training become capable of generating their own income by drying fruits and vegetables through SDUs handed over to their training centers.

Project Sites:

Muzaffargarh is operational, staff is hired, trained and activities are started there. Baseline survey is on its way now. Total no of female beneficiaries trained in Muzaffargarh is 49.

Local potential partners are identified in Sindh (Umerkot, TandoAllayar and Shikarpur). CVs are collected and shortlisted from all three districts for interviews.

Food Processing Units of Muzaffargarh and Tando Allahyar are ready. Umerkot and Shikarpur will also be done in the coming month.

Marketing:

IEC Material is developed, printed and ready to go in all the targeted districts of Sindh which includes poster boards for training centers, calendars for women beneficiaries and flip charts for trainers etc.

Reputable bakeries, shops and cafeterias were identified for placing our dried and cooked food items for sales which includes Masooms' bakery, Health Services Academy Cafeteria, Shaheen Grocers and Qureshis' etc.

New pricing of cooked and dried fruits and vegetables are worked out to introduce and sale of product in the market.

Packaging and Labeling is finalized and on its way for placing an order.

Recipe Book is updated and the new sweet and savory recipes are added in the book.

Sunny Miracles Documentary:

Work has been initiated to come up with Sunny Miracles' Documentary. The concept of the documentary has been shared with the developer who in the coming week will share with us the developing cost of the documentary.

Procurement:

The order has been placed for procuring 350 Solar Drying Units after approval from GIZ in June 2014.

Visits:

The monitoring visits were conducted to Khanewal and Muzafargarh in the month of May 2014 by the program management in which the training for muzaffargarh female beneficiaries is also conducted.

Patent Right and Food Certification:

Work on getting the legal patent right for inventing SDUs has been started. The Patent form is filled with all the required information and ready to be sent.

Food Certification:

Work has been initiated for seeking the food certificate from CeSP which is accredited by Pakistan National Accreditation Council.

Overall two meetings have been conducted with the management of CeSP (Certification Services Pakistan (Pvt) Limited) which is a Pakistani Origin Certification. Both the meetings were detailed in which the food project was briefed in detail and was shown to the CEO and the Food Expert of CeSP. The next step is to start processing the application form with them.

Event/Exhibitions/Fairs:

- Presentation of our food work by Participating in routine rotary events organized by Rotary Club of Islamabad Renaissance in which normally 150 Rotarians and other donors participate.
- A fund raising event was also organized in collaboration with RCIR and Hunar Entrepreneurs at Marriott on 23rd Feb 2014 in which sunny miracles point of sale was setup along with the samples of cooked recipes from dried items.
- Participated in TDAP Wexnet Expo in Lahore in the month of March 2014.
- Exhibited Sunny Miracles' Stall at an American School Fair of Islamabad and "Kuch Khas" in March 2014.
- Participated in US Embassy Spring Bazar in April 2014.
- Attended the SAARC Labor Conference organized by GIZ/EU in which Sunny Miracles' Promotional Materials were displayed for the promotion and visibility of Project activities.
- Registered for Participation in an upcoming international Trade Fairs in Japan , UK and Germany.

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:

- Recruitment to be completed in Sindh districts by July 2014.
- SDUs to be placed in all districts as per plan as soon as they will be ready.
- IEC and starter kits are ready and will be send to all the districts by July 2014.
- Trainings to be completed in Muzaffargarh and Sindh districts by Sep 2014.
- Focusing on marketing and sales of dried and cooked food items as much as possible and packaging and labeling to be ready by end of July 2014.
- Participation in national and an international trade fairs.

- Strengthen market linkages both at national and an international level.
- Get the Food Certificate by Dec 2014.
- Get the Patent Right as soon as possible.
- Come up with documentary of sunny miracles by Sep 2014

6.2: Consequences and action required by GIZ: