



JOBS[®]Trust
Creating Opportunities

Biannual Project Report

(July 2014-Dec 2014)

FARMER AND COMMUNITY EMPOWERMENT (FACE) THROUGH SOLAR DRIED FOOD PROCESSING



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Project:

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

Project Processing No: 09.2254.2-006.00

Agreement No: 81169602

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
- Creation of an 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 40% 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.

Target for the Promotion Period under Review and Status Report on Achievement of Results:

Conceptualization and initial consultation meetings:

The initial consultation meetings have taken place at Head Office Islamabad at the time of an initiation of the project. Now when the same project is launched at any new district then the consultation meetings also took place with the partners and the stakeholders of that district keeping in view their norms, culture, weather and an environment of that district to see the favorable condition for implementing the project.



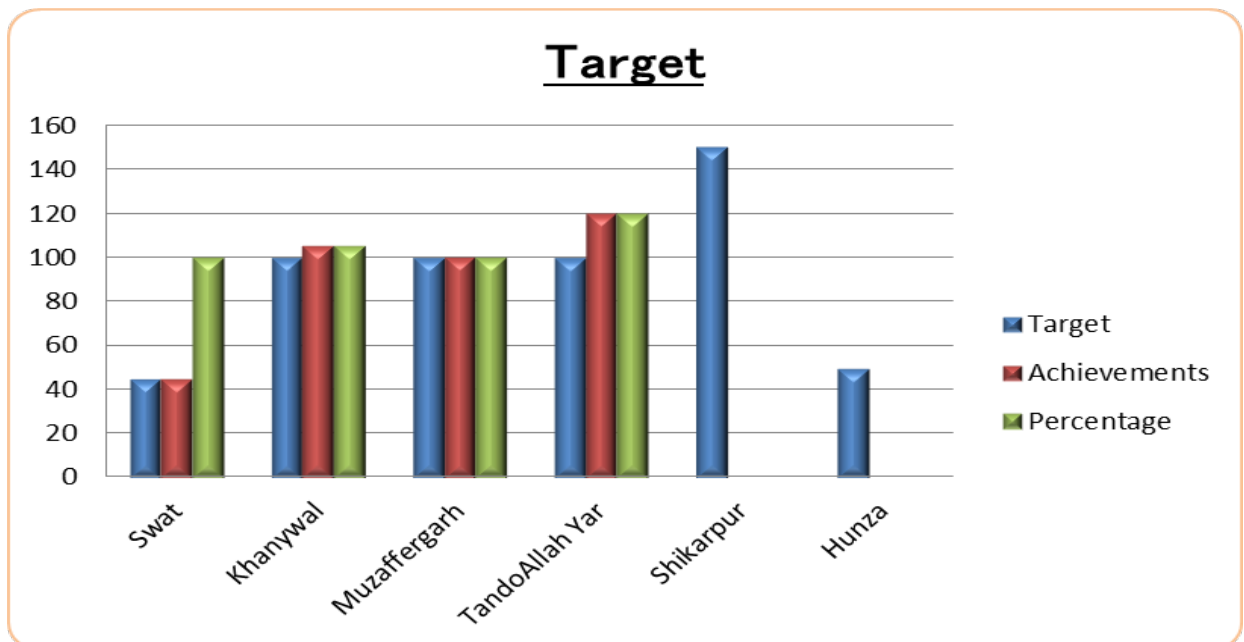
Community outreach and selection of beneficiaries

Result:

1. No of Trained female beneficiaries:

Till to date we have an overall number of 370 female beneficiaries which includes 100 female beneficiaries in Muzaffargarh ,120 in TandoAllayar, 45 in Swat and 105 in Khanewal who have successfully completed their training which includes the skill training and the sensitization sessions. These females after the 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.

Place	Target	Achieve
Swat	45	45
Khanywal	100	105
Muzaffergarh	100	100
TandoAllah Yar	100	120
Shikarpur	150	0
Hunza	50	0



Beneficiary Summary

	Figure	Comment
Number of beneficiaries enrolled	522	The no of beneficiaries enrolled in Muzaffargarh was 105, Khanewal 197, Swat 100 and TandoAllayar 120.
Number of training completers	402	These training include the skill trainings and the sensitization sessions .These trainings are complete for Muzaffargarh, Khanewal, Swat and TandoAllayar.
Number of beneficiaries for whom baseline data have been collected	370	The baseline data have been collected from 45 beneficiaries from Swat and 105 beneficiaries from Khanewal in the first year. In the 2 nd year, 100 beneficiaries from Muzaffargarh and 120 from TandoAllahyar district.
Number of beneficiaries for whom completer feedback has been collected	199	The numbers of beneficiaries from whom the completer feedback was collected. are 105 from Khanewal district, 45 from Swat district and 49 from Muzaffargarh.
Data Entry for Baseline for year 2	220	In Year 2, the Muzaffargarh and TandoAllahyar District is operational and data entry is completed for 220 female beneficiaries in both the districts.





Development of solar dryer units and procurement of starter kits:

Solar Dryers and Starter Kits have been developed and placed in working districts the details of which are as follow:

- 25 SDUs in Muzaffargarh
- 50 SDUs in TandoAllayar
- 21SDUs in Shikarpur
- 51 SDUs in Khanewal
- 20 SDUs in Islamabad.



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Miracles Tech Solar Dryer

What is a Solar Dryer?
Due to cultural norms people in Pakistan directly place fruits and vegetables under the sun for drying. Therefore to avoid a range of hazards, the concept of collecting solar heat and using it for food drying has received increasing attention in the recent years. For this purpose, solar dryer units have been developed. JOBS through its expertise from previous projects has developed "Indirect heating dryers", which dries the food with heated air collected by a "Solar Collector" - a plain metal surface used to absorb the heat from the sun and warm the surrounding air. The food is placed inside an insulated heating/drying chamber with proper air circulation.

Benefits of using Solar Dryers

- > Light Weight
- > Easy to Use
- > Long-lasting
- > Bacteria-free

Sample Food Drying Process

Dimensions of Solar Dryers

Solar drying Unit Front Height: 1m 36 cm Width: 91 cm Length: 62 cm	Solar Collector Height: 29 cm Length: 94 cm Width: 92 cm
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پھل اور سبزی کا شمسی ڈرائیو

01 شمسی ڈرائیو کا استعمال کرنے کا طریقہ؟

01

02

03 شمسی ڈرائیو کو کس طرح صاف کرنا ہے؟

03

04 شمسی ڈرائیو کے کونے صاف کرنا ہے؟

04

شمسی ڈرائیو پر وقت صاف رکھیں اور دوسرے کیڑوں سے بچائیں تاکہ پھل خراب نہ ہو۔

Keep your solar dryer clean at all times. Avoid flies and other insects from entering the cabinet and off the produce to avoid contamination.

Fruits & Vegetable Solar Dryer

01 How Do Solar Dryers Work?

01

02 Where To Place Solar Dryer?

02

03 How To Clean Solar Dryer ?

03

04 How To Clean Solar Dryer Trays ?

04

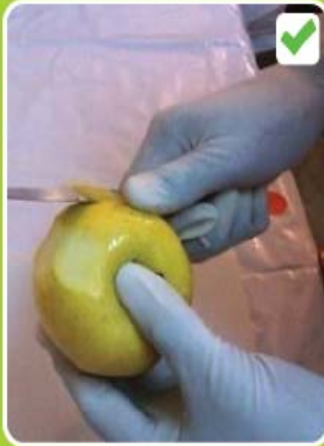
Keep your solar dryer clean at all times. Avoid flies and other insects from entering the cabinet and off the produce to avoid contamination.

Development and customization of training material:

- Hygiene and Sanitation
- Food Processing
- Workplace Discipline and Basic Business Management

Result : All the IEC Material has been developed, printed and distributed in all the Districts

صفائی ستھرائی۔





Calendar



Poster Board



Dangler



Demonstration on use of Aprons



Beneficiaries engaged in hygienic practices



Learning to cut consistently



Solar Drying Cluster lined up to place Honeydew Melon in solar dryer

Farmer and Community Empowerment (FACE) Through Solar Dryers Food Processing

In collaboration with National Vocational & Technical Training Commission (NAVTTC) & TVET Reform Support Programme

پھلوں اور سبز یوں کو خشک کرنا استعمال کرتے ہوئے محفوظ کرنا قوموں کے لیے اس طریقہ نامہ مفید ہو سکتا ہے۔

پھل اور سبزیوں کو محفوظ کرنے کے طریقے۔

Information, Education and Communication Material

Selection of Field Coordinators:

Field Coordinators are selected for Muzaffargarh, TandoAllayar, Khanewal, Swat and Shikarpur after adopting the proper recruitment procedure and they all are now on board after training.



Khanewal



TandoAllayar



Sindh



Muzaffargarh



Pre-testing/training in Punjab and Sindh:



Punjab



Sindh



On the Job Training and Mentoring/Entrepreneurial activity:

Muzaffargarh, Khanewal and TandoAllayar are operational. Staff is on board, trained and the work is in progress. Shikarpur and Hunza are still under process. Local potential partners are identified. CVs are collected and shortlisted from Shikarpur and are under process for Hunza.



Value Chain Development and Linkages:

Jobs Trust helps developing market linkages of female Beneficiaries with the market by purchasing the dried stuff from them and then by selling it in the market. The Females feel more comfortable working together at one place either in a community center or in a training center rather than in their homes and they are not capable of creating their own market linkages

as an independent seller because of their culture and norms and would like Jobs Trust to facilitate them in this regard.

Jobs Trust after receiving the dried stuff from districts do the standardized labeling and packaging and bring in the market for sales.

Marketing:

New Information Packet of Sunny Miracles has been developed along with the detailed brochure, business card and a flyer for marketing and advertising purpose. Packaging and Labeling of the Sunny Miracles' Products are complete now.

One Pager

Sunny Miracles
The Natural choice

An idea...
Sunny Miracles is founded on the belief that what tastes good can also be good for you and good for Pakistan.

A movement...
Over 40% of Pakistan's produce is wasted because farmers lack efficient food processing techniques to prolong the shelf life of perishable crops. Sunny Miracles prevents food wastage while empowering small farmers, particularly women. Our movement begins with a low-cost, 'green' technology—a solar dryer—designed and assembled entirely in Pakistan. Farmers from all over Pakistan use these dryers to preserve crops for cooking at home and for sale at fair-market rates. They also learn practical skills in hygiene, sanitation, and financial management. As a result, they are empowered to become change agents within their families and communities.

A family of people and products...
At Sunny Miracles, we believe in responsible and sustainable relationships — with the environment and with our communities, our consumers, and our champions. Sunny Miracles products can be eaten as a healthy snack or re-hydrated for use in a tasty meal within minutes. Try Sunny Miracles today and bring some sunshine into your home!

Flyer

Sunny Miracles
The Natural choice

Be part of an innovative social enterprise that is helping families across Pakistan transform their economic futures. Support the Sunny Miracles line of delicious, nutritious, and preservative-free dried fruits and vegetables.

Make the natural choice!

Apple	Banana	Bitter Gourd
Carrot	Eggplant	French Beans
Honeydew	Mango	Okra
Onion	Peach	Persimmon
Spinach	Turnip	Tomato
Watermelon		

Visit us at www.sunnymiracles.org for recipes and ideas!

www.sunnymiracles.org | info@sunnymiracles.org | +92 51 2287605



Brochure



Business Card



Packaging and Labeling

Stalls of Sun dried fruits and vegetables were exhibited in an **Australian Embassy** and **Serena Hotel Islamabad** in the month of December. A lot of information has been given to the visitors who have not only liked the sun dried products but made a lot of purchase as well. They want our products to be placed in the market so that they can easily buy them.



Stall at Australian Embassy



Stall at Serena Hotel

A Sunny Miracles' stall was also exhibited in the sustainability conference held at PC-Lahore organized by GIZ.



Stall at PC-Lahore

Tasting Luncheon:

Lunch has been organized for tasting the recipes made up of sundried vegetables for Serena, Islamabad Club and Hanif Rajput which was liked and appreciated by all.



Luncheon with Hanif Rajput



Luncheon with Serena Management



Luncheon with Islamabad Club

Partnerships:

Following partnerships has taken place in the aforementioned timeframe:

- With Serena as they showed interest in buying our dried carrots for making the carrot cupcakes for their coffee shop “Rakaposhi”



- With Islamabad Club as they showed interest in buying dried okra and dried bitter gourd from us.
- With Hanif Rajput as they showed interest to purchase dried onions and dried spinach from us.



- Susan “wife” of an Australian High Commission who is our brand ambassador of Paper Miracles as well supported the idea of sun dried fruits and vegetables and spread the word all around.



Sunny Miracles' Documentary:

Sunny Miracles documentary is also complete and ready to be shown and shared with all. It excellently covered all the aspects of the project which includes economic advantages, social impact and project outcomes.

Please see the following link to watch the documentary online:

https://www.dropbox.com/s/nw94m1m0dx5y6mw/Sunny_Miracle_Final_GIZ_Only%281%29.mp4?n=342087481

Monitoring and Evaluation:

Program Team according to their visit plan monitor and evaluate the performance of different districts and came up with their upcoming work plan keeping in view all their requirements and the challenges being faced by them.

Monitoring Visits:

The monitoring visits were conducted to Khanewal, Muzaffargarh, TandoAllayar and Shikarpur in the last six months of 2014 by the program management team in which not only the trainings were conducted but also the monitoring of the sites took place in which the performance of the teams and the female beneficiaries were evaluated.

Final Report

Final Report will be submitted at the end of the project

Patent Right and Food Certification:

The Patent information has been collected, written down and is in the final stages for submission.

Food Certification and Lab Test:

The Food Certification is also under process. The food samples were also given to National Institute of Health for Lab Testing to cover the aspect of (HACCP) Hazard and Critical Control Points plus to come up with the

standard operating procedures. These all are the steps to move towards the final stages of the Food Certification.

Status of Contributions rendered:

Contributions by the Partner

Target : PKR : 98,000,158/- (Euros: 675,863) Exchange Rate 1 = 145

Actual : PKR : 98,000,158/- (Euros: 675,863) Exchange Rate 1 = 145

Rating

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

Consequences and action required by recipient:

Programmatic Recommendations:

- SDUs to be placed in Shikarpur and Hunza as per plan.
- Trainings to be completed in Shikarpur by March 2015.
- Tapping big superstores and Caterers for selling the products.
- Participation in national and an international trade fairs.
- Strengthen market linkages both at national and an international level.

Consequences and action required by GIZ:

Just to update every one, in the original plan JOBS committed to provide business management training for all the beneficiaries. When we started working with people, wanted them to take over the responsibilities and shift the dryers to their homes. Women refused to do so, saying that they like to come in the training center to meet, socialize and share experience and of course work as group. Working from home will not be possible due to space, children and animals in the compounds. They also would like JOBS to take the marketing responsibility and just pay them for their work. They do not think they can function from homes.

This is the change in the original plan we would like GIZ to take note of.

Success Stories:

Ms. Humera Bibi' s Story

"My father passed away when I was in school. I have three siblings, and we all had to discontinue our education as we had no means of financial support..."

After some time and hardship my elder brother got the same job as my father... His job was to clean the sewerage and take care of water pumps, supplying water to the city. Last year, my brother along with his 4 colleagues died in an accident during the repair of a water pump. We lost our brother and our main source of income.

After hearing the news, my mother suffered a heart attack. She survived, however she is paralyzed now."

I am thankful to GIZ for supporting the project in Khanewal and giving me the opportunity to be part of the food processing project



"GIZ funded food processing project came as a hope for me and my family. This is the first time I have earned with my own hands, and with this amount, I have contributed to household grocery and medicines for my mother who I see suffering in pain every day. I wish and hope that this project continues supporting us."

Farzana from Swat

Farzana, a woman from Swat who has 3 children(2 sons and 1 daughter). Her husband was a driver who died in a car accident due to which her son has to discontinue his education.



This is what Farzana has to say:

"Because of this project, for the first time I stood on my own feet and now I can meet my family's monthly expenditures up to some extent. With the help of this monthly income, I readmitted my son in to school. So I wish and hope that this project continues to support us and help us regain our strength."

**Mr. Nazir: Caterer in Khanewal
Sunny Miracles' Regular Customer**

Mr. Nazir owns a catering business named "**Krishma Pakwan Center**" in Khanewal and has been actively involved in the project since the project inception.

He is one of our largest buyers and has bought over **150KGs of dried onions.**



This is what Nazir has to say:

"We prepare large meals for weddings and parties almost on a daily basis, and having to deal with fresh onions is very time-consuming. I am the first caterer in Khanewal to start using sun-dried onions for my cooking, and will continue to use them as long as it is in the market. It



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Kingdom of the Netherlands



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Islami Jamhori-ye Pakistan



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