



JOBS[®]Trust
Creating Opportunities

Project Completion Report

(Dec 2012- May 2015)

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



giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



JOBS[®]Group
Creating Opportunities

www.sunnymiracles.org

Contents

Executive Summary.....	3
1. The Project:.....	5
1.1. Project Processing No:	5
1.2. Agreement No:.....	5
2. Goal, Purpose and brief description	5
3. Brief Description:	5
4. Implementation Methodology:.....	6
5. Achievements:.....	7
5.1. Conceptualization and initial consultation meetings:	7
5.2. Orientation sessions:	8
5.3. Training of beneficiaries/producers per district:	8
5.4. Development and transportation of solar dryer units:.....	10
5.5. Development and customization of training material:.....	11
Pre-testing/training in Punjab and Sindh:.....	16
6. Value Chain Development and marketing activities:.....	18
12.1. Key food processing value chain stakeholders	19
13. Marketing activities:	19
13.1. Materials development.....	19
13.2. Participation in Exhibitions:	21
13.3. Tasting Events:	22
14. Monitoring and Evaluation:	25
15. Changes in perception of the target beneficiaries.....	25
16. Success Stories:	26

Executive Summary

The project 'Farmers and Community Empowerment (FACE) using solar dryers' initiated in December 2012 has successfully completed its planned targets. The initiative was "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, in order to empower women and marginalized population to serve as change agents for economic development.

The project focused on supply driven skills training factoring in market needs and entrepreneurship development. A holistic approach of fostering both theoretical and practical skills and knowledge was adopted in the areas of food processing, food safety, sanitation, workplace ethics and discipline.

With the project support, knowledge sharing platforms have been established to encourage peer to peer learning, through formation of clusters within the targeted districts. Skills and knowledge is transferred to the beneficiaries. Food processing using solar dryers was a new idea in Pakistan. Now in general the community in the targeted districts is well aware of the concept and methodology to dry fruits and vegetables and preserve it for off season for their own use and the marketing.

The Project beneficiaries were young mothers (18-29) with small children. Low economic status, willing to work and contribute to their family's income, mobile (can come out to attend the training) and most importantly entrepreneurial thinking and willingness to help themselves in establishing businesses. The beneficiaries were selected through intensive social mobilization process in consultation with male and female communities.

The women beneficiaries were oriented in smaller groups within their own communities. 5 days basic training is conducted with selected beneficiaries and further selected for apprenticeship where they get intensive on the job training. Project has trained 570 women from all 6 districts. They are now producers of sunny miracles and can supply thousand of KGs of dried fruits and vegetables within the weeks.

S.#	Districts	Number of beneficiaries
1.	Swat	45
2.	Khanewal	105
3.	Muzafargarh	150
4.	Tando Allahyar	150
5.	Shikarpur	150
6.	Northern areas (Hunza)	50
Total:		650

The trained beneficiaries get a calendar and a dangler to display on the walls of their houses. These materials serve as reminders on the lessons and discussion they had during the training sessions. All 650 women beneficiaries are working as producers for JOBS at the moment with long term plans to establish them in to marketing groups from within the beneficiaries and link them with markets.

JOBS team has participated in several exhibitions throughout the country in order to sell the products and also to introduce it to the Pakistani as well as to the expats community. JOBS have developed a brand (sunny miracles) for marketing and have developed number of promotional materials. For the export purpose, MOU with Ministry of Food Security and associated departments, NARC, PATCO, PARC for testing and certification of the products has been signed. This will allow approaching not only international markets but also big and international stores chains in Pakistan.

- Serena is fully supportive of the initiative and is using dried products. We are in the process of finalizing agreement with them to regularly supply sunny miracles products.
- Islamabad club is already using sun dried products, Sindh club was approached and other clubs are in the process of being partners. Rotary club is fully supportive and endorsed the work JOBS is doing in Karachi and other places.
- Nadeem Mirza and company, service providers in marketing based in Baloch colony at Karachi are the partners and selling sunny miracles products in Sindh, Karachi and Balochistan.

Project has ended but sunny miracles will stay and continue developing and moving on.

1. The Project:

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

1.1. Project Processing No:

09.2254.2-006.00

1.2. Agreement No:

81169602

2. Goal, Purpose and brief description

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 is prioritized and transfer of knowledge, skills and technology are accelerated 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.

3. 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.

The project focused on supply driven skills training factoring in market needs and entrepreneurship development. A holistic approach of fostering both theoretical and practical skills and knowledge was adopted in the areas of food processing, food safety, sanitation, workplace ethics and discipline. The training and the subsequent mentoring focused 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 were customized for each beneficiary. The progress against their plan was closely monitored and acknowledged in order to nurture a sense of pride, ownership, and achievement among the beneficiaries.

In order to minimize the risk of failures, following innovative ways were adopted,

- Site field coordinator provided intensive mentoring and capacity building in the areas of operation, financial management, quality assurance and management.
- Value chain development and linkages were established by technical experts, in order to integrate cluster activities into the value chain.

In the year one, food processing project was initiated in 2 districts (Swat of KPK and Khanewal of south Punjab) as pilot. At the end of successful completion of the activities it was extended for next 15 months to extend it to the 4 new districts (Mauzafargarh of south Punjab, Hunza of northern region and Shikarpur & Tando Allahyar of Sindh) in addition to the continuation of activities in 2 districts of year one.

4. Implementation Methodology:

The Project beneficiaries have been young mothers (18-29) with small children. Poor, willing to work and contribute to their family's income, mobile (can come out to attend the training) and most importantly entrepreneurial thinking and willingness to help themselves in establishing businesses. The beneficiaries were selected through intensive social mobilization process. The first meetings at community levels were with the male members to brief them on the potential project activities and seek their support for the implementation.

At 2nd step female community members were briefed in the groups, talking in general about food security issues and what we plan to do and expectations from the community.

In the 3rd meeting the beneficiaries were identified in consultation with their groups and considering the criteria already discussed.

The selected beneficiaries were divided in groups of 20-25 each. After the selection, beneficiaries had to come to their designated place (center) to attend the formal training. The basic training consists of 5 sessions 3-5 hours each time. In some cases these 5 sessions were conducted in 2-3 weeks depending on weather conditions. In the training sessions the beneficiaries learnt about why to dry food stuff, how to dry, importance of hygiene and safe water, maintenance of solar dryers, work ethics and business management. Every time after some theoretical sessions, they had to do the practical work, (slicing and placing the products in to solar dryers). At the end of basic training, beneficiaries were reassessed to learn on how many are able / willing to continue further for longer term training and interested to establish in to business later.

After getting 5 days basic training, the longer term apprenticeship starts with selected, well trained beneficiaries. Apprenticeship period consisted of 3 months where beneficiaries started receiving fixed amount of 2,000 rupees a month and had to come to work 2-3 times a week to learn and work. Apprenticeship is on the job training to get in to the details of hygiene issues and importance while handling food. They learn business management skills in detail including book keeping and marketing. They complete this training in month 6 and become regular producers.

The sequence was to start working in one district and then go to the next one in order to apply the lessons learnt from the previous.

5. Achievements:

5.1. Conceptualization and initial consultation meetings:

The consultation meetings took place at Head Office Islamabad at the time of an initiation of the project. Later the similar consultation meetings took place with the partners and the stakeholders of particular districts, keeping in view their norms, culture, weather and an environment of that district to see the favorable condition for implementing the project, in addition to the identification of targeted UCs, villages and training venues. The meetings were also used to seek the support of the district administration and development partners working in the districts.



Orientation of men and women within the community were important steps to mobilize communities and aware them on the important issues like food shortages and their role prevention activities. The first activity inside the community was just to conduct meeting with male community members. Once they were convinced that we need to do something about it, the groups of women inside the community were oriented. These sessions were organized in consultation with their male members. The sessions consisted of discussions on general issues, food shortages and how to preserve food. The whole method of food drying was discussed. They were asked to give their names to one responsible person if they are interested to get the training in drying food and vegetables. They were also informed about the criteria for beneficiary selection.

5.2. Orientation sessions:

S.#	Districts	# of sessions	Number of beneficiaries	
1.	Swat	6	100	
2.	Khanewal	10	197	
3.	Muzafargarh	6	200	
4.	Tando Allahyar	8	200	
5.	Shikarpur	12	200	
6.	Northern areas	5	75	
7.		47	973	

5.3. Training of beneficiaries/producers per district:

Project trained 650 beneficiaries (45 in Swat, 105 in Khanewal, 150 in Muzafargarh, 150 in Tando Allahyar, 150 in Shikarpur and 50 in Hunza) Out of the total 550 are females and 20 mails. They are working currently as producers in addition to the drying vegetables for their own consumptions. The emphases in the regular apprenticeship were on adopting hygiene behaviors, work ethics, working together and tolerance.

S.#	Districts	Number of beneficiaries
7.	Swat	45
8.	Khanewal	105
9.	Muzafargarh	150
10	Tando Allahyar	150
11	Shikarpur	150
12	Northern areas (Hunza)	50
Total:		650



5.4. Development and transportation of solar dryer units:

Solar Dryers were designed, manufactured and placed in targeted districts. Every time, the order was placed for the dryers there were changes in design to improve it's the functioning where appropriate.

S.#	Districts	Dryers
1	Swat	25
2	Khanewal	100
3	Muzafargarh	100
4	Tando Allahyar	50
5	Shikarpur	50
6	Hunza	25
Total:		350



JOBS Trust

Creating Opportunities

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.

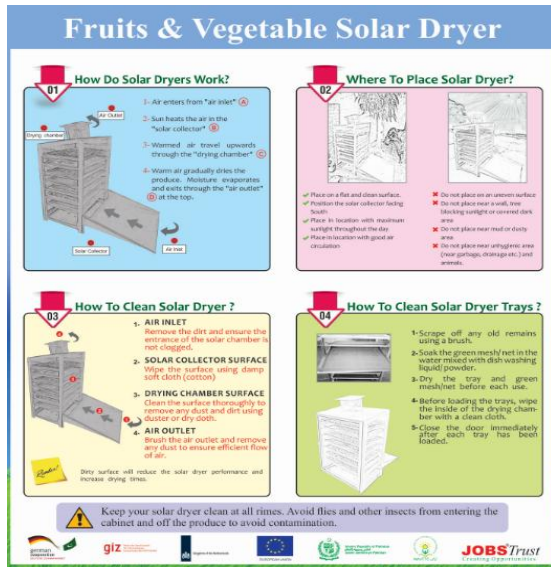
Benefits of using Solar Dryers

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

Sample Food Drying Process

Dimensions of Solar Dryers

<p>Solar drying Unit Front</p> <p>Height: 136 cm Width: 81 cm Length: 62 cm</p>	<p>Solar Collector</p> <p>Height: 29 cm Length: 84 cm Width: 82 cm</p>
--	---



5.5. Development and customization of training material:

The training and IEC material was produced on following topics.

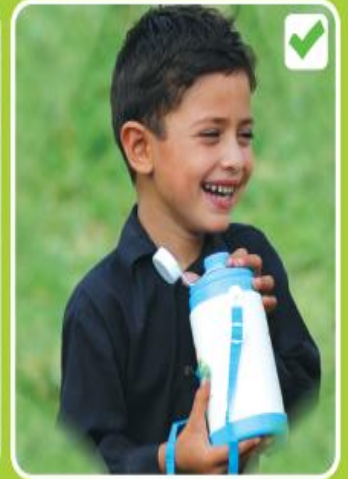
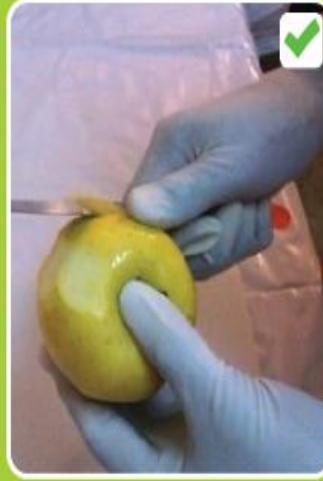
- Hygiene and Sanitation
- Food Processing
- Workplace Discipline and Basic Business Management

All the IEC Material has been developed, printed and distributed. Flip charts and poster boards were used for the training and displaying at the training venues in order to explain things with pictures. In addition, beneficiaries were provided with a calendar and dangler in order to take home and display on their walls at home to keep them reminder on the steps of food drying with the emphases on hygiene.

They had discussions on relevant topics in basic training and then practiced during the apprenticeship and got it in printed form of calendar that stays with them for 2 years. These steps helped them in the process of behavior change.

The material was developed, pretested, printed and distributed to all the beneficiaries in the targeted districts during apprenticeships.

صفائی ستھرائی۔





Demonstration on use of Aprons



Learning to cut consistently



Beneficiaries practicing Hand

Beneficiaries engaged in hygienic practices



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

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

german cooperation DEUTSCHE ZUSAMMENARBEIT

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Kingdom of the Netherlands

EUROPEAN UNION

Islamic Republic of Pakistan
اسلامی جمہوریہ پاکستان
Islamī Jumhūrīyah-e-Pākistān

NAVTTTC

JOBS Trust
Creating Opportunities

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

پھلوں اور میزوں کو خشک کرنا استعمال کرتے ہوئے محفوظ کرنا موموں کے لیے کس طرح فائدہ مند ہو سکتا ہے۔

The collage includes: a woman smiling, a woman holding a child, stacks of 1000 Rupee banknotes, various fruits like apples, oranges, and grapes, and images of solar dryers in use.

پھل اور میزوں کو محفوظ کرنے کے طریقے۔

The collage includes: fresh tomatoes, green bell peppers, bunches of yellow bananas, sliced dried tomatoes, sliced green bell peppers, and sliced dried bananas.

Information, Education and Communication Material

Pictorial view of the process adopted>



Khanewal



TandoAllayar



Sindh



Muzaffargarh



Pre-testing/training in Punjab and Sindh:



Punjab



Sindh





6. Value Chain Development and marketing activities:

Project has been successful to market itself through media, interviews on PTV and Mera Pakistan and producing a documentary on objectives, methodology and the marketing of sunny miracles products. We were able to take Ministry of food security and its associated departments along. FAO and IOM came forward to expand the activities in Balochistan and Peshawar.

The Jobs Trust has helped beneficiaries to establish market linkages by purchasing the dried stuff from them and 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 as was planned earlier. Jobs Trust after receiving the dried stuff from districts does the standardized labeling and packaging and bring in the market for sales.

12.1. Key food processing value chain stakeholders

Four very important stakeholders are on board and supporting as partners in marketing.

- Signed MOU with Ministry of Food Security and associated departments, NARC, PATCO, PARC for testing and certification of the products. This will allow approaching not only international markets but also big and international stores chains in Pakistan.
- Serena is fully supportive of the initiative and is using dried products. We are in the process of finalizing agreement with them to regularly supply sunny miracles products.
- Islamabad club is already using sun dried products, Sindh club was approached and other clubs are in the process of being partners. Rotary club is fully supportive and endorsed the work JOBS is doing in Karachi and other places.
- Nadeem Mirza and company, service providers in marketing based in Baloch colony at Karachi are the partners and selling sunny miracles products in Sindh, Karachi and Balochistan.

13. Marketing activities:

13.1. Materials development

JOBS Trust has developed a brand (Sunny miracles) for the marketing of dried fruits and vegetables. The products are being sold under the same brand. Project has developed stickers, brochures, business cards and a flyer for marketing and advertising purpose. Packaging and Labeling of the Sunny Miracles' Products are complete now.

One Pager Flyer



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!





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

Product of Indus Valley




www.sunnymiracles.org
info@sunnymiracles.org

Brought to you by **Miracles Trust**



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!



www.sunnymiracles.org | info@sunnymiracles.org

Brochure Business Card



Packaging and Labeling

13.2. Participation in Exhibitions:

In order to introduce sunny miracles products to the broader audiences in the country, the project team organized and participated in number of exhibitions in Pakistan including but not limited to Kuch khas, Nomad Gallery, Australian Embassy, Serena Hotel Islamabad, British Embassy, PC Lahore etc.

Currently the products are being sold and used in Islamabad club, Serena, JIM in F-8, jobs outlet in the office and PATCO store in Chake Shahzad.





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

13.3. Tasting Events:

Inviting prominent chefs, conduction of cooking competitions and organizing tasting events at community and head office levels have been the regular features of the

project. Experts are asked comment on taste, texture and appearance of the cooked products.



Luncheon with Hanif Rajput







14. Monitoring and Evaluation:

Process monitoring has been an integral part of the implementation in all the districts. Field teams used to monitor their own performance discuss issues in their weekly team meetings and suggested steps for improvement. Management teams from Islamabad office visited the project activities time to time, recommended changes and helped to incorporate the changes for improvements.

Monthly reports were produced by the field offices, compiled at Islamabad and shared with GIZ team at regular bases.

15. Changes in perceptions of the target beneficiaries.

Houses now look cleaner, people are more aware about the hygiene needs to stay healthy, they are better skilled that will help them to do their household chores better and get money for the work.

- Working on food processing is more relaxing, enjoying together as group and staying closer to the houses and children, said Saima one of the beneficiary at Khanewal.
- Women talk about hygiene with their kids.
- The soap is visible at the hand washing areas, no more hidden from the kids.
- In the start of the project JOBS faced problems regarding community's perception about NGOs. During the process of social mobilization it was learnt that we go without branding and mentioning that we are an NGO, project or a company, just JOBS Trust and that worked.

Saira, mother in law of one of our beneficiary, I am clean by nature but women around me did not listen to me before but since you have started this hygiene campaign, it has become easier for me to talk about hygiene with my neighborhood.

*Since I attended training on Hygiene and safe water I have become so conscious that I end up washing my hands with soap so many times.
Since you told us about the germs and how they get transferred I am very careful in handling food.
Nasreen*

16. 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