

DEAL-OF-THE-DAY SMS FOR STREET FOOD WOMEN VENDORS IN GHANA

Accra, Ghana Accra, Ghana



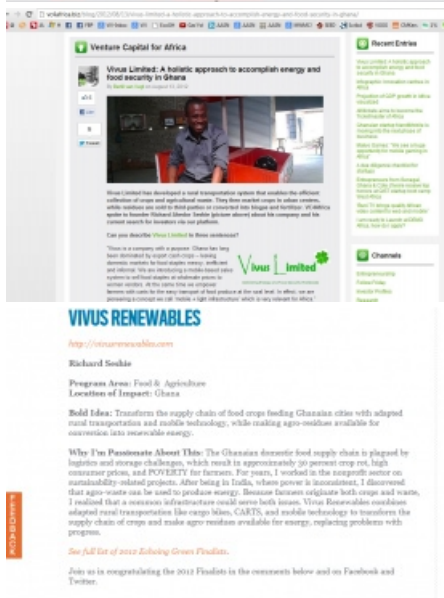
Richard Seshie



Home of the Social Innovation Rockstar.

Richard Seshie

After graduating from college, being named a World Economic Forum Global Changemaker Fellow, and founding two other programs devoted to sustainability, Richard Seshie returned to his native Ghana. There he built Vivus Renewables, focused on helping farmers by streamlining and localizing transportation systems in the agricultural...



Vivus Limited: A holistic approach to accomplish energy and food security in Ghana

Vivus Limited has developed a cost transportation system that enables the efficient collection of crops and agricultural waste. They have worked across to other centers, which includes the work in their project on connected bus, tractor and fertilizer. It serves as a model for other rural areas. Vivus Limited is a company and its mission is to help farmers in Ghana.

Can you describe Vivus Limited in three sentences?

"This is a company with a mission. Ghana has long been dominated by sugar cane crops. Living depends on them to fuel energy, fuel and other. It is an industry that has not been replaced by other crops or other means. It is a company that is working to help farmers in Ghana. It is a company that is working to help farmers in Ghana. It is a company that is working to help farmers in Ghana."

VIVUS RENEWABLES
<http://vivusrenewables.com>

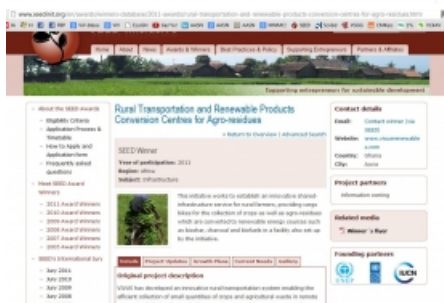
Richard Seshie
Program Area: Food & Agriculture
Location of Impact: Ghana

Bold Idea: Transform the supply chain of food crops feeding Ghanaian cities with adopted rural transportation and mobile technology, while making agro-waste available for conversion into renewable energy.

Why I'm Passionate About This: The Ghanaian domestic food supply chain is plagued by logistic and storage challenges, which result in approximately 30 percent crop rot, high consumer prices, and POVERTY for farmers. For years, I worked in the transport sector on sustainability-related projects. After being in India, where power is inconsistent, I discovered that agro-waste can be used to produce energy. Because biomass originates both crops and waste, I realized that a mission infrastructure could solve both issues. Vivus Renewables combines advanced rural transportation like crop buses, CARTS, and mobile technology to transform the supply chain of crops and make agro-waste available for energy, replacing problems with progress.

See Full list of 2012 *Entrepreneur* Green Finalists.

Join us in congratulating the 2012 Finalists in the comments below and on Facebook and Twitter.



Rural Transportation and Renewable Products Conversion Centres for Agro-wastes

SEED Winner
Year of participation: 2011
Region: Africa
Industry: Infrastructure

This initiative works to establish an innovative approach to address the needs for sustainable, providing energy for the collection of crops as well as agro-waste into renewable energy sources such as biochar, ethanol and biogas in a facility also set up by the initiative.

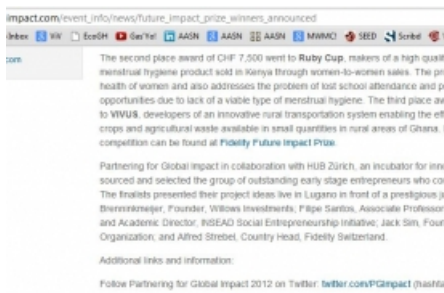
Original project description:
Vivus has developed an innovative rural transportation system enabling the efficient collection of small quantities of crops and agricultural waste in rural areas.

Contact details:
Email: info@vivusrenewables.com
Website: www.vivusrenewables.com
Country: Ghana
City: Accra

Project partners:
Information missing

Related media:
Vivus in Rural

Funding partners:
SEED, UNCTAD



impact.com/event_info/news/future_impact_prize_winners_announced

The second place award of CHF 7,500 went to Ruby Cup, makers of a high quality menstrual hygiene product sold in Kenya through women-to-women sales. The product health of women and also addresses the problems of lost school attendance and opportunities due to lack of a viable type of menstrual hygiene. The third place was to VIVUS, developers of an innovative rural transportation system enabling the efficient collection of small quantities of crops and agricultural waste in rural areas of Ghana. A competition can be found at [Fidelity Future Impact Prize](#).

Partnering for Global Impact in collaboration with HUB Zürich, an incubator for micro sourced and selected the group of outstanding early stage entrepreneurs who can The finalists presented their project ideas live in Lugano in front of a prestigious jury of investors, founders, venture investors, Fidei Status, Associate Professor and Academic Director, INSEAD Social Entrepreneurship Initiative, Jack Sim, Fours Organization, and Alfred Strehel, Country Head, Fidelity Switzerland.

Additional links and information:
Follow Partnering for Global Impact 2012 on Twitter: twitter.com/PGI2012 (#PGI2012)



Organization type:

for profit

Project Stage:

Start-Up

Budget:

\$10,000 - \$50,000

Website:

<http://www.scribd.com/doc/109737977/Vivus-12-Slides-12-Reasons-Why-Vote-for-Us-A...>

SHARE

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- [Rural development](#)
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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

VIVUS has developed a mobile-based sales system enabling a near “zero-rot” trade of food staples and an innovative rural transportation system enabling the efficient micro collection of crops in Ghana

About Project

Problem: What problem is this project trying to address?

Ghana’s focus on export cash crops has left its domestic markets for food staples inefficient and informal. At the sourcing level, farmers receive very low pay from traders who own the trucks or have to commute to the nearest rural market for better prices (up to 10 km by head portage or 2-3 bags bicycle loading) At the retail level; food staples are sent to feed Accra. Like many African capitals, Accra has exploded in size with 3 million people and an area exceeding 40 km. Informal table-top women vendors dominate the retail of staples to consumers. Yet, we have just 2 ‘centralized’ wholesale markets translating into expensive commute + stuck in traffic for women buying staples from wholesalers. 30 to 40% of crops also go to rot during handling; as unsold produce (trader and women)

Solution: What is the proposed solution? Please be specific!

We do two things: (i) At the retail level, we have developed a mobile-based “crowd-purchasing” system for women vendors enabling a near “zero-rot” trade. We send out field agents to mobile-register street women vendors. We then send them ongoing ‘DEAL OF THE DAY’ SMS, offering staples at discounted prices. By allowing women vendors in effect to “pre-order” their staples; we are able to source right-at-the-time, leverage their quantity during transport and cut significantly through rot (better handling + sales analysis provided to women) which results into a discounted price for them as “revenue efficiency share” We then take advantage of “nude” soccer fields and uncompleted houses to set-up proximity, temporary early morning wholesale markets (ii) At the farm level, a lead farmer is designated to aggregate the food produce from other fellow farmers backed with attractive prices. We empower them with carts/cargo bikes to convey their produce to the farmer’s yard as a collection point

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

1. INFRASTRUCTURE AS A SERVICE. We establish mobility centers' comprised of carts and/or cargo motorbikes at a cluster of villages-level.

They serve to transport crops during harvest time and for families' daily short-distance mobility needs (firewood, trading staples...) 2. INNOVATIVE FINANCING FOR FARMERS. We offer to farmers' several affordable finance solutions: single or dual family ownership cash-and-carry, barter exchange vs. staples or leasing backed by a revolving loan fund. We start by holding promotional days in villages so that farmers/families can acquire carts. We use a village group buy-in model: only upon a substantial number of farmers' interest secured either to acquire carts or trade willingness do we open a 'mobility and agro-products collection center' 3. FARMERS GET A NEW MARKET. Farmers are part of a de facto, non-formalized farm club and a lead farmer aggregates food produce (his kitchen space or house yard acts as the collection center). Farmers know our pricing offer a day earlier and convey the quantity of produce they are willing to sell this day. Trucks then transport produce to our temporary urban markets 4. FARMERS GET A NEW MARKET. We act as a "hub" trader of crops. (i) we use daily deal-of-the-day SMS to offer discounted prices of crops to women vendors who can pass some of it to consumers and reduce drastically commuting time with proximity wholesale markets (i) we use refrigerated carts to sell packaged fruits/vegetables in middle to high income urban areas 5. We weave a country-wide network of mobility and collection centers

Sustainability

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

Competitors include middlemen, traders as well as other direct/indirect competitors in the rural mobility (local manufacturers of bicycles) and agric extension services (govmt extension workers and NGOs). While concentrating on one aspect of the value chain; Vivus has designed an inclusive and integrated supply chain. By doing so, we are able to pool the use of carts not only to collect crops; provide rural cargo mobility services and in collecting agro-residues in the near term. Our IT deployment is unique. Mobility providers will be partners (manufacturing carts for us carts on top of bicycles) and we will leverage the trust capital of agric extension providers to roll out our village centers. Women vendors will self-appropriate our technology and severely limit the resistance of traders

Team

Founding Story

7 years in the non-profit sector and I felt it was time to look at for-profit ventures. Upon returning from India, my then new found vegetarianism met frustration with high prices of vegetables and repeated power cuts led me to discover and question why agro-waste wasn't valorized. An AHA! moment occurred when realizing that farmers originated both crops and waste; so a common and innovative value chain could serve both issues. Hundreds of stakeholder interviews and an earlier pilot project led to this operating model.

About You

Organization:

Vivus

About You

First Name

Richard

Last Name

Seshie

Twitter URL

Facebook URL

<http://www.facebook.com/vivusghana>

About Your Organization

Organization Name

Vivus

Organization Country

, GA, Accra

Country where this project is creating social impact

, GA, Accra

Age of Innovator

18-34

Gender of Innovator

Male

How long has your organization been operating?

1-5 years

Has the organization received awards or honors? Please tell us about them

-Vivus is the winner of the UNDP-UNEP-IUCN Seed Award Initiative Award 2011, one of the 35 most promising social and environmental start-ups in the developing world

-Vivus is a winner (3rd prize) of the Fidelity Future Impact Prize held as part of the Partnering for Global Impact Conference 2012 in Switzerland
-Vivus and its founder Richard Seshie has been inducted to the Yoxi Atlas, a global database of the hottest, most promising entrepreneurs and change makers. Richard was also featured as a Social Innovation Rock star. Yoxi is founded by the co-creator of American Idol
-Vivus was a semi-finalist at the CTI-PFAN Clean Energy Africa Financing Forum 2012 in South Africa
-Richard Seshie was selected as an Echoing Green Finalist

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Innovation

How long have you been in operation?

Operating for 1-5 years

Which of the following best describes the barrier(s) your innovation addresses? Choose up to two

Cost, Transparency.

Social Impact

What solution(s) does your initiative address to better the lives of girls and women by leveraging technology? (select all applicable)

Access to technology, Access to economic opportunity.

What has been the impact of your solution to date?

We run an earlier pilot project, albeit on a different operation model (did not use the SMS system) whereby we engaged a dozen women vendors. Social impact metrics were not available. The insights from this pilot have tremendously fed the new operating model.

What is your projected impact over the next 1-3 years?

Within the next 5 years, 20,000 women vendors benefit from a 10% increased income through our "deal-of-the-day" SMS service and other social benefits; 40,000 food crop farmers (the majority being women) receive 20-30% more for their crops as "efficiency revenue share"; 1 million rural households achieve 3 to 4 times more efficiency in load collection by enjoying our cargo mobility solutions.

What barriers might hinder the success of your project? How do you plan to overcome them?

Middle-men resistance will be won over by the appropriation/self-use of the SMS system by women vendors themselves and our proximity, temporal wholesale markets fall out of their traditional geographic sphere of influence

Winning entries present a strong plan for how they will achieve and track growth. Identify your six-month milestone for growing your impact

Identify three major tasks you will have to complete to reach your six-month milestone

Task 1

Establish the first Rural Collection and Mobility Center in the Ashanti region of Ghana

Task 2

Customize to a specific SMS and CRM solution

Task 3

Fully roll-out our operations

Now think bigger! Identify your 12-month impact milestone

We engage 53 women vendors, empower farmers with 165 carts and source 1185 tons of crops during our first 12 months of operation

Identify three major tasks you will have to complete to reach your 12-month milestone

Task 1

Establish the first Rural Collection and Mobility Center in the Ashanti region of Ghana

Task 2

Customize to a specific SMS and CRM solution

Task 3

Fully roll-out our operations

Sustainability

Tell us about your partnerships

(IT Partner) A US-based IT solutions social enterprise harnesses cloud- and mobile-technology to improve the monitoring, evaluation, and management systems of social service organizations.

(Manufacturer) The Ghana Bamboo Bikes Initiative will be the local manufacturer of push and bicycle carts
(Knowledge Partners) An Indian-based successful agricultural trading social enterprise and a local agricultural research organization are providing market insights and technical assistance to roll-out our operations

Please elaborate on any needs or offers you have mentioned above and/or suggest categories of support that aren't specified within the list

Apart from looking for grants, Vivus has recently launched a seed funding round. We are also always looking at expanding the team with volunteers. And we are finally looking for an expert to provide support in identifying the suitable locations of our village centers and cart vending points

Source URL: <https://www.changemakers.com/girltech/entries/deal-day-sms-street-food-women-vendors-ghana#comment-0>