Pumpkin Value Addition

Mityana, Uganda
Joyce Kyalema

Organization type:
for profit
Project Stage:
Growth
Budget:
$10,000 - $50,000

- Financial services and markets
- Food security
- Poverty alleviation
- Rural development

Project Summary

Elevator Pitch

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

This project is adding value to pumpkins to improve on incomes of the youth through making products like Pumpkin Juice, pumpkin wine, pumpkin bread, pumpkin powder from leaves, roasted seeds, cookies, cakes and biscuits. We also offer trainings on marketing and finance management to the youth.

About Project

Problem: What problem is this project trying to address?

Since youth in our community are pumpkin growers, we realized that selling pumpkins as they are, does not bring in enough money to solve family problems so the main problem was low income earned by pumpkin growers due to: • Lack of value addition skills. • Lack of improved seeds. • Poor farming methods and practices. • Lack of marketing skills. • Lack of financial literacy • Limited access to loans.

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

We are going to mobilize youth into groups which will enable them to work in groups, and engage in collective marketing. Training youth in value addition will equip them with practical skills and knowledge thus increased incomes. Establishment of a demonstration center will enable youth to learn improved methods of farming, through continuous mentoring thus improving the quality and quantity of pumpkins produce and products. Linking them to financial services will facilitate youth to acquire loans as groups which enables them, start, expand, strengthen and sustain their businesses. Linking youth to existing markets will enable them to increase their sales of products, this will lead them to start up new businesses hence jobs created.

Impact: How does it Work

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

Mobilizing youth into groups will enable them learn group dynamics, form groups which will facilitate them engage in collective marketing thus increased incomes. By practicing practical skills and knowledge of value addition to pumpkins,youth will be able to add value to the pumpkins, produce quality and quantity products, thus increasing incomes. Demonstration center established will give platform to the youth to learn improved methods of farming leading to higher productivity, thus increased incomes and new businesses and jobs started. Youth access to loans will enable them start, expand and sustain their businesses, thus new jobs created. Access to the existing markets will increase on sales of products so that to sustain their businesses.

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

There are development partners who are targeting youth specifically for economic empowerment in the area. Despite of there existence they only provide start up kits to youth for example improved seeds. Our approach empowers youth with skills in growing improved pumpkins, provide the improved pumpkin seeds, equip them with skills in pumpkin value addition, marketing and link them to financial institutions to access business start up loans. This makes it a unique approach and it ensures sustainability of the initiatives since youth can independently start and sustain their businesses.

About You
Organization: Nkokonjeru Women's Project

About Your Project
Organization Name
Nkokonjeru Women's Project
Organization Country
, MUB
Country where this project is creating social impact
, MUB, Mityana
How long has your organization been operating?
1-5 years

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.

Your Solution

Founding Story: Share a story about the “Aha!” moment that led you to get started and/or to see the potential for this to succeed.

We are a group of youth and women who are out of school and single mothers who organized ourselves into an association. Having realized that working with youth and women was a strategic direction to rural development, we decided to improve the enterprises of women and youth to increase their households income to address poverty. Majority of women and youth were practicing agriculture for food security and could not produce enough for sale. The alternative pumpkin value addition model was introduced to increase marketing and incomes for the rural poor women and youth. It is easy to start because it uses local technology and many products are produced and has health benefits due to the nutrition component in a pumpkin.

Select Sector(s): To which of Unilever’s categories of sustainability does your solution apply?
Nutrition, Sustainable Agriculture.

Measurable Impact

Audience: Who have you identified as your customers/recipients and why? How will you get your solution to them or engage them in your initiative?

We will sell the pumpkin products to households, wholesale and retail shops, institutions, hospitals, restaurants, common markets and to wholesale distributors such as supermarkets, private bakeries and grocery bakeries. These are the places where people can access our products from. Radio/TV advertisement, partnership deals with interested parties, and we will also travel to the trade shows and communicate with potential buyers.

Impact: What is the impact of the work to date and expected impact in the future?

Social impact:
• Improving access to basic education and sustainable agricultural skills.
• Creating jobs for women and youth in various sectors and positions.

Environmental Impact:
• Promoting sustainable techniques for agricultural practice to reduce land degradation in the region.
• Reducing amount of CO2 in the atmosphere as pumpkin gardens consume some of the gas produced.

Economic impact:
• Promoting entrepreneurship among disadvantaged groups while raising their awareness about financial institutions and business perspectives.
Creating new or alternative income for community members
Introducing new markets and collaborations for product sale.

Future
Create 160 jobs for youth in two years
Expand the project to benefit another district
Establishment of a processing plant for easy value addition
Expand the growing space by purchasing a piece of land

Growth, Finance & Leadership
Scaling the Solution: How do you intend to scale your activities over the next two years (e.g., reach new markets, diversify solutions, etc.)? What will make this possible?

We are intending to scale up the solution through:
Expanding the enterprise by growing up to 20,000 species of pumpkin crops for sustainable harvesting.
Explore new markets and gain US$ 1568 monthly revenues from the products sale.
Employ over 80 women through organizing for them trainings on technical skills in pumpkin value addition, marketing, packing and financial management.
Set up a processing plant to increase on the production of pumpkin processed products.

Financial Sustainability: What is your business model to ensure financial sustainability?

We are going to ensure financial sustainability by:
Expanding the enterprise by growing up to 20,000 species of pumpkin crops for sustainable harvesting.
Explore new markets and gain US$ 1568 monthly revenues from the products sale.

Experience: Please provide examples of any previous entrepreneurial initiatives you have pioneered.

Am a grantee of the Youth to Youth Fund a grant of the Youth Entrepreneurship Facility (YEF), which unleashes African Entrepreneurship in East Africa and supported by International Labour Organisation (ILO). Currently am implementing a project targeting 50 youth in pumpkin value addition in Mityana district. So far 2 group businesses have been created employing 50 youth. I have also won the 2013 entrepreneurship award from SEED Initiative.

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