

The Green Gold Company : Forestry and Farming a way through: Aloe Vera the green gold amongst us

EritreaAsmara, Eritrea
Angesom Ghebrem...



Year Founded:
2009

Organization type:

hybrid

Project Stage:

Start-Up

Budget:

< \$1,000

Website:

<http://www.wca2014.org/forestry-and-farming-a-way-through-aloe-vera-the-green-go...>

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Project Summary

Elevator Pitch

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

The Green Gold Company is designed to provide support to the youth of Eritrea to become involved in the Aloe Vera farming industry. As a company we provide support to the youths through scientific knowledge, technical capabilities, financial expertise and consulting assistance.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

what if Gold can be found bare on the ground and it is Green!

About Project

Problem: What problem is this project trying to address?

Eritrea's population increases significantly and this has led to a decrease in farm size. There fore many youth farmers migrates towards urban areas, abandoning their farmlands. The problem is youth unemployment, urbanization and destruction of the biodiversity.

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

The solution is planting multipurpose species. This is because planting multipurpose species will provide the assurance of growth, an economic benefit and environmental sustainability. We choose Aloe Vera (Aloe Barbadensis Miller) not only because it is simple to grow, but also it is a native crop that grows naturally in many parts of the country. Eritrea has the right climatic conditions, diverse ecology, an arable land and concerned government sectors to carry out successful Aloe Vera plantation. The Aloe Vera can be cultivated in hillsides and mountains, around coastal areas, in community closures and in modern farms.

Impact: How does it Work

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

Two years ago, I visited my mother's village in Obel, a farming village of recently cleared forests. Fortunately for me there was a village assembly going on. The villager's discontent with the recent policy of the government to seize their farmlands forests. I can imagine the plight of the villagers and I can't stop agreeing with the environmental expert. I vow to myself there has to be a solution to the dilemma. There has to be some way through, to conserve the environment and at the same time to satisfy the farmers. Later on I come up with a strategy of, planting multipurpose species. This is because planting multipurpose species will provide the assurance of growth, an economic benefit and environmental sustainability.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

My pilot project in my mothers village was an instant success, as long as the villagers promised to reforest the degraded land the village administration and the National government agreed to give the people their seized land. At the same time the people start to reap the benefits of the plants. This year they sold their first cultivation to the market. Now everybody has his farmland and a fat amount of money in their pocket and they don't have the wrenched face that I have seen during that memorable day of village assembly. I become a local hero in my mother's village and my trips to that village become constant and pleasant– everyone wants to invite me to his house. Now for people who only knows Gold can be found only inside earth, they have a reason to call Aloe Vera "The Green Gold".

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

I am planning to introduce this project to the wider community. There is a constant discussion with the policy and decision makers of the government to implement the project nationwide. The future of the project is to reduce poverty by exposing farmers to Aloe vera farming and its value addition for income generating and poverty alleviation within the semi arid lands of Eritrea. The Green Gold Company will begin to make a profit in in year 2 of operations and have consistent growth until year 5.

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

The Green Gold Company is seeking short-term funding to provide youths with the above listed services, start-up expenses and first year loses. It is estimated that the company will begin to make a profit in year 2 of operations and have consistent growth until year 5.

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

A conservative estimate puts the monetary value of current global trade in medicinal plants at over US\$60 billion. With the increasing interest in 'natural' products across the world and the resultant upsurge in the demand for medicinal plants, this trade is expected to grow up to 5 trillion by the year 2050. Aloe Vera is among the few medicinal plants by virtue of their extensive medicinal, nutraceutical and other uses enjoy a major chunk of the market across the globe. The major markets for Aloe Vera and its extracts are Australia, US and the entire Europe.

About You

About You

First Name

Angesom Ghebremeskel

Last Name

Teklu

Email

angesomteklu@gmail.com

Twitter URL

Facebook URL

About Your Project

Organization Name

How long has your organization been operating?

Project

Organization Country

, Asmara

Country where this project is creating social impact

What awards or honors has the project received?

Funding: How is your project financial supported?

Friends and family, Individuals.

Supplemental

Sector

Greenhouse Gases, Sustainable Sourcing, Opportunities for Women, Inclusive Business.

Audience: Who have you identified as your customer/recipient groups and do these groups value your solution for different reasons?

How do you engage different customer/recipient groups to deliver your solution?

Both women and minorities are specific target groups within our projects. The Green Gold company is planing to strengthen the self-development capacities of the rural men and women and improve their income generation opportunities by supporting the sustainable development of diversified and adaptive Aloe Vera Farming at the level of production and service support.

Scaling the solution: How would the prize money and publicity help you to achieve your objectives over the next two years?

The prize money and publicity will help me to expose and attract youth farmers to Aloe Vera farming and its value addition for income generation and poverty alleviation within the semi arid lands of Eritrea. I will generate this exposure and attraction to the industry through public awareness and

education that includes the following:

1. Launch a public awareness campaign about issues that surround Aloe Vera farming.
2. Launch an effort to disseminate information about Aloe Vera farming through the radio, television and the written online and offline media.
3. An extensive effort in the areas of education and training, both formal and informal.

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

Hamelmallo Agricultural College Academic and extracurricular team coordinator in the first Eritrea colleges festival.

National Voluntary Regular Blood Donors Club Executive Committee member (May 2009- November 2011).

The American Information Resource Centre Public speaking Club/ Communication skills Group; Chairman (2011-present).

Remote Delegate at the meeting of the Global Partnership for Effective Development Cooperation Mexico City, Mexico.

Are you eligible to attend the Accelerator event in Cambridge and subsequent events in London, UK in January, 2015?

yes

Will you require a visa to enter the UK?

yes

Are you a current Unilever employee?

Source URL: <https://www.changemakers.com/sustliving2014/entries/green-gold-company>