

THE KAYAYO (MARKET HEAD PORTER WOMEN): USING SHEA BUTTER TO BUTTER THE LIVES OF KAYAYO WOMEN

PAGA, Ghana
PAGA AND NAVRONGO, Ghana
ALI VIDA



Year Founded:
2015

Organization type:

nonprofit/ngo/citizen sector

Project Stage:

Idea

Budget:

\$1,000 - \$10,000

Website:

<https://www.changemakers.com/TEN%20THOUSAND%20VILLAGES%20and%20www.uporthy.com/a...>



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Project Summary

Elevator Pitch

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

Hint: This will be the first introductory text about this project that viewers will see.

Creating Job opportunity for women who migrate from the North to the south as kayayo due to unemployment and lack of opportunity in the north. Most of these women are best makers of local unrefined shea butter

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

WHAT IF THESE WOMEN ARE TRAINED ON HOW TO ADD VALUE AND HOW TO PACKAGE THEIR LOCAL SHEA BUTTER BEFORE THEY SELL THEM TO THE PUBLIC?

About Project

Problem: What problem is this project trying to address?

Kayayo (market carrier women). Northern Ghana where I come from possess many natural resources and hard working women but due to the undeveloped nature of the region, both the youth and the old finds it difficult to get jobs even though some of them are well educated. Due to the pressure from home, these women migrate from the north to seek for jobs in the south and most of them ends up becoming prostitutes etc

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

Training and educating women on how to add value, package, brand and customize their product. As a business student, one of my objective is to give back to my society by introducing entrepreneurship to them. Therefore, in other to minimize unemployment, poverty and high illiteracy rate in the North, I intern to involve all young girls and women who are willing to learn this new idea in other to improve their lives.

Awards

Is yet to be established

Impact: How does it Work

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

Muniratu, who was a victim of kayayo is now one of the best makers of all kinds of shea butter body cream and soap in my community in the south all because of my idea. I thought her how to improve upon the local shea butter she use to produce when she was in the north. i discovered this lady in Takoradi on 20th of December, 2014. together with her, we made our first 10 bottled shea body cream which went for \$15 per bottle and our total cost was \$100. we ended up with \$50 profit

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

From the time I started this project to date, I have relished that, I have been able to turn the life of a Kayayo into a high time business woman which makes me realized that I can touch more lives if I get the necessary support I need. And I foresee that, at the end of 2016, 80% of young girls and women in Paga will be independent and start to work for themselves and help to expand the private sector as well as increase their standard of living. Though it will be difficult at the beginning for them to adjust to my new project idea, i will make them see the need for a new change.

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

First of all, I will register my organization and get permit from the Food and Drugs Board. after that, my team and I will do community survey using questionnaires to ascertain answers, starting from the Market place since that is where most of the women can be found, and after, we will visit religious centers. A permanent training location will be looked for. I foresee that after the following year, some of these women will be employed in my organization as trainers and help to train other individuals in other sub-communities as well. we know that when women are empowered, families are liberated

Sustainability

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

Since the project is about product making, the products will be sold at the end of the day, 70% of the profit will be re-invested into the project. As well as seeking funds from other stakeholders and the rest will be used as charity (buying books and stationary for their children)

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

The government of the Republic of Ghana and other stakeholders but these bodies are only approaching it at the south only forgetting that the root cause of the problem is in the north. these bodies "are applying the right solution at the wrong location". they have spent a lot of money trying to achieve something that can be best achieved in the north. My organization is tackling it from the north, in order to address all these issues by starting from my community (Paga and Navorongo) and later to other neighboring communities.

Team

Founding Story

My Aha moment was when I was learning how to combine all the natural ingredients with the local Shea butter. I was able to use the same Shea butter to make an ointment for friend's brother and after he used the ointment, To my surprise, this gentleman gave me \$200 to invest into my education and he promised to support me when I want to come out as a professional body cream maker in terms of acquisition of my business permit. I was able to use his money to buy some of my materials for my personal use. All I look for now, is to come out as a professional trainer and help my people at the North since they are the main producers of the local Shea better and I believe it will help reduce the unem

Team

My team is made of 3 females and two males and since they will take part in the training process, i will first of all do The TRAINING OF TRAINERS (take my members through one week training) before the program starts and Due to the distance from the south to the north, I intern not to keep a lot of people. The two guys are in charge of the branding and customizing of the products while the three ladies are in charge of the organizing and keeping of data of the trainees who will be registered, again, in conjunction with my friend Muniratu, we will be in charge of the teaching and training aspect.

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