**KITUI WIDOWS JUICES VALUE ADDITION AND MARKETING PROJECT**

**SUBMITTED TO GLOBAL GIVING BY MAEEO**

1. NAME OF PROJECT

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| Kitui Women Fruits and Vegetable Juices Value addition and Marketing Project  |

1. FULL ADDRESS/LOCATION OF PROJECT

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| --- |
| Museve and Mulundi sub locations of Kyangwithya Location, Kitui Central sub County of Kitui County in Kenya  |

1. COST OF PROJECT (Please use your **local currency**.)

|  |  |  |
| --- | --- | --- |
| TOTAL COST OF THE PROJECT | TOTAL FUNDS REQUESTED  | CONTRIBUTION MADE TO THE PROJECT BY THE APPLICANT |
| **Kshs 517,100,000 ($5171)** | **Kshs 417100 ($4171)** | **Kshs 100,100 ($1000)** |

* How will you raise funds for your contribution to the project?

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| --- |
| The cost of office rent, electricity, water, telephone, internet, transport and bank charges will be paid in cash. The rest will be contributed in kind through some activities facilitation by the volunteer board and staff.  |

1. HOW LONG IS THIS PROJECT FUNDING PERIOD PLANNED TO LAST?

|  |
| --- |
| 6 Months |

1. WHO WILL BE RESPONSIBLE FOR MANAGING THE PROJECT? **Perpetuah Murugi Wachera (Programs Manager)**
2. WHY WAS THE PERSON CHOSEN?

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| She has a training background in Community development and Sustainable agriculture and over 14 years’ experience implementing similar projects with women, youth and children. She has also a 7 years’ experience working with orphans and vulnerable children and their care givers. She is also an expert in training of organized groups in economic empowerment, savings and loaning schemes. |

1. HOW MANY PEOPLE WILL BE INVOLVED? (Please give approximate numbers)

|  |  |  |
| --- | --- | --- |
|  | ADULTS – OVER 18 YRS | CHILDREN – UNDER 18 YRS |
| FEMALE | MALE | FEMALE | MALE |
| DIRECT BENEFICIARIES  | 250 | 0 | 600 | 400 |
| INDIRECT BENEFICIARIES | 250 | 200 | 850 | 750 |
| VOLUNTEERS | 4 | 1 | 0 | 0 |
| PAID STAFF | 0 | 0 | 0 | 0 |

1. WHAT IS THE GOAL OF THE PROJECT?

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| --- | --- |
| Overall Goal: |  To reduce poverty and increase food security in Changwithya East community through household economic empowerment by end of 2020 |
| Related to question 10: Which of the aims of your organisation is the goal of this project associated with? | Economic empowerment of women, youth and the less disadvantaged in the community through sustainable enterprises development and vocational training. |

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| --- | --- |
| Specific Aims (Please add extra boxes if you need to) | Activities (Please add extra boxes if you need to) |
| 1. To ensure increased household economic empowerment through value addition and marketing of sugar cane juice and others by women in Changwithya East Ward of Kitui County by end of 2020
 | 1. Two community mobilization and sensitisation meetings
2. One 2 days training session of 20 community trainers in sugarcane, fruits and vegetable juices production, value addition and marketing, and business planning
3. Prepare a business plan for sugarcane, fruits and vegetable juices production, value addition and marketing enterprise
4. Provision of a commercial stainless steel sugarcane juicer, other fruits commercial juicer and blender, freezer for juice storage, juice storage containers, 10 seat tent and seats, utensils for juice handling.
5. Provision of a small branded Juice Kiosk
6. One banner for sugarcane juice marketing
7. Required National and county government licences
8. Project monitoring and evaluation
9. Project audit
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DETAILS OF PROPOSED PROJECT**:**

1. PROVIDE A **SHORT** DESCRIPTION OF THE PROJECT.

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| The project is aimed at economic empowerment through employment and income generating opportunities creation for women in Museve area of Kitui County. This will be through support in production, value addition and marketing of sugar cane, fruits and vegetable juices which have nutritional and health benefits. Sugarcane is one of the main crops grown in the area as a source of income not forgetting its environmental benefit as a soil cover and protection of wetland areas. The crop is currently marketed raw at Kitui town by women who ferry big loads on their backs endangering their health. Fruits in abundance include the mangoes, avocadoes, passion, orange, and lemons. Vegetables grown include spinach, kales, cabbages, and sweet pepper.The project goal is to ensure improved women economic empowerment through sugar cane, fruits and vegetable juices production, value addition and marketing. Its purpose is to increased income and create employment opportunities for 250 women (women headed households and those caring for disabled children). The project results (outputs) will be: 1. Enhanced knowledge and skills for 250 women in sugar cane, fruits and vegetable juices production, value addition and marketing
2. Employment creation and income generating opportunities for 250 women in sugar cane, fruits and vegetable juices production, value addition and marketing.

The project detailed activities will include the following:-

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| **ACTIVITY** | **IMPLEMENTATION SCHEDULE (MONTHS)** |
| **1** | **2** | **3** | **4** | **5** | **6** |
| * 1. Two community mobilization and sensitisation meetings
 |  |  |  |  |  |  |
| * 1. Two days training of 20 TOTs in proper sugar cane, fruits and vegetable husbandry and management, and business planning
 |  |  |  |  |  |  |
| * 1. Develop a business plan for the enterprise
 |  |  |  |  |  |  |
| 2.1. Provision of a commercial stainless steel sugarcane juicer. |  |  |  |  |  |  |
| * 1. Provision of a commercial fruits and vegetable juice making machine
 |  |  |  |  |  |  |
| * 1. Provision of a fridge/freezer for juice storage
 |  |  |  |  |  |  |
| * 1. Provision of 10 (5L) Jeri cans and 1000 disposable cups for juice storage and packaging
 |  |  |  |  |  |  |
| * 1. Provision of 10 seat tent and seats
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| * 1. Provision of a small branded Juice Kiosk
 |  |  |  |  |  |  |
| * 1. One banner for juices marketing
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| * 1. Registration of the business with the National and County government
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| * 1. Project monitoring and evaluation, and reporting to ACWW
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| * 1. Project audit
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1. WHY IS THE PROJECT NECESSARY?

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| The project area has many women headed households, widows and women caring for disabled children. Many are unemployed and they lack the resources and capacity required to take care of their households and children. A recent rapid organizational capacity assessment for the women and youth groups in the project area, revealed many capacity gaps. Some of the gaps identified include inadequate profitable businesses for the various groups, lack of adequate capacity in managing nature-based businesses as commercial entities, and lack of access to credit facilities to invest in nature based enterprises.Some of the recommendation given as a solution to the gaps includes the exploration and initiation of potential profitable businesses to sustain the organization, capacity building of members in managing nature-based businesses as commercial entities, resources mobilization and linkage with financial institutions and others for access to credit and support.The area is one of the main production areas of sugarcane, fruits and vegetables in the county, though with low prices locally due to over production. Value addition and marketing of sugarcane, fruits and vegetables is a great opportunity for economic empowerment of women in the project area. Women who are involved in sugarcane production and marketing carry heavy loads of the produce to the market which has negative impact on their health, not forgetting the low returns from the raw products. Value addition of sugarcane through juice production, packaging and marketing at the source or in the nearby Kitui town can create employment and income generating opportunities for women and youth. It will also lead to improvement of the health of women for they will no longer need to carry heavy loads of the produce to the market.Inclusion of value addition and marketing of fruits and vegetable juices will ensure additional income and sustainability of the venture. |

1. WHO ARE THE PROJECT BENEFICIARIES?

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| The project will benefit 250 women who are their household heads, widowed or taking care of children with disability. The targeted women are members of Musekavo Community Forest Association, Iveti Ndiwa (Widowed women) Self Help group and Parents to Parents of disabled children self-help group which work with MAEEO. In the project area, women suffer a lot with their children when men move to towns in search of employment with some never returning back. The targeted ones are the most affected for they have to do casual works to provide for their families. It will also benefit over 1000 dependants of the targeted women’s directly for the money made when selling juice and raw materials for the enterprise will be used for purchase of food, clothes, education, health and others needs of beneficiaries households. Indirect beneficiaries will be 450 adults (250 females) and 1600 children below 18 years (850 females). |

1. HOW WERE THEY INVOLVED IN THE DESIGN OF THE PROJECT?

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| The groups where consulted through formal and informal meetings with their executive committee members during the preparation of the pre application questionnaire and the application form. Field visits were also done to assess the actual needs of the groups and their members, as well as the challenges facing them. |

1. HOW WILL THEY CONTINUE TO BENEFIT AFTER THE PROJECT IS FINISHED?

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| The beneficiaries will be supported through linkages to financial institutions which can offer the required resources for expansion. They will be linked to the markets for sale of products as well as to business development services providers for capacity building. They will also be supported to register their products with Kenya Bureau of Standards so as to capture new markets as they expand.The women have been organized and trained in table banking and will be able to save enough resources to continue with the enterprise in a sustainable manner beyond the donor support. MAEEO as a strategic partner will continue capacity building of them in sustainable business management. |

1. WILL THE PROJECT MAKE USE OF LOCAL RESOURCES INCLUDING LOCAL GOVERNMENT AND OTHER WOMEN’S GROUPS? IF YES, HOW? - **YES**

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| The project will work very closely with other local resources including the Agriculture, Gender and Social Services and Provincial Administration departments who will be involved in community mobilization and capacity building as well as in its sustenance. Other women groups will be involved and trained by the trained peer educators as part of the up scaling of the project activities. Linkage of the trained groups with county government and other stakeholders will also be done for future support and sustainability. |

1. HOW DO YOU PLAN TO MONITOR AND EVALUATE YOUR PROJECT?

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| The project monitoring and evaluation will be participatory involving all the stakeholders. It will be done using various methods which will include the maintaining of register of attendance during training programme and meetings. Regular meetings of the Project Management Team composed of MAEEO board members and groups will also be held.MAEEO staff and volunteers together with the trained peer educators will conduct regular field visits and prepare reports with photos on the activities implemented. The reports will be summarized into monthly and quarterly reports and shared with ACWW and all the stakeholders. Reporting will also be done as per the Global giving requirements and shared accordingly. A final report, evaluation and audit will also be done and finding shared with Global giving and other stakeholders. |

1. Activity / Results plan

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| --- | --- | --- | --- | --- | --- | --- |
| **ACTIVITIES** | **RESULTS** | **MONITORING** | **CONFIRMATION** | **RESOURCES** | **PROBLEMS AND SOLUTIONS** | **TIME NEEDED FOR ACTIVITY**  |
| 1. Two project awareness creation meetings and selection of community peer educators for training
 | 2 meetings held and attended by 100 women each  | Responsible: Perpetuah Murugi and Belita Mutinda How: Attending meeting/preparing registration lists and taking minutes and reporting When: During the meetings | - Signed registration lists proving that the five meetings were held- Photos of the events- Meeting Minutes- Report  | - Volunteers (facilitators)- Venue for meetings- Targeted beneficiaries and groups and executive committee members- Snacks- Stationery  | **Problem:** May not reach as many community members during the meetings. **Solution:** Involve local leaders and other stakeholders in mobilisation of community members and consideration of gender roles and calendars in planning to ensure days and timing are favourable to women and girls. | Months 1 |
| 1. One training session of 20 community trainers in sugarcane, fruits and vegetable juices production, value addition and marketing, and business planning
 | One training session held attended by 20 community peer educators for each. | Responsible: Perpetuah Murugi and Belita Mutinda. How: Attending trainings/preparing registration lists/conducting daily evaluations and reporting When: During the trainings | - Signed registration lists proving that the training was conducted- Photos of the events- Evaluation forms and reports- Training reports  | - Programme Manager, and Volunteers (facilitators)- Venue for trainings- Community members- Meals- Stationery  | **Problem:** Some participants may not attend the training session. **Solution:** Introduce registration fees to ensure commitment when members are registering for the trainings. | Months 2  |
| 1. Prepare a business plan for sugarcane, fruits and vegetable juices production, value addition and marketing enterprise
 | Business plan prepared and in use | Responsible: Perpetuah Murugi and Elijah Musembi How: consultation with women group leaders and others When: While preparing the business plan and trainings | - Business plan-Signed registration lists of those consulted- Photos of the events-  | - MAEEO staff and volunteers (facilitators)- Venue for consultative meetings- Community members- Meals- Stationery  | **Problem:** Lack of adequate resources to implement the business plan fully. **Solution:** The beneficiaries will be trained in saving and credit so as to raise enough capital for the enterprise  | Months 2 and 3 |
| 1. Provision of a commercial stainless steel sugarcane juicer, other fruits commercial juicer and blender, freezer for juice storage, juice storage containers, 10 seat tent and seats, utensils for juice handling.
 | Stainless steel sugarcane juicer, other fruits commercial juicer and blender, freezer for juice storage, juice storage containers, 10 seat tent and seats, utensils for juice handling in place | Responsible: Perpetuah Murugi and Elijah Musembi How: Purchased through the procurement subcommittee of MAEEO When: After training in Month 3 and 4 | - Purchased equipment list -Delivery note and invoices - Photos of the equipment’s  | - MAEEO procurement sub committee and board, staff and volunteers (facilitators)- Funds   | **Problem:** Fluctuation in prices making it not possible to purchase all items as planned **Solution:** Allowance Will be made to cate for any change in prices. Prior survey has been done to confirm the prevailling market prices of the equipment’s  | Month 3 and 4 |
| 1. Provision of a small branded Juice Kiosk
 | Small branded juice Kiosk in place | Responsible: Perpetuah Murugi and Elijah Musembi How: Purchased through the procurement subcommittee of MAEEO When: After training in Month 3 and 4 | - Purchased equipment list -Delivery note and invoices - Photos of the Kiosk  | - MAEEO procurement sub committee and board, staff and volunteers (facilitators)- Funds   | **Problem:** Fluctuation in prices making it not possible to purchase all items as planned **Solution:** Allowance to cater for any change in prices. Prior survey done on the prevailing market prices of the equipment’s  | Month 3 and 4 |
| 1. One banner for sugarcane, fruits and vegetable juice marketing
 | One banner in place | Responsible: Perpetuah Murugi and MAEEO BoardHow: Purchased through the procurement subcommittee of MAEEO When: After training in Month 3 and 4 | - Purchased equipment list -Delivery note and invoices - Photos of the Kiosk  | - MAEEO procurement sub committee and board, staff and volunteers (facilitators)- Funds   | **Problem:** Fluctuation in prices making it not possible to purchase all items as planned **Solution:** Allowance Will be made to cate for any change in prices. Prior survey has been done to confirm the prevailling market prices of the equipment’s  | Month 3 and 4 |
| 1. Required National and county government licences
 | National and county government licences in place | Responsible: Perpetuah Murugi and MAEEO Board How: Procurement subcommittee and Board of MAEEO to ensure complianceWhen: After training in Month 3 and 4 | - Scanned document -Invoices - Photos of the framed required documents  | - MAEEO procurement sub committee and board, staff and volunteers (facilitators)- Funds   | **Problem:** Fluctuation in costs **Solution:** Negotiation to be done with the relevant institutions to provide certification under the prevailing conditions  | Month 3 and 4 |
| 1. Project monitoring and evaluation
 | Monitoring and evaluation reports in place | Responsible: Perpetuah Murugi and MAEEO Board How: MAEEO board and project management team will conduct monthly monitoring meetings of the project and report accordingly. They will also conduct end term evaluation and share the report with ACWW. When: Throught the project period.  | - Monitoring and evaluation reports  | - MAEEO staff, board members and project management team- Funds   | N/A  | * Monitoring throught the project period.
* Evaluation in Month 6
 |
| 1. Project audit
 | Audit report in place | Responsible: Perpetuah Murugi, board members and project management teamHow: They will ensure audit is conducted and report prepared and shared.When: Month 6 | - Audit report | - MAEEO staff, board members and project management team- Funds  | **N/A**   | * Month 6
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**C) FINANCIAL DETAILS**

1. HAVE YOU RECEIVED ASSISTANCE FROM OTHER AGENCIES IN THE LAST THREE YEARS? If YES, please give details and include the full name and address of the agency

|  |  |  |  |
| --- | --- | --- | --- |
|  | Name, address and email of the agency | Amount (mention currency)  | When?  |
| For this project | N/A | N/A | N/A |
| For other projects  | FCG Swedish Development AB CONSULTING AB/Global South; Dalagatan 1, 111 23 Stockholm, Sweden; Info@fcgsweden.se | Kshs 2,057,000 | July to October 2017 |

1. WHO FROM YOUR ORGANISATION WOULD ADMINISTER THE FUNDS AND HOW WOULD YOU CONTROL YOUR FINANCES?

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| a) Who will administer the funds? (Please give title, name, position and address of all involved)The administration of the funds will be done by the following volunteer staff and board members1. Perpetuah Murugi Wachera - Programme Manager/Secretary - P.O. Box 2342 Machakos
2. Rosemary Wambua - Chairperson - P.O. Box 2342 Machakos
3. Eunice Mwia Ndambuki - Treasurer - P.O. Box 2342 Machakos
4. Elijah Musembi Mutungi - Technical Advisor - P.O. Box 2342 Machakos

b) How will you control your finances? (E.g. cash book, ledger account, etc) The control of the finances will be done by either use of cash book or quick book which MAEEO has been using with the support of the volunteers who have experience in using them. Payment vouchers and supporting documents will also be kept for all expenditures. |

1. HOW ARE YOU PLANNING ON FUNDING YOUR CONTRIBUTION OF THE WORK?

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| The local contribution will be done in cash and kind through facilitation of some activities by the volunteer workers and the board members; provision of training and meeting venues. MAEEO will support also in all the meetings facilitation, trainings and business planning. It will also support in the project monitoring and evaluation. MAEEO will also cater for most of the project administration cost. |

1. PLEASE STATE THE FOLLOWING:

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| Name of your bank: Barclays Bank of Kenya Address of your bank: P.O. Box 1206-90200, KituiName of your account: Mundu Agricultural Environmental & Educational Organization*(please note the account should either be in the name of the organisation or the project)*Your account number: 1064000 SWIFT Code/IBAN: BARCKENXIs this account suitable for receiving foreign donations? YES/NO – **YES** |
| ACCOUNT SIGNATORIES 1. Name: Eunice Mwia Ndambuki

Position: TreasurerAddress: P.O. Box 2342 Machakos1. Name: Rosemary Wambua

Position: ChairpersonAddress: P.O. Box 2342 Machakos1. Name: Perpetuah Murugi Wachera

Position: Programme Manager/SecretaryAddress: P.O. Box 2342 Machakos1. Name: Elijah Musembi Mutungi

Position: Technical AdvisorAddress: P.O. Box 2342 Machakos |

1. BUDGET:

|  |  |
| --- | --- |
| **INCOME** | **Total*****USE LOCAL CURRENCY*** |
| GRANT REQUESTED FROM GLOBAL GIVING | 417,100 |
| CONTRIBUTION TO BE MADE BY THE APPLICANT  | Cash: 10,000 |
| In Kind: 90,000 |
| OTHER INCOME (please specify) | 0 |
|  |  |
| **Total Income**  | 517,100 |

|  |
| --- |
| **Expenses *USE LOCAL CURRENCY*** |
|  | **Description** | **Who will pay (GG or Other)** | **Quantity** | **Unit cost** | **Total cost** | **For GG use only** |
| **(I)** | **Running costs**  |  |  |  |  |  |
| I | Office rental | MAEEO | 6 | 4000 | 24000 |  |
| II | Salaries (Specify each position) |  |  |  |  |  |
|  | 1. Programme Manager
 | GG | 6 | 15,000 | 90000 |  |
| III | Electricity/water | MAEEO | 6 | 1000 | 6000 |  |
| IV | Telephone, Internet | MAEEO | 6 | 1000 | 6000 |  |
| V | Transport (public and fuel) | MAEEO | 6 | 3000 | 18000 |  |
| VI | Audited accounts  | GG | 1 | 10000 | 10000 |  |
| VII | Bank charges | MAEEO | 6 | 200 | 1200 |  |
|  | **Total running costs** |  |  |  | 155200 |  |
|  |  |  |  |  |  |  |
| **(II)** | **Operational Costs** |  |  |  |  |  |
|  | **List the activities**  |  |  |  |  |  |
| 1 | Activity 1: Two project awareness creation meetings and selection of community peer educators for training  |  |  |  |  |  |
|  | Item 1: Airtime | GG | 2 | 200 | 400 |  |
|  | Item 2: Facilitators Fee | GG | 4 | 2000 | 8000 |  |
|  | Item 3: Transport | GG | 4 | 1000 | 4000 |  |
|  | ***Total activity 1*** |  |  |  | **12,400** |  |
|  |  |  |  |  |  |  |
| 2 | Activity 2: One 2 days training session of 20 community trainers in sugarcane, fruits and vegetable juices production, value addition and marketing, and business planning  |  |  |  |  |  |
|  | Item 1: Meals | GG | 40 | 200 | 8000 |  |
|  | Item 2: Stationery | GG | 20 | 100 | 2000 |  |
|  | Item 3: Facilitators Fees | GG | 4 | 2000 | 8000 |  |
|  | Item 4: Facilitators Accommodation | GG | 2 | 1500 | 3000 |  |
|  | Item 5: Facilitators Transport | GG | 2 | 1000 | 2000 |  |
|  | Item 6: Airtime | GG | 1 | 500 | 500 |  |
|  | ***Total activity 2*** |  |  |  | ***23,500*** |  |
|  |  |  |  |  |  |  |
| 3 | Activity 3: Prepare a business plan for sugarcane, fruits and vegetable juices production, value addition and marketing enterprise |  |  |  |  |  |
|  | Item 1: Facilitation Fees | MAEEO | 5 | 2000 | 10000 |  |
|  | Item 2: Airtime | MAEEO | 1 | 500 | 500 |  |
|  | Item 3: Copies of Plan | MAEEO | 2 | 500 | 1000 |  |
|  | ***Total activity 3*** |  |  |  | ***11500*** |  |
|  |  |  |  |  |  |  |
| 4 | Activity 4: Provision of a commercial stainless steel sugarcane juicer, other fruits commercial juicer and blender, freezer for juice storage, juice storage containers, 10 seat tent and seats, utensils for juice handling. |  |  |  |  |  |
|  | Item 1: Sugar cane Juicer | GG | 1 | 65000 | 65000 |  |
|  | Item 2: Commercial Fruit Juice blender | GG | 1 | 25000 | 25000 |  |
|  | Item 3: Storage Containers | GG | 10 | 150 | 1500 |  |
|  | Item 4: Freezer | GG | 1 | 60,000 | 60000 |  |
|  | Item 5: Tent | GG | 1 | 15000 | 15000 |  |
|  | Item 6: Seats | GG | 10 | 800 | 8000 |  |
|  | Item 7: Plastic cups | GG | 1000 | 2 | 2000 |  |
|  | ***Total activity 4*** |  |  |  | ***176,500*** |  |
|  |  |  |  |  |  |  |
| 5 | Activity 5: Provision of a small branded Juice Kiosk |  |  |  |  |  |
|  | Item 1: Branded Kiosk | GG | 1 | 59100 | 59100 |  |
|  | ***Total activity 5*** |  |  |  | ***59100*** |  |
|  |  |  |  |  |  |  |
| 6 | Activity 6: One banner for sugarcane, fruits and vegetable juice marketing |  |  |  |  |  |
|  | Item 1: Banner | GG | 1 | 15000 | 15000 |  |
|  | ***Total activity 6*** |  |  |  | ***15000*** |  |
|  |  |  |  |  |  |  |
| 7 | Activity 7: Required National and county government licences |  |  |  |  |  |
|  | Item 1: Licenses | GG | 3 | 4000 | 12000 |  |
|  | ***Total activity 7*** |  |  |  | ***12000*** |  |
|  | **Total Operational Cost** |  |  |  | **290,900** |  |
|  |  |  |  |  |  |  |
| (III) | **M&E Costs** |  |  |  |  |  |
| I | Travel costs | MAEEO | 6 | 4000 | 24,000 |  |
| II | Other (Tea and Snacks) | MAEEO | 6 | 2000 | 12000 |  |
|  | Evaluation | GG | 1 | 15000 | 15000 |  |
|  | **Total M&E** |  |  |  | **51,000** |  |
|  |  |  |  |  |  |  |
|  | **Total Costs** |  |  |  | **517,100** |  |

PLEASE READ, COMPLETE AND SIGN THE FOLLOWING:

Should this application be successful I, **Perpetuah Murugi**, the designated officer in charge of the above mentioned project, hereby undertake to:

1. Provide a progress and a final report,
2. Provide independently audited accounts as requested,
3. Publicly acknowledge GG’s funding of the project,
4. Accept and co-operate with GG’s independent monitoring of the project,
5. Make no changes to the project without consultation with GG,
6. Not use the money for anything other than the project set out above.

**Signature**:  Date: **30/05/2019**.

Name (Print in block capitals): **PERPETUAH MURUGI** Position in the Organisation: **PROGRAMME MANAGER**