



RISE Kenya : Kenya

Improving the livelihoods of women through farming and processing aloe and marketing aloe products

Project description

The initiative empowers women in rural areas of Kenya economically by training them to farm and process aloe. The women are also taught how to manufacture value-added products from the aloe which can then be sold on local and national markets.



Business model

All of the production processes, from aloe farming and harvesting to processing and packaging aloe products, take place at the community level. The initiative provides community-based organisations with training in aloe processing and ensures the marketing and sale of the resulting products on local and national markets.

Great demand exists for medicinal and cosmetic products made from aloe. Research is currently underway into different species of aloe, to identify which species are most suitable for meeting the requirements of different target groups.

Scaling up activities in 2012

- Conduct "train the trainer" seminars, teaching 100 women how to farm, process and post-harvest aloe
- Create 200 direct and 600 indirect jobs in rural communities
- Identify new species of aloe to expand the market for specialised aloe products
- Establish a semi-automated factory for production, packaging and quality control of various aloe products

Immediate needs

- Financial support for the purchase of a processing and branding machine for each different aloe product
- Specialised staff training on selecting aloe seedlings, extracting aloin and manufacturing aloe products
- Working capital for bulk purchase of the primary production materials (coconut oil, aloe leaves, assorted chemicals and packaging materials)
- Help raising funds for the procurement of a packaging machine





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Partnership

- ❶ **RISE – the Regional Institute for Social Enterprise** is the lead partner and coordinates all activities, including capacity building, resources management and market access
- ❷ **JKUAT University** offers training and advice on the selection of the best aloe species and is involved in the processing and quality control of aloe products
- ❸ **The Ministry of Agriculture** of Kenya provides technical support, field extension services, “train the trainer” seminars and seeds for community-based organisations



Social, environmental and economic impacts

Social impact: The initiative provides stable incomes and capacity building as well as empowering women in rural areas of Kenya. It also enhances women’s contribution to household decision-making.

Environmental impact: Large areas of wasteland are rehabilitated through bench terracing and aloe farming. As women have more family income, they can purchase energy-saving cooking stoves, which reduces the use of fuel wood significantly.

Economic impact: The initiative creates a new source of income for women in rural areas and contributes to the overall improvement of the economic situation in the target communities.

Contact

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SEED Partners

SEED’s founding partners are the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature) and SEED is hosted by UNEP-WCMC. Other current partners are the governments of Germany, India, the Netherlands, South Africa, Spain, the United Kingdom and the United States of America; the European Union; Conservation International; and SEED’s corporate partner, Hisense.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: www.seedinit.org

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