



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



AFRICA WINNER 2013

Pumpkin Value Addition Enterprise provides training on pumpkin value addition skills, marketing and financial management to vulnerable groups of women, encouraging them to start their own businesses. In the mentoring it provides for pumpkin growing, the enterprise promotes sustainable agricultural practices.



Pumpkin Value Addition Enterprise, Uganda

BUSINESS MODEL

Pumpkin Value Addition Enterprise mobilises women to form business working groups and trains them in pumpkin value addition skills. It runs a new demonstration centre for mentoring in sustainable agriculture. In order to empower communities, the enterprise links women to financial institutions, enabling them to start their own businesses and access markets.

With the help of easy-to-use technology, the pumpkins are used to produce pumpkin juice, wine, bread, powder, cakes, bhajis, biscuits and seeds, while the residues are used as animal feeds and manure.

ENTERPRISE FAST FACTS

Location	Mityana
Year founded	2011
Sector	Agriculture
Product/Service	Products made from pumpkins, training

Social impacts:


- Improving access to basic education and sustainable agricultural skills.
- Creating various jobs for women and young people in different sectors.

Environmental impacts:

- Promoting sustainable agricultural practices to reduce land degradation in the region.
- Reducing the amount of CO₂ in the atmosphere, as pumpkin plants consume some of the gas produced.

Economic impacts:

- Promoting entrepreneurship among disadvantaged groups and raising awareness of financial institutions and business perspectives.
- Creating new or alternative sources of income for community members.
- Introducing new markets and collaborations for selling the products.

Contact Ms. Joyce Kyalema
 j.kyalema@mail.com

” Being a climate-resistant crop, pumpkin is grown using locally available technologies. This makes it easier to manage by rural communities.

Scaling up activities:

- Expand the enterprise, growing up to 20,000 species of pumpkin crops for sustainable harvesting.
- Explore new markets and generate over USD 1,500 in monthly revenue from the sale of products.
- Employ over 80 women, training them in technical skills for pumpkin value addition, marketing, packaging and financial management.
- Set up a processing plant to increase production of processed pumpkin products.



” Pumpkin Value Addition Enterprise mobilises women to set up environmentally friendly businesses and generate income.



Partnership

🔴 **Nkokonjeru Women's Project** coordinates implementation at a grassroots level and uses community tools to foster participation by women.

🔴 **Myanzi Area Cooperative Enterprise** provides information on market linkages and prices, as well as linking women directly with genuine buyers for their products.

🔴 **Mityana Town Council Sacco** provides information on financial institutions and training on financial management.



The 2013 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

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