



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



AFRICA WINNER 2014

The Girls Agro-Investment (GAIN) Project trains rural school-aged girls to manage and run small-holder agricultural businesses in passion fruit farming. Empowering the girls to pass on their knowledge to their communities, the project offers an economic alternative to rural exodus.



KadAfrica: Girls Agro-Investment Project, Uganda

BUSINESS MODEL

Trainees are given a free plot of land to develop their own passion fruit farming business on for two and a half years. They are offered agricultural training, inputs, and courses in entrepreneurship, financial literacy, and life skills. Supported by the enterprise, the young women then involve their communities in co-operative passion fruit farming.

The enterprise purchases the passion fruit produced by the trainees at fair market value, with each girl earning approximately USD 30–80 per month.

ENTERPRISE FAST FACTS

Location	Fort Portal
Year founded	2013
Sector	Agriculture
Product/Service	Agricultural training for young women

Social impacts:

- Reducing the effects of urban drift by helping to sustain rural communities previously prone to economic dependency.
- Increasing community cohesion through co-operative farming practices.
- Creating jobs for girls in areas of West Uganda, who have limited job opportunities.

Environmental impacts:

- Contributing to decreasing the environmental effects of urbanisation by helping to grow rural economies.
- Teaching girls sustainable farming techniques, such as organic fertilisation and pest control, tiered intercropping and water conservation through drip irrigation systems made from recycled plastic bottles.

Economic impacts:

- Helping girls to earn more than a subsistence living, by giving them the ability to grow successful agricultural businesses that maximise land use.
- Setting GAIN girls up to earn approximately USD 30–80 per month for the duration of their time on the project.

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” When the girls complete the GAIN project cycle they will have the skills, income and self-esteem needed to set and realise clear development action plans for their personal lives.

Scaling up activities:

- Implement next round of training for current GAIN girls.
- Bring an additional 600 girls into the project by December 2014.
- Continue passion fruit harvesting as the production period peaks over the coming months.
- Produce large enough quantities of passion fruit to supply Ugandan markets with passion fruit pulp for juices, as opposed to having local markets rely on importing pulp from abroad.



” Our business model is unique. It brings together the efficiency needed for a profitable business while also allowing communities to become active participants in their local economy.



Partnership

● **KadAfrica** is an agricultural business based in Fort Portal that produces and sells passion fruit and hot peppers. The company, which started in 2008, founded GAIN and continues to be involved with the project's management.

● **Catholic Relief Services (CRS)** provides curriculum-based trainings in gender empowerment, financial literacy, and entrepreneurship to the GAIN girls. Through its network of farmers' savings groups in Western Uganda, it also helps the girls to organise savings and pool resources for the success of their agri-businesses.

● **DSSD Caritas Fort Portal** acts as the link between CRS, KadAfrica, and the Catholic Church, helping to secure contracts with parish priests. Caritas also manages 12 field facilitators trained as agricultural extension workers who work with the girls.

● **The Archdiocese of Fort Portal** makes land available throughout six parishes in Kyenjojo District, Western Uganda. This land, divided into three-acre plots, is provided rent-free to the girls for two and a half years.



The 2014 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are largely 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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