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Value added products from Pastoralists area by Lazaro Ole Mongoi

SOCIAL BUSINESS

- A business with primary social objectives whose surpluses are principally re-invested-UK Gov
- A non loss non dividend company devoted to solving a social problem and owned by people/investors who reinvest all profits *Mohamed Yunus*
- Initiative that tries to alleviate poverty, reduce marginalization and counter violation of Human Rights

Primary purpose: Social

- It is about bringing changes in the life of people –shift in power equation
- About poverty alleviation, inclusion and countering violation of human rights
- Social change is the core business
- Emphasis is on maximizing impact: Social, Environmental, political and cultural
- Accountability beyond economic return on investment: Social Return on Investment

Social Business

- Characterized by active citizen involvement in all stages of the business
- · Engage people, do not give; give them respect

Omasi social Business company

- A holding Social Business company for 15 VCs/companies
 - 5 Milk VCs, 1meat-(Orpul), 1 charcoal (Nguk)and 1honey (Ndapuka)chain-8 in total
 - Rotiana Social Investment –Environment, crops, livestock, diary, building brigade,
 - Water and energy-Electricity using Jatrop oil & other wastes
 - · -15 Boreholes
 - · Marketing, R&D, SD
 - · IOPA,IDDP,ORMAME,

Engiteng Social Business Milk Processing units



 Culturally Maasai women are so disadvantaged as they lack ownership of any actual property-except milk

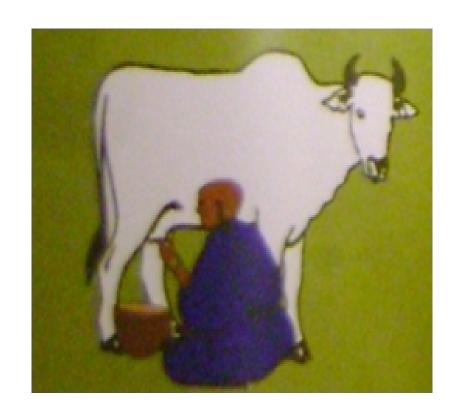
 Empowering women provide foundation for long term solution to lift the family and community

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Engitengs

- Milk processing units emerged as a solution for empowering women and the community at large.
- To create employment to Maasai women
- To create social change and sustainable income for members, households and community.
- Create reliable market and customer relation
 management to compete in the market –Value chain
- To transform lives of women, Men and children in the communities





Livestock support





Processing Units

· Terat Milk processing · Support Equipments unit

-generators, water





Mobilization process

General women meetings



Meetings with women leaders



Supply of milk by women

· Raw Milk from the



· Raw Milk –women



Value adding processes

- Mobilization of the community, women, men, traditional leaders and Gov leaders
- · Administrative procedure in place

 MPU processes-Installation, Legal status, TFDA,TBS

Value chain

- Women are trained on hygienic handling of milk; personal hygiene, cow, utensils and transportation
- Provided with milk carriers-Alluminium cans
- · Cyclists collects milk from far villages from the processing unit.
- Milk is assessed on arrival-Water contents, fat,
 Existence of aloe africana-(Oloirien)

Processing Units

- Maasai Women from the neighboring villages were trained in Netherland for 6 months on how to process milk –Add value
- On job training continued at the Unit for other unit staff
- Products produced includes –Gouda Cheese of different varieties; savanah, creamy, smoky, country and young cheese Ghee, yoghurt and butter

Processing

· Labour







Value added products

Processing Butter



· Products



Products

· Cheese Processing



· Matured cheese



Award winner :Best cheese in Tanzania



ORPUL-MEAT CHAIN







ORPUL-MEAT CHAIN

- · Vision –guided by OMASI vision
- Mission-Creating a reliable, fair and transparent livestock market for pastoralists
- · Slaughter house-Based in Rotiana
- buys livestock from
 - Communities
 - Individual traders/
 - Commercial farmers –Large scale
 - Nearby markets

Other sources

- Community Contract farmers –Fatten and supply quality animals for slaughtering –(CBSB)-Linked with Social Department
- Fattening Section of Rotiana
- · Ormoti Ranch-Fattening, Breeding
 - Products: Cuts, Carcasses, Sausages and other
 - Outlet-OMASI Marketing company that buys all value chain product
 - · Hotels, Supermarkets,
 - · Sisi Omasi Shops –Community based

Meat products





Processing of products





Ndapuka-Honey chain



Honey chain-Ndapuka



- Honey processing unit –based in Rotiana
- Have a capacity to process 500lts per day
- Omasi trains, provide beehives, and gears to groups on credit through honey association
- Loan repay is done during delivery of honey at Rotiana
- Suppliers –Communities, Rotiana and Honey traders in the future
- End products will be used for incepting CBSB for women: Candles and other products









Charcoal chain

- · Based in Rotiana –Simanjiro
- Manufactures' environmental friendly the charcoal using dead wood
- · Closed process production producing Non co charcoal
- Produces Non Carbon charcoal-Process
- Dead wood is obtained from Rotiana farm. Surrounding communities
- Done by Youth, women as small social Business supervised by Village authority

Environmental friendly charcoal. Nguk





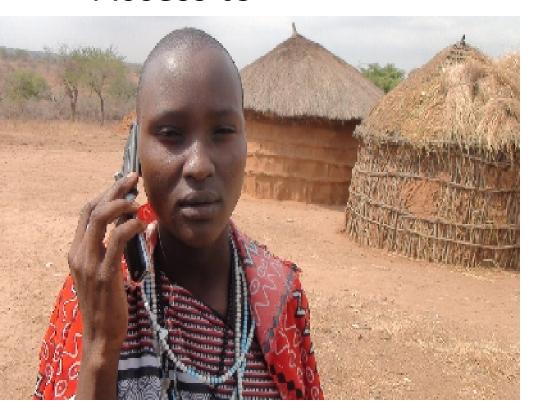
Nguk- Charcoal chain





SOCIAL CHANGES -Sucess

· Access to



Food security



Social changes

Small income
 Generating projects



 Use of Solar energy for lighting the



SOCIAL CHANGES -SUCESS

Food security



Transport for Milk



SOCIAL CHANGES-Success

- · Harmony resumed
- Modern beddings





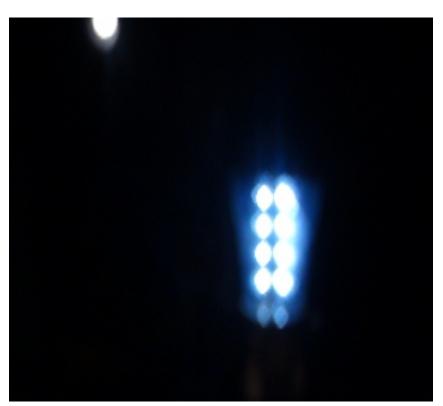
Social changes

· harmony



Modern house –Milk









Success stories

- Women stories
- Liberation from income poverty-Valued
- · Part of the dev process
- Respected in the Com and family
- · We are heroes
- Live life just like any other woman –urban centers
- · I am an entrepreneur

- Women stories
- My husband respects me as I buy livestock and drugs
- Husbands are proud of their wives
- No more milk vendoring
- Girl children are in school and will continue
- · Many many others

Assessment of success-SROI

- Originate from the idea that our actions leave traces and changes in the world around us
- · Either create, add, alter or destroy values
- Some of these changes can be expressed in financial terms for decision making
- SROI goes beyond what is captured in financial terms measures Social change
- Measures different results ;economic, social and environmental

SROI Ratio-Terat Milk chain

- Added value products –Cheese, Ghee, Youghut and Butter
- · Creation of Employment to Maasai Women
- Strategic needs for women
- · Community:
 - Tangible social changes
 - Strategic gender needs in place
 - · Non Tangible social changes-Success stories
 - SROI Ratio Output/Inputs
 - 1:1.92 There has been a social return of 1.92 shs for every 1.00 sh invested (without capital investment)
 - 1:0. 42-Social Return of 0.42 shs for every 1.00 shs invested (With capital investment)

Challenges-Milk chain

- · Global weather change-harsh environment
- · Lack of consistent supply of milk-Jan-June
- Livestock migrates for water and pastures-July-December
- · Women do not have power over livestock
- Social business concept is too new to people in the communities
- Technical breakdown of the processing units
- High production cost –Generators ⁴³

Video Clip-Milk chain