



Orkoneheli Maasai Social Initiative

P.O. Box 12785, Arusha Tanzania  
Tel / Fax: +255 (0)732 978609

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

# 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 unit
- Support Equipments  
–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 collect 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



- Processing





# 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 –Simanjoro
- 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 <sup>43</sup>

# *Video Clip-Milk chain*

