



The Donor Committee for Enterprise Development



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## Project Nurture

Development And Private Sector  
Working Together

Presented by Wanjiku Kimamo, Project Nurture Director

Session 1, Thursday 19 January 2012

DCED Seminar on Trends and Results in PSD



# Presentation Agenda

- What is Project Nurture
- Where are we
- What have we learnt in this partnership
- Q & A

# Project Nurture launch was held in February 2010 and featured in over 20 publications globally

...and continues to draw global attention from media houses, business schools, other organisations and bloggers

## As a result

very high expectations

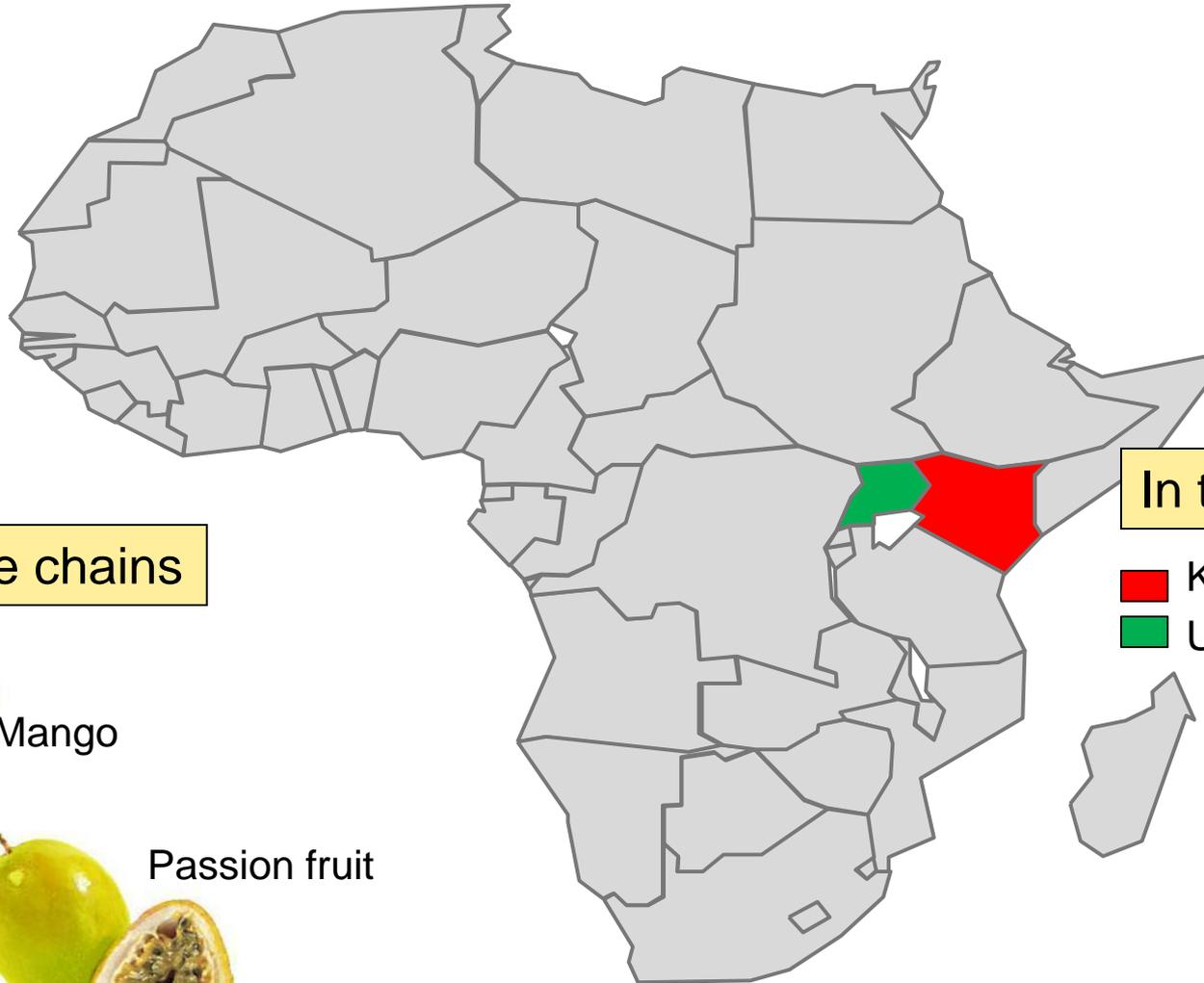
anxiety in the industry



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# Project Nurture is a 4 year Pilot Project running from 2010 to 2013 targeting to work with 54,000 farmers



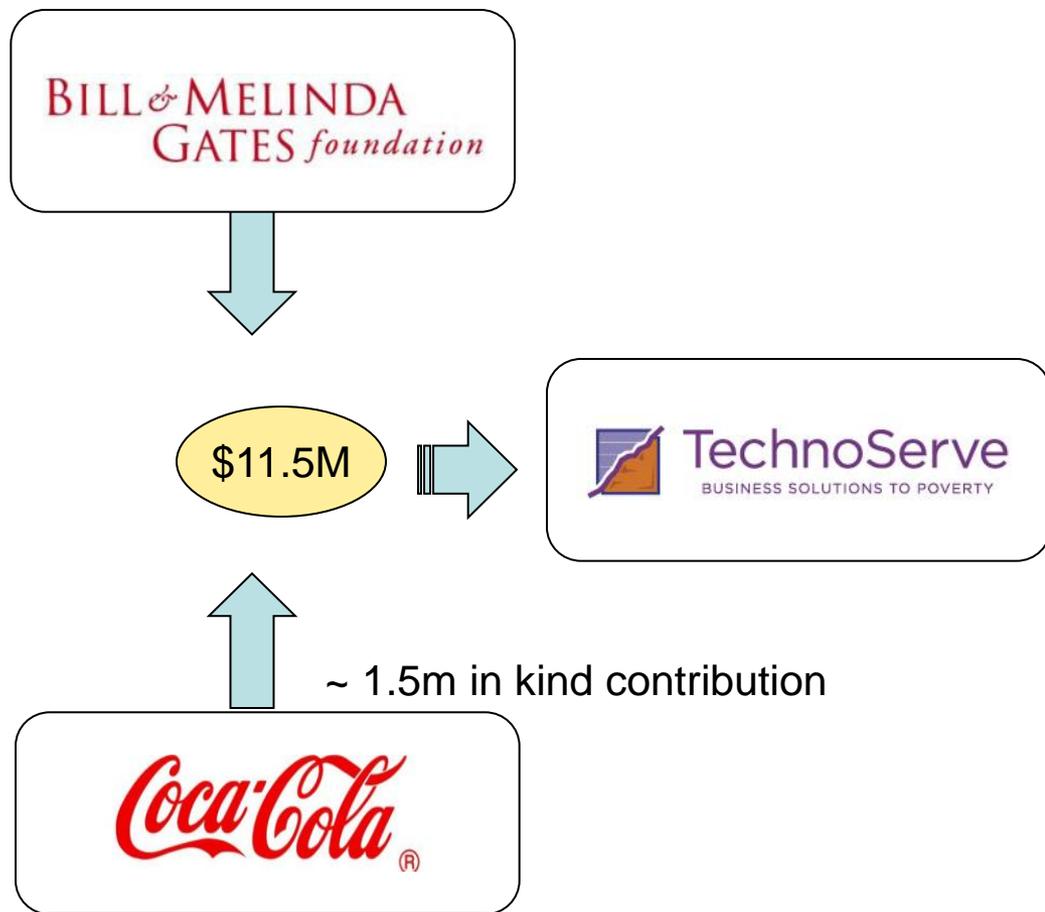
In two countries

- Kenya 37,000
- Uganda 17,000

In two value chains



# Project Nurture is a partnership of three like minded organizations with a common objective



## Project Objective

Double the fruit incomes of participating farmers

## The Project will also

- Strengthen fruit value chains
- Test an inclusive business model
- Sustainable local sourcing for coke

# Project Nurture Interventions

1

**Agronomy** training and improving crop husbandry



2

Developing and strengthening **producer business groups**



3

Improving **market linkages** in export, domestic fresh and processing market channels

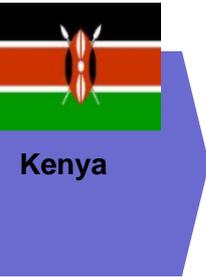


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# 70% of farmer mobilisation target has been achieved

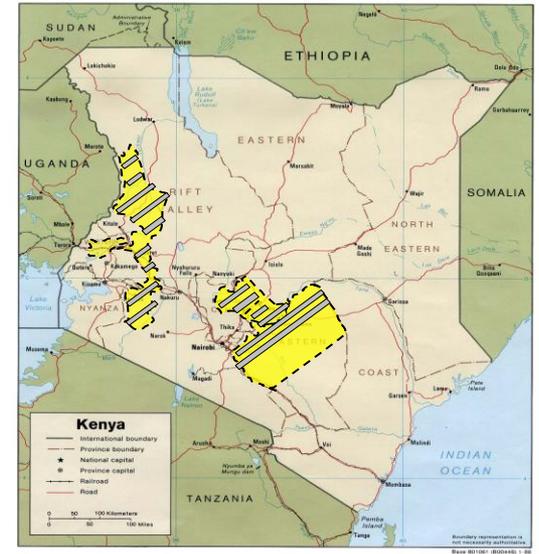
Recruited Farmers ('000)



Kenya



**38,000 of the 54,000 farmers mobilised**

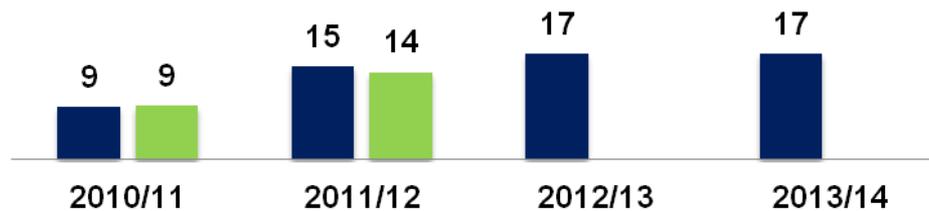


## Gender Breakdown

Male:	8	10
Female:	7	14



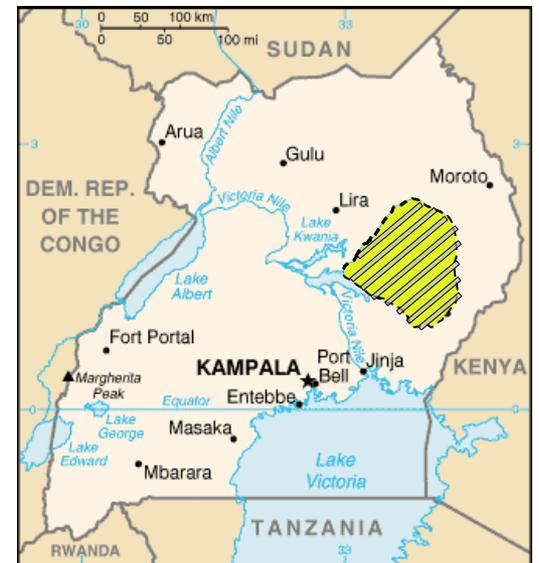
Uganda



Mango:	8.5	12
Passion:	0.2	2

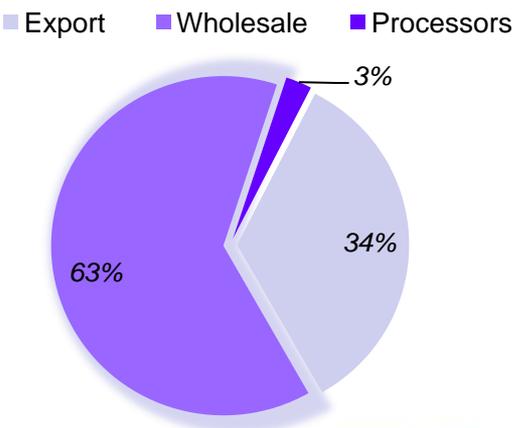
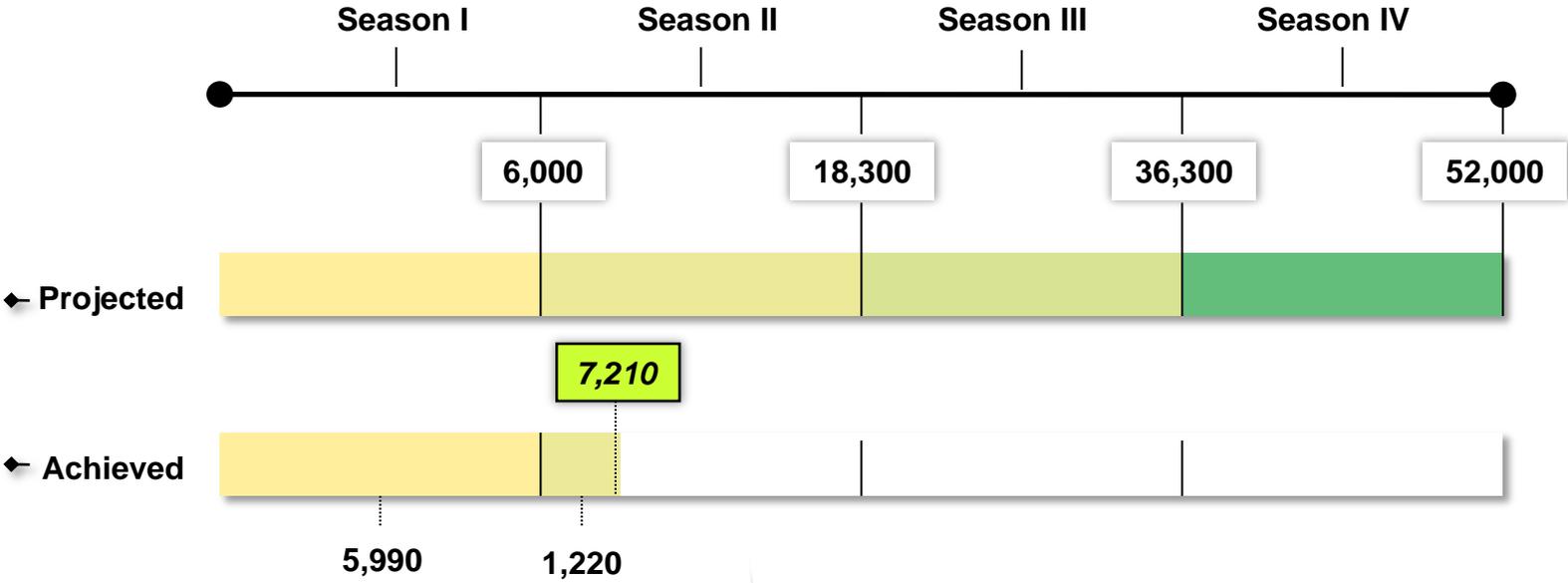
## Gender Breakdown

Male:	7	11
Female:	2	3



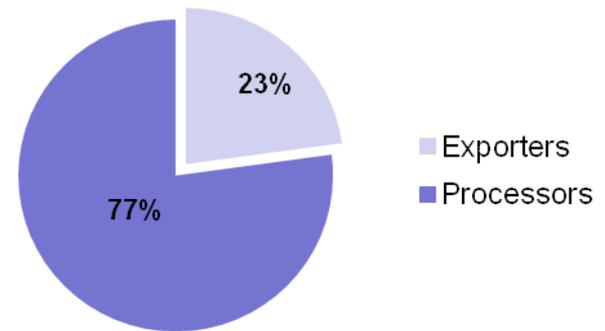
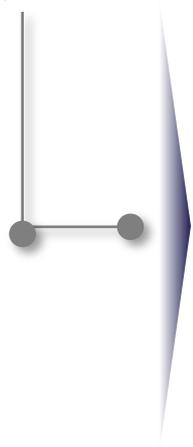
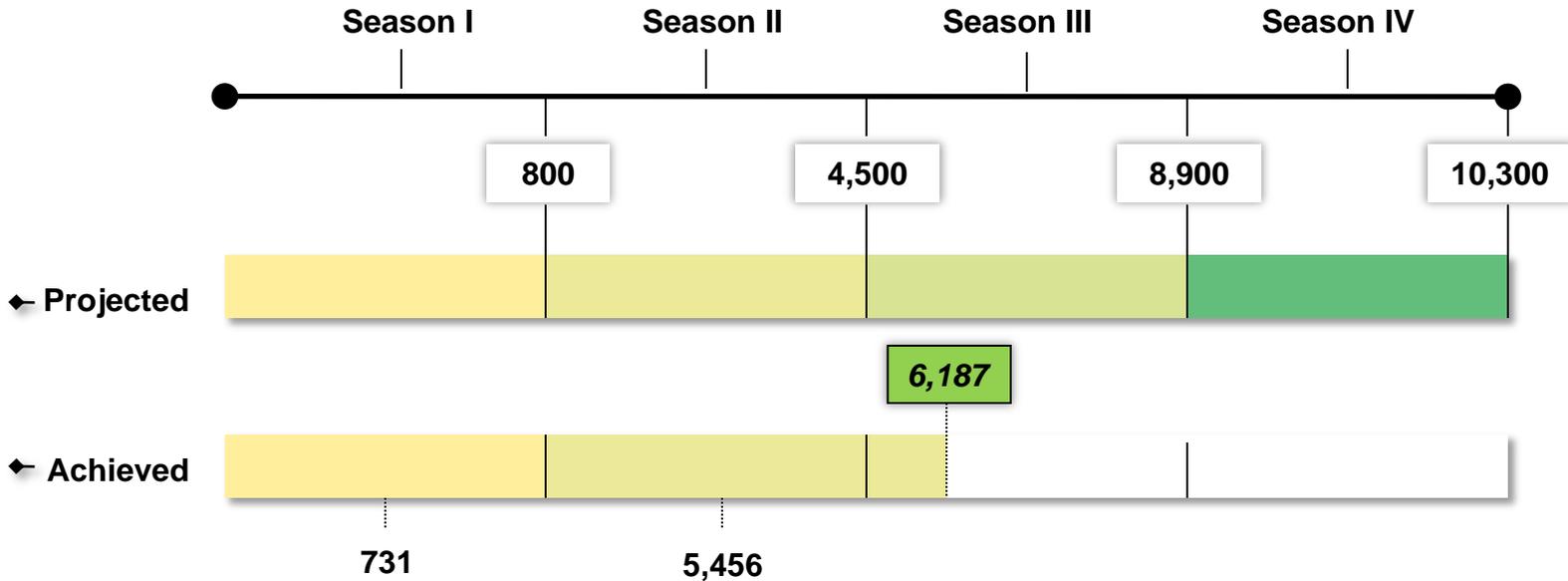


# KENYA – Mango Sales as at 31 Dec 2011 (mt)





# UGANDA – Mango sales as at 31 December 2011



## Other Achievements to date

- Trust based relationship with all project partners
- Baseline Survey in both Kenya and Uganda
- Development of M&E systems (Mirror farmers, PNP)
- Strong relationships with buyers in all market channels (export, fresh domestic and processing)

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# Private Sector Partners seek regular business information

*Regular project reporting focuses on progress highlighting achievements at the activity and output levels*

1. No. of farmers mobilised
2. No. of trainings conducted
3. No. of farmers attending training aggregated by gender
4. Sales achieved
5. Price per kg

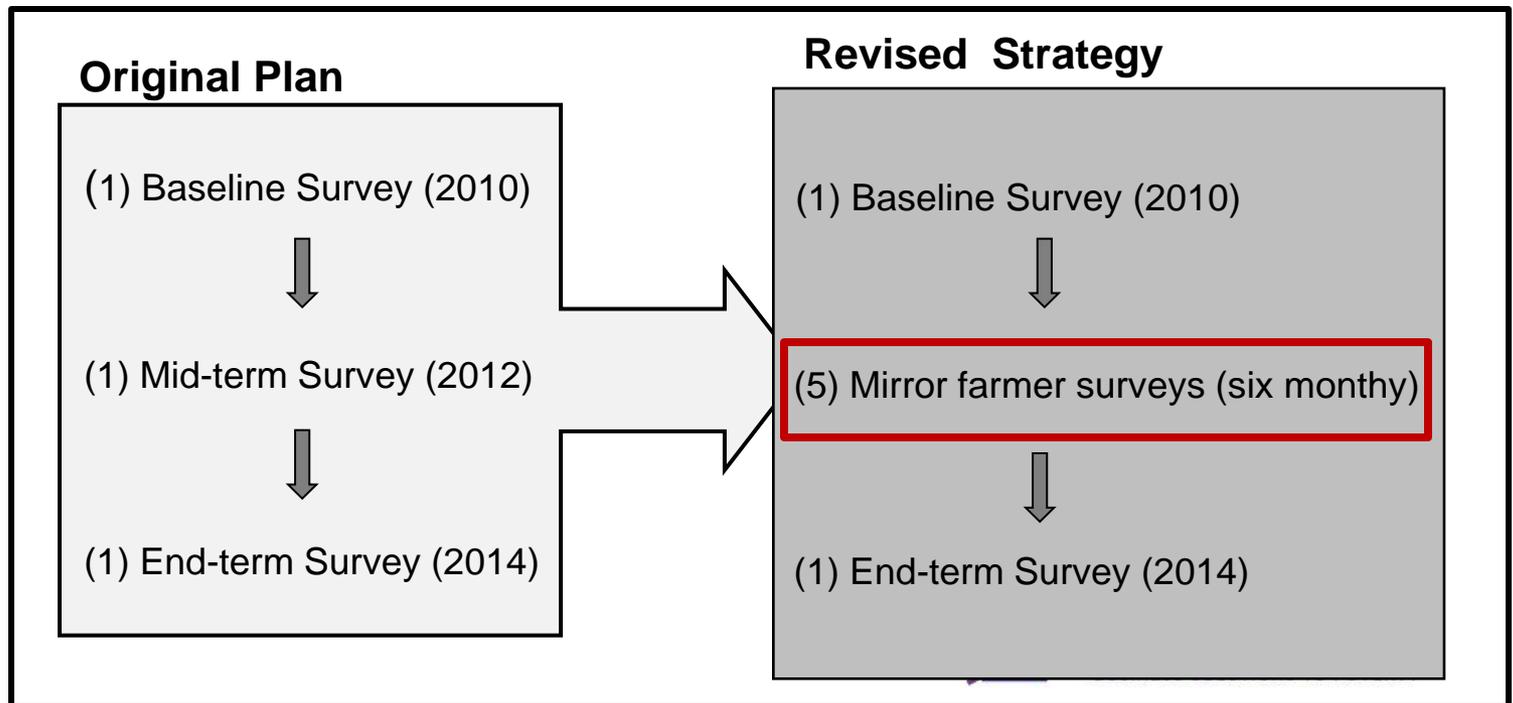
## Regular questions from partners

- ? Have the farmers doubled their income
- ? Have far has the needle moved towards achieving this target
- ? What are our risks
- ? What are the confirmed orders



# What are we doing differently

- Managing **expectations**
- Short and concise reporting focusing on **results** and not process
- **Graphic** reporting as far as possible
- A shift in our M&E system



# Work locally but think globally



Totapuree /  
Alphonso / Tommy  
(Established globally)

Apple  
(Ke)

Sena  
(Ug)

Kakule  
(Ug)

Ngow  
e (Ke)

Sena  
(Ug)



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BUSINESS SOLUTIONS TO POVERTY

# The private sector talk about what they are doing

- That's just how they do business
  - Work with them – Business and Public Relations Departments
- Leads to very high expectations
- Remain focused – sustainability and being true to the market function is what will ensure success



**For more information contact**

Wanjiku Kimamo  
Project Nurture Director, Technoserve  
Tel: +254 20 3754333  
Email: [wkimamo@tns.org](mailto:wkimamo@tns.org)  
Skype: wanjiku.guchu  
[www.technoserve.org](http://www.technoserve.org)

**Q & A**