

Discover News-sheet for active trainers in Africa



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Income generation

Last month's newsletter was about how to make your local economy stronger.

This newsletter contains ideas about how to make the economy of your group stronger. If your group has its own income, then you can begin to fund your own training and other activities.

In a couple of weeks I plan to send a third newsletter in this series which will feature table banking.

I thank Matthews Mpofu in Malawi for his help in producing this newsletter.

Income Generating Projects – for local groups

Preparation

Try to have two or three sources of income. Then even if one line of business fails, then you have the others to fall back on.

The first requirement is a positive attitude, the attitude that says "yes we can do it; we can create something worth selling".

The second thing is to decide what you can do. To help with this decision, ask yourselves the following questions:

1. What do people in the community need?
2. What do people buy from outside the community that you could grow or produce?
3. What are your strengths and resources?
 - a) What do you all know?
 - b) What can group members do?
 - c) What are the talents and skills of your group members?
 - d) What are you passionate about? What changes do you want to see in the community?

Deciding what to do

Write answers to the questions above.

Now look at this list of ideas: "Ideas for income generation".

Now choose 3 new projects.

Remember

1. When producing food and medicine you must work to the highest possible standard of hygiene.
2. Ensure that your products are well packaged and labelled.

3. If you sell any product outside your local community, ask the relevant authorities whether you need to register your products.
4. Others have been down this road before you! Maybe you can ask their advice about the ideas you have chosen.
5. I may be able to help too. I am collecting resource material that I hope to put on the Discover web-site. I am also aware of many helpful web-sites.

An example of a project that includes income generation

Matthews Mpofo practices permaculture. This is **permanent** (meaning sustainable) **agriculture**. He grows many vegetables and medicinal plants and has many customers. Many people like organic produce, because it is well known that many farmers use too much fertilizer and pesticide. This can even make the vegetables and fruits that one buys from market stalls dangerous to eat.

Matthews wrote: "It is very encouraging to see that our customers are buying our healthy products from our garden, not just to eat, but for another PURPOSE! Christina, for example, came to buy hibiscus, moringa, dried vegetables such as amaranth, black jack, pumpkins, okra and even ointments. She wanted to show her community what they can do with what they have in their homes!"

Income generation can therefore help to generate contacts and opportunities for training in the community!

See "[Permaculture in Malawi](#)".

Facebook

Are you on Facebook? If so, visit "Tropical Natural Medicine" to read a lot of interesting tips and information.

Feedback, questions, further ideas

Yes please! Maybe you have a good story too! A description of your most successful product with a photograph would be superb!

Keith Lindsey

Discover

Germany

Tel: 0049 (0)7195 584607

Email: Keith@discover-src.net

Homepage: www.discover-src.net