

## **Trade and Marketing**

<b>Partner organisation</b>	SASOL FOUNDATION
<b>Country</b>	KENYA
<b>Fieldwork period/year</b>	2012
<b>Disciplines</b>	Trade and Marketing
<b>Title of the assignment</b>	Agribusiness development.
<b>Area of work, region, housing, accommodation, transport</b>	Students will be working in Kitui west area. Accommodation in Kitui town. Transport by public means (matatus) or by taxi where possible organised by SASOL.
<b>Organisation(s) (NGO, training education institute, community</b>	SASOL, Lower Yatta community.
<b>Context, situation, problem(s) (regarding sector program)</b>	Sasol has been working with Lower Yatta communities with food security projects since these areas have been experiencing consistent droughts due to erratic rains. Ten agricultural food security groups were formed this year to equip them with relevant knowledge and skills for enhanced food security. The ten groups consist of farmers in marginalised livelihood zones dealing with vegetables, green grams, goats and poultry. It is wish of SASOL that groups develop into active business oriented groups. Students will work close with the groups to stimulate agribusiness orientation in their activities.
<b>Objectives (project and program level)</b>	<ol style="list-style-type: none"> <li>1. To improve entrepreneurial culture among kitui communities</li> <li>2. Agribusiness development as a practical experience for the trade and marketing students</li> </ol>
<b>Brief project description</b>	Food security group is a team of

**including major activities**

members in the agricultural food production whose activities focus on issues of food security and general agricultural development. Their main objective is to be food secure thus alleviating poverty among themselves. The groups are involved in growing vegetables, livestock keeping (goats and poultry) and growing drought resistant crops like sorghum, cow peas and green gram which is the main cash crop in the area.

Since groups are newly formed they need to be trained on agribusiness management issues.

Groups situated 60 – 80 km from Kitui town

Activities under objective 1

1. Review of existing training manuals of book keeping, business planning & management, financial management.
2. Training on business planning & management, book keeping and financial management.
3. Development of agribusiness training manuals on vegetables, green grams & goats
4. Reporting.

Activities under objective 2

1. Guidance, supervision and discussions with technical supervisors
2. Involvement and discussions at all steps and levels by both Dutch and Kenyan students for exchange of knowledge
3. Participation in multicultural events
4. Reporting

**Expected results (project and program level)**

1. Training manuals improved
2. Training manuals
3. Students should have the ability

**Project phasing**

**Level Dutch and Kenyan students/graduates**

**Supervision and guidance (name(s), function)**

to communicate and relate across cultures

4. Exchange of knowledge between Dutch and Kenya students and also between all students and community.
5. A draft report.

First week – Orientation

In between weeks – Project activities

Last two weeks – Report writing

University students – graduates or undergraduates

Evaluation and progress meetings done after every two weeks by SASOL staff.