

CROPLIFE AITAP BUSINESS GROUP PROFILE

Who We Are

CROPLIFE AITAP BUSINESS (CAB)

Is a business corporate body bringing together like minded firms that function as a single economic entity through a common source of control towards the success of the project **Agricultural Industrial Technology Application Project (AITAP)**. The group is composed of the organizations below:

CROPLIFE FARMERS (K) GROUP Self Help Group (SHG)

This is a registered group composed of 17 members and in conformity to the CAB's requirement for groups of 80% women membership. They act as the base of the project AITAP.

KENYA RURAL FOOD CENTER LTD (KRFC)

The registered limited liability company enables the purchasing and selling of produce, contracting of required tenants in the project AITAP, and partnering with the various farmers necessary.

CROPLIFE FARMERS SACCO (CFS)

Is the financing body within the project AITAP and it is open to voluntary membership to all members of the groups working with the project.

END POVERTY RESOURCE MANAGEMENT PROGRAM (NGO)

The not for profit organization is tasked for donor funds sourcing to enable achieving the objectives of the project AITAP.

CAB's Philosophy is divided into four areas: Finance, Industry, Distribution and Training

How We Do

PROJECT MISSION

Assist farmers in agribusiness, enhance large scale production and drive small holder productivity and value addition, by leveraging Agrimetric science data, promotion and market stabilization

The CAB Mission combines the core goals of a business organization competing on local and international markets, the creation of jobs, the human and professional development of its members and a pledge to development with its social environment.

PROJECT VISION

We would like to become committed people, with a co-operative identity who form a profitable, competitive and enterprising business group in a global context; who apply a successful socio-business model, offering the market integrated solutions based on experience, knowledge, innovation, inter-cooperation, strategic partnerships, attracting, promoting and generating talent; and which generates sufficient resources to provide value-added employment and sustainable development for the community.

PROJECT OBJECTIVES AND GOALS

- Improve the technical territorial tools for agro industry and business skills of economically disadvantaged young people in Kenya.
- Improve farming practices, rural infrastructure, and access to resources for food production to increase the productivity of agriculture, livestock, and fisheries, raise smallholders income, reduce environmental impacts, promote rural prosperity, and ensure resilience to climate change

Targets goal are:

- ✓ Ensure sustainable food production systems with high yields and high efficiency of water, soil nutrients, and energy, supporting nutritious diets with low food losses and waste
- ✓ Halt forest and wetland conversion to agriculture, protect soil resources, and ensure that farming systems are resilient to climate change and disasters.
- ✓ Ensure universal access in rural areas to basic resources and infrastructure services (land, water, sanitation, modern energy, transport, mobile and broadband communication, agricultural inputs and advisory services)

What We Do

The project AITAP, work with

- all County Governments of Kenya,
- agro-industry businesses and universities,
- farmers,
- food manufacturers,
- food retailers,
- consumers and the environment
- engage with partners throughout the food system

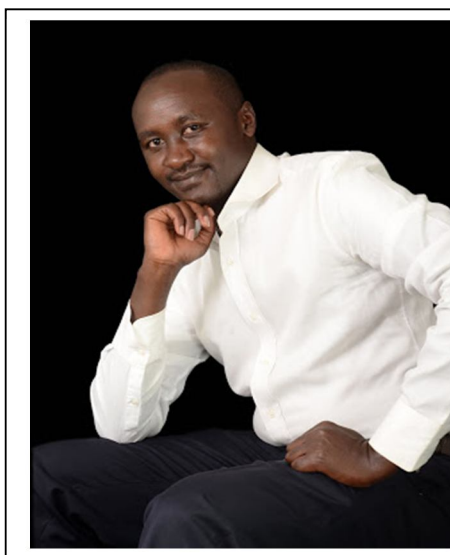
To enable detailed and collective understanding of their needs through the use of big data and analytical tools for farm produce, fresh fruits and vegetables to its WHOLESALE VALUE CHAIN STORES, independent retailers and food service distributors

Why Are We Different

- Reduce cost of food
- Empowering young mothers and young fathers
- Empowering women and groups
- Affordable food through improved quality and quantity production
- Creation of wealth

ORGANIZATIONAL STRUCTURE

Croplife AITAP Business Team



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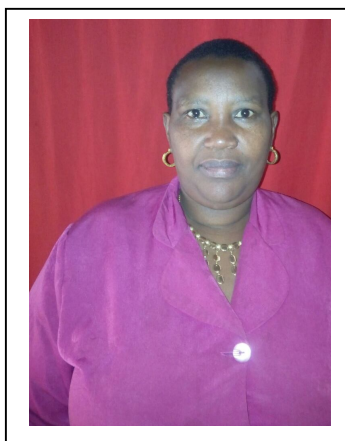


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Where Are We

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Website: In progress

Office Location

A 34
44 Business Center
Kamiti Road

AITAP

IMPLEMENTATION MODEL

The project **AITAP** implements on a **COOPERATIVE MODEL**. In this model **50 groups of 10 each (500 persons)** band together to own, support and make the operations of a food store feasible. From the group members, they offer **15 members** fitting the category **young mothers and young fathers** to propagate the duties in the store as 10 sales tenants and 5 transport tenants.

SHAREHOLDING AND SUPPORT

From their different former groups, each member contributes **Kshs. 500** as subscription to the project **AITAP** and to show commitment. Every week each **AITAP** group member contributes **Kshs 120** which is further appropriated in the manner **Kshs. 70** group Project funding, **Kshs 30** for AITAP, and **Kshs 20** office expenses. Every month each **AITAP** member further contributes a minimum of **Kshs. 100**, towards the food store shareholding. This contributions starts from the day a group subscribes to work with **AITAP** and ends when their respective store breaks even (starts making profits). The cumulative total contribution of the group then gives the shareholding percentage against the sum total contributions of all the 50 groups that make up the ownership of the store. Every quarter, semiannually or annually depending on the agreed timeline with the shareholder groups, **bonuses and dividends** from operations are paid out to all shareholders.

Induction Courses, trainings and coaching will be offered at all level-groups: - Supervisors, Project Administrators, ITCLs, Tenants and Management Teams from time to time and on need basis.

JOINING AITAP

For a group to work with **AITAP**, it first has to be a registered self-help group or Community Based Organizations (CBOs). It undergoes vetting and once nominated to work with **AITAP** the group pays a nomination fee of **Kshs. 200**. It then segments its members in blocks of 10 members (economic block) and each registers with and contributes to **AITAP** as described under shareholding and support

For tenants both from the rural and urban setting, they must:

1. Come from a registered group working with **AITAP**
2. Fit the caliber of young mothers or young fathers
3. Pay **Kshs 10,000** as Contract Engagement Fees and **Kshs. 3,750** as Registration Fees

Agricultural Industrial Technical Application Project (AITAP)

All county governments and farmer Sacco's partnering/working with **AITAP** either as supply or consumer markets will sign partnership deeds outlining the duties and responsibilities of each towards the success of the project.

CORPORATE SOCIAL RESPONSIBILITY

The project **AITAP** commits to give back to the community and create social impact in this manner:

1. All Self Help Groups and Community Based Organizations are grown and turned into Profit Making ventures at minimal cost to members
2. Young mothers and young fathers from the groups working with **AITAP** are empowered through box content management training, employed within the food stores, and given a chance to grow their savings in a Sacco.
3. Encourage community volunteerism
4. Each food store will endeavor to provide a variety of foods within the food basket for their respective area of operation at highly affordable cost.

FOOD STORE OPERATIONS AND MANAGEMENT OPERATIONS

1. Each food store is backed by 50 groups of 10 members each as shareholders. The shareholders from their respective groups front 10 sales tenants and 5 transport tenants. Products are supplied from a base of 200 farm producer tenants.
2. All food stores are within Nairobi County in the first phase to be replicated to other cities and towns. All foods are sold in bulk with a metric measure of Kilograms. The shareholder groups can further open their retail stores within their store market zone.
3. 300 farm tenants provide the necessary labor to the 200 farm producer tenants. All tenants in exception of farm producer tenants are remunerated at Kshs. 570 per person per day with a non-renewable contract of one year.
4. Each Food store within its premises will offer to its tenants the services of office, a nanny, and a cook.
5. Each food store on need basis and upon break-even can directly or indirectly hire the services of a nutritionist

MANAGEMENT

1. **2 Zonal Food Store Supervisors** and a Project Administrator appointed by Croplife AITAP Business at the Zonal Food store level
2. For each store **3** (2 women and 1 Man) Investment Think Community Leaders (**ITCLs**) are appointed by the groups who form the shareholders of the store
3. An Office Administrator will be hired directly by the store.