



# VOLUNTEER PROJECT PROPOSAL

|                               |   |
|-------------------------------|---|
| Volunteer Name:               | Angella Chizimba                            |
| Project Title:                | Kachidakho Soap Production Scale-up project |
| Project Location:             | Mkwachi, Nkhata Bay                         |
| Project's Main Area of Focus: | Income Generating Activity                  |
| Date Project was Identified:  | 17 <sup>th</sup> June, 2020                 |
| Date Proposal was Submitted:  | 31st July 2020                              |

## Executive Summary

Provide a summary of the need or problem, objective, project design, and desired outcomes. This summary will be used to briefly describe your entire project. It will be used by itself in some descriptions of what we are doing. Make sure you include your focus of change - education, health, small business development, urban planning and infrastructure, agriculture, the environment, etc.

Mkwachi community in Nkhata Bay heavily relies on Lake Malawi for fishing as an economic activity. Unfortunately, the lake is unproductive during windy (*mvera*) seasons. During this period, most community members face an economic crisis. Being a lakeshore area, most of the land is very sandy, hence being infertile and unproductive for the production of most crops. Due to heavy reliance on the lake and the infertile farmlands, Kachidakho Group members opted for soap production as an income generating activity.

The project seeks to address the problem of low profits in soap production which is affecting Kachidakho group members' livelihoods. This will be done through an improved moulding system, knowledge building, and an improved soap production process. The group will also be introduced to a new income generating activity to supplement soap production, which is candle making. To carry out all activities, the project will cost K1,218,367.00 of which 26.2 percent is the community contribution.

Through the funding, silicon/metal moulding trays will be purchased, which will not require the members to cut the soap, ensuring size consistency. Soap cases will be used to define the shape of bathing soap and use colourant aside from blue which most people consider to be laundry soap. Buying of caustic soda flakes/Lye, dye and different oils will be done. For packaging purposes, a plastic sealing machine will be purchased to help group members seal soap packs. Lastly, a training will be conducted to train members in an improved soap production process using essential oils. During the training, the group will be introduced to candle making as one way of diversifying their income source.

The project will directly benefit 30 people while indirectly reaching more than 180 people.

## Community Background

First describe the community in general and then describe the background specific to this project. How does the community plan to contribute to this project?

Mkwachi community is found in Nkhata Bay, in the Northern region of Malawi. The most noticeable feature is the Lake Malawi which is in the East of Mkwachi community, to the west are the Mughogho hills. The community has 400 households and an approximate population of 2480 individuals. 62 percent of the total population represents a total population of women in the community.

Fishing is the most common economic activity amidst men living in this community. Women are involved in fish processing and selling to consumers. Women normally travel to Lilongwe to sell fish to consumers. Due to infertile sandy soils in the area, agricultural activities are limited. The most grown crop is cassava with maize, rice and sweet potatoes in small

quantities. Mostly females are the ones involved in farming. The common livestock found in the community includes local chickens, cattle and goats. A lot of men travel to South Africa and Tanzania to seek greener pastures, leaving children and wives behind.

Kachidakho cooperative was formed as one way of sourcing income through soap production to improve their livelihoods. The group came together in 2019 after some members had heard about soap production. The group of 30 people consisting of 28 women and 2 men was formed and started making soap six months later after each member bought shares with a maximum of K20,000. After six months, the group was able to pay for their training and bought start-up materials. The group is able to produce 240 tablets and make at least K 24,000 per each soap production. To make 240 tablets, the group requires at least seven hours of work. The group purchased wooden moulding trays that they use for their soap making and also use strings and plastic rulers for cutting and measuring.

This project will help to increase the profits the group is making in soap production from K24,000 per production to K48,000 per production. In addition, the group will be able to make at least K30,000 per production from the supplement candle production. The Project will help minimise time invested in soap production from seven hours to make 240 tablets of soap to five hours to make 480 tablet of soap as most people are bread winners. This project will also supplement the small-scale businesses the group members are currently doing, and a 26.2 percent contribution will be made by the group towards this project.

### **Project Opportunity Statement**

What need has the community chosen to address? What project has the community decided to pursue? Include a description of how the community arrived at the decision to pursue this project. How did the community narrow its focus to this project?

Most community members rely on cassava as their staple food and commonly grown crop due to lack of fertile land to grow diverse crops as most land is extensively sandy. This has resulted in overdependence on fishing as an economic activity. Due to Mwera winds that hit the lake every year, people are left devastated and experience an economic crisis.

It is against the background of lack of fertile land and heavy reliance on the lake that the group opted for soap making as one way of generating income. As the project seeks to increase profits made by the group, there are three main reasons that the group chose this project.

The problems faced include, firstly, the use of strings and rulers have had an increasing effect on size consistency. This has hence affected their profits realised from their business. Secondly, the use of wooden trays requires that a plastic paper be used inside the tray to ensure that soap does not stick to the tray, this has had an effect on the quality of soap and customers usually complains about the soap being unsmooth. In production, the group is using one type of oil instead of the recommended two-three oils, some customers have also complained that the soap does not produce enough foam.

Rectangular soap is often regarded as washing soap; hence a lot of people do not buy the soap for bathing purpose, but rather for washing clothes and dishes. This has affected the profits

made in the whole soap production. All these arose from insufficient funds to implement the project by buying enough materials, good materials as well as considering diversification.

Soap is highly marketable in Mkwachi community and surrounding nine villages. People usually buy soap from the group because it is cost effective and readily available. The area do not have a lot of shops, hence people have to go a distance away to buy soap. Being a Covid-19 pandemic time, the group receives orders to make soap by different organisations to be distributed, but they have failed to meet the target due to lack of resources.

A lot of people do not have electricity in their homes, approximately only 5% have electricity in their homes, hence candles will also be marketable with the same reason that a lot of people travel distances to buy candles for their homes. Selling the products within their homes and across nine village will help the group to increase markets for the group.

## Objectives

What are the objectives of the project? Or, what will indicate that the problem is being solved or has been solved? List 3-5 objectives that the project will attain. All objective statements need to include these elements: Specific, Measurable, Action, Realistic, and Time.

Your objectives will also be listed on your Project M&E Plan.

### Overall Objective:

To improve the livelihoods of Kachidakho group members through an increased revenue in soap production and candle production.

### Specific Objectives:

1. To increase the quantity of soap produced by Kachidakho group through an improved means of moulding by 50% by October 2020.
2. To increase annual profits for Kachidakho group members by 60% by November 2020.
3. To increase 50% of Kachidakho group member's knowledge in an improved soap production process by September 2020.

## Logic Framework

Remember, the logic goes in both directions : If you start with Outcomes then the logic goes from the far left to right. When you start with Activities then the logic goes from far right to left.

| <b>Goal:</b> Overarching aim of project.   |   |  |  |   |  |
|--|---|--|--|---|--|
| To improve the livelihoods of Kachidakho group members through an increased revenue in soap production and candle production |   |  |  |   |  |
| <b>OUTCOME S:</b><br><i>What immediate outcomes of the project would you like to achieve?</i>                                | <b>RESULTS INDICATORS:</b><br><i>How do you measure the result?</i> | <b>RESULTS:</b><br><i>What will be the result of doing that activity?</i>  | <b>ACTIVITIES INDICATORS:</b><br><i>For each activity, what indicators will measure the completion of that activity?</i>   | <b>ACTIVITIES:</b><br><i>What activities must be implemented to reach each outcome?</i>   |  |
| Sufficient materials for soap production and candle production   | Quantity of all materials available for the project                 | availability of materials needed for the project   | Number of materials gathered   | Gathering of all available materials i.e. Moulds, oils, pipes, wax, dye, lye, cent.   |  |
| Increased knowledge in sustainable soap production   | Knowledge test of all group members over the knowledge gained.      | 90 percent of the group members gain knowledge in improved soap production   | <ol style="list-style-type: none"> <li>Number of trainings on soap production (Theory)</li> <li>Number of practical demonstrations on soap production</li> </ol> | <ol style="list-style-type: none"> <li>In class Training on an improved soap production</li> <li>Practical Training on soap production</li> </ol> |  |
| Group members adopt candle making as a supplement to soap production   | knowledge test of all group members over candle production          | 80% Group members gain knowledge in candle production  | number of Training sessions on candle production   | Training in candle production   |  |
| Increased knowledge in team work and productivity  | knowledge test on group dynamics and their aspects                  | 80 percent of the group members are knowledgeable about aspects of group dynamics  | Number on Training sessions on group dynamics  | Training in group dynamics  |  |
| Increased production from 240 bars of soap In seven hour to 480 bars of soap in five hours                                   | Soap produced per production  | <ol style="list-style-type: none"> <li>50% increase in soap production in each production</li> <li>Reduce up to</li> </ol> | <ol style="list-style-type: none"> <li>Quantity of soap made per production</li> <li>Time spent</li> </ol>   | Making soap using silicon molds   |  |

|  |  |   |  |   |                                 |
|--|--|---|--|---|---------------------------------|
|  |  |   | 30% of time spent on one production                | on each production                            |                                 |
|  | Increased revenue of soap from K24,000 per production to K48,000 per production      | Total profits per each soap production      | Get K48,000 from selling soap in one production    | Number of Soap packed and sold per production | Soap packaging and selling      |
|  | Realise K20,000 per production from candle making as a suppliment to soap production | Total profits realised from each production | Get K20,000 from candle selling in each production | Number of candles made per production         | Candle production and packaging |

## Project Design

Provide an overview of what will happen and how your team will go about conducting the project. How long will major activities take? Communicate this in a Gantt chart to the right so that one can see the flow activities from the start of funding until the project is completed.

Include the major milestones of the community-led project. Include the activities that depend upon one for another to begin.

The implementation of the project will be conducted in three main phases. The first phase will include buying all the necessary materials required for the projects. The materials include: silicon/metal moulds, palm oil (base oil) and a chosen essential oil, scent, dye, caustic soda/lye, wax, sealing Machine, and packaging materials. The purchase will take up to two weeks because the materials are found in different districts across the country. For the sake of this project most raw materials for soap production are being purchased in Karonga where the supplier will send them through one group member who is a track driver to avoid extra costs. however, the materials are readily available in Salima which is a nearby town. Wax is mainly available in Lilongwe were transport costs can affect business, however, post this funding the supplier will directly send them through by bus to NkhataBay to reduce extra cost. For the sake of this project, the volunteer will directly purchase the materials because other fixed materials will be purchased at the same time. The second phase will take three days which will be done in two categories. The first category will include soap production and candle production in theory and the second phase will include practical soap making and candle making which at the end, a handbook will be given to the group to follow. An experienced trainer has been identified to impart the group with necessary knowledge. The last phase includes a training in group dynamics and business management . This will be conducted in 3 days by a CorpsAfrica volunteer. The training will tackle three major areas including: group management and leadership; formulation of a constitution; and group management and committees. The goal is to provide the group with microenterprise skills and knowledge to successfully manage and increase their income. This will be done to enhance understanding on how groups interact and what might cause problems in a group. It will help improve the group's performance, communication and cohesiveness and therefore improve the effectiveness and capacity to deliver quality goods. After the trainings the group will start producing candles and improved soap which will be sold in

different communities. After two months in business, a final assessment will be done by the volunteer to assess progress and impact.

### Gantt chart

| Tasks                                     | Aug 3-7 | Aug 10-14 | Aug 17-21 | Aug 24-28 | Aug 31-Spt 4 | Nov15-Nov 30 |
|---|---------|-----------|-----------|-----------|--------------|--------------|
| Procurement of materials                  |         |           |           |           |              |              |
| Training in Soap and candle production    |         |           |           |           |              |              |
| Training in Management and group dynamics |         |           |           |           |              |              |
| Soap making                               |         |           |           |           |              |              |
| Candle making                             |         |           |           |           |              |              |
| Final Assessment                          |         |           |           |           |              |              |