

# Gulu University Students Community Engagement Projects



A Presentation to MasterCard Foundation Staff

19<sup>th</sup> January 2016



# **Theme 1: Research Link to Community Needs**

**Case 1: Prossy Nassanga, Case 2. Akidi Irene, Case3: Paul Rachkara,  
Case4: Samuel Elolu**

# Case 1: Working with community to address malnutrition

A malnourished child,  
Gulu Hospital

Formula feeds





# Community Participation in Product development



# The nutritionally improved Millet-Sesame- Soy Composite





# Sensory Evaluation in the Community



- 85 households/families reached (~510 individuals impacted)



# **Case 2: Improving the marketing of local chicken**



# Community attachment





# Participatory problem identification & prioritization

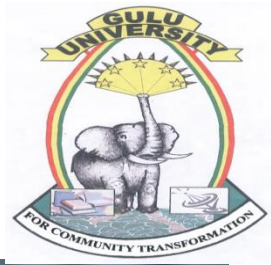


# Community Training





# A road to a better Livelihood



- 80 households/families reached (~ 480 individuals impacted)





## **Case3: Marketing of sweet potato vines**

# The Problem

Prolonged dry Season: A factor affecting availability of sweet potato planting materials





# Sweet Potato Vines: A business opportunity





# Packaging sweet potato Vines for the market



**Big Bundle**



**Small Bundle**

# Supporting sweet potato Vines business development



- **70 households/families reached (~420 individuals impacted)**





# **Case 4: Improving the Nutritional Quality Of cassava**



# Community Nutrition



- Understanding the community nutritional practices, circumstances
- School feeding a challenge
- Working with the community to improve the nutritional quality of a local staple food-Cassava

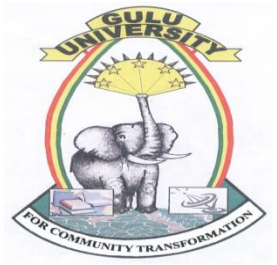


# The Intervention

- Local protein rich foods to improve nutritional quality of Cassava meal/Gari
- Soybeans & Silver fish







# Community Participation

- Together developing a method optimised for local application
- Using local experiences, foods & materials





# What has been achieved?

- ✓ Nutritional profile analysis of the fortified product
- ✓ Sensory & keeping quality evaluations on-going

## Rationale

- Community has potential to support school feeding programmes cheaply
  - Better Nutrition, health & Educational achievement
  - Incentive for smallholder farmers to produce more
- **240 households/families reached (~1440 individuals impacted)**





# **Theme 2: Graduate Entrepreneurship Training**

*Translating community problems into  
business opportunities*





# **Case 1: Bridging the gap in kuroiler production**

# Business Development

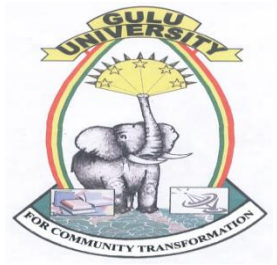


- Business Idea generation from the community
- Group formation
- Business Plan Development

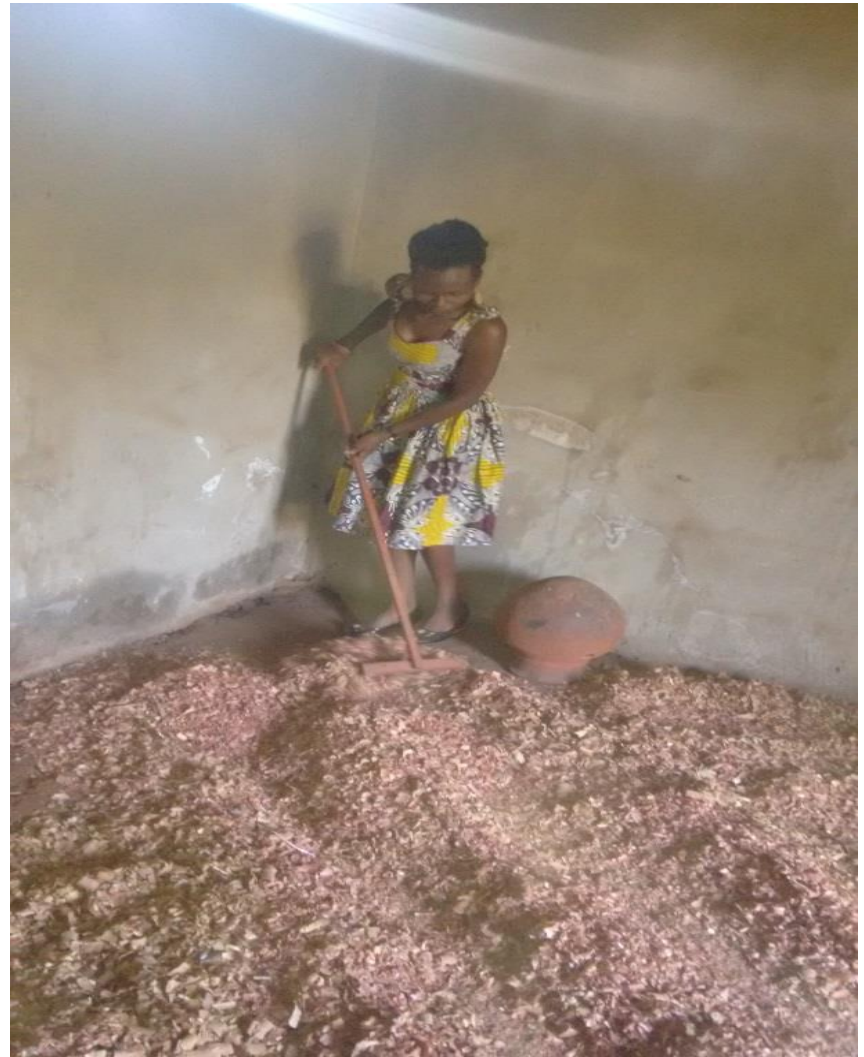




# Business Development



- Business plan Presentation
- Approval
- Loan from the Faculty



# Management

- Team of 3 with roles divided
- Routine activities jointly Conducted







# What has been done?

- Started in November, 2015
- Stocked 600 day old chicks
- 32 chicks died (5% mortality)
- Sold 351 to date @6,000 UGX/bird
- Gross revenue 2.1m UGX to-date
- Monthly repayment installment-  
**350,000UGX**
- **65 households/families reached (390 individuals impacted)**



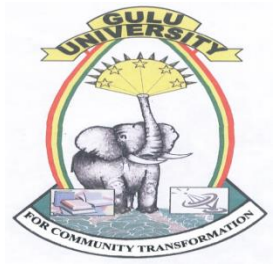
# **Case 2: Orange Fleshed Sweet Potato Flour for Cookie Business**



# The Business idea



- University intervention to promote OFSP
- Student Enterprise Loan Scheme
- Baking for leisure

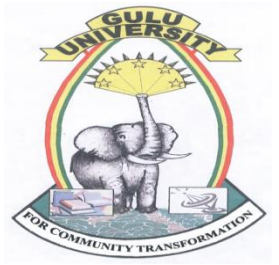


# Implementation

- Recipe tasting
- Perfecting our baking skills
  - cakes
  - cookies
  - daddies
  - bread



# Baking



# What has been done.....



- Total investment-6,000,000 UGX
- Cookies- 360 units to-date at 1000 Ugx @
- “Daddies”- 480 units to-date at 500Ugx @
- Current revenues- 600,000Ugx/month
- Contract arrangement with faculties=720,000Ugx/month
- Payback amount= 168,000Ugx/month





# Entry into the market and beyond

- We are getting into the market
- On average we engage with 10 distributors
- 5 input providers
- **(15 families directly reached, 90 individuals directly impacted)**



# Over all Impact

- *We are proud RUFORUM supported students*
- *We have **impacted 3330 lives** in the greater Gulu area*






# Motivation

The course gave us an opportunity for self discovery through writing business plans and implementation



# Appreciation



Thank you for  
Listening as we  
strive for  
Community  
Transformation