



On January 2024, the second step of the project "COOPERATIVE 4 FEMALE EMPOWERMENT IN MADAGASCAR" has begun implementation.

The entire project, which currently includes two phases, was financed by the PROCTER & GAMBLE ALUMNI FOUNDATION, for a total amount of \$41,000.00; \$16,000.00 for the first step which has been already completed and \$25,000.00 for the second one.

The project is carried out in Madagascar in the rural village of Ambalanjanakomby located in the North-West of the country, along the RN4 national road, 360 km away from the capital and 60 km from the nearest city (Maevetanana).

The village, which has a population of approx. 2,000 inhabitants (10,000 including the surrounding areas), is very poor, with an annual per capita income below the national average, its economy is based on livestock and agriculture (rice is the predominant crop in the area).

The entire project has the following objectives, which have been partially achieved with the first step:

- improving the conditions of women through social emancipation and work independence; improving agriculture, through crop conversion and modernization of agricultural techniques;
- strengthening the breeding of short-cycle animals: hens, chickens, pigs, sheep, etc.;
- training farmers through dedicated courses.

The first step, carried out during 2022 and 2023, involved the creation of a farm of 400 native breed chickens per year.

The beneficiaries were 18, mostly women, gathered in a cooperative that has been specifically created for the activity.

The current phase will involve more than 50 beneficiaries, united in a consortium, and the introduction of alternative crops to rice monoculture requiring lower water consumption and that are more suitable for the current climate change. It will be built on an area of 15/20 hectares, and will involve species such as corn, sorghum, soybeans, beans, peppers, tomatoes, etc.

The project is divided into the following points:

- establishment of a consortium,
- subscription of 50/55 members to the consortium,
- free acquisition of 15/20 hectares of land (they will be made available to the farmers participating in the project),
- construction of a warehouse/depot for agricultural tools and machinery (50 m²),
- purchase of a rotary cultivator, plow, trailer, manual agricultural tools, seeds, fertilizers, etc.,
- specific training courses,
- sowing and cultivation of new crops,
- distribution of profits with a greater valorisation of work, compared to the land income brought by the free provision of land, always respecting local customs and usages,
- storage and sale of grown products.

The project is carried out in partnership with the Malagasy Ministry of Agriculture, the Malagasy associations Tetezana and Tetezana Mada and with the involvement of local authorities.



This step, in addition to involving more than 400 people, including direct and indirect beneficiaries, above all aims at creating interest in a large part of the population who should feel involved in this new form of social participation.

Ultimately the objective of the project, in addition to the primary one of agricultural improvement, with the cultivation of agronomic species more suitable for these types of soil and the use of more modern and more sustainable cultivation techniques, wants to represent a form of extended collaboration in the interest of the entire community.

To this end, the population was involved through popular assemblies during which the objectives and stages of implementation of the project were illustrated.

In particular, the interest and participation shown by the population in the acceptance of democratic management methods and tools towards the female community should be highlighted.

PROGRESS STATUS OF THE PROJECT

In January / February 2024, the organizational phases, started in August 2024, were defined and implemented, well before the financing of the project by the P&G Alumni Foundation which took place mid December 23 , considering the complexity of the project. In particular:

- timetable of the organizational phases,
- agreements and signing of work protocols with partners,
- research and identification of suppliers, request for quotes and purchase of rotary cultivators, machines, agricultural tools, seeds,
- warehouse project, request for quotes, identification and assignment of the task.
- organization of popular assemblies in which approx. 80 people participated.

The popular assemblies were held on February 8th, 14th, 15th and 16th. The meetings were coordinated by 2 representatives of the Ministry of Agriculture and the president of Tetezana Mada, with the participation of the Mayor and the village authorities.

Significant was the sharing of the choice to set up a Consortium, called "Mendrika and Tambrata Consortium", participation in the drafting of the regulation of consortium itself, the definition of aims and objectives and above all the election of representatives in the governing bodies of the Consortium, through self-managed voting

19 hectares of arable land were acquired, of which 5 are immediately available for cultivation and the rest will be usable from September onwards, as they are currently cultivated.

There are 51 participants in the project, of which 26 are women.



Popular Assemblies



Popular assemblies votes



Warehouse initial construction

End of February – start of the operational phase of the project

The construction of the warehouse began at the end of February on an area of approximately 300 m2 made available by the Municipality; the project will be completed by the end of April/mid-May.

In March the Ministry of Agriculture organized two training courses for the beneficiaries, one on composting, the second on driving, maintenance and use of the rotary cultivator and tools.

Two other courses will be held in April on cultivation techniques and on the use of phytopharmaceuticals.

The preparatory work began at the end of March to start cultivating the first 5 hectares of land.



Cooperative women on labour camps



Cooperative's members



Motor cultivator delivery to the cooperative