

Ecofarming 2.0, Njabini, Kenya

Results summary

Over the course of a 3-year programme, Hand in Hand supported 2,060 smallholder farmers in Njabini, one of Kenya's most disadvantaged rural communities. This initiative enabled the farmers to launch and grow 1,568 sustainable, climate-resilient businesses in the potato and dairy sectors, ultimately creating 1,264 jobs.



100%

of women have the power to make decisions about the things that affect their lives



98%

of businesses still operational at the end of Hand in Hand's project



74%

of project members are financially resilient



66%

income uplift

Problem

Supply and capital issues: in Njabini, Kenya, many individuals face significant challenges related to technical production and a lack of capital. The potato and dairy industries are particularly affected by issues such as diseases, drastic climate changes, and costly inputs. The lack of financial resources exacerbates these problems, hindering growth and development in these sectors.

Demand issues: Many farmers in Njabini sell their produce at a local, fragmented level and suffer from a lack of market information and bargaining power. This makes it difficult for them to secure fair prices for their products.

Potato industry: a staggering 92% of potato farmers sell their crops without any prior agreement, leading to highly variable prices. Moreover, 90% of these farmers sell to brokers, and 96% sell their potatoes directly at the farm gate, further limiting their ability to negotiate better deals.

Dairy industry: while the situation in the dairy industry is slightly better, many challenges remain. About 37% of dairy farmers sell their products to a cooperative, and 56% have a prior agreement with a buyer. This slightly more aggregated selling process offers some stability, but significant issues persist.

Gender issues: women in Njabini face substantial barriers to achieving and retaining high incomes in the dairy industry. They are responsible for most of the routine work, such as milking, feeding, watering, and cleaning cow sheds. Despite their contributions, cattle ownership typically rests with men in the household. Consequently, men are the ones who sell the majority of the milk and keep most of the income, leaving women with limited financial benefits from their labor.

Objectives

Following our well-proven five-step model, Hand in Hand aimed to train 2,000 participants, supporting the creation of 1,500 enterprises, and 1,200 jobs. We aimed to boost:

- incomes
- sustainability: enterprise survival rates
- financial resilience: participants with the capacity to deal with a financial shock without borrowing money or selling assets
- women's bargaining power: women participating equally in household decision-making.

Our solution

The project recognized that farmers in Njabini faced suboptimal production, limited access to better markets, and poor-quality inputs. These issues led to low yields, low profits, and a cycle of poverty. To address this, the project aimed to provide agronomic skills development to 2,000 existing Hand in Hand participants. The goal was to enhance the efficiency and profitability of their potato and dairy enterprises, helping them break free from the poverty cycle.

By offering tailored training and skill development, the project intended to give participants the tools to start and manage their businesses. This was achieved through Hand in Hand's four-stage training model, in which we:

- **market training:** formed 15 to 20 producer groups. Connected the groups with brokers and trained them to access better market information, negotiate prices, and secure contracts.
- **business training:** provided business skill refreshers and potato and dairy agronomy training for participants. Demonstrated and coached the best farming practices.
- **pioneering gender-specific training:** ensured male partners engaged in the dairy value chain to help women dairy farmers earn and keep a good income.
- **credit access:** offered support to access credit so they could grow their farm businesses.

The project's approach was based on the belief that skill development and empowerment could create a positive impact on the lives of the beneficiaries and the broader community. By promoting self-sufficiency and economic independence, the project aimed to create a lasting impact that went beyond its duration

Results



Women's decision making

- 100% of women are able to make decisions about the things that affect their lives, such as healthcare, visiting friends and family, and household purchases, up from 82% at baseline.



Financial resilience

- 74% of participants said they could raise emergency funds within 30 days without borrowing money or selling assets, including 73% of women and 76% of men.
- This is 62 percentage points higher than the baseline, where 12% of participants reported being financially resilient.



Enterprise survival rate

- 98% of businesses still operating at the end of Hand in Hand's project.



Income

- The overall average monthly net enterprise income is 14,675 KES (\$330 PPP). This is an increase of 66% since baseline when the average monthly net enterprise income was 8,814 KES (\$205 PPP).
 - The average monthly net enterprise income for women is 14,170 KES (\$319 PPP). This is an increase of 68% since baseline when the average monthly net enterprise income was 8,445 KES (\$197 PPP).
 - The average monthly net enterprise income for men is 15,586 KES (\$350 PPP). This is an increase of 58% since baseline when the average monthly net enterprise income was 9,865 KES (\$230 PPP).
- 88% of participants have daily net enterprise income above \$2.15 PPP, including 86% of women and 89% of men.
 - This is an increase of 18 percentage points since baseline overall, when 70% of members had daily net enterprise income above \$2.15 PP.
- Additionally, 78% have a daily net income above \$3.65 PPP, including 70% of women and 80% of men
 - This is an increase of 22 percentage points since baseline overall, when 56% of members had daily net enterprise income above \$3.65 PP.

For more information

Or to talk to our monitoring, evaluation and learning team in more detail about our impact and evidence, please contact admin@handinhandinternational.org or call us on +44 (0)20 7514 5091.

Hand in Hand International, Caparo House, 101-103 Baker Street, London, W1U 6LN, United Kingdom

Handinhandinternational.org

Hand In Hand is a registered charity in England and Wales no. 1113868.