



**“Men &
Women
can Feed
the
Nation”**

ELLIES FLOWERS & VEGETABLE GARDEN

ELLIE NOWASES

CATEGORY: "CLIMATE CHANGE"

INSTITUTION: ARANDIS TOWN COUNCIL

COUNTRY SADC GENDER PROTOCOL SUMMIT

DATE

VENUE

GENDER EQUALITY BY 2015, YES WE MUST!

BRIEF DESCRIPTION OF THE GOOD PRACTICE

Hydroponic gardening

It is a method of growing plants without soil.

The gardening method has solved my problem of paying high municipality bills (it saves a lot on water). The business today provides income to both men & women (10 employees)

It supplies fresh vegetables to the Local supermarket and restaurants as well as to the Community of Arandis



WHAT IS THE PROBLEM BEING ADDRESSED? WHY?

The Project Address:

- The Project addresses hard labour for women in agriculture (easier less labour intensive)
- Encourage and teaches households to grow their own fresh produce to live healthy and spend less money
- The Project creates a sense ownership and financial independence to both men & women
- Little space needed and a lot of savings on water (gardening in the "Desert" is possible)



HOW IS THE PROJECT CONTRIBUTE TOWARDS ACHIEVING THE 28 TARGETS OF THE SADC PROTOCOL?

PROTOCOL TARGET	ACTIONS
Education & Training of women and children	Provide training to both men & women (the boy and girl child) in hydroponic gardening. Empowering women to become economically independent and at the same time providing healthy fresh food to their family
Economic empowerment/job creation	The project provides equal participation of both men & women, it teaches men & women to become enterprising as well as to own your own business.
Gender based violence	The project brings together both parents and children to work together growing vegetables and all eat together it builds families.

GENDER EQUALITY BY 2015, YES WE MUST!

DESCRIBE YOUR TARGET GROUP

- Students- doing projects for Science Fair 300 (136 boys & 164 girls)
- Spitzkoppe Community Group 10 (3 men & 7 women)
- Karibib gardening group 18 (2 men & 16 women)
- Advice to Hentiesbay group 8 (women only)
- Eenhana School- school garden advice provided

The reason for choosing the target group, is to replicate the project to as many families and promoting gardening in the desert



OBJECTIVES

- Doing vegetable production through hydroponic gardening
- To save on water and land space
- To create job opportunities to the less privileged
- Provide training to both men, women and children
- The community to have access to fresh vegetables and saves on transport costs (nearest town 60km trip)



PROCESS

- Research on ways to do gardening by using less water
- Planning
- Obtained training
- Seek for land (negotiations)
- Implementation
- Recruitment of employees
- Construction of tables for planting
- Planting of seedlings and nurturing of plants
- Marketing (on-going)



WHAT HAVE BEEN THE MAIN SUCCESSES?

- Secured income for both myself and family
- Job creation to the less privileged
- Gardening can be done in the desert through the “Hydroponic way”



WHAT HAVE BEEN THE MAIN SUCCESSES?

- I became my own boss
- It has created ownership and pride as a woman to own my own garden and creating income for myself
- Providing once a week fresh vegetables to the local clinic for the “support group”



KEY OUTPUTS (MATERIALS ETC.)

- Obtain training in vegetable production (hydroponic method)
- Obtained bigger land from the Town Council for a bigger garden
- Set-up of my own vegetable & flower garden
- Selling fresh produce to the community and local shops/restaurants and hotels



KEY OUTCOMES (MAIN RESULTS)

- The project provide fresh vegetables to the local supermarkets restaurants and the community
- A contract has been negotiated with Shoprite which will open up soon in our town to provide vegetables
- Training to women and children locally and to other parts of the country



CHANGING LIVES

- The project employs 10 persons
- Ten households having food on their table
- Local schools could not provide agriculture because we are in the desert- today they send their learners to do gardening at Science Fairs (training from my project)
- The community saves on transport no longer need to travel 60km to obtain fresh vegetables from shops in town.



LESSONS LEARNT

- It takes hard work, commitment and perseverance to be a woman in business
- The project has changed my life completely from employee to change to an employer
- It has teaches me not to give up, or accept a no answer, but to be persistent to get things done



WAY FORWARD

- Continuous learning, upgrading of skills
- Knowing the latest technology and information on the project, which can enhance my chances of growing
- To replicate the project to other regions
- To be a wholesaler in fresh vegetables within my region
- To grow flowers and plants (nursery)