

## **PART B**

### **THE PROJECT**

#### **1. TITLE**

**“AL TA' MARBOUTA<sup>1</sup>: THE KEY TO REDUCING RURAL POVERTY”**

#### **2. OBJECTIVE**

Overall objective: Reduce rural poverty in Fayoum Governorate, through a cohesive strategy addressing small-scale agricultural development.

Specific objectives:

- 1) Promoting of alternative/supplement income generation opportunities for small farmers and, in particular the most vulnerable groups among them: women/youth.
- 2) Providing women the capacity and opportunity to overcome social barriers at household and community level.

#### **3. DESCRIPTION**



Fayoum Governorate is a green natural oasis situated in the Western Desert on the west southern part of Cairo Governorate, 90 kilometers away. It is one of north Upper Egypt governorates, surrounded by desert from all sides, except the east southern part, where it is connected with Beni Suef governorate.

The population of Fayoum is 3.2 million out of which 77.5% lives in rural areas. The total cultivated land is 423,338 feddan (1 feddan = 0.42 ha). 94% of the land owners own 5 feddan or less of which almost 55% own 1 feddan. In total there are 6 districts/61 rural local units/163 villages<sup>2</sup>. More than 67% of the cultivated land is categorized by

<sup>1</sup>The term “Ta Marbouta” refers to the additional letter “a” applied to word endings in Arabic, designating them as feminine.

<sup>2</sup>Sources: Information Center in Fayoum Agriculture Directorate, Statistical Manual, 2013. CAPMAS, Egypt Statistical yearbook- population, 2015 ([http://www.capmas.gov.eg/Pages/Publications.aspx?page\\_id=5104&YearID=23011](http://www.capmas.gov.eg/Pages/Publications.aspx?page_id=5104&YearID=23011)).

the Department of Agriculture as of third and fourth grade which means that the lands have medium to low productivity levels, suffer from high salinity levels and impurities of soils and inefficient irrigation.

The farming is considered as one of the most economic pillar in Fayoum. Another important sector where Fayoum takes its fame is poultry sector. Fayoum is characterized by the black Fayoumi Begawi Chicken which was available richly in farmers' villages and homes. This kind of chicken disappears after farmers left and failed in breeding it.

In the Fayoum governorate, projects funded by the European Commission or other donors have shown the specific needs of the region for rural development and has recommended to implement more environmental agriculture projects, to encourage the role of NGO's regarding advocacy and support for utilization of proper pesticides and considering the requirements of transportation and handling practices, spread the information of agro-ecological agriculture and continue efforts on gender integration.

Also for the Governorate the work on organic agriculture has to be carried out under several global laws.

The project aims at reducing rural poverty of small producers and the most vulnerable groups such as women excluded from labour and unemployed youth, through the enhancement and improvement of the agricultural sector in Fayoum Governorate.

In particular, related to women the project will support the women weak chain of the Egyptian society especially in rural areas where problems like early marriage or illiteracy, domestic violence and repression from a patriarchal society is imposing to them. The main idea is to empower the women giving them possibilities to access to the resources like men and improving their conditions in the society. In particular, in the sector of agriculture according to the study related to the farms the women are the main important force in poultry breeding and in the cultivation of some kind of herbs and culture<sup>3</sup>. Because of this the project we will addressed to an important number of women in the sector.

Women participation in labour force (13.3%) is much weaker than men (45.6%) as per a survey conducted in 2012 (SYPE, 2014). The 2012 World development report on gender equality and development indicates that 46 % of Egyptian female work force is employed in agriculture. Women perform agriculture and farming-related activities on family owned land as unpaid labour, as well as for non-family members, as paid workers. Women form the majority (75 %) of the work force involved in harvesting, handling, sorting and packing processes within postharvest centers (WB, 2012). Although women participation as manual labour in the agriculture value chain is significant, the participation of women as skilled labour and managers in the agricultural value chain is weak due to the social perception of women's roles in the community and social dominance of men (USAID, 2011). Another reason that impedes women from significantly participating in the value chain is their dependence on other jobs that guarantee an immediate flow of cash even if it comes in small lumps (Spence, 2012; USAID, 2011). This is due to women's need of money for daily household expenses. Since society and culture hinder women's participation in the labour world, the involvement of women in the value chain will not only empower women economically, but it will also empower women socially; allowing them to earn independence financially and socially, thus have control over their decisions.

Women are entirely responsible for managing the household and children's care. Children may assist women, as unpaid family workers, more particularly during harvesting peaks. The NCLS 2010 reveals that 52% of children (between the ages of 5 and 17) engaged in child labour in Egypt are unpaid family workers in agriculture (ILO, 2012). According to the data, the project provide a children nursery, where children can learn by playing the basic hygiene rules to preserve their healthy.

The proposed strategy is based on enhancement of the available assets, and the creation of new opportunities, both on the market of goods and labour. The project plays a significant role towards the achievement of women's economic empowerment by targeting unemployed women and girls, as beneficiaries of skills development and micro financing actions.

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<sup>3</sup>The 2012 World development report on gender equality and development indicates that 46 % of Egyptian female work force is employed in agriculture.

The Project will strengthen and consolidate its partnerships with the groups of farmers to consistently support the dissemination and use of technical and market information. In doing so, project will capture a critical mass of farmers, more capable of being actively engaged in securing their immediate livelihood needs as well as sustaining their long-term social, economic and human development. Farmers will be empowered with information and encouraged by example, to reduce their dependence on external inputs and improve the quality of their soil. They will also ultimately come to represent “model” farmers to other neighbouring farmers wishing to seek and learn from their techniques in better managing their immediate natural resources.

Thanks to the trust created with the communities involved, women will be able to attend the classes and they will be spokespersons of the acquired skills and competences with the other community members, so the guarantee a peer-to-peer methodology. This will be both allow the knowledge diffusion and increase women's self-confidence.

Starting from the current knowledge of the farmers a series of training will be conducted to introduce the basics of good agriculture practices in all the target villages.

The strategy applied will consist in empowering the farmers through the implementation of safe agriculture techniques until the step of reaching a fully organic agriculture at least in some kind of cultures.

The use of bio-pesticides and bio-fertilizers will be supported as an important alternative to the traditional way of cultivation. Different link visits will be conducted to the bio pesticides companies present in the Country. The introduction of new crops and new techniques as the use of natural compost will be enhanced through trainings and field visit to compost unit or compost factories. The farmers will be trained on the different ways to prepare the compost on their own land and they will be encouraged to cooperate in the creation of small farmers' units producing compost.

The Methodology chosen is SCALE such as a framework, a process, and a set of practical tools and techniques that catalyze system-wide change and results in enhanced livelihoods, increased civil society participation, and the adoption of best practices.

<b>Activities</b>	
1. Identifying the beneficiaries	1.1. Groups of women, men and youth will be created by the partner CDA under the supervisions of the applicant.
2. Training for Poultry (20 women)	2.1. <b>8 theoretical lessons</b> (Topics: Poultry breeds; Housing and Equipment; Brooding; Feeding; Health and Disease Prevention; Management of Egg production flocks)  2.2. <b>10 practical lessons + follow up</b>  2.3. <b>distribution of chicks</b> (1000 = 50 x 20 women) 2.4. <b>monitoring and support</b> poultry activities
3. Installation of equipment	Ice box n.2 Small refrigerator n.1 Feed mill n.1 Setter and hatching machine n.1
4. Training for Post-harvest processes (30 women- men)	4.1. <b>8 theoretical lessons</b> (Topics: Primary, Secondary and Derived Products; Harvesting; Processing; Transport, Storage)  4.2. <b>10 practical lessons + follow up</b>
5. Playroom for Child (40 children)	5.1. <b>60 lessons (during the training parents)</b> . Playroom is a place where children can learn, imagine and create. Through play and fun children learn hygiene and healthy lifestyle.
6. Training for Organic Agriculture (30 women-men)	6.1. <b>8 theoretical lessons</b> (Topics: Water management; Crop planning; Nutrient; Pest and Disease; Weed; Plant Propagation)  6.2. <b>10 practical lessons + follow up</b>

7. Training for marketing and communication (50 women- men)	<b>7.1 6 theoretical lessons</b> (Topics: Agricultural marketing systems in Developing Countries; Overview of Producer Organization (PO); Innovative marketing arrangements beneficial to PO; Marketing food staples in domestic and regional markets; Trader-led linkage to international markets; Market information systems and commodity marketing)
8. Meetings (1x 12 months)	In order to strengthen the links and capacities of the beneficiaries a monthly meeting will also be implemented, joining together CDA with the staff of the project.
9. Creating a Protocol between M.a.i.s and CDAs	The Protocol regulates the conditions of use of such services like tractor and compost machine (Mais'own) and Feed mill Setter rand hatching machine and Small refrigerator.

### Indicators of achievement

- At the end of the project at least 85% of the farmers involved in the project will attend the trainings in organic agriculture and poultry.
- At the end of the project the at least 40 % of cultivations will be organic among the target groups.
- At the end of the project the 50 % of farmers will enhance their marketing skills.
- At the end of the the project 30 farmers will use the compost as a natural method of cultivation.
- At the end of the project the 40% of farmers (women and men) will produce organic poultry.

### Outputs of the Project

The following outputs are expected to be realized in the project area:

- Existing groups of rangers is upgraded and a new group is formed;
- At least 20 farmers are harvesting according to organic agriculture principles;
- At least 5 medium/small scale farms employ biological techniques for poultry breeding;
- At least 3 groups of women receive a microcredit collective loan for initiatives related to poultry or agriculture.

### Equipment

- Material for Playroom (color, paper, games, toys, cards etc.)
- Material for practical lessons ( Fenugric, Alcol, Garlic, Onion, Maize, Filter paper, Pottels, Injectors, Gloves, Dropping pottels, Overshoes, Flasks, Masks, Test tubes, Rack for test tubes);
- Chicks n.1000
- Ice box n.2
- Small refrigerator n.1
- Feed mill n.1
- Setter rand hatching machine n.1

### 4. DURATION

12 months

### 5. BENEFICIARIES

<b>Direct beneficiaries</b>	Women, men and children out- of -school. In details: <b>40 women, 10 men, 40 children.</b>
<b>Indirect beneficiaries</b>	Community key actors and CSOs in the targeted area, and the community as a whole.

**6. PUBLIC OR PRIVATE, NATIONAL OR INTERNATIONAL PROJECT PARTNERS**

Eltanmawaia Association

Activities

Seeks to empower the capacity of individuals, especially the poorest women and children and young people in rural communities through the provision of development programs from the perspective of the rights in the fields of education, economy, and environmental health in the context of citizenship and active participation and respect for human rights with the participation of all parties concerned and the targeted communities.

**7. AREA OF PROJECT INTERVENTION**

Development Cooperation

**8. HUMAN RESOURCES**

<i>Organisation's employees</i>	<i>Volunteers</i>	<i>External consultants</i>	<i>Other (specify the category)</i>	<i>Total</i>
<i>No. 3</i>	<i>No. 3</i>	<i>No. 3</i>	<i>No.</i>	<i>No. 9</i>

**9. LOCATION OF PROJECT IMPLEMENTATION**

Egypt, Fayoum Governorate, villages: Youssef Siddiq, Abshaway, Shokr, Halil and Rizk.

**10. LEGAL OWNERSHIP OF THE LOCATION IN WHICH THE PROJECT IS TO BE IMPLEMENTED**

CDAs

**11. NAME OF THE PROJECT MANAGER**

Natascia Mascia

[natascia.mascia@mais.to.it](mailto:natascia.mascia@mais.to.it)

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+201272370567

**12. TOTAL COST OF THE PROJECT**

51,200.00 Euros

<b>BUDGET LINES</b>	<b>EURO</b>	<b>FOREIGN CURRENCY</b>
<i>Human resources</i>	27,520.00	467.840 EGP
<i>Travel and transportation</i>	0	0
<i>Equipment and Supplies</i>	4,820.00	81.940 EGP
<i>Purchase/Construction/Renovation of building and facilities</i>	0	0
<i>Awareness and outreach</i>		

<i>Training</i>	14,670.00	249.390 EGP
<i>Other (please specify)</i>	0	0
<i>Overheads costs (please specify)</i>	4,190.00	71.230 EGP
<b>TOTAL COST</b>	<b>51,200.00</b>	<b>870.400 EGP</b>

**13. OTTO PER MILLE AMOUNT REQUESTED**

29,000.00 Euros

**14. PROJECT FUNDING SOURCES**

AVAILABLE FUNDS

<i>Own funds</i>	22,200.00
<i>Funds from other sources (E.g. Funding requested to other institutions and funding already received)</i>	
<i>Agreed loans</i>	
<b>TOTAL</b>	<b>22,200.00</b>

EXPECTED FUNDS

Indicate fund still to be raised at the time of submission of the application. Also enter the amount of the Otto per Mille contribution requested.

<i>Own funds</i>	22,200.00
<i>Funds from other sources (E.g. Funding requests submitted to other institutions and not approved yet)</i>	
<i>Expected loans</i>	
<b>OPM FUNDS REQUESTED*</b>	<b>29,000.00</b>
<b>TOTAL</b>	<b>51,200.00</b>

\* This figure must be the same as the figure indicated in section 13

**15. MEDIUM/LONG TERM LOANS AND LIABILITIES**

**16. BANK ACCOUNT**

BANK NAME: **Banca Etica**  
CURRENT ACCOUNT HELD IN THE NAME OF **M.A.I.S.**  
IBAN: **IT04 J050 1801 0000 0000 0236 589**

**17. PROJECT ATTACHMENTS**

- Financial statements for the last two years and the relevant approval acts**
- Statute or other documents** suitable for describing the mission of **the project partner** (if there is a project partner)

- **Legal Representative power of attorney** (*where applicable*)
- **Commitment Letter** (*if there is a project partner*)
- **Other documents attached**
- *List the names of all others attachments to project proposal*

**18. SIGNATURE OF LEGAL REPRESENTATIVE**

**19. PROJECT SUBMISSION DATE**

30<sup>TH</sup> NOVEMBER 2016