

EnterpriseWorks
WORLDWIDE

Goal: To Increase Incomes of Small-Scale Farmers



~~Not to sell technologies~~

Through Improved Technology

- Technology must be affordable and an improvement over existing methods
- Profitable for the manufacturer or installer
- Profitable with a short pay back period for the gardener
- Locally available and not dependent on special imported parts or materials

Technologies suitable for Irrigation



Hand Augered Wells



Treadle Pumps



Low Cost
Distribution Systems

Win – Win

Profitable for producer and consumer

- Return on investment should exceed 100% within one season
- The producer must make a reasonable profit to ensure continued production



Well Drilling Tools



Suction Pressure Pump

Identify Concentrations of Market Gardeners

- Provides sufficient market demand
- Maximizes the impact of publicity
- Leads to rapid expansion of sales
- Market gardeners can purchase the technologies



Identify Private Sector Manufacturers Near to Production Centers



- Private sector ensures sustainability
- Competition ensures reasonable price and quality
- Proximity to gardeners increases contact for after sales service and increases buyer confidence

Identify Local Well Diggers

- Traditional well diggers who are interested in learning new techniques or pump manufacturers who want to expand their market.



Train Manufacturers

- In their own workshops
- Using trainer from EnterpriseWorks
- Manufacturer pays for materials for pumps made during the training
- EWW provides specialized tooling on credit



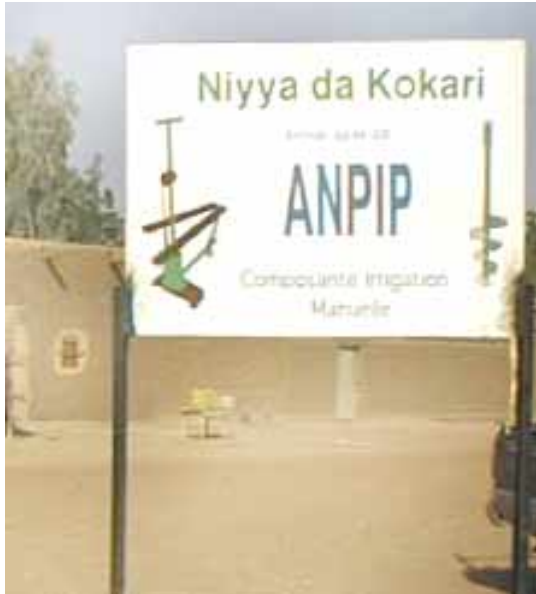
Train Well Drillers

- Train local teams in their region
- Provide tooling that is reimbursed over time
- Install demonstration wells to create market demand



Create Market Demand with Publicity

Brand Name : Niyya da Kokari



Publicity on bush taxis



Mass Media: radio and television



Local festivals and agricultural shows

Create Linkages Between Pump Manufacturers, Well Drillers and Gardeners



Demonstrations in Market Towns



Demonstrations at garden sites

Ensure Quality of Pumps and Wells



Initially farmers will not recognize quality and the reputation of the product must be protected.

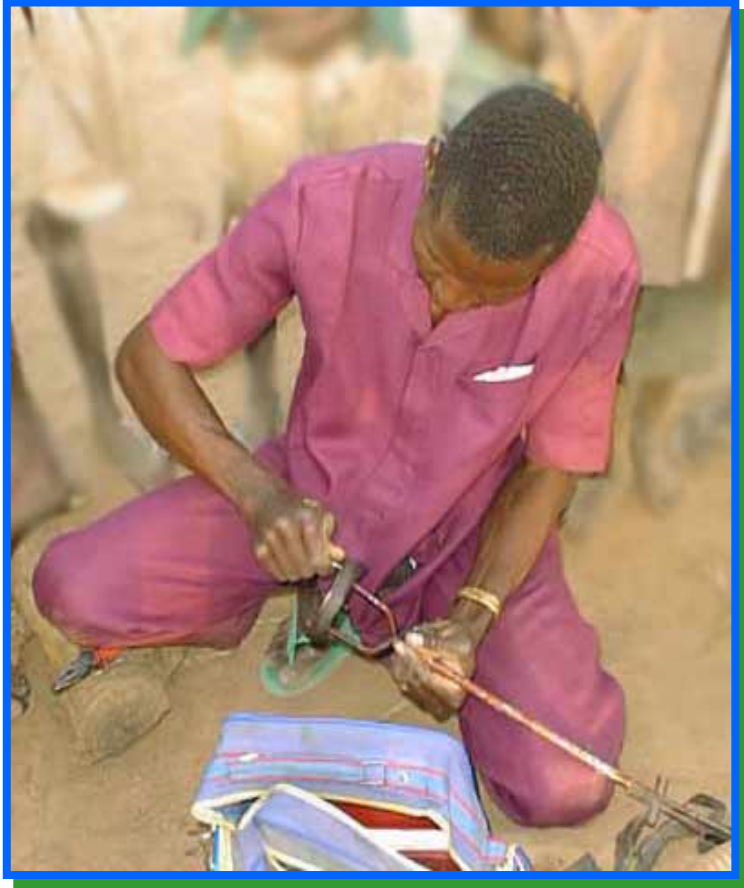
Ultimately the market will determine quality



After Sales Training and Service

- Operating Manual: Manual on cassette tape in local language for illiterate gardeners
- Verification of proper installation
- Spare Parts and necessary tools sold with the pump
- Field training continues for manufacturers and farmers

Training in the Field



Maintenance



Troubleshooting

Respond to Feedback from Farmers

Research to solve problems identified in the field through introduction of new or improvement of existing technologies



High Discharge Pump



Pump performance testing



Drip Irrigation

Satisfied Producers and Clients With Increased Incomes

- Gardeners double or triple the size of their gardens
- Pump manufacturers have new more profitable products to sell
- Well drillers have increased demand for higher value product



Impact Tracking System (ITS)

Accurately monitors impact of projects on the participants to ensure that there is significant return to the small producers and that the donor has a positive return on their investment.

