

EMPOWERMENT: ONE GROUP AT A TIME

Virginie Ndour walked into our office sometime in January 2017 in search of help.

Virginie is a middle-aged Christian woman and President of And Bokk Ligueye association. ‘And Bokk Ligueye’ in the wolof language means ‘joining hands to work for progress’.

This association of 100 rural Senegalese women is located in the village of Kounoune.....about 3 hours drive from Dakar, Senegal’s capital city.

Virginie and 2 other ranking members of her group want financial assistance from Anti-Poverty Initiative(API) for their economic project.

The group processes local food and nutritious non-alcoholic drinks.

The local drinks include bisap and gingembre in syrup form, made from hibiscus flower and ginger respectively.

The group also processes local breakfast cereal from millet and couscous.



Figure 1 The Association's products: Drink Syrup

Production and Distribution

The group produces between 30 and 60 bottles of drink syrup each week, depending on orders received from customers.

Each liter sells for \$4 and a 500g of breakfast cereal sells for 70 cents. On average, about 50% (per unit) markup is realized.

Each member is given a certain quantity of products to sell and brings back the proceeds to the group for deposit into the group’s collective account.

Problem

During their visit to API’s office, Virginie and the other key members of the Association requested capital

support, to enable them to buy a cereal drying machine and expand their individual micro-businesses which include jewelry, vegetable and tie-dye production.

Capital Provision

Having observed how focused and hardworking these women are, API quickly organized the necessary funds to support the Association. We purchased a new cereal drying machine for \$1,500 and provided an additional \$2,500 to reinforce their individual business activities bringing the total support to \$4,000.

All this happened between February and March 2017.



Figure 2 Cereal Drying Machine

Production Improvement

Productivity has significantly increased as well as production due to the new machine.



Figure 3 API's Director on a visit to the Association's production base.

Address Change

API's mailing address has changed. The new address is:

Anti-Poverty Initiative(API)
6559 W. Deerfield Dr.
Zionsville, IN 46077 USA

Extras..... 'Senegal Decides'(Decided)

Like you may already know: Senegal is one the most politically stable countries in Africa.

In July 2017, Parliamentary (in the US mid-term) elections were held in Senegal to choose the people's representatives.

The ruling party, as officially announced, won 125 seats out of the 165 seats contested for.

The opposition however, accused the ruling party of 'voter suppression.' Presidential election will hold in 2019

