

## EMPOWERMENT: ONE GROUP AT A TIME

Please meet Aissatou Mbaye, a 40 year old member of Sope Moustapha Micro-credit Associations, which is one of the many associations enrolled in Anti-Poverty Initiative's programs. She is also the treasurer of the association.

Not having much of an economic skill, Aissatou decided to enroll in a ' Centre de Formation' (Professional Training Center) for 6 months where she received training on how to make drink syrup, home-made yogurt and snacks.

After completing the training in July 2017, Aissatou was faced with the problem of mobilizing enough capital to launch her dream micro-business of making snacks and local beverages

She knew very well that her chances of accessing a bank loan to finance her project were near zero because she lacked the collateral needed to secure a bank loan.

By joining API'S Sope Moustapha Association, Aissatou was able to secure the needed capital for her micro-business.

### Products.

Aissatou produces two drink syrup varieties: ginger and tamarind (a fruit loaded with nutrients and medicinal benefits), ginger-flavored coconut snacks and home-made yogurt.



Figure 1 Aissatou in API's Office

### Market

Aissatou makes and sells her products by order. On average, Aissatou takes orders for 10 bottles of drink syrup per week while she takes orders for 50 snack cups per week. She would like to take more orders.

### Challenges

There are 2 main issues Aissatou needs to deal with: shortage of empty bottles for her drink syrup production and market expansion.

To expand her market, she plans to set up a small shop in front of her house for her products. That way she can sell more of her products to passersby and neighbors.....thus increase her sales volume.

To reduce the disruptive problem of bottle shortage, she will increase her bottle inventory beyond what she needs at each production cycle.

Of course these strategies require more capital and API will support her with that.



Figure 2 Aissatou proudly displays her products

Asked about her assessment of API, Aissatou expressed her profound satisfaction with API's work to economically empower underprivileged women and their families.

#### In Other News.....

Senegal, like many African countries, does not have universal Health insurance for its citizens. Managing illness, especially serious illnesses, is very expensive.

However, recently the government decided this: To provide treatment to women who have cervical and breast cancer FREE OF CHARGE. Good news for sufferers and potential sufferers.

#### Contact Information.

To contact us or to make a donation in support of our work to support the poor, please use the address below:

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