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SOCIAL-ECONOMIC ASSESSMENT
OF
KARACHUONYO WOMEN'S GROUPS POTTERY PROJECT

Prepared For:

United Nations Industrial Development Organization (UNIDO)
Vienna International Centre
P.O. Box 300, A-1400 Vienna,
Austria

By:

Kadzo Kogo & Stephen Mirero
Kenya Rural Enterprise Programme (REP)
P.O. Box 39312
Nairobi, Kenya

Project No. DP/Ken/89/021

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EXECUTIVE SUMMARY

The purpose of this assessment is to evaluate the capability of the Rachuonyo Pottery Groups (primarily the Oriang and Omboga Women's Groups, and the Rachuonyo Development Company Ltd.) to become self-sustaining and profitable enterprises. This assesement re-examines the potential for a rejuvenated pottery project following somewhat unsuccessful UNDP involvement since 1981. The methodology included review of existing documentation, site visits, and interviewing the various actors involved in the project.

Organization and Management Assesement

The role and functions of the Rachuonyo Development Company Ltd seems neither well understood nor valued by the main actors in the project area. Using the Company as an intermediary would likely isolate the women's groups from having control over their own assets and activities; consequently it is considered premature for the Company to have a role at this point.

Project activities should be organized and managed at the level of each womens group. However, for this to be successful, substantial amounts of high quality training will be required in a variety of areas relating to management systems, group processes, and pottery production.

Technical Assesement

Currently, the project is not technically feasible. However, with the necessary inputs, these technical constraints can be overcome, although at substantial cost. These inputs include water at each project site, kiln and pottery equipment, trained potters, and transport.

Economic Assesement

The demand for "traditional" pottery products is too low to lead to a commercially viable pottery enterprise. For "modern" pottery products, the evidence suggests that there is adequate demand to sustain a viable enterprise. The ability to meet this demand with a constant supply of pottery products that are of high enough quality and are of sufficient volume to satisfy the consumer is the difficult question. Under current conditions, the evidence is not favorable. However, this situation could be reversed with substantial training, technical assistance, and capital inputs - at substantial investment costs.

Financial Assesement

Given certain assumptions as outlined in the text, the financial

EXECUTIVE SUMMARY

assessment shows that, when the enterprises are fully operational, income from sales of pottery products will be sufficient to cover recurrent costs.

Towards A Sustainable Pottery Project

As indicated above, the organization and management, technical, and economic assessments are not, under current conditions, very favorable. It was also indicated that this situation can be reversed - although with substantial investment costs in equipment, training and technical assistance. In light of the historical and current issues surrounding the project, it is recommended that, if the decision were made to carry out this project, a local organization be contracted to implement and institutionalize the project over a three to four year period. The first part of the project (Phase 1), consisting of 6 - 9 months, should be devoted to training in development education, business management, and technical training in pottery production. Phase 2, consisting of two to three years and overlapping with the end of Phase 1, would involve production and marketing of pottery products and the institutionalization of this process into a commercially viable enterprise.

1.0 OBJECTIVES, METHODOLOGY AND BACKGROUND

1.1 Objective

The objective of the assessment is to evaluate the capability of the Rachuonyo Pottery Groups' to become self-sustaining and profitable enterprises. Assessments are made in the areas of (a) management and organization, (b) technical feasibility, (c) economic feasibility, and (d) financial feasibility. Lastly, an assistance methodology and inputs required for a sustainable project are suggested. Results of the assessment are intended to assist UNDP in determining future directions of the pottery project, which has received their support since 1981. Full Terms of Reference are attached to this report as Annex 1.

1.2 Methodology

The methodology used in the assessment included three components: (a) review of existing surveys, reports and other documentation, (b) interviewing the various actors involved in the project - women's group members, "company directors," community members, and local government officials, and (c) site visits.

1.3 Background

Since 1981, UNDP/UNIFEM has been supporting traditional women potters of Karachuonyo, Kendu Bay Division, in modernizing their pottery production with a view to creating commercially viable enterprises for women groups in the Division.

The traditional women potters of Karachuonyo, Kendu Bay Division approached UNIFEM/UNDP with a request for financial assistance to build a kiln, repair their building, and initiate a pottery project. US \$20,000 was granted to Oriang Women Group. The funds were utilized to build a kiln, to purchase kick wheels, cupboards and worktables.

In 1986, Oriang women potters were trained in modern methods of pottery and glazing techniques through UNIFEM assistance. Up to 1988, UNIFEM had granted US \$50,000 excluding technical assistance as direct support to the project.

The kiln provided could not generate the temperatures required for firing modern glazed items. In an attempt to solve this technical problem, UNDP Nairobi sent a ceramist to the project who without adequate consultation with UNDP or the women concerned, neither with UNIFEM, dismantled the kiln promising that UNDP will replace it with a gas fired one. The promise was not forthcoming for more than two years. Women requested the

UNDP/UNIFEM to reinstate the project and in 1987 a consultant was hired by UNIFEM to carry out a study to determine technical feasibility and economic viability of the project. The exercise was completed in June 1988, and the findings used to design a pottery project that would have the potential of becoming a sustainable business enterprise owned and managed by a limited company, in which women would have shares.

In December 1989 UNDP hired a ceramic consultant to build a gas fired kiln in replacement of a previous woodfired one that had been dismantled. Construction for the kiln at Omboga was completed in January 1990. The kiln is currently not in use due to some technical problems that need to be rectified by an expert.

There is recognition that considerable difficulty has been experienced in achieving the objectives of the project. This can be attributed to a variety of factors, including a lack of (a) appropriate management structures for pottery production, (b) weak marketing, (c) financial administration and, (d) an effective implementing organization. In designing the second phase of the project, UNDP felt there was a need to involve a local organization that has the experience in informal sector enterprise development. On this basis, Kenya Rural Enterprise Programme (REP) was approached by UNDP and requested to play the role of a local implementing agency for the Rachuonyo pottery

project.

On reviewing the project background documents, REP found it premature to make a decision to carry out the project before doing an assessment of the project to determine its feasibility and levels of possible intervention by any intermediary agency. Consequently, REP contracted with UNIDO to undertake the assessment of the Rachuonyo pottery groups' which have been receiving support from UNDP.

2.0 FINDINGS AND RECOMMENDATIONS

2.1 Organization and Management Assessment

The Rachuonyo Pottery Project is not a distinct project undertaken by a single and distinct organization. Rather, the Rachuonyo Pottery Project can be defined as the pottery activities undertaken by individual members of the Oriang and Omboga Women Groups.

2.1.1 Rachuonyo Development Company Limited

There are several women leaders in Kendu Bay Division who have been instrumental in the establishment of a new organization "The Rachuonyo Development Company Limited." This Company proposed to take over the responsibility of running and ownership of the

Rachuonyo Pottery Project in the whole Division. The proposed entity also plans to take over the existing assets of the women groups in the Division. According to the promoters of the new organization, the women groups to be involved include Omboga, Oriang, Kadel, Komoyo, Wangchieng and Kanyadhiang.

Except for a few members of the Omboga and Wangchieng Groups who seemed to have an idea of the proposed Company, most members appeared to be unaware of the existence of the Company or of its functions. The idea of the proposed umbrella organisation for the entire division also appears to be politically sensitive and unattractive to both intended beneficiaries and the local administration.

The role of the proposed organization in the promotion of the pottery projects does not appear to be clear to the potential beneficiaries and the community. It is also difficult to determine capacity and the capability that the proposed company may have in order to effectively provide the business and related technical support required by individual women groups involved in the pottery project.

The Rachuonyo Women's Pottery Project currently supported by UNIFEM/UNDP, is being implemented by two self-help Women Groups: (a) the Omboga Women Group, and (b) the Oriang Women Group.

The organization structures for the women groups are similar to other women groups in the country registered with the Ministry of Culture and Social Services. Each of the women's groups involved in the Pottery Project has an established leadership or management structure with a Management Committee elected by the entire membership. There is a Chairperson, Secretary and Treasurer in each group who are elected by the Committee.

The overall management and supervision of the group activities are under the management committee with required co-ordination of activities being done by the Chairman. The progress of group activities is reviewed at monthly meeting which are supposed to be attended by all the members.

2.1.2 Omboga Women's Group

The Omboga Women's Group was founded in 1981 and registered in 1985 with current total membership of 57 (43 women and 7 men). The group's main objectives are to engage in pottery, tailoring and weaving production for income generation in order to uplift their standard of living.

According to the information received from the Chairperson, two committee members have had training in group leadership and management, organized by the Ministry of Culture and Social Services. Three members have also attended a workshop on

management and trained on spinning and weaving at Kenyadhiang Multi-Purpose Centre.

The group has no employees to run the day to day activities. However, there is a local person who acts as a tailoring instructor on arrangements that he uses the group's machines to earn some money while at the same time training members.

2.1.3 Oriang Women's Group

The Oriang Women's Group was founded and registered in 1981 with the current membership of 60 (52 women and 8 men). The group's main objective is to mobilize resources and efforts among members with a view uplifting their socio-economic status. The main activities for the group included pottery production and basket weaving.

A number of officials, including some members, have attended training/workshop in leadership and management, organized by the Ministry of Culture and Social Services. The group has two employees who have some experience in modern pottery. Their salaries are paid by Christian Children Fund. These employees are expected to assist the group in the day to day management of the activities.

In addition to the two main groups, it was determined that there

are numerous small women groups at a village level which appear to be loosely affiliated to larger women groups, like Omboga and Oriang, at the locational level. There is however, no formal or legal relationships which appear to exist between these organizations.

The assessment of the existing management for each of the women groups involved in the pottery project reveals apparent weaknesses in areas of group leadership, organization, business and financial management. Even at the current level of activities, management is considered to be inadequate as it lacks required experience. The majority of the members seem to be unaware of their responsibilities to the group and vice-versa. Information flows are weak.

2.1.4 Recommendations

(i) Considering the low level of understanding of the members relating to their duties and responsibilities in their respective groups, creating another intermediary organization is considered inappropriate at this stage as the move would further isolate the beneficiaries from the control of their activities and assets.

(ii) The pottery project activities need to be organized and centralized at the level of each women's group.

(iii) There is a significant need to strengthen the management capacity of each women's group involved in pottery project through:

(a) streamlining the organizational structures of the two women groups involved in the Pottery Project by clearly defining the roles and responsibilities of both the large, women groups at locational level and the small affiliated village groups.

(b) having competent project managers, with technical know-how in pottery production, for each of the groups.

(c) provision of development education to members aimed at creating awareness among them to enable them take charge of identifying their development needs and formulating solutions to their development problems.

(d) provision of training to officials in group organization and leadership.

(e) Provision of business training and technical assistance to project management. These may include such areas as: finance and business management, business skills, record keeping and banking.

(f) establishing financial and administrative systems/records for each of the groups, however simple.

2.2 Technical Assessment

The Oriang women group pottery project is located along a good murrum road and is about 15 kms. from Kendu Bay Town where tarmac road to Kisumu begins. The communication between the project site and the market centres therefore is good. However, the Omboga project is located over 5 kms. from the same murrum (8 kms. from Oriang). The road to the project site appears impassable during rain seasons which makes communication difficult.

Raw materials required for the pottery production (clay soil) is readily available in the area. Auxilliary materials necessary in the production of modern pottery such as the glaze, raw materials, and chemicals like silica, soda ash, feldspar, calcium carbonate, borax and oxides can easily be procured from Nairobi. Labour for the traditional pottery appear to be readily available but skilled labour required in modern pottery is in short supply within the project area.

Fuel required for the firing of the pottery products is a major constraint. It is difficult to get firewood in the project area

and would raise serious environmental issues. Maize stalks are commonly used by the women to do the firing of their pottery items at their homes.

Water is another facility that is considered a main problem in the project area. Women have to travel far to fetch water for use in the production of pottery and for their domestic consumption. The women groups do not have transport facilities for transporting the delicate pottery items.

Technology required in the production of modern pottery is not readily available in the project area and no training facilities for such skills appear to be available in the area.

2.2.1 Recommendations

(i) Because of the above factors, our assessment of the technical feasibility of the project is that, under current conditions, it is not feasible. However, with certain inputs, conditions can be improved such that the technical constraints can be overcome. These inputs include the following:

- (a) Efficient gas fired kiln for each women group, including modern pottery equipments.
- (b) Water at each project site.
- (c) Skilled modern potters for each of the groups,

including extending training to the members on modern pottery.

(d) Transport that can be used by the groups (jointly) for transporting pottery products to the markets.

2.3 Economic Assessment

2.3.1 Demand for "Traditional" Pottery Items

The market for the current traditional pottery items produced by the Omboga and Oriang Women Groups is limited to the local village/location market centres. This is a small market that does not allow for the level of sales required for creating a commercially viable enterprise.

There is competition from non-group members who have continued to use their long standing experience in manufacturing traditional pottery items for the same local market centres. The market for the kind of traditional pottery products made by the group members does not appear to be growing. Buyers of these items are within the local area and they buy the items for their domestic use. In normal cases, a purchase is justified by a broken pot that needs to be replaced. The availability of durable household items has also resulted in a declining market for traditional pottery products.

The difficulties of transporting the delicate pottery items, and lack of appropriate transportation facilities, limits the size of the market for the products. Finished pottery products appear to be moving too slowly. At the Omboga Centre, there were about 30 pieces of pottery items which had been in the store for over a month because of lack of market. Similarly at Oriang there were about 60 pieces that had been there for over a month.

Although the production of the traditional pottery items has been low in both groups (hardly over 40 pieces average production per group) the items appear to be staying in store for over 2 months.

To a very limit scale, pottery items have been sold to markets in Kisumu and Nairobi through the efforts of the area pottery project co-ordinator. This is, however, a very irregular and unreliable market outlet.

In addition, the per capita income within the project area is below the national average with the main sources of income coming from fishing, groundnuts, and general petty trade activities. Therefore, the purchasing power within the area is relatively low - too low to afford the high prices generally commanded by good quality modern pottery products. The market for such items will have to be sought outside the project area if a sustainable business is to be created.

Our overall assessment of the market for the traditional pottery items produced by the pottery project is that the demand for such products is too low to create a commercially viable enterprise for the groups involved in the project.

2.3.2 Demand for "modern" pottery products

The local market demand for modern pottery products has not been tested. However, some institutions in the country (i.e. PCEA Eastleigh and YMCA Bahati) that have been involved in the production of good modern pottery items have managed to acquire sufficient market, both locally and overseas, to sustain a commercially viable enterprise. We believe there is market potential for high quality products, both locally and overseas, provided there is management capability to search and maintain such market through appropriate market research and product development.

2.3.3 Supply of pottery products

To-date there has been no "real" production of modern pottery items by the women involved in the pottery project. This has been so partly because of lack of appropriate kiln and partly because of shortage of relevant skills and experience. However, modern pottery has been tried at Oriang where there are potters

with some training in modern pottery. This has been only for demonstration purposes.

The findings of the feasibility study of the project by Aggrey Awimbo, J. Koli and M. Heim of June 1988 indicates that with 2 medium size Kilns of say 100 cu. ft., a good potter can produce between 500 and 1500 pots in a month. The production capacity depends very much on the equipments available and labour. The report further indicates that a pottery project with 6 good potters should be able to produce up to 5000 pots in a month.

With resources to train potters and appropriate production equipment and other resources, the supply side of the pottery products is not perceived to be an unresolvable constraint in creating a commercially viable enterprise.

2.3.4 Pricing

Traditional pots within the area are currently selling at between Shs.10-20 per piece. At this low level of prices, it is difficult for the project to be commercially viable as the return on the investment may be negative.

A good quality glazed pot may sell at between Shs.400 and 500 depending on the target market. The project may decide on a price structure that is initially at near cost of production and

gradually increase the mark-up as the products are properly promoted.

According to the 1988 market feasibility survey, an average price of Shs.100 per pot is not considered unrealistic. In this same report it is pointed out that an imported vase 6" high cost up to Shs. 500 in a shop while a string of 20 glazed beads sells for up to Shs. 350.

The average prices of modern pottery products (earthenware) of PCEA Eastleigh Community Centre sell at Shs.30 for mug, 35/= for a cup, 60/= for bowl and 100/= for small vase.

If the project is to operate profitably the pricing policy of the products should be in line with other manufacturers of similar products.

2.3.5 Recommendations

Although under current conditions, the economic assessment suggests rather unfavorable conditions, particularly from the supply side, it is possible to raise the quality and volume of pottery products such that they may be marketable to the local tourist market. Such assistance and support would need to include the following:

- (i) Resources for carrying out research on product design and development given the raw materials available in the area.
- (ii) Resources to carry out market survey and research to determine potential demand vis-a-vis the developed products.
- (iii) Resources for appropriate marketing support services.

2.4 Financial Assessment

There were no financial records maintained by the two Women Groups involved in the pottery project to enable us to verify the financial position of the organization or to determine the profitability of the group enterprise.

2.4.1 Onbaga Women's Group

According to the verbal information provided by the Chairperson, the group generates average monthly incomes of Shs. 1,000 from pottery business and Shs. 2,500 from tailoring enterprise. On this basis the average yearly gross income can be estimated at Shs. 42,000. Average annual expenses in terms of salaries is estimated at Shs. 10,800. The officials were not able to provide details on other business expenses/overhead expenses. The group

does not have to rent the business premises since they own the building.

The group had to-date not paid any dividends to members and at the time of the visit the group had about Shs.3000 in their Barclays Bank account according to the Chairperson's information.

The group's financial position as at 1 April 1990 was estimated by the officials as outlined hereunder:

Table 1: Financial Position of Ombaga Womens Group

Assets	Estimates in Kshs.
1. Cash at Bank	3,000
2. Three Tailoring Machines	24,000
3. Five weaving hand looms	50,000
4. 4 Spinning wheels	8,000
5. 1 Kiln	320,000
6. Multi purpose Building	150,000
7. Land	50,000

	Kshs. 605,000

There were no contingent liabilities to the group because the assets were all finances through grants by UNDP, Action Aid and

the Community.

The group's enterprise profitability could be improved substantially if the marketing of pottery and tailoring products could be promoted to increase sales volume of these items and the weaving enterprise operation started. This could only happen if appropriate inputs in terms of financial responses and business technical assistance are provided to the group.

The financial position of the group enterprise could be described as being fairly good considering the level of assets that have been acquired by the group. Given this financial position, the organization is considered to have a sound financial base from which it could operate effectively if appropriate assistance is provided.

2.4.1.1 Recommendation

It is recommended that the financial position of the Ombaga group be verified and records of financial data established to assist in financial management of the group's enterprises (Pottery, Tailoring, Weaving).

2.4.2 Oriang Women's Group

We were unable to obtain any meaningful financial information on

the activities of the group to enable us speak on the financial feasibility for the group's only Pottery enterprise activity.

The group has only Kshs.700 in their Bank Account and no dividends have been distributed to date. The only income accruing to the group according to the officials is from 10% commission on any pottery item produced and sold through the group by individual members.

Unlike Omboga, Oriang group has no Kiln and no other income generating activity. However, the group has an old building with estimated value of KShs. 90.000.

The project site is planned to be relocated to another plot which the group is in the process of acquiring (1 Km. away from the current site).

Our assessment is that the Oriang Women Group Pottery Project is currently not financially feasible. The members of the group, however, appear very committed to continuing with the pottery activities because it forms the single largest source of income for the members. The group has undergone a difficult and testing period (i.e. they have lost a kiln and are also threaten with loss of the current building) but have still not given up the idea of carrying on with the project.

2.4.2.1 Recommendation

Given the groups determination to initiate a commercially viable pottery enterprise, and considering that the group has lost a kiln through some misunderstanding on the part of a UNIFEM consultant, we recommend that the business premises be relocated and that a kiln and other appropriate resources be provided at this new site..

2.4.3 Financial Assessment of the Pottery Project

In the assessment of the financial feasibility of the Rachuonyo Pottery Projects, the initial investment resources for training, technical assistance, market research, product development and consultancy services in respect of promotion and project implementation (overhead for implementing agency) have been excluded. Although the project is planned to be implemented by two distinct women groups, the financial analysis handles this as one project.

Table 2 estimates initial capital requirements of the overall pottery project. Assumptions built into the estimate include the following:

- * Cost of materials and direct labour (manufacturing cost) comprise 50% of the sales.

- * Overhead comprise 30% of the sales.
- * Profit mark-up comprise 20% of sales.

Table 2: Initial Capital Requirements

<u>Items</u>	<u>Estimated Cost</u>
a) Vehicle (4 WD pick-up)	500,000
b) 1 complete kiln with gas tank.	320,000
c) Other basic pottery equipments	335,000
d) Building at Oriang	250,000
e) Water supply: - Boreholes (2)	170,000
- Water tank	
& GCI (2)	210,000
Total	KShs. 1,535,000

Depreciation expenses are estimated in Table 3.

Table 3: Depreciation expenses (in Kshs)

	Building	Vehicles	Plant/Equip	
Cost	250,000	500,000	975,000	
Anticipated life (Yrs.)	20	5	10	
Depreciation rate (% pa)	2.5%	25.0%	12.5%	
Salvage value	100,000	100,000	97,500	
Depreciation:				Total
Year 1	12,187	75,000	85,312	172,500
2	11,593	63,750	77,847	153,191
3	11,028	54,187	71,035	136,252
4	10,490	46,059	64,820	121,370
5	9,979	161,003	59,148	230,130
Remaining value	94,720	Nil	319,355	

Table 4 estimates recurrent costs for the two units. These estimates make several assumptions:

- * Each pottery unit (Oriang and Omboga) employs 12 potters working 6 per shift and 1 production supervisor or unit project manager.
- * Production per pottery unit projected at an average of 5,000 articles: 50% pots, 25% mugs and 25% bowls.
- * 6 day work weeks with 24 work days in a month.

Table 4: Recurrent Cost Estimates: Year 1 in KShs

a)	Unit managers (2) @3,000	
	Per month each	72,000
b)	Unit watchmen (2) @ 1000	24,000
c)	Fuel and maintenance (vehicle)	
	2000 kms per month @ 5/=	120,000
d)	Vehicle insurance @ 5% of cost	25,000
e)	Road licence	2,000
f)	Business licence	2,000
g)	Depreciation:	
	Vehicle)	
	Kilns)	
	Building)	172,500
	Equipments)	
	Water investments)	
h)	Telephone and postage 500/=	
	per month	6,000
i)	Stationery and printing 1000/=	12,000
j)	Marketing expenses at 10,000/=	
	per month	120,000
k)	Other general expenses and misc.	
	at 5000/- p.m	60,000

	TOTAL RECURRENT	Shs. 615,500

The initial capital is all to be on grant basis. Therefore there will be no interest expense.

It is also expected that the initial operating expenses for the 1st year of business operation up to Shs. 443,000 (Less depreciation) will be on a grant basis. Sales will take time to pick-up to be able to cover such expenses.

Pricing of the three products to be produced initially (based on the current market price for similar products) is estimated at: pots KShs. 120.00; bowl KShs. 60.00; and mug KShs. 30.00. Overhead increase is at 10% per year.

Table 5 estimates production and sales capacity under the following assumptions: (a) 288 working days per year; (b) an initial investment of Shs. 1,978,000; and (c) pots, bowls, and mugs comprising 50%, 25%, and 25% respectively of units produced.

Table 5: Production and Sales Projections/Analysis

	Qty	Unit	Yr. 1	Yr.2	Yr.3	Yr.4	Yr.5
	at	Price					
	100% cap.	(Shs.)	50 cap.	50 cap.	75 cap.	75 cap.	75cap
Products							
Pots	60	120	3600	3600	4500	4500	4500
Bowls	30	60	900	900	1125	1125	1125
Mugs	30	30	450	450	562	562	562
Total production			4950	4950	6187	6187	6187
sales: (80% of production)			3960	3960	4950	4950	4950
Direct costs (50% of sales)			1980	1980	2475	2475	2475

* figures in '000 except unit price

With the above estimates, it is now possible to project profits and/or losses of the enterprise. This is estimated in Table 6.

Table 6: Projected Profit and Loss

Items	Yr.1	Yr.2	Yr.3	Yr.4	Yr.5
Sales	3960	3960	4950	4950	4950
Cost of manufacturing	1980	1980	2475	2475	2475
Gross profit/contribution	1980	1980	2475	2475	2475
Less Operating expenses:					
Salaries (overhead) unit					
managers	72	79	87	96	105
Watchmen	24	26	29	32	35
Fuel and car maintenance	120	132	145	160	176
Depreciation	173	153	136	121	230
Licences	4	4	5	5	6
Insurance	25	28	30	33	37
Telephone and postage	6	7	8	8	9
Stationery	12	13	15	16	18
Marketing expenses	120	132	145	160	176
misc.	60	66	73	80	88
Total op'g costs (overhead)	616	641	672	711	879
Net profit/loss	1365	1340	1803	1764	1596
	=====	=====	=====	=====	=====

In the above analysis, the recurrent costs/business operations overhead is assumed to be 30% of sales. Considering the highest recurrent costs (expenses) in the projections, the sales breakeven figure works out to Shs.2,930,000. Therefore, for the pottery project to be commercially viable, it will have to achieve this minimum level of sales.

In summary, with appropriate management, business technical assistance (marketing etc.) financial management and financial resources, it is possible for the project to achieve the required level of sales to breakeven and make a profit.

3.0 Towards A Sustainable Pottery Project

It is difficult to determine the impact the UNIFEM/UNDP assistance has had on the community in terms of creation of employment and incomes. The only noticeable thing is a recently built kiln at Omboga, which at the time of the visit was not functioning due to technical fault that requires an expert to rectify.

UNIFEM/UNDP assistance to the Rachuonyo Pottery Project has been direct to the individual women groups. It is difficult to determine if the assistance provided to-date reflect the priority needs of the community or just the perceived needs by a few

community leaders. This assertion is evidenced by apparent lack of knowledge and understanding of UNDP's involvement in the project on the part of majority beneficiaries and local leaders.

In our overall assessment, we are of the opinion that there is potential to develop the pottery project to a level that can make a contribution to the economic welfare of the community.

However, for this to occur, there are a variety of conditions that must be met and substantial amounts of technical and material assistance, at substantial investment costs, that will need to be provided. Many of these were identified in preceding sections. In addition to these, the following assistance methodology is recommended:

3.1 Identify and engage the services of a local project implementation agency with the expertise in the informal sector micro-enterprise development and experience in working with grassroots income generating groups. This agency should have the responsibilities for:

3.1.1 liaising with UNDP, local leaders and the respective women groups involved in the pottery project. The agency will need to use the services of a co-ordinator stationed at the project area for close follow-up and support of the individual group management;

3.1.2 coordination and supervision of all the inputs to individual groups to ensure effectiveness;

3.1.3 provide required support services to the individual women groups in management and financial administration of the pottery project and other group income generating activities.

3.2 At the time when pottery is being produced at a quality and volume sufficient to justify the use of an umbrella organization, a decision should be made as to the role and value of the Rachuonyo Pottery Company Limited in providing services in the area of marketing, training, and related areas.

3.3 Design, a three year pottery project with two phases as follows:

Phase One: This may be over a 1 year period and would focus on training of the women groups participating in the pottery project in the field of development education and leadership and group organization. The training can be provided at two levels:

(i) At Group Level

(a) Development Education or awareness creation among the group members to enable them take charge of identifying their developmental needs and formulating solutions to their own development problems. This may involve:

- * 2 weeks training of members
- * 2 weeks of follow-up training
- * 2 weeks of training assessments and enforcement, per quarter up to 1 year.

(b) Leadership training and training in group organization. This may involve such areas as:-

- * group leadership techniques
- * group dynamics and problem solving
- * group cohesion
- * business training as it relates to income generating activities at grassroot level.

The above can be carried in short courses (2-3 days) spread over the first six months.

(ii) At Project Management Level

(a) The following training could be provided to project management:

- * financial management
- * business management

- * business skills training
- * record keeping
- * banking
- * marketing
- * costing
- * pricing
- * quality control
- * stock control

(b) Project management can also be given some training in:-

- * project design
- * project implementation
- * project monitoring and evaluation
- * project report writing

(iii) Production Technology Training

The above training needs to be provided to production managers, potters, and kiln operators

Phase Two: This would be during a two year period of time, beginning 6-9 months into Phase One. It would focus on developing and institutionalizing the pottery project into a commercially viable enterprise.

3.4 Financial resources will be required to cover the following:

(a) Personnel

1. Project coordinator (reporting to implementing agency).
 2. Project managers, one for each women group.
 3. Potters, eleven for each group.
 4. Kiln operators, one for each group.
 5. Watchmen, one for each group.
 6. Experts in:
 - Production consultant.
 - Marketing consultant.
 - Kiln building consultant.
- (b) Buildings: 1 building for Orieng Women Group.
- (c) Sub-Contracts
- Drilling of three boreholes, installation of 2 water tanks and 2 fuel tanks.
 - Engaging services of a local implementing agency.
- (d) Training
- women group members.
 - Women group project management.
 - Project coordinator.
- (e) Equipments
- Building material for one kiln.
 - One metal fuel tank.
 - One kiln burner.
 - Six kiln throwing wheels.
 - One pug mill.
 - One 4 WD vehicle for coordinator.

- Two electric waterpumps.
- Two hand pumps.
- Two power generating sets.

Project Period: 3 years.

3.5 UNDP may want to consider diversifying areas of support relating to income generating activities in the project area. Such diversification may include weaving and tailoring which appear to be a priority for most of the women groups in the area. There is rationale in supporting such activities because UNDP has already invested in this area by providing hand looms and spinning wheels to the women groups. These equipments are currently idle due to lack of spares and working capital.

3.6 UNDP/UNIFEM need to consider extending their assistance on pottery project to the Wanqchieng women group, which seems to be more actively involved in the pottery activities as compared to the Oriang and Omboga women groups.

TERMS OF REFERENCE

OBJECTIVE: Assessment of Karachuonyo Pottery Groups' capabilities to become a self supporting and profitable enterprise in pottery making.

DURATION: 2 months

ACTIVITIES: A local NGO (in this case Kenya Rural Enterprise Programme) will cover the following activities:

- Identify best organizational structure/ownership arrangement for each group,
- Indicate required inputs other than pottery equipment such as infrastructures, financing, management and technical training.
- Outline assistance modalities including involvement of existing financial and training institutions.
- Provide any other field information that could be utilized in the preparation of the main-phase project document.

In addition to the above, upon completion of above activities, the contractor will prepare a report, which will reflect conclusions of the study as well as the recommendations for future follow-up, with full justification. The same report will identify technology, expertise and training needs of pottery production units in Karachuonyo and will provide related specifications and training programme outlines, together with detailed data and information which would be necessary to prepare a longer term (2-3 years) large-scale technical assistance project in accordance with UNDP instructions for project formulation. (This information will be provided to the contractor by the SIDFA office located in Nairobi).

REPORTING: The report written in English will be submitted to UNIDO HQ in Vienna in draft form in four copies, three weeks after the completion of field study. The contractor is expected to finalize the report according to UNIDO's comments to be made available within two weeks after its submission. The report in its final format will be sent to UNIDO within the next three weeks.

PROJECT TEAM: The contractor is to arrange project team in accordance with the scope of tasks defined above.

WORK PLAN

<u>Activity/Action</u>	<u>Time</u>
Award of contract start	0
Start of field study	1st week
Completion of field study	8th week
Submission of draft report to UNIDO HQ	10th week
UNIDO's comments/clearance	12th week
Final report submission to UNIDO	16th week

WOMEN GROUPS PROFILES

- (a) Omboga Women's Group
- (b) Oriang Women's Group
- (c) Wangchieng Women's Group
- (d) Kanyadhiang Women's Group
- (e) Kadel Women's Group

A. Omboga Women's Group

Background Information

Omboga Women's Group was formed in 1981 and registered with the Ministry of Culture and Social Services in 1985. The group is located in Kanyaluo location, Kamenya (B) sub-location in Kodhiambo village.

There are 57 members in the group, seven (7) men and forty three (43) women. The original number of members was 30. The number rose to 57 in recent years, when the weaving and tailoring equipment were brought to the centre. Some members joined recently during the construction of the kiln. People decided to join the group because they expected to learn new skills in pottery and earn money. Most of the group members (41) are aged between 26 years and above. The rest are aged between 18 and 25 years.

Five (5) members of the group are illiterate, thirty seven (37) and fifteen (15) attained primary and secondary levels of education respectively.

Purpose of the Group

The main objectives, according to members interviewed, are: (1) to learn skills in pottery, tailoring and weaving and (2) to produce related items for income generation.

The group has an established leadership. It elects its official every three years as required by the Ministry of Culture and Social Services. According to those interviewed, members who demonstrate leadership abilities, are influential, and who are literate are elected to office. The present Chairman and Secretary hold KANU/Maendeleo Ya Wanawake Chairman and Committee member positions respectively.

Two officials have since attended workshops on leadership skills and group management. Three members attended workshop on management and have also been trained in spinning and weaving at Kadiang multi-purpose centre.

Activities Carried out by the Group

The majority of the group members do pottery. Only a few members, about 8, have been trained in tailoring with machines donated to the group by ACTION-AID.

The weaving project is not operational. There are five looms and

4 spinning wheels all donated by UNDP. The group has yet to learn the skills in weaving and spinning. The group lacks finance for use in training some group members, and for working capital. There is a weaving instructor, training 4 women for two days a week according to members interviewed. We had no evidence to determine the quality of such training.

Income Generated from Activities

It was reported that the pottery and tailoring projects generate about KShs.1,000 and KShs.2,500 per month respectively. The weaving project does not generate income as yet because members are still learning how to weave. The tailoring instructor is paid a salary of KShs.300 per month. The weaving instructor should be paid KShs.1,000 per month, but because of lack of funds he is paid KShs.450 per month. There is a watchman who is paid KShs.300 per month.

The group has a bank account with the Barclays Bank in Homa Bay. There is KShs.3,000 in the account according to verbal information. Members have never distributed dividends.

The pottery project is carried out on individual basis. Women bring their finished products to the centre for sale. For any item sold, 10 per cent is paid to the group by the individual.

Record Keeping

We were not able to verify any information relating to the group's financial position as the Treasurer was away. The members present were not able to tell how much money each made per month. They only gave a rough figure of about KShs.100 - KShs.150 per month.

Problems as Viewed by the Members

The immediate problem is that the kiln which had been constructed recently by an expert was not functional. The new kiln motivated women to make many pottery items, but were they disappointed by the results. The group has reported to UNDP on the problem of the kiln, and are waiting for assistance.

One other problem viewed by the group members is water for own consumption and for the pottery production. Other problems cited by the members include: (1) lack of market for the pottery items, (2) lack of transport, and (3) lack of business skills.

Potential Viable Enterprise Projects within the Sub-Location

The members felt that weaving and pottery activities had the

potential to generate incomes for women. The raw materials are readily available in the area. Another income generating activity which some 28 selected women are doing is maize trading. This project is supported by the Meals for Millions programme. It was reported that women engaged in this business are making a fairly good business.

Members also felt that there was greater potential in farming activities. The land is good for growing cotton and groundnuts. This is a higher priority according to the majority of the members.

Relationship with Other Women Groups in the Division

The members present stated that the Omboga Womens Group has no formal relationship with other groups in the division. They stated that the kiln was constructed by 8 members of the Omboga group. There were two people from Oriang Women Group who came to observe the construction of the kiln.

Most of the members were not aware of the proposed Rachuonyo Development Company. The only few who had some awareness had no idea as to the role of the company.

Observation

We had an opportunity to visit this group twice. This is the site where the kiln was constructed recently by an expert employed by UNDP. The pottery project assessment was centred around this kiln. Omboga was the first site we visited on the 1st of April 1998. On arrival we met the tailoring instructor. He took us to see the kiln, and told us that the members had tried to fire their pots three times and the results were discouraging. In the building there were smocky pots fired by the new kiln, fairly good traditional pots, that had been in the store for as long as three months without getting markets. Nobody was working on the looms, spinning wheels, the kick wheels, and the tailoring machines at the time of visit.

Members were generally, disappointed by the kiln that was not functional. They were waiting for the UNDP to come to assist then because they did not know what was wrong.

In general, an unhealthy dependency relationship seems to have developed. The members should be encouraged to seek solutions to their problems from themselves. Good training in development education would enable them to participate more fully in their own development rather than depend entirely on outsiders.

B. ORIANG WOMEN'S GROUP

Background Information

Oriang Women's Group was formed in 1981, and registered by the Ministry of Culture and Social Services in the same year. The group is located in central Karachuonyo location of Homa Bay District. There are 66 members in the group out of which 52 are women and 8 are male.

Only 20 members were reported to be active in performing group activities. The ages of the members range between 26 to 55 years. The majority of the members (38) have not had formal education. Twenty (20) members attained primary school and two (2) attained secondary education level.

Purpose of the Group

The group was formed mainly on social grounds, with an objective of putting resources and efforts together to meet the members economic and social needs. The activities carried out during the initial days were pottery, basket weaving, home economy and adult education.

The group has an established leadership i.e. the Chairman, Secretary and Treasurer as required by the constitution. The current officials have been holding their posts since the inception/registration of the group. Officials are elected to positions because they demonstrate leadership abilities, are literate and/or are influential members of the community. The Chairman and the Secretary of the group hold the posts of KANU/Maendeleo Ya Wanawake Secretary and Committee member respectively in the sub-location. The officials of the group as well as some group members have attended some workshops or seminars organized in the District. The group meets regularly (once a month) to discuss community needs and group affairs.

The group's priority needs, as narrated by the Chairperson, Mrs. Damaris Asiyo, are:

- i) Water.
- ii) Market for the pottery, (currently they sell their pottery at local markets around Kendu Bay)
- iii) Transport
- iv) Farming. The area is good for growing cotton and groundnuts as cash crops.

Activities Carried out by the Group

The Oriang Women's Group concentrates its efforts in pottery

only. Members produce pots at their homes bring them to the centre to dry, take them back to their homes for firing. Attempts have been made to introduce modern glazed pottery to complement the traditional pottery. Two local employees, Charles Adeda and Grace Awino have been employed by Christian Children's Fund for the last 6 and two years respectively to teach the group members modern pottery. In 1986 a kiln was built, which was adequate for firing traditional pots, but could not go to the required temperatures for firing modern glazed items. The kiln was dismantled later, women were promised a kiln with a gas fire to replace their woodfire kiln. No kiln has been built to date.

Records

There are no records kept to determine how many pots are made, sold, and how much money is generated from the project. We were informed that for every item sold 10% is paid to the group with individual(s) taking the difference. The Chairman stated that the group had KShs.700 in its bank account.

Problems as Viewed by The Group

The Chairman stated that the potters feel demoralized since the demolition of the kiln. There was a promise by the UNDP consultant to build another kiln, but this has not been fulfilled. Lack of firewood for firing the pots is also a big constraint.

The only available market for the pottery items in local market centres; women sell their pottery on market days within the location.

Transportation of the delicate pottery wares to markets in other locations of the District is another problem. In general there is no steady market both within the location or District and outside the district. In the current sub-locational development plan, an access road has been planned to pass through the groups current building. A new plot, one kilometer away from the present building has been allocated to the group by the local administration. The group will need capital to construct a new building at this site.

C. WANGCHIENG'S WOMEN GROUP

Background Information

Wangchieng Women's Group is located in Wangchieng Location in Rakwaro Sub-Location. The group was initiated by two members of the community in 1982 after attending a weaving training at Kanyadhiang, and being inspired by the activity. The group was registered by the Ministry of Culture and Social Services in 1985. To-date there are sixty three (63) members, thirteen (13) men and fifty (50) women. Out of the 63 members 42 are said to be active. About 15 members are aged between 26 and 40 years and the remaining members are between 18 and 25 years.

Twenty (20) members are illiterate and thirty two (32) and twelve (12) members have attained primary and secondary levels of education respectively. The initial members were 25, with many others getting interested in the project, during the construction of the centre by the women on harambee basis. The women contributed up to 90,000/- and labour for the construction of the centre.

Purpose of the Group

The purpose of the group is to carry out economic activities in order to generate income for the improvement of quality of life of the members.

Leadership

The leaders are elected by members every three years. The current officials are literate. Mrs. Rose Oburu, Damaris Obonyo and Martha Molo were elected Chairman, Secretary and Treasurer in 1985, and were re-elected to the same positions during the last elections. All of them are KANU/Maendeleo Ya Wanawake delegates.

The officials have attended some seminars in leadership skills organized by in the division by the Department of Social Services. A few group members have been trained in weaving and 3 other members have been trained in home economics and in agriculture.

Activities Carried out by the Group

The main activities carried out by the group are, pottery, weaving and tailoring. The group also buys handicrafts from the community for sale in Kisumu and Nairobi. The group decided to carry out these activities after assessing the availability of raw materials and resources in the community, i.e. cotton for

weaving, clay for pottery, and the number of children going to school in the location who need school uniforms.

The group generates up to KShs.5,000 per month from pottery when business is good. No evidence to this effect was made available to us. We were informed that the group has KShs.7,000 in their bank account with at the Barclays Bank, Homa Bay. The group has not shared any dividends. The only employee, a tailoring instructor, is paid KShs.450 per month.

Problems Faced by the Group

The women cited three major problems:

- Transport for the pots from their homes to the market
- Technical assistance in weaving and dressmaking. There is need for a weaving expert to teach them new designs, and a potter to teach them modern pottery, so that they can improve the quality of the pottery project.
- Lack of business skills to run their business efficiently.

The group plans to select about 10 members to specialize in tailoring. It claims to have found market in West Germany but cannot supply the products. The group co-ordinator has approached several agencies for financial support to build the kiln. A site for the borehole has also been identified, and financial assistance is required for the borehole.

Potential Viable Enterprises

The group feels that if the present activities i.e. pottery weaving and tailoring, were fully operational, they would generate good income for members. Right now the looms and the spinning wheels which were acquired in 1987 through UNDP support are not utilized, due to lack of a trained personnel.

Assistance Received from Other Sources

The local administration allocated the plot to the group to build the centre. UNDP gave 8 hand looms and 5 spinning wheels. Child welfare society also gave 5 sewing to the group.

Wangchieng group has acquired equipments which have to-date not been utilized. There were a few pots which had been packed and awaiting to be sent to Nairobi for sale. No records were available to us to verify business transactions narrated to us by the coordinator. The Chairman of this group informed us that the group is aware of Rachuonyo Development Company but she was not able to articulate the company's responsibilities, nor could she tell us the specific relationship between her group and the

company. Other members felt that the company may be able to get markets for the items produced by the group. Only three members were said to have bought shares of KShs.20 each from the company.

Observation

Our impressions are that the group had not planned for its activities. The group like all other groups visited seems to expect all assistance from outside.

OTHER WOMEN'S GROUPS WITH CONNECTION TO THE RACHUONYO POTTERY DEVELOPMENT COMPANY LIMITED

The consultants decided to visit other groups which are not currently supported by the UNDP but are supposed to be affiliated to the RACHUONYO DEVELOPMENT COMPANY LTD. The purpose of the visit was to find out if these groups are aware of the company and if they are members.

D. KANYADHIANG AWACH HANDICRAFT WOMEN'S GROUP

We visited the group on 2nd April, 1990 and met 11 members working. This group is well established and has 65 active members. It specializes in weaving and spinning. It has 10 hand looms and over 50 spinning wheels which are utilized to their full capacity on daily basis. Members are full time workers in the group enterprise.

This is a well organized group with support of a volunteer from NORAD to help in the management of groups activities with help of a full time manager. There are clearly laid down policies and procedures pertinent to the group activities. Management and financial systems have been installed to ensure proper documentation of all group business transactions. The individual members earn about KShs.1,000 per month and also share dividends at the end of every year.

Apart from the spinning and weaving activities, literate members teach others how to read and write. We were informed by the manager that every member now can read and write.

The group sells its products locally at the workshop and in Nairobi through Spinners Web. The group has also recently found some market in Oslo, Sweden. The group has a capacity to produce more if markets are available. Two of the members had been trained in weaving at the Eastleigh Community Centre.

The members present informed us that the group was not interested in the Rachuonyo Development Company, nor were they ready to allow more members to join the group.

Observations

The consultants were very impressed by the way members articulated their activities. Each member of the group knew what her role was and financial activities of the group in terms of how money is received and expended. The members can also make independent decisions. Kanyadhiang is a model group, which other groups in the area can learn from, in terms of group dynamics,

leadership skills and record keeping.

It seems that the success of the group can be attributed to the presence of a volunteer on a long term basis.

E. KADEL WOMEN'S GROUP

We visited Kadel Women Group on Tuesday, 3rd April and met 23 members. Kadel Women Group has 67 members. The group recently completed the construction of the building which has storage facilities, an office and a workshop cum meeting room.

The group plans to do weaving, tailoring, pottery, basketry, quarry and maize trading activities to generate income. Ms. Janet Aoko Ayoo has recently been employed by NORAD through the Ministry of Culture and Social Services as the group coordinator.

Janet informed us that she was in the process of planning the activities of the group with the women. She stated that she was very cautious, and wanted to move the women at their pace so that they can come up with priorities of the group activities according to their capabilities. She had also started teaching the members how to read and write.

The members present stated that they were aware of the Rachuonyo Development Company. However, nobody had bought shares in the company. They were not aware of how many shares each person can buy or the value of one share. The group has no particular relationship with any group in the Division. Some members had been to Omboga to see how the new kiln works.

The group has not been able to prioritize its needs. It seems to want to undertake so many activities without proper planning. The presence of a full time coordinator who is a local person presents an opportunity for the group to improve in its planned income generating activities.

RACHUONYO POTTERY DEVELOPMENT COMPANY LTD

On the 3rd of April we interviewed two representatives of the Rachuonyo Development Company:

Mr. Tom Rabala - Advisor
Loice Tula - Secretary of the Board

We were informed that Mr. Rabala's secretary who keeps the company's record books was sick in hospital and had locked up all the company's documents. We could not obtain much much details on the company because the two representatives were reluctant to give much information in the absence of records. The representatives were not able to tell us the exact date the company was registered or the registration number. They referred us to an employee of the Office of the Registrar General for information about the company.

We were informed that the purpose of the company was to manage the affairs of the affiliate women groups who do not have the management capabilities. The affiliate groups were given as Oriang, Omboga, Wangchieng, Kanyadhiany Kamoyo and Kadel Women's group.

It was further stated that the company was a limited company by shares of KShs. 20 each. At the time, 25, 20 and 30 members from Wangchieng, Oriang and Omboga Women's Groups respectively had paid up one share each. The objectives of the company are:

- to manage and administer the company activities
- to control the company finances
- to market the products made by the groups

The Board members are as follows:

Hon. Phoebe Asiyo - Chairperson
Mrs. Mary Muga Bolo - Vice Chairperson
Mrs. Loice Tula - Secretary
Mrs. Margaret Rachuonyo
Mrs. Rose Odura
Mrs. Dorcas Okeyo
Mr. Samuel Akoko
Mama Teresa
Mr. Jonnson Anea
Mr. Benson Nyaenga - Advisor, Finances
Mr. Tom Rabala - Advisor in Accounts.

We were informed that the company will hopefully help the groups plan and implement their activities adequately, and make profits.

Observation

We feel that the company is only known by a few people in the Community. The District Social Development Officer and two Assistance Social Development Officers were not aware of the company. The Divisional Administration Personnel at Kendu Bay also did not know about the company. The D.O. Kendu Bay Division had just come to the Division and was therefore unaware of the women group's activities.

In our opinion, the Rachuonyo Development Company does not seem to have a role to play in the activities of women in the division as it has no capability nor the support of the community and the local administration.

Ironically, most of the group members who are supposed to be shareholders (except those at Wangcheng) were not aware of the company. Those who knew about the company were not able to define its roles and responsibilities.

At the moment, we question the value of the Rachuonyo Development Company.

INTERVIEW WITH HONORABLE PHOEBE ASIYO

On 17th April, 1990, Kadzo Kogo interviewed Hon. Phoebe Asiyo at the REP offices. She was accompanied by Mrs. Loyce Tula, the coordinator of the Pottery Groups.

Hon. Asiyo stated that the pottery projects in South Nyanza were started way back in the early sixties by the late Tom Mboya. The objective of the project was to assist women to raise their quality of life by utilizing local available raw material (clay) as well as the traditional skills of making pottery. Her involvement with the women's groups is essentially to assist them to improve their pottery skills, by introducing modern pottery skills, and in assisting them to do other income generation activities. Recognizing the women's involvement in other family tasks, her advice to the women initially was for them to do activities at their homes. She stated that she is a silent Board member. Her role is to identify markets and donors for the groups because she is interested in the general development of the women in Kendu Bay Division in particular and development of Kenyan women in general.

On the Rachuonyo Development Company Ltd., Hon. Asiyo stated the following: The company was initiated by the women leaders in Kendu Bay Division. It was formed in 1989, and registered in January 1990. It is a company limited by shares of KShs.20 each and members can buy only up to 5 shares.

Legal Status and Evolution

The evolution of the company dates back to late 60s when the 6 women groups in Kendu Bay Division formed the Karachuonyo Self-Help Project. The leaders of the 6 groups decided to form the company to coordinate the activities of all group both locally and internationally. The chairpersons of the six women's groups are the Directors of the Company. Each individual group carries out its own activities independently. The company does not own the pottery project, its role is to coordinate and link groups with potential markets for their pottery and weaving products. The company will also endeavor to identify training required by the members of the groups so that they can improve their skills.

The Omboga Women Group owns the plot where the kiln was built. The Ministry of Lands is processing the title deed. All women groups will need their own kiln at their sites.

Management

The group members elect the Directors of the Company. The elections will be done annually. There are 6 Directors at

ANNEX 3

present. Each group is required to pay annual subscription of KShs.500 to the company. Individual members can buy up to 5 shares.

The company has no employees as yet but a number of advisers provide services to the company on voluntary basis. The company has not initiated any activities at the moment. However, there are plans to start economic activities which will be beneficial to the women groups in general and to the individual members of the groups in particular.

The company was only registered on 17th April, 1990. A copy of the registration certificate is available at the REP offices.

TRAINING FACILITIES AVAILABLE FOR POTTERS AND WEAVERS**1. Young Men Christian Association (YMCA)**

The Young Men Christian Association (YMCA) offers a three year art and design course at Shauri Moyo, Nairobi. Students who wish to specialise in pottery have to come from the art and design course during the third year. The number of students who opt to specialise in pottery vary between 2-5 each year. They work in the pottery production unit and after graduation they are either employed at the production unit or find jobs elsewhere.

Qualification

Applicants must have attained a minimum of standard 8 level of education. Interested persons are interviewed to determine their interest and aptitude. People interested in pottery should generally be imaginative.

Fees

The breakdown for tuition is as follows:-

- (i) Art & Design - KShs. 6,000 per term x 3 = KShs.18,000 p.a.
- (ii) Pottery Training (for those who wish to specialise in pottery) - KShs.3,000 per term x 3 = KShs.9,000
- (iii) Private Individuals - KShs.3,000 per term x 3 = KShs.9,000

Admission

Students wishing to do the pottery course can be admitted any time during the year. Students wishing to do the art and design course are admitted in January.

Accommodation

The YMCA has a hostel which caters for the general public, but not particularly for students. However students with special accommodation needs can be accommodated at the hostel. The breakdown of the hostel charges is as follows:-

Single Communal	-	KShs.150 per person, daily
Double Communal	-	KShs.140 per person, daily
Double Communal Single	-	KShs.210 per person, daily
Dormitory of 10-20 People	-	KShs.130 per person, daily

2. Eastleigh Community Centre

The Eastleigh Community Centre offers training in weaving and pottery. Eastleigh Community Centre can admit students any time.

Qualification

Applicants must at least prove to have the interest and aptitude for pottery and weaving. Eastleigh Community Centre has been offering training to the less privileged people in Mathare Valley and its environs, most of them illiterate. Applicants with a minimum of primary level of education have an added advantage.

Fees

The Eastleigh Community Centre is currently designing a training curriculum for pottery and weaving courses. A consultant on pottery is expected to arrive in May 1990 to help with the design of the training package. Until the curriculum is developed anybody interested in the training on pottery and weaving can negotiate the fees with the Director of the Centre.

TRAINING FACILITIES FOR
DEVELOPMENT EDUCATION AND LEADERSHIP

Effective training in development education can be provided by a number of Catholic Development Units in the country. The Kisii Catholic Diocese can be approached to provide this training for the women pottery project in Kendu Bay Division. The training generally takes a year of intermitted two weeks training followed by field follow-up.

The training in leadership, group dynamics and business at grassroot level can be provided by Tototo Home Industries - a non-governmental organization specialized in training at grassroot level involved in income generating projects. Information on the organization and facilities it offers is as follows:

Training Based on Field Experience

Tototo Home Industries is an NGO based in Kenya Coast Province. It started as a small programme of National Council of Churches of Kenya in 1963 to answer the needs of women and youth in Mombasa. The objective is to uplift the standard of life for low income women. Tototo worked with the women in training them how to costing and in quality control of their handicrafts. Over time and with assistance of World Education (an NGO based in United States) Tototo has came up with a training method specifically appropriate for rural adults. Tototo staff have received intensive training on how to use participatory method.

The training to grassroot level was started in 1977 with few groups selected as pilot projects. To date more than fifty grassroot groups have received training on project management, group organization, needs assessment and leadership using participatory method.

Tototo has developed business training geared for grassroot groups using the same methodology. After twelve years of working with rural women in Kenya, Tototo has gained good field experience and training expertise to help other groups who work with groups. Tototo training materials have been developed for the past twelve years, and they are based on the experience learned from the field. The most important aspect of this training is the methodology. It gives the trainer a capacity of continuing to develop more materials according to the needs.

Tototo's trainers have been drawn from the women and men who have been previously involved with the women groups. Their understanding of rural programmes therefore is very vital to the training programme. The executive director has been the key person on this training, and has participated in many women

development issues.

The training contents are in four parts as shown below. Part one and two could be combined depending on the nature of agreement and the specific needs.

PART I: - Needs Assessment

This exercise is normally carried out among potential trainees to determine the training needs.

PART II: - Project Management Training at Grassroot Level

This training is done on two phases, (1) training of trainers on the training methodology and how to prepare own teaching materials. (2) Preparing trainers on how to work with grassroot communities.

PART III. - Business Management Skills Training at Grassroot Level

This involves training of the field workers to enable them become effective trainers. The training stresses on the central role of profits in business as opposed to social behavior in the income generating activities going on among women groups.

PART IV. - Follow-Up Business Management Training at Grassroot Level

This follow-up training is planned to give the training institution a chance to evaluate and if need be re-enforce the training provided.

For more information on the training packages provided by Tototo one could contact the organization through P.O. Box 82275, Mombasa, Kenya - Telephone 312853.

LIST OF PEOPLE INTERVIEWED**Local Administration Officials**

Mr. Christopher Maithya, D.O. Kendu Bay
 Mr. M.O. Obuolo - Chief East Karachuonyo Location
 Mr. Julius Osono - Sub-Chief, East Karachuonyo Location
 Mr. Zakayo Okeyo - Sub Chief, East Karachuonyo Location
 Mr. R. Odhiambo - Sub Chief, East Karachuonyo Location
 Mr. Mica Oluoch - Sub Chief, East Karachuonyo Location

Department of Culture and Social Services Officials

Ms. Alice B. Onkwora - District Social Development Officer II
 Mr. Rogers Waliaula - District Social Development Assistant
 Mr. Zablon Maua - District Social Development Assistant
 Mr. Richard Mainda - Divisional Social Development Assistant

Kanu/Maendeleo Ya Wanawake Officials

Phoebe Okumu - KANU/MYWO Chairman Kendu Bay Division
 Joyce Oponda - KANU/MYWO Secretary Kendu Bay Division

Oriang Women's Group

Damaris Asiyo - Chairperson
 Charles Adeda - Employee/Ceramic/Pottery Expert
 Grace Awino - Employee has been the potter for 2 years

Omboga Women's Group

Mr. Charles Adada
 Mrs. Lily Nyambuga
 Mrs. Martha Ochola
 Mr. Ogana Nyamboya
 Mrs. Jael Odera
 Mr. Zacharia Ouso Nyobo
 Mrs. Rispa Atieno
 Mrs. Dorina Ondiek
 Mrs. Judith Awuor
 Mrs. Wilkista Omogi
 Mrs. Elsa Nyagudi
 Mrs. Plista Agecho
 Mr. Joanes Omango
 Pastor Meshack Ogembo
 Mrs. Loice Tula - Co-ordinator
 Mr. Charles Ouma
 Mrs. Josphine Abuok - Secretary
 Mrs. Jane Achieng
 Mrs. Jane Achieng

Mr. John Olembo - A Tailor
Mrs. Sibia Aoko - Treasurer

Karachuonyo Development Co. Officials

Loice Mula - Secretary
Tom Pabala - Adviser - Bookkeeper