

Report on the effectiveness of the Barika project March 2021 to December 2021

The association Impulse for Change e.V., as part of its activities to fight poverty in cooperation with Mr. Karamoh, its local partner in Abidjan (Ivory Coast), launched a project called "Project Barika" from March to December 2021. The project consisted of the association providing material and financial support to five women to expand and improve their income-generating activities. The five women who benefited from the Barika project are:

- Zita Goore; for her project "Sale of Alloko"
- Pauline Sawadogo; for her project to sell gnomi
- Fatoumata Coulibaly; for her project to sell fruit and other goods
- Brigitte Cuango, for her project "Sale of soaps"
- Manounou Soumahoro; for her project "Sale of children's clothes (underwear)"

The aim of the association, through the Barika project, is to help five women who are engaged in income-generating activities to increase their sales and thus their profits. Through the partner each beneficiary got a total of 150.000 FCFA. Details are visible in the tables below.

Details of the beneficiaries

1) Zita Goore

Born 27 December 2005 in Bouafle, Ivory Coast

Single, 1 child

Projekt « Sale of Alloco »				
<i>Description</i>	<i>Quantity</i>	<i>Price</i>	<i>Total</i>	<i>Total EUR</i>
Glass showcase	1	15.000	15.000	22,86
Cooker and it's transportation	1	17.000	17.000	25,91
Table and bench	1	10.000	10.000	15,24
Umbrella	1	15.000	15.000	22,86
Transportation costs		10.000	10.000	15,24
Bananas, Fish, Oil, Attieké		35.000	35.000	53,35
<i>Total</i>			102.000	155,49
Administrative Fees			50.000	76,22
Total Amount			152.000	231,72

Zita has diversified her activities by starting a restaurant and now offers African dishes. Thus, she was able to move her point of sale and rent a larger space. Her next long-term goal is to acquire a refrigerator with a freezer compartment to sell soft drinks. In summary, the participation in the project has had a great impact on Zita's activities and her social situation.



2) Pauline Sawadogo

Born on 6 August 1972 in Treichville, Abidjan, Ivory Coast

Single, 2 children

Projekt « Verkauf von Gnomi (Teigbällchen aus Hirse) »				
<i>Bezeichnung</i>	<i>Menge</i>	<i>Einzelpreis</i>	<i>Total</i>	<i>Total EUR</i>
Sack mit Hirse	1	30.000	30.000	45,73
Sack Zucker	1	30.000	30.000	45,73
Kanister mit Öl	1	30.000	30.000	45,73
Verpackungsmaterial			5.000	7,62
Transport			5.000	7,62
Total			100.000	152,44
Administrative Gebühren			50.000	76,22
Gesamtbetrag			150.000	228,67

By participating in the Barika project, Ms Sawadogo has managed to maximise her sales. Despite the increased market prices of the inputs needed to produce the gnomis, she has been able to maintain her sales and even increase her monthly profit. Her activity provides her with a substantial and stable income that enables her to send her school-age children to school.





2) Fatou Coulibaly

Born in 1967 in Kati, Mali

Single, 2 children

Projekt Sale of Fruits				
Bezeichnung	Menge	Einzelpreis	Total	Total EUR
Kühlbox	1	25.000	25.000	38,11
Sonnenschirm	1	20.000	20.000	30,48
Sack mit Orangen	1	15.000	15.000	22,86
Kiste mit Dssertbananen	1	9.000	9.000	13,72
Packung mit Wasser in Plastiktüten	1	1.000	1.000	1,52
Packung mit Wasser in Plastikflaschen	1	1.000	1.000	1,52
Packung mit Süßigkeiten	1	2.000	2.000	3,04
Ananas, Papayas und Mangos	Großpackung		20.000	30,48
Transport			7.000	10,67
Total			100.000	152,44
Administrative Gebühren			50.000	76,22
Gesamtbetrag			150.000	228,67

Through the support of Impulse for Change e.V., Ms Coulibaly has managed to increase her sales. This was mainly due to the fact that she was able to offer more goods. The profit she made enabled her to offer fruits and other goods imported from e.g. Morocco or Europe (grapes, apricots, mandarins, white wine, fruit juices etc). This enabled her to gain many new customers and thus increase her sales, which in turn increased her profit.





4) Brigitte Cuango

Born on 3 May 1997 in Ouedogo Bokini, Burkina Faso

Single, 1 child

Projekt Sale of Soaps				
Bezeichnung	Menge	Einheitspreis	Total	Total EUR
Seife « Maya »	1 Karton	8.500	8.500	12,95
Seife « Magico »	1 Karton	8.500	8.500	12,95
Zitronenseife	1 Karton	8.500	8.500	12,95
Seife « Bf »	1 Karton	15.000	15.000	22,86
Seife « Idéal plus »	1 Karton	8.500	8.500	12,95
Seife « Massia »	1 Karton	8.000	8.000	12,19
Seife « Kabakrou »	3 Karton	11.000	33.000	50,30
Transport			10.000	15,24
Total			100.000	152,44
Administrative Gebühren			50.000	76,22
Montant net à payer			150.000	228,67

With the participation in project Barika Ms Cuango was able to expand her business considerably. Instead of walking the streets with her goods, she now has a permanent stall. This gives her the advantage of retaining customers. Her next goal is to expand her trade to other parts of the city and to set up more sales outlets. By increasing the number of her sales outlets, she wants to increase her turnover and also her profit.



5) Nabounou Soumahoro

Born on 24 June 1981 in Marcory, Ivory Coast

Single, 7 children

Projekt Sale of underwear for children				
Bezeichnung	Menge	Einheitspreis	Total	Total EUR
Unterhosen Jungs	3	3.000	9.000	13,72
Unterhosen Mädchen	3	3.500	10.500	16,00
Boxershorts Jungs	3	5.000	15.000	22,86
Boxershorts Mädchen	3	5.000	15.000	22,86
Unterhemden Jungs	3	4.500	13.500	20,58
Unterhemden Mädchen	3	4.500	13.500	20,58
Boxershorts Erwachsene	3	5.000	15.000	22,86
Transport			8.500	12,95
Total			100.000	152,44
Administrative Gebühren			50.000	76,22
Gesamtbetrag			150.000	228,67

Nabounou Soumahoro, the fifth beneficiary of the Barika project, has joined other women vendors with her shop and participated in a cooperative. This is a form of commodity tontine. Because the demand for her goods is very high and she is quite successful with her business, it brings her a considerable profit.



Fazit

The support provided through the Barika project by Impulse for Change e.V., with the help of its partner Roland Karamoh, has had a significant impact on the various activities of the five project participants. The project, which was set up to fight poverty, has achieved its goal: to enable the five women to increase their sales and profits from income-generating activities.

This result reinforces the members of the association in their view that providing support and helping people to help themselves is beneficial. Through financial and material support, the beneficiaries can manage to earn a living for themselves and thus improve the quality of life for themselves and their families.