

Project	Assessment of the potential for tourism and alternative income generating activities (IGAs) in three LISUP resettlement projects in the Omaheke Region
Date	14/08/2010
Activity	Final report - Skoonheid Section
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LISUP livelihood support program
implemented by the DRFN and Foundation CEAR (FCEAR)
in partnership with the Ministry of Lands and Resettlement (MLR)

The assignment should lead to preliminary recommendations for the consultants of LISUP 2 and a final report with recommendations on all four aspects of the assessment:

1. the potential for tourism activities in Donkerbos / Sonneblom
2. the scope to increase leather production and marketing in Skoonheid Resettlement Project
3. the potential for enhanced and joint marketing of fresh produce from the gardens in Drimiopsis and Skoonheid Resettlement Projects
4. the potential for income generating activities other than crafts and leather production in all three resettlement projects

Report compiled for nuevas ideas consulting
nuevas ideas cc
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July and August of 2010

4. Skoonheid

4.1. Stakeholders

The consultant met with a range of members of the RDC and the MLR on-site project co-ordinator Gabs Siyaya.

The consultant met with several members of the RDC under the guidance of Alfons (acting chair), Jan & Kali Jenman (leather project) and a range of RDC members.

Gabs Siyaya was very communicative and shared some important aspects of the projects strengths and weaknesses of the project.

4.2. IGA Tourism

Due to location and surrounding farmers of this community there is no chance of developing any kind of tourism activity. This was also not intended in the ToR of this study.

4.3. IGA Culture

Culture as a possibility for additional income was not an issue in Skoonheid. The consultants agree with Siyaya that this is probably due to the fact that the community is very diverse in the tribes living there.

4.4. IGA Crafts

4.4.1. Current Situation

In Skoonheid we found the first 'new' ideas in the crafts field, such as blinds made of twigs and frames made of droppers. These alternative ideas definitely would need more attention than they are receiving now.

The bead work done currently is stagnating as we were informed by Mrs. de Kok. Never the less the ladies themselves came up with innovative ideas on what else could be done with the beads, such as bead decorated cell phone pouches.

4.4.2. Alternative Crafts Products

The idea to develop products that fit more into the field of interior decorations than souvenirs in order to reduce the dependability on the souvenir section of the tourism sector might be implemented easier here in Skoonheid than in the other communities.

IN this regard it would be ideal if the teacher, Ms. Nikki Ganjawese, would be available to the community for a longer period of time.

This alternative was also very much welcomed by Mrs. de Kok too, although she has taken this step to a certain extent already by putting together whole table sets consisting of place mats, serviette rings, coasters etc..

4.4.3. Future Developments

In order to reduce the dependability on the tourism sector and provide the community members involved with a more sustainable occupation, it would be advisable to develop products that fit more into the field of interior decorations. The typical crafts & curio trade has in the past 2 years taken some severe loss in income as visitor numbers are reducing and those that still do come spend less on 'the not so necessary'.

On the other hand the interior decorating market is growing and changing. As the economic seems not to have hit the Southern African countries as bad as many other parts of the world, more and more money is spent in immovables – and these houses need to be decorated!

On top of that there is a trend to local and natural products with an African look & feel, and this not only in the lodge market but also in the private home market.



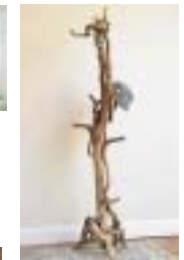
IMPORTANT: this is a long-term task which needs a high level of co-operation between all 3 of the LISUP communities.

Not every community will be in the position to produce that whole range of products needed for a lodge contract, nor would they possibly be in the position to do it in time on their own.

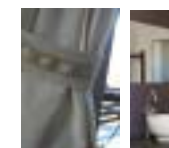
Aim of the output of all crafts workmanship in the communities is to have the products or skills and strengths of one community be combined with that of an other to in the end come up with a full line of products which will find their market locally and regionally outside of the souvenir section of tourism.



Ideas for painting on leather



All above taken randomly from Google search – images
All below courtesy Fish River Lodge



Furthermore there is a need for a central 'coordination and distribution' point, which leads to an idea for the utilisation of the new workshop building in Drimiopsis:

- Here the assembling, packaging and dissemination of crafts and interior decoration items produced by the other two communities could be situated.
 - It has to be mentioned that Mrs. Karin le Roux is not convinced of this idea, as she believes that it will be difficult to get the three communities to co-operate on this and keep personal and envy issues out. This is a valid argument in many cases.
 - This consultant though is of the opinion that existing success stories in our country in this regard prove that only such co-operation will eventually lead to success, the individual communities are too small to achieve the same.

The aim has to be the setting up of a SME company, owned, managed and run by the 3 communities as per example of several such SME businesses in the crafts and agricultural sectors in the north.

4.5. Leather Production

4.5.1. Current Obstacles

As for the leather production project we were informed that the person in charge, Jan Layman, was off the farm for an extended period of time and no other person was put in charge of the project in that period. Additionally Jan has problems in being able to make sufficient time available for the leather project on top of his own agricultural activities. Thus progress always only happens when he has time to spare.

Asked whether they are confronted with other difficulties in their leather production, the member of the group only stated that a storage room and racks is the only thing they are in need of. There was no mention of any difficulties in the production processes, such as the very hard work of softening the leather manually.

Thus it can be concluded that there are no actual obstacles that can not be overcome with a certain level of organisation and planning.

4.5.2. Storage for Leather

One problem the group members mentioned is the lack of proper storage for their skins and hides. This is not so much a problem of an appropriate room, but more of storage racks.



Solution:

- *build own storage racks made of old transport palettes which can be collected – often free of charge – at freighters and shops such as Agra*

4.5.3. Fam Trip to Duineveld

Regrettably the community members on a recent familiarisation trip to the south did not visit the leather production at Duineveld just north of Kalkrand.

The consultant tried to get in touch with the GTZ as the implementing agency there, though regrettably without success. The direct contact to the tannery is:



Dune Tannery
Duineveld, Hardap Region
Tel.: 063-264162

4.5.4. Products made of Leather

The consultant viewed the few products made from the leather and came to the following conclusion:



- *Avoid producing any products with competition from (semi-) industrial production imported to Namibia*
 - *such as belts, hand bags, key rings*
- *Produce farming devices such as halters for horses and donkeys only on order*

- Rather produce leather used as canvas for paintings (using natural colours) or for screens
- Produce lamp shades, here specifically the pieces of leather with irregularities and holes can be used



At the recent exhibition of SME's compete the consultants found a producer of souvenirs and jewellery on the constant search for leather, specifically naturally tanned leather:

- *The Peace Collection*
Ricky /Kaxab, Tel.: 061-227828, Cell: 081-4062015
eMail: peacejewellerycollection@gmail.com

4.5.5. Option SME's Compete

An option that should definitely be explored for the artisan activities is to seek the support of SME's Compete.

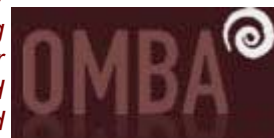
Not only does SME's Compete have (or will soon have) an office in Gobabis, it offers mentor programs, supports its in the mean time over 1200 members with training in both skills and business training, marketing their products and skills.

Contacts:

- ⊙ *SME's Compete: Director Danny Meyer*
- ⊙ danny@smecompete.com
- ⊙ www.smescompete.com

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123 Sam Nujoma Drive, Windhoek West
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- ⊙ *SMEs Competitiveness Consultancy (Pty) Ltd is a consultancy firm known by the acronym SMEs Compete that helps Namibian small and medium enterprises (SMEs) grow business, create wealth and generate employment.*
- ⊙ *SMEs Compete's primary objective is to improve entrepreneurial, management, marketing and information technology skills of SMEs. For small firms in Namibia to grow, they must improve their business performance and competitiveness at home and abroad.*
- ⊙ *To help clients overcome challenges typically encountered during the course of conducting business, SMEs Compete has developed an array of services focused on capacity building, skills enhancement and growing business. The approach is to cater to the SME sector in general and to suit specific requirements of individual clients.*
- ⊙ *In addition to direct business capacity building, SMEs Compete also facilitates business linkages in the domestic market as well as regionally and internationally, through a wide array of ongoing services and events.*
- ⊙ *More than 700 SMEs around Namibia have already benefited from SMEs Compete's capacity building activities and mentoring services and the number continues to grow. Most clients routinely return and consequently benefit from follow-up training and ongoing business mentorship.*



4.5.6. Omba Arts Trust

The Omba Arts Trust has already made first steps into this direction. This consultant therefore sees it as advisable to intensify the co-operation with the additional focus on this market segment.

Furthermore it is a great advantage that the Omba Arts Trust is a certified Fair Trade operation, a fact that should be stressed specifically when targeting the local lodge market – lodge owners can use this argument for their 'eco' marketing!

4.5.7. OST Crafts Project

On a brief meeting with Kathryn Blakemore at OST the consultants heard that they are embarking on a crafts production and marketing project facilitated through an overseas donor agency and the help of a volunteer (which is supposed to come soon for a period of two years).

More details on this project were not available at this stage.

4.6. IGA Gardens, Plants & Natural Products

During the course of the research it became clear that there are a range of issues where the communities to date have not succeeded in tackling them to the satisfaction of themselves or the donor agency. Thus approaching the communities with yet new projects might distract their focus from the current projects.

4.6.1. Skoonheid Initiatives & Trials

Again Skoonheid showed some initiative to help themselves by investigating the supply of vegetables to school hostels in the area. Some trial deliveries had even happened. Yet the activity did not take off as the community could not produce and supply on a guaranteed and regular basis.

The existing set up of the irrigation gardens would be suitable for such a activity, as well as the range of vegetables planted would be sufficient for a starter.



There is though one very important factor for the success of such an project missing: the planning and organisation capacity of the community.

The sustainability of such an operation relies to a high extent on the reliability of the supply. Late or non-delivery might be accepted once or twice, but then the businesses will again go back to their original sources of supply.

4.6.2. Seed Production

Furthermore it has to be mentioned that at Skoonheid the initiative has been started to produce own seed material for the coming planting season.

Whereas currently only the seed for the dry land agricultural products are produced, this initiative has to be lauded as the only right way to self-sustaining agriculture, be it dry land or irrigation gardens.

4.6.3. Getting Prepared

To prepare for the time when the community will be in the situation of possibly servicing the hostels – or providing the according service providers - with organically grown fruit and vegetables, a few measures can be suggested.




As a measure to reduce evaporation as well as creating additional income, the growing of bushes around each irrigation segment is advisable.

The most suitable bush for this would be roselle (hibiscus sabdariffa) as it grows quickly and the flowers, the bark and the seeds can be harvested.

Some facts about Roselle (adapted from <http://en.wikipedia.org/wiki/Roselle>)

- *The plant is considered to have anti-hypertensive properties.*
- The plant is cultivated for the production for bast fibre from the stem of the plant.
- The fibre may be used as a substitute for jute in making burlap.
- Hibiscus, specifically Roselle, has been used in folk medicine as a diuretic, mild laxative.
- The red calyxes of the plant are used as food colourings.
- The green leaves are used like a spicy version of spinach.
- The calyx infusion is taken to relieve coughs.
- Roselle juice, with salt, pepper, asafetida and molasses, is taken as a remedy for biliousness.



National Botanical Research Institute
Plant Product Development Section (PPD)
Steve Carr
Tel.: 061-2022012
email: stevec@nbri.org.na
www link: <http://www.nbri.org.na/ppd.html>

Hibiscus sabdariffa



Roselle plant
Binomial name
Hibiscus sabdariffa
<http://en.wikipedia.org/wiki/Roselle>

- The heated leaves are applied to cracks in the feet and on boils and ulcers to speed maturation.
- A lotion made from leaves is used on sores and wounds.
- Roselle is commonly used to make a sugary herbal tea, often mixed with mint leaves, dissolved menthol candy, and/or various fruit flavors.
- Roselle calyces are harvested fresh to produce pro-health drink with high contents of vitamin C and anthocyanins, contributing to taste as a moderately astringent sensation.
- calyces are used to prepare cold, sweet drinks popular in social events,
- The fresh calyces are very perishable, rapidly developing fungal rot, and need to be used soon after purchase – unlike the dried product, which has a long shelf-life.
- Rosella jam has been made since Colonial times and is regularly found on bio markets. It is similar in flavour to plum jam, although more acidic.

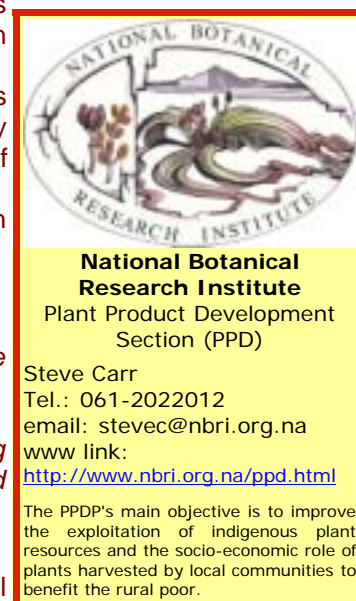


With the presence of Roselle bushes the possibility arises to start with bee keeping.



It should be considered to contact the NBRI & Steve Carr which has the publication of a report / publication on indigenous plants that can be utilized in agricultural farming.

- i.e. the consultant learned that there are 5 types of indigenous spinaches as well as two types of aloe which can be easily cultivated and deliver valuable food source and as such of importance to LISUP basic ideas.
- The possibility to plant fruit bushes should also be investigated with the support of the NBRI, for instance



The range of crops grown can be extended to:

- herbs (*ideal as they can be dried!*),
 - *paprika and peppers, which in the type chili pepper can again be dried*
 - *Cucumbers and squash as well as bringals and aubergine*
 - *indigenous spinaches, specifically for livelihood support, including indigenous aloe types where either the leaves or the stem and blossom are edible*
- ... just to name a few examples.



As for the market for the current production at this point and time it will be considerably more feasible to sell the surplus produce at a stall next to the main road, including the preparation of cooked meals.

Specifically for the herbs, but also for many other products (i.e. tomatoes!) a drying oven will allow to produce a higher value product and at the same time eliminating the logistical problems arising with fresh produce.



The necessary dry oven needed for such project can be easily built locally and a solar driven. Materials needed to build such an oven are:

- *wood for a frame*
- *a 100ltr to 200ltr metal drum*
- *a piece of corrugated iron*
- *a piece of iron mesh*
- *a glass pane*

How does it work: the air, heated over the black corrugated iron panel, rises into the drum above where the produce to be dried is laid out on racks of mesh iron. The air escapes through small holes in the drum and replaced by fresh hot air from the panel. In this system the air does not exceed 60°C, which is ideal for the drying purpose.



Courtesy of ADCO

4.7. Farm Cooler

Skoonheid has its white elephant too – a farm cooler which is not used and is starting to deteriorate.

This farm cooler should be restored and due to the state it is in now, the structural mistake initially made can be corrected to achieve a very effective storage for the garden produce before it can be transported to its markets.

The faults the consultant found with this building is that it does not have two separate walls for the charcoal. Thus the charcoal lies against the solid brick wall on the inside which considerably reduced the evaporation and thus the cooling effect. This will also lead to the inside solid brick wall to be too moist to store vegetables inside the farm cooler.



The Traditional Farm Cooler Principle Revised

- *to keep foods cool the old style farm cooler works perfectly*
- *filling of charcoal can be replaced with porous clay or chalk stones or even twigs*
- *run off water should be used to water herbs or vegetables*
- *there is no need for the water basin as roof, to the contrary – it is necessary to have the whirly bird in the roof for proper air circulation*

NOTE:

- *instead of the broken brick walls with the charcoal in between, it is also possible to use 'boxes' of extended iron sheeting, installing these in between brick pillars or wood poles!*
- *The inner cubicle can be made of thick plastic insulation plates*
- *Copper pipe dimension: 18mm diameter*
- *Distance between copper pipes ~30cm*

