

The Green Chapatti Producers' Modernization Project

**Ending Vulnerability To Climate Change In Ugandan Slums
By Modernizing And Greening Chapatti Production**

**REQUEST FOR \$1500 TO LAUNCH THE GREEN
CHAPATTI PRODUCERS MODERNIZATION
PROJECT.**

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Modernising Production For Development

- Most of the people in Ugandan communities will keep facing livelihood problems such as poverty, famine, ill health, and illiteracy, as long as underdevelopment remains. As a result they will remain highly vulnerable to global warming.
- Underdevelopment in these communities is the result of the low levels and poor means of production the communities have. For the record, over 90 % of Ugandan production still remains subsistence and informal with most products and services made using traditional backward ways.
- Most production is by hand, production processes are outdated, workplaces unsanitary, and there is lack of new knowledge and good management because the undeveloped sectors can not afford to hire educated people.
- The good news is that poverty, famine, and other wages of underdevelopment that chain the Ugandan people to immense global warming vulnerability can be solved through modernization of the ways people in vulnerable communities produce.

Achieving Complete Transformation

- The complete modernization of traditional informal producers requires simultaneous upgrades in 6 areas of their production and business practice.
- These are:- Improved and green technology usage, Increased capital investment, Improved business organization, Improved product development, Improved business management, and Improved business operations.
- When an improvement is made in one area, it usually requires improvements in the other areas to bring about permanent modernization. If not, the unimproved areas become limiting, hold back and even discourage implementation of, and benefit from any improvements made.
- Incomplete transformation is the first reason why the ugandan people remain underdeveloped and vulnerable as ever despite years of modernization efforts.

Need For Green Modernization Of Production

- The other reason is that most of the technologies and practices used to modernise production in Uganda are not environmentally friendly.
- Through contribution to global warming, they intensify local weather and climate shocks that the people are highly vulnerable to. And by causing severe overexploitation of natural resources they lead to loss of livelihoods which leaves the people even more vulnerable to climate change.
- To avoid the loop of vulnerability and create permanent resilience to global warming, production modernization must be green.
- Our planet is approaching various ecological tipping points and following the "unclean" path of modernization would cause abrupt and irreversible environmental damage. To avoid this, we must green as we develop.



**Technology Usage
Upgrades**

**Business
Management
Upgrades**

**Capital Investment
Upgrades**

**Business Organization
Upgrades**

**Business
Operation
Upgrades**

**Product Development
Upgrades**

A Producers Modernization Project

- Whether through aid, or local efforts, it is impossible to provide and coordinate upgrades in all the needed areas of production to achieve modernization without organizing local producers into a modern production organization.
- **A modern production organizations”** is either a startup or a brand or a company carrying out formal modern production and business operations.
- **A Production Modernization Project** is a special project that will team up with local producers to restructure, transform, formalize, modernize and green their products, production processes, and business operations.
- It will do this by organising the vulnerable people producing a popular local product (like chapatti) into a local startup and brand. This will provide a system that makes it possible for upgrades in all the areas needing improvement to be afforded by the local people and well coordinated to ensure complete modernization of how the people produce.
- Non green modernization would increase the damage on the environment and cause more suffering from global warming. The modernization project will strive for a low-carbon, climate resilient modernization of production to reduce vulnerability while protecting the environment and restoring a safer climate.

The Green Chapatti Producers' Modernization Project

- The **Green Chapatti Producers' Modernization Project** is focusing on makers of “Chapatti” a popular snack product in the slums of Kampala, Uganda. The funds I am requesting from you are to launch the earliest stages of this project so that I can attract partners, supporters and the government.
- The modernization project will provide chapatti producers in the slums of Kampala with everything they need to transform into a green modern business startup that can grow, use modern green means of production, to increase peoples incomes and reduce their vulnerability to climate change.
- The climate change vulnerable homes that get their livelihoods from making chapatti set up small struggling businesses that are informal, temporally, dirty, and unsanitary. These if modernised under the project can become better sources of income and increase the people's resilience to global warming.
- The project's goal is to reach these producers and through partnership with them modernize the products, the production processes, formalize the business and ensure that the transformation is green.



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In the slums and rural areas of Uganda, there are thousands of day and or night stalls selling a common affordable wheat snack called chapatti plus other related products. The stalls are popular eating places, hangouts and sources of livelihood for the low income population.

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- **The green chapatti producers' modernization project** is designed to increase the profitability, income and the investment security of the local chapatti producers by making them partners and or owners of a formal modern organization carrying out modern production.
- The project will link numerous subsistent chapatti producers, chapatti stalls and initiate coordinated group production plus joint business operations. This organization will then be formalized by registration as a company and brand. The group organization will raise external investment, employ educated and better managers to ensure proper business management, introduce machine production, employ better green production processes, make improved goods and services and improve business operations to sell these products and services sustaining the project startup permanently.
- The chapatti stalls are an important source of livelihood that is in a very poor condition which keeps people's resilience and adaptation to climate change very low. The upgrades will provide the needed solutions to the problems holding back the local producers in this business. These problems include:-

1. Dirty working places due to poor waste management.
2. Old, dirty packs or lack of packaging branding altogether.
3. Expensive , low quality of inputs.
4. Lack of working capital which results in production pauses and stops.
5. Dirty, labor intensive production processes and poor handling of inputs.
6. Old, dirty or lack of tools and equipment.
7. Wastages and unnecessary costs of production
8. Absence of knowledge, skills about making, and processing, of different products.
9. Poor quality inputs and ingredients.
10. Poor quality products and low prices.
11. Zero usage of machines and green technologies.
12. Lack of standardization, value addition and improvement in the products on sale.
13. Lack of marketing strategies to reach more customers and increase sales.
14. Poor business organization with no formal registration,
15. Poor operations as a business: No accounting, record keeping, lack of business plan, budget and model.
16. Inability to get business loans and raise funds and to attract investors for expansion and growth.



- The green chapatti producers' modernization project will use different strategies to bring upgrades to local business owners. The first upgrades will be free or requiring only subscription and registration. As more expensive upgrades are added, different agreements and contracts of partnerships, absorptions, franchising, etc will be made with willing producers depending on the sector and products.
- As time goes on the project will buy out the old system the producers are currently employing and use the capital raised from investors to afford and implement a modern system of production where all upgrades are being done. Producers will be absorbed by offering them equal or greater value compensation of ownership in the startup basing on their total capital/value invested in their subsistence vocations and small businesses. Only property related to production of the target products as producers agree will be absorbed, not personal property. They will be educated on the value of being part of a big strong brand, of producing as a group and the value of being founders of a startup.
- The rights of the upgraded producers as founders and owners will be highly regarded and protected in the startup. This is to ensure that they are not dominated or mistreated or cheated by bigger and newer investors as the startup grows.

The Green Chapatti Producers' Modernization Project Stages.

1. Project launch, startup and brand registration.
2. Producer registrations and subscriptions.
3. Sanitation and stall appearance improvement.
4. Product advertising & marketing phase
5. Cheap input organization phase
6. Provision of steady working capital
7. Packaging and branding phase
8. Production process improvement phase
9. Product improvement phase
10. Product standardization phase
11. Modernization project start up launching phase
12. Absorption of upgraded producers phase.
13. Investment round phase
14. Stall appearance improvement phase
15. Stall infrastructure improvement phase
16. New product development phase
17. Process mechanization phase
18. Countrywide startup expansion phase.

The Project's Green Strategy

- The chapatti producers' modernization project will produce green products that is, organic foods, through use of green production processes and utilization of a green business model.
- The project will use green power, biodegradable packaging and recycle waste materials.
- After the launching period the project will start recycling the waste collected from subscribing stalls and eating places. At the collecting place, the waste will be sorted into organic, and metallic waste.
- The project will construct a digester to use the organic waste and make biogas for providing heat in new improved cookers for the modernized chapatti eating places.
- Also, the project will create organic manure from the organic waste which will be sold to farmers.
- The metallic and waste will be sent to a metal recycling modernization project.

Launching The Modernization Project

- This launch of Upgrade Chapatti producers' modernization project will handle only 4 stages on the above list. It will involve the modernization project's formal registration, subscription of 20 interested chapatti producers and provision of the first 2 upgrading services.
- Improvement of workplace sanitation and appearance is something chapatti producers need urgently and is also the cheapest to offer. This service will be free and will be used to reach more chapatti businesses. Meanwhile product marketing will also commence to find market for the chapatti products.
- The project will manage cleanliness and appearances of the work place. The project's cleaners will place rubbish bins and remove rubbish waste daily from the chapatti selling stalls and eating places of our subscribers.
- This launch and its success will be used to find more supporters and obtain more funds. These funds will then allow the project to provide the next upgrade solutions and add more producers to the project.
- I will publicize the benefits of this upgrading service to attract more local business owners to join the modernization project. I will aim is to use the upgrading services to secure a steady cash flow to attract investors.

Launching Costs For Six Months

LAUNCHING STEPS	ITEM	UNIT	USD
Step 1	Registration and License fees for the modernization project		150
Step 2	Rent fees for office, equipment store and a rubbish collecting/recycling site.	6 months	575
Step 3	Website costs: Hosting and other fees	1 Site	30
Step 4	Buying Rubbish Bins	20 Bins	200
Step 5	Buying Garbage bags	2500 bsg	25
Step 6	Rubbish collecting truck Fees	6 months	200
Step 7	Stall cleaning 2 assistant Labor costs	6 months	200
Step 8	Chapatti marketing costs	6 months	120
	TOTAL		1500

Budget Description

- The small modernization project launch will include registrations of around 20 Subscribing producers and provision of the first upgrading service to these subscribers. To deliver the first stage of the modernization project the following activities will be done:-
 1. Choosing a suitable area of operation that would be the best to operate in. This is already done.
 2. Registering the modernization project in the registration board and getting licenses in our area of operation.
 3. Finding, renting a room to act as the project's office and store. This room should have an open area outside to use as the collecting place where the rubbish will be collected and picked from by the council truck.
 4. Subscribing and paying for the city waste management services.
 5. Checking with stall owners around Kampala and asking the if the project can manage their workplace rubbish and why.
 6. Registering and subscribing any willing business owners with the necessary agreements including safekeeping of the bins.
 7. Buying and placing bins and polythene bags at the stall location.
 8. Start daily rubbish pick up and collection at the collecting point, where it will be picked by a city waste management trucks.
 9. Finding market for the subscribers product. Printing adverts, and subscribing big customers.
 10. Hiring of assistants as the subscribers increase.
 11. Opening up a website and doing prompt management of social media platforms to find support for more upgrades.

The First Revenue Strategy

- The main goal of this small launch is to create a proof of concept which can be used to find more supporters. By showing the modernizing impact of these project steps, I hope to raise more funds to sponsor the next steps. The project's impact will be publicized on social media platforms, the website and written proposals.
- The project is providing free sanitation improvement for 4 months to every subscriber so this will not be a source of income for now. This is partly to attract subscribers and to raise awareness of the benefit of a clean business area. After the four months, a fair commission (from sales through the project) for the service will be agreed upon.
- For this launch the main source of income is the commission from marketing the chapatti products. For every product piece the project finds market for it will take a share of profit as agreed on with the producer.
- The revenue from these sources will be used for the following:
 1. Sustain the project and pay for our operation costs during the time I am looking for supporters and partners.
 2. Re-invest in the next step (providing working capital) assistance to create another source of cash flow.
 3. Create the value to attract people to invest with the project/ startup.

Way Forward

- The Green Chapatti Producers' modernization project is all about urgent improvement of the subscribing vulnerable producers and businesses to make them more resilience to climate shocks. To ensure this, the following strategies will be used as more phases are launched:
 1. Finding different classes of chapatti producers and strategizing for each. For example more vulnerable individuals/ businesses will be targeted and subscribed first.
 2. Getting suggestions and ideas from the subscribers about what they need help with.
 3. Constant innovation, development and provision of new ways of facilitation, new services and approaches.
 4. Launching fully upgraded stalls owned by the modernization project along with the step by step upgrading.
 5. Early modernization project service phases will be afforded through funding using social media fundraising and the cash flow from various payment agreements and contracts with producers for the services provided.
 6. The later upgrades are product based and capital intensive. They can only be afforded by the select after launching the startup and seeking investment.
 7. The local producers will be turned into share holders and or franchisees of the modernization project in absorption or franchising deals for the later upgrades to be done.

Contacts

- You can get all details about the green chapatti producers modernization project from:
- Blog: <https://thecompleteupgradeeffort.home.blog/>
- Twitter page: <https://twitter.com/apgradecenter/>
- Facebook page: <https://web.facebook.com/Complete-Upgrade-Effort-232684187444981/>
- For personal contact and more information, chat with me on these contacts:
- Facebook: <https://web.facebook.com/ngabirano.keneth.31>
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THANK YOU!

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