

SHAPE foundation - Project Impact Assessment

Green Care Foods Impact Report

Current Status:

Green Care Foods, operating in Bemitra, Chhattisgarh, has been actively producing healthy millet and fruit-based foods for 3-4 years. Their range includes 5-6 types of cookies, with a focus on quality production.

Future Plans:

The organization aims to enhance packaging, expand product acceptance, and improve offerings. Strategies include producing high-range products such as cookies with organic ingredients, contributing to a higher cost.

Impact Assessment:

Specific goals involve B2B production and wholesale, targeting a turnover of 7-8 lakhs with a profit margin of 20-25%.

Beneficiaries and Population:

Ten local families, with a gender distribution of 8 females and 2 males, are the primary beneficiaries. The project targets 10 individuals or groups.

Financial Support:

Green Care Foods has received 6 lakhs from SHAPE, with an additional requirement of 20-25 lakhs for the next year. Funds have been allocated for machinery, payments, and staff.

Impact Evaluation:

Baseline studies have been conducted, with findings suggesting the need for market identification due to high production rates and quality.

Challenges and Solutions:

Challenges include market identification and high production rates due to quality standards. Solutions involve refining market strategies and maintaining high-quality production.

Partnerships and Collaboration:

Local families are key collaborators, playing a crucial role in achieving project goals.

Sustainability:

The sustainability plan involves refining production and marketing strategies, ensuring a steady market presence after the initial funding phase.

Lessons Learned:

Key lessons involve the importance of market identification and maintaining high-quality standards in production.

Innovation and Best Practices:

The project innovatively incorporates millets, fruits, and raw sugar into high-quality butter, contributing to the uniqueness of their products.

Community Feedback:

Community feedback is actively sought and incorporated into project activities, ensuring a community-centric approach.

Environmental and Social Impact:

The project contributes positively to environmental and social concerns by incorporating organic and quality ingredients.

Recommendations:

Based on the impact assessment, recommendations include further market analysis, product diversification, and sustained community engagement for long-term success.