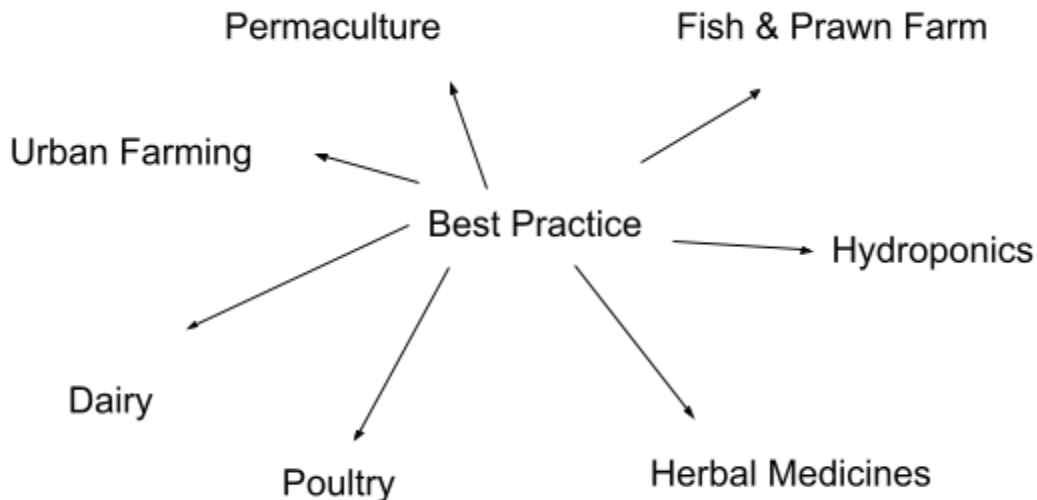


The Mugutha Dam Holistic Climate-Smart Lifestyle Project

A Social Enterprise Incorporating Permaculture, Smart Agriculture &
Livestock Rearing, Fish-farming, Hydroponics, Aquaponics &
Eco-tourism



A Practical Franchise Model for Sustainable Living in the Developing World



Vision statement

Improve yields, increase livelihoods and mitigate climate change by establishing social enterprise development model(s) for profitable return on investment(s) relating to Climate Smart Agriculture (CSA) incorporating soilless gardening capacity building with best practice training in organic aquaculture and hydroponic systems for sustainable food security as well as unsurpassed quality natural herbal health care products post COVID-19.

Mission

Introduce and replicate state of art training facilities, dedicated for holistic urban farming methodologies and organic hydroponics fodder as well as aquaculture franchise

model(s) incorporating world class services, quality yield and value addition manufacture of organic herbal remedies immunity booster products, enhancing wellbeing.

Commencing with Kenya progressively roll out the franchise model throughout Africa creating livelihoods, uplifting people from poverty while mitigating climate change at the local level.

The Location

Nestled between the high density suburban communities of Ruiru and Juja in greater Nairobi and the peaceful Mugutha River Dam is a 0.5 acre site with access to the water with initial fish farming setup, and a sizable structure, as well as a good quarter acre of greenhouse farming demonstration area as proof of concept with a small jetty. The site is well located close to the markets for its products and the people to be trained in getting better yields and value.

Activities

- Implementation of a unique Conferencing & state of art training facility with urban farm demonstration model together with fish cages, ornamental fish aquariums & accessories, mini-hatchery for day old chicks, poultry grow out for parent stock, hydroponics for fodder with livestock zero grazing analysis, aquaponics, permaculture at the Aquaponics Kenya Centre.

Note: 0.5 Acre land purchased with foundation and building works completed.

- Offer conferencing facilities to the private sector, diaspora, universities for practical CSA training, NGO's, County governments and small/large scale farmers as proof of concept including Community Based Organizations (CBO's) targeting Youth and Women Groups.

- Provide accommodation, restaurant and other amenities together with recreation conveniences with quality services.
- Duplicate this franchise model at other Counties in Kenya and other Countries in Sub-Saharan Africa.
- Extend the Aquaponics Kenya business to include grow out ponds incorporating broodstock of Tilapia fish/catfish and aquaculture with a fingerling production hatchery, future establishment of an eco-lodge, SPA and mineral water bottling plant at Kekopey on 20 Acres of land, next to the Kariandusi prehistoric site. A public private partnership (PPP) with the Museums of Kenya for tourist attraction synergy is likely to be embraced together with amicable interaction with the Kekopey community living in the area.

Capital Investment

The total Ruiru project infrastructure cost together with the Kekopey extension is Ksh 330M (approx. USD 3M at an exchange rate of \$1: Ksh 110).

Infrastructure towards the building works has been carried out, pending 44 rooms accommodation, high end conferencing & training center, jetty upgrade, effluent, drainage systems, piping, water tanks and electricals, sewage connection, furniture & fittings, kitchen equipment, CSA systems with inputs and livestock, Cabro works at parking area, Stand-by generator, flooring, walls, painting and additional structural works including staff houses and canteen as per the BQ with contingencies.

Income generation

The proof-of-concept model for scale out for replication elsewhere, is in the process of being established, based in Ruiru/Juja (situated adjacent to Mugudha river dam),

Kiambu County, ensuring the highest quality of harvest particularly herbal and other organic produce incorporating organic aquaculture and hydroponics animal fodder demonstration systems as well as farm inputs on sale with optimum profit from the holistic sources of revenue at the Centre;

Ensuring sustainable growth of CSA the Centre as a franchise model shall target other 46 Counties of Kenya and may be replicated in other countries of sub Saharan Africa helping towards the goal of long term sustainability of food security in Africa.

Additionally, upon completion of Aquaponics CSA Conference & Training Centre start up, to inaugurate at Kekopey a fish hatchery for superior mono-sex fingerlings with Tilapia and catfish grow-out ponds, encompassing high yield herbal produce via aquaponics for supply to the manufacturing plant.

The high quality fingerlings produced will also be utilized at the Mugutha Dam Jetty cages for grow out yields as well as sold to farmers throughout Kenya together with high protein innovative organic formula fish feeds combined with other farm inputs.

The project organic aquaculture escalation will be at the 20 acres land site purchased at Kekopey, situated opposite Lake Elementaita in the vicinity of a superior spring water source, in the close vicinity of the Kenya National Museums Kariandusi pre-historic site.

As an example for value addition, the filleted tilapia fish skin, through utilization of modern technology preservation will be sold to hospitals and pharmacies for treating burn patients.

Impact on Climate

This project will be geared towards showing what is possible to achieve in terms of climate change adaptation using natural resources properly, by training large numbers

of farmers in applying the most appropriate and effective technologies in a holistic system designed to maximise yields, maintain health while helping to mitigate climate change at the local level through creating an enabling environment that ensures sustainability.

Impact on Society

This project is designed as a social enterprise which makes profits while helping the communities it interacts with to generate income, reducing poverty as it grows in numbers and value, and simultaneously helping the areas in which it is active to achieve a measure of food security too.

The Proposal

An equity partnership with an injection of USD 2.5M for release of existing 50% equity partner, as well as completion of the project at Ruiru; and USD 0.5M for a fish hatchery, water bottling plant, Aquaponics grow-out ponds, herbal plantations and substructure improvement at Kikopey.

In exchange for 50% of the equity shares in the business.