

Information Sheet of KEN-Concept Note - 11						
1. Project Title	Promoting and upscaling value addition (rice products, by-products, packaging, branding and nutrition security)					
2. Location	Mwea, Ahero, Bunyala					
3. Type of Project (multiple selection)	1	2	3	4		
	1. Grant, 2. Loan, 3. Technical Coop./Assistance, 4. National budget, 5. Private sector					
4. Fields covered (multiple)	1	2	3	4		
	1. Policy, 2. R & D, 3. Extension & Training, 4. Production, 5. Marketing 6. Post-harvest, 7. Irrigation, 8. Credit, 9. Seed, 10. Other (specify above)					
5. Suggested Fund source	National Government, County Governments and Development Partners					
6. Budget / Cost	USD 1.2 Million					
7. Project duration	5 Years					
8. Target beneficiaries	Direct	Farmers, traders and consumers				
	Indirect/Secondary	Input suppliers, innovators and service providers				
8. Overall objective (Goal)	Agribusiness promotion along rice value chain					
9. Project objectives	Specific Obj 1:	Build capacities of stakeholders in technology support towards innovative products and services . value addition				
	Specific Obj 2:	Promote and upscale entrepreneurs (especially youth and women in animal feed production from rice by-products eg baling of rice straws, use of bran among other products.				
	Specific Obj 3:	Promote diversification of "rice diets" for nutrition security through improving availability of nutrient dense crops in rice growing areas.				
10. Expected results/Projects outputs	R1.1.	Training of stakeholders on appropriate technology applications and transfer - atleast 10 training workshops.				
	R1.2.	Availability of new value added products in rice value chain - atleast three products.				
	R2.1.	Promotion and upscaling of atleast five enterprises				
	R2.2.	Atleast 20 demonstration sessions on rice straw baling techniques				
	R3.1.	Atleast 3 new nutrient enhanced rice recipes developed				
	R3.2.	Promotion of at least three rice intercrop and enterprise mixtures				
11. Components and Activities	Component 1 (Objective 1):					
	A1.1.1.	<i>Conduct of training workshops for rice stakeholders on value addition in rice and rice by-products</i>				
	A1.2.1.	<i>Promote development and upscaling of new innovative rice products</i>				
	Component 2 (Objective 2):					
	A2.1.1	<i>Promote and upscale women and youth enterprises utilizing rice by-products for animal feed production.</i>				

A2.2.1	<i>Conduct demonstrations on use of rice by-products for animal feed manufacturing</i>
Component 3 (Objective 3):	
A3.1.1.	<i>Demonstrate and promote consumption of nutrient enhanced rice recipes</i>
A3.1.2.	<i>Promote production and utilization of nutrient dense crops in rice growing</i>