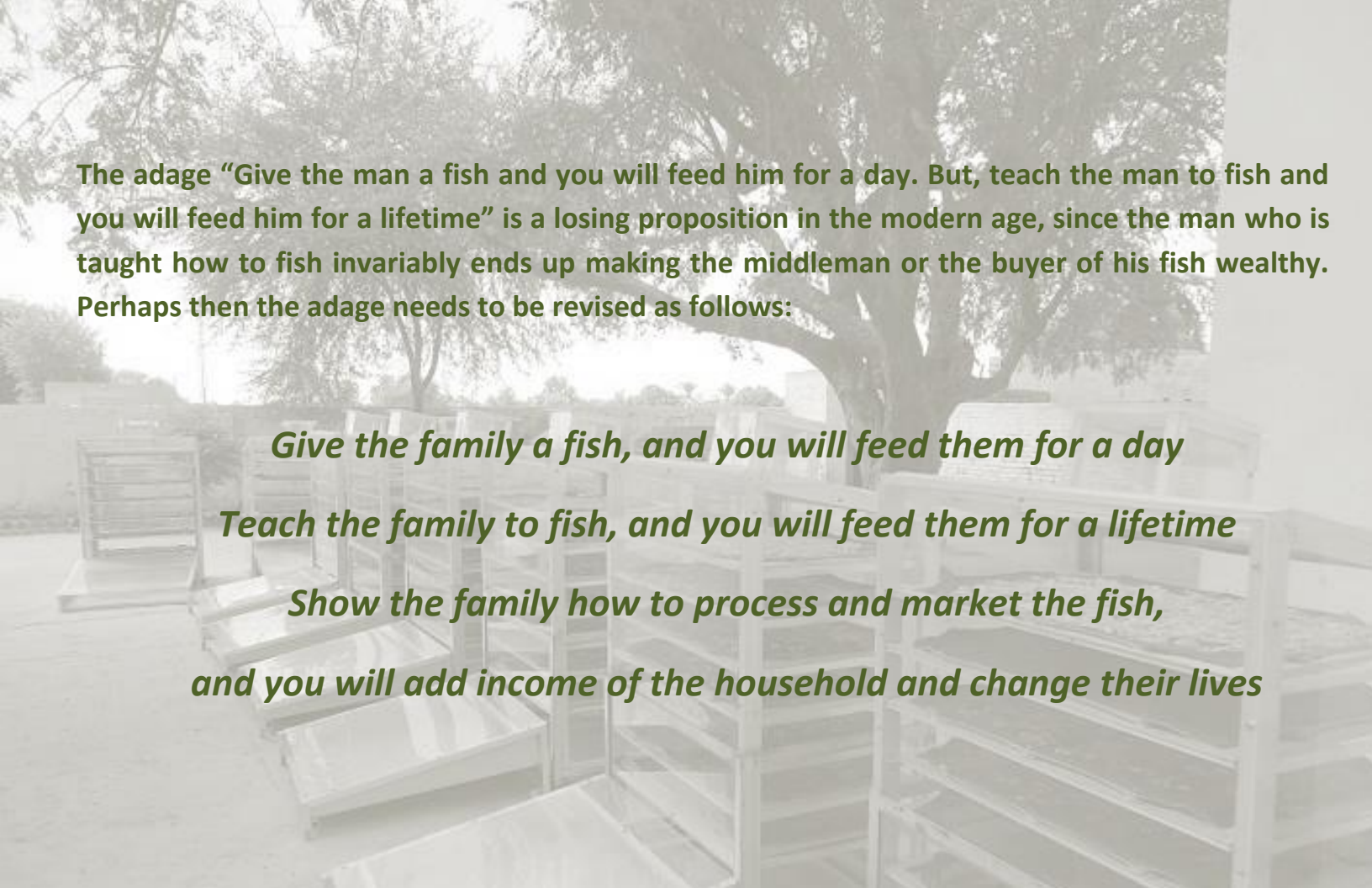




Sunny Miracles Food Processing
The Natural Choice



The adage “Give the man a fish and you will feed him for a day. But, teach the man to fish and you will feed him for a lifetime” is a losing proposition in the modern age, since the man who is taught how to fish invariably ends up making the middleman or the buyer of his fish wealthy. Perhaps then the adage needs to be revised as follows:

Give the family a fish, and you will feed them for a day

Teach the family to fish, and you will feed them for a lifetime

*Show the family how to process and market the fish,
and you will add income of the household and change their lives*

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Sunny Miracles

The Behavior Change Movement

Through soft project interventions, **JOBS** advocates for a behavior change movement by facilitating transfer of technology and skills development training in the fields of food processing, food safety, hygiene and sanitation, and enterprise development.

JOBS Trust implemented a pioneer food processing project named 'Sunny Miracles' with support under the Funds for Innovation Technology (FIT) program in Khanewal (Punjab) and Swat (Khyber Pakhtunkhwa) and plan to expand into six new districts where the females from marginalized communities and low socio-economic status are and will be trained to dry fruits and vegetables using solar driers to promote hygiene practices and overall food security. Through an innovative market linkage approach, JOBS is on route to address these issues. The global processed food industry

14 currently accounts for almost 75% of global sales.
15 Although the world-wide growth of the industry is being
16 driven by developing countries in Asia, Pakistan lags far
17 behind its competitors. Previous attempts to advance in
18 the food processing industry have failed due in large part
19 to its supply-driven nature, intensive capital requirements
20 and export-orientation from the outset, having marginal
21 impact at the grassroots level. In order to overcome
22 these obstacles, JOBS has been targeting food processing
23 as a priority sector, train the requisite workforce and
24 advocate small-scale processing initiatives to be adopted
25 at a national level.
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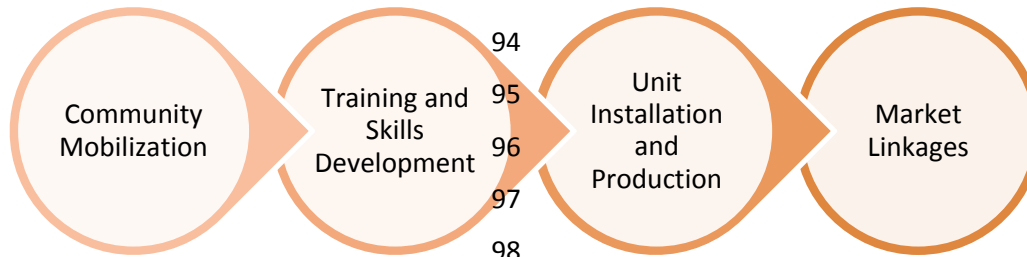
JOBS Group Team Expertise

JOBS Group has over a decade of experience in sector development in Bangladesh and Uganda. Building on eight years of success as the USAID-funded Job Opportunities and Business Support (JOBS) Project in Bangladesh, the Trust continues to operate as an integrated private sector development program.

With the collective experience of JOBS Group, the team was the perfect fit to expand by piloting a Solar Dryer Unit (SDU) and processing plant within Pakistan. The

team developed a value chain in order to guarantee the success of Sunny Miracles. Selected beneficiaries were trained on Enterprise Development, Business Management, Hygiene Promotion and Food Processing; with the JOBS team designing and building the SDU which were to be distributed. The targeted beneficiaries where the SDUs were distributed were taught about hygiene practices and overall food security. Through an innovative market linkage approach, JOBS created the brand identity "Sunny Miracles" for the dried products through developing attractive packaging and a distinctive logo.

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Our Approach

Previous large-scale processing ventures emphasized export or macroeconomic earnings; which only resulted in a marginal impact at the grassroots. JOBS proposed a solution for Pakistan; implementation of small-scale food processing, using basic hygienic solar drying and frying methods. This also fosters a greater sense of individual ownership making it conducive to entrepreneurial initiatives. As the capacity of individual small-scale initiatives increase, clusters can be formed to increase the production volume for domestic consumption as well as prepare for penetrating the export market. JOBS approach is based on lessons learned from its successful implementations in Uganda and Bangladesh.

Sunny Miracles aims to tackle multiple issues collectively. These include food security, food safety, hygiene and sanitation, and unemployment.

An innovative market linkage strategy was implemented to boost awareness and effectiveness of the program. The first step to setting up Sunny Miracles was through sector development and community mobilization. Initially, Sunny Miracles was only implemented in two sectors to gauge the projects effectiveness. Due to the JOBS team expertise, a successful value chain was developed early on. Once the value chain was developed, the team has created demand through wedding vendors as well as a co-branded partnership with a renowned bakery owner in Islamabad.

Brand Identity

In order to successfully integrate with the market, the solar dried products required a brand name rather than a generic name due to low awareness of solar drying techniques.

The name “Sunny Miracles” was conceptualized by JOBS Trust in collaboration with Miracles Trust and endorsed as a sister project of Paper Miracles, a paper-based recycling project which very recently has been receiving extensive media coverage. Consequently, the logo of Sunny Miracles was created using vibrant colors and a symbolic character which would leave a solid impression.

21 Our Impact

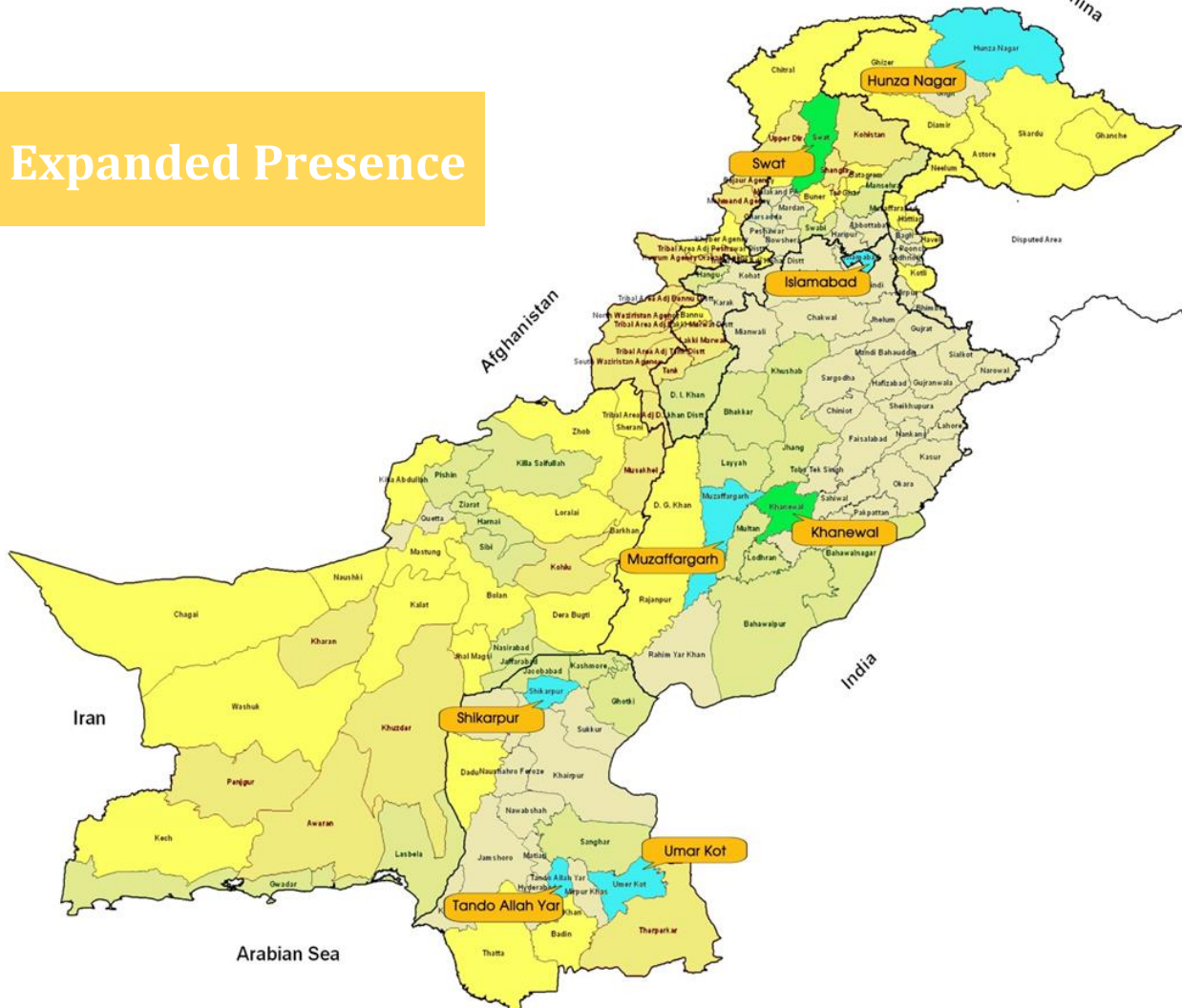
Our proposed project's aim was to establish employment opportunities and maximize income generating potential of the agriculture sector; which employs more than 40% of the workforce within Pakistan. JOBS developed an environmentally conscious and technically competent workforce, which to this day, still has the opportunity for expansion. By using green solar drying methods and creating opportunities, marginalized populations have been empowered to serve as agents to encourage economic development. The project primarily supports females from marginalized communities with low socio-economic status' to transfer knowledge, skills and

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technology. In doing so, they accelerated opportunities for self-employment and beneficiaries to be part of a self-sustaining cluster integrated into the food processing value chain.

Pakistan's immense commercial and entrepreneurial potential has yet to be fully utilized. Based on the successful progress to date, JOBS Trust hopes to replicate the existing successful model and expand to four new districts; Muzaffargarh, Shikarpur, Tando Allah Yar and Hunza. In these new locations, the beneficiaries will continue to provide training on alternative income-generating activities and hygienic practices.

Expanded Presence





Goals

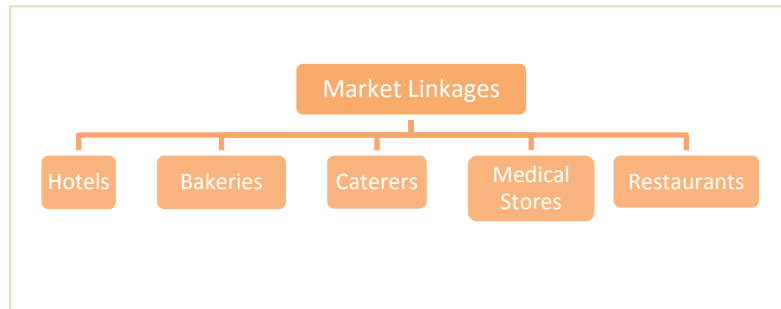
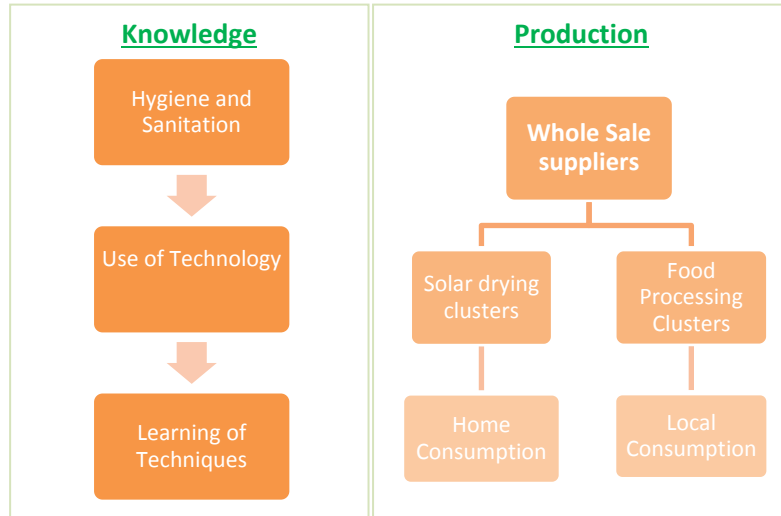


Awareness and Knowledge:

- To increase awareness of “green” technologies and the benefits of solar drying
- To increase knowledge and skills about how to effectively apply innovative and hygienic “green” food processing and food preservation techniques using low-cost solar drying units
- To establish a knowledge sharing platform to encourage peer to peer learning, acceleration of learning through the formation of clusters
- To enhance hygiene and awareness about sanitation and hygiene standards
- To increase knowledge about food preservation techniques and increased food security
- To disseminate knowledge and awareness to indirect beneficiaries as well through direct beneficiaries.

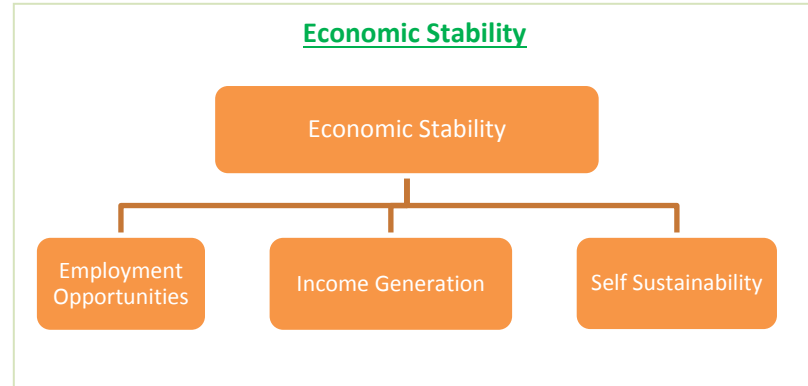
Production and Marketing:

- Through a value chain/cluster model, link the producers to the global value chain.
- To develop a robust value chain and establish market linkages to support sustained growth



Economic sustainability:

- To develop income-generating initiatives-increase employment opportunities and income through higher skills
- To inculcate entrepreneurial skills and carry out self-sustaining economic activities





Demonstration on use of Aprons



Learning to cut consistently



Beneficiaries engaged in hygienic practices



Food Processing

Sunny Miracles is a social enterprise that aims to address contemporary issues that are hindering the economic growth of Pakistan. Through an innovative approach, Sunny Miracles was established as a brand under the umbrella of JOBS Trust, to support the activities of poor producers and small farmers using low-cost green technology solar dryers working in rural areas of Pakistan and market their produce. The end result is an exceptional low weight dried product, with high nutritional value and no compromise on quality and no added preservatives, ideal for home-cooking, mass cooking or traveling explorers.



In addition, Information, Education and Communication (IEC) materials were developed. These materials have been developed and customized based on the target population's limitations. Many of the women working with the SDUs are illiterate; therefore the IEC materials provide them with the knowledge necessary to perform their job, without them having to worry about the limitations of their education level. .





Solar Drying Unit

The practice of placing fruits and vegetables under the sun for drying is a part of Pakistani tradition. The problem arises in the fact that there are a range of hazards that could occur by drying fruits and vegetables without the proper tools and provisions. Therefore, in order to avoid these hazards, the concept of collecting solar heat and using it for food drying has received increasing attention in recent years.

The SDUs designed and created by JOBS utilize indirect heating dryers, which dries the food by collecting air through a solar collector. This solid metal surface absorbs the heat from the sun and uses this heat to warm the air flowing into the SDU. The food is then placed inside the SDU which has proper air circulation, and built to withstand the elements of nature as well as keep out any insects. SDUs are not only effective in their ease of production quantity, but they are clean and hygienic.

پھل اور سبزی کا شمسی ڈرائیئر

01

شمسی ڈرائیئر کا استعمال کرنے کا طریقہ؟

- 1- ہوا برائے لیت (A) کے ذریعے داخل ہوتی ہے۔
- 2- سورج ہوا کو گرم کر کے (B) میں گرم کرتا ہے۔
- 3- گرم ہوا کو ڈرائیئر (C) سے گزرا کر لایا جاتی ہے۔
- 4- گرم ہوا آہستہ آہستہ پھلوں کو خشک کرتی ہے جس سے نمی لائی جاتی ہے اور ہوا کو آہستہ آہستہ (D) کے ذریعے باہر نکال جاتی ہے۔

02

شمسی ڈرائیئر کو کہاں رکھنا ہے؟



- ✗ تازہ ہوا دریاغ پر رکھیں۔
- ✗ دیوار کے پاس نہ رکھیں، نہ اندر چھری چکھڑے رکھیں اور نہ کسی چکھڑے میں جہاں درختوں کی آہٹ سے سورج کی کرنیں نہ پہنچ سکیں۔
- ✗ گرد و غبار اور مٹی والی جگہ پر نہ رکھیں۔
- ✗ جانوروں اور مٹی کے مچھلی جگہ پر نہ رکھیں جیسے کتے، کتے اور گڈا کرکٹ وغیرہ۔

- ✓ صاف اور ہوا دریاغ پر رکھیں۔
- ✓ شمسی پھلنگو کا رخ جنوب کی طرف رکھیں۔
- ✓ ایسی جگہ پر رکھیں جہاں سارا دن سورج کی کرنیں زیادہ ہونگے پڑیں۔
- ✓ ایسی جگہ رکھیں جہاں ہوا کی گردش آسانی ہو۔

03

شمسی ڈرائیئر کو کس طرح صاف کرتا ہے؟

(1) ایزران لیت:

شمسی صاف کریں اور رکھیں کہ شمسی چھیرے میں ہوا گزرنے کی جگہ جام نہ ہو۔

(ب) شمسی چھیرے کی سب:

سب کو دھو کر تھکے پیزے سے صاف کریں۔

(پ) سگھانے والے چھیرے کی سب:

سب کو دھو کر پیزے سے صاف کریں اور صاف صاف صاف صاف کریں تاکہ مٹی اور مٹی والی مٹی صاف ہو جائے۔

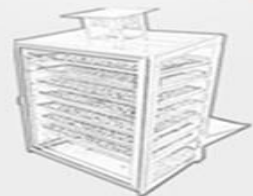
(ت) ایئر آؤٹ لیت:

ہوا کو اچھی طرح گزرنے کے لیے ایئر آؤٹ لیت کو پڑھ کر مٹی یا کوئی بھی مٹی صاف کرنا ہے۔

یاد رکھیں: مٹی صاف کرنا اور مٹی کا کارہ کی کارہ کرتی ہے، صاف کرنے کے عمل کا 2 منٹ لگتا ہے۔

04

شمسی ڈرائیئر کے ٹرے کو کیسے صاف کرتا ہے؟



- 1- ٹرے کو اچھی طرح گھومیں تاکہ کوئی بھی ذرہ باقی نہ رہے۔
- 2- سبز جالی کو صاف اور پانی کے ٹکڑوں میں بھگوئیں۔
- 3- ہر دو دن استعمال سے پہلے سبز جالی اور ٹرے کو نکالیں۔
- 4- ٹرے بھرنے سے پہلے، سگھانے والے چھیرے کو صاف کریں۔
- 5- ٹرے لگانے کے بعد دروازہ قوربان بند کر دیں۔

شمسی ڈرائیئر ہر وقت صاف رکھیں اور اسے نکھیں اور دوسرے کیڑوں سے بچائیں تاکہ پھل خراب نہ ہو۔



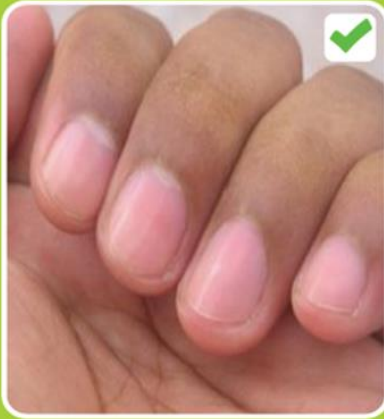


Hygiene Training

JOBS Group proposed a holistic approach of fostering both theoretical and practical skills and knowledge not just in the areas of food processing, workplace ethics and discipline, but also food safety and sanitation as well. The training and subsequent mentoring focuses on behavior change, a shift of mindset from participating in a donor-led activity to understanding the opportunities presented to become the change agents for their own outcomes by participating in an activity to fulfil their personal objectives and goals.

Hygiene training plays an important role in all the team's interventions. One of the most vital pieces of IEC material distributed shows unhygienic practices which should be avoided to guarantee the healthy preservation of foods. The impact of hygiene training is long-term and helps our targeted beneficiaries truly overcome their economic challenges by improving their health and living conditions.

صفائی ستھرائی۔



شمسی توانائی کو استعمال کرتے ہوئے پھلوں اور سبزیوں کو محفوظ کرنا۔



The Process

The Dehydration process

The fruits and vegetables are washed extensively before being cut into bite-sized pieces. These are then placed on top of the green mesh in the solar dryer trays. After carefully placing the foods, the trays are loaded into the solar dryer unit and the drying process begins.

Drying time depend on the climate (temperature and humidity levels) of the area where the solar dryer is placed. In dry and warm places, such as in Southern Punjab, the food items can be dried in a single day. After the drying, the fruits and vegetables are carefully extracted from the solar dryer trays. The food processing team takes over at this point and each piece is hand-picked and separated out by quality and aesthetics. The food items are packaged right away into vacuum-sealed bags to keep the items away from moisture hence preserving the items and ensuring a long shelf-life. Dehydration also significantly reduces the weight of the items whereby some food items experienced weight shrinkages of up to 20 times the original weight.

The Rehydration process

Many of the dried fruits can be eaten either dried or after their hydration. Whereas the vegetables require hydration before they can be used for cooking. Through hydration, the products return to their original shape and quantity. Through this, Sunny Miracles has provided the opportunity for saving time in bulk cooking, light transportation of products, all while being able to restore the products to their original form.



Benefits of Food Processing



The use of Solar Drying Units (SDUs) provides a home-based and culturally conscious income generating opportunities that makes beneficiaries self-reliant through skills development and entrepreneurship training.

The benefits which have arisen since the distribution of the SDUs include, but are not limited to:

Reduction of Post-Harvest Loss

It is estimated that more than 30% of agricultural produce is wasted solely due to the lack of efficient food-processing techniques. Knowledge of low capital-intensive "green" methods, such as employing solar driers to process food, would enable individuals and households to save their produce.

Enhancement of Food Security

Basic food processing and food preservation prolongs the shelf life of perishable produce, reduces post-harvest losses and increases food security, which can easily be implemented at the individual or household level. This enabled producers to have increased access to food for consumption or trade.

Generation of Employment

Throughout Pakistan, it is a common sight to witness groups of women walking for miles with tons of agricultural produce delicately balanced on their heads. The introduction of basic food processing methods empowered (and continues to empower) these individuals to engage in alternative income-generating activities which are neither capital-intensive nor physically demanding.



Products and Marketing

A large variety of products have been developed using the SDUs. JOBS Trust has tested and marketed a large variety of Sunny Miracles products. (Please see below for the full list of products. Most of the dried vegetables require rehydration before they can be used for cooking. The drying process expands the shelf-life and maintains the nutritional value of the vegetables, whereas the rehydration process allows the vegetable to resort back to its original shape and color.

So far, JOBS has tested and marketed the following:

Fruits: Banana (regular and chips), Peach, Persimmon, Mango, Apple, Guava, Honey Dew Lemon, Water Melon

Vegetables: Onion, Long-green bean, Spinach, Lady Finger, Eggplant, Bitter Gourd, Radish.

For recipes and further information on Sunny Miracles products, please visit www.sunnymiracles.org

Marketing Launch

On August 24, 2013 JOBS Group, in collaboration with Rotary Club of Islamabad Renaissance, launched a marketing event with chief guest Amina El-Shafei (Master Chef Australia Contestant). This event was organized to advocate the use of solar dried fruits and vegetables, as well as raise awareness of the benefits of solar drying towards improving food security. To help promote the Sunny Miracles products, dishes were prepared and distributed for tasting during the event. Not only did the launch receive extensive media coverage and positive feedback on both National television and within the print media, but Sunny Miracles was also able to establish a formalized partnership with Masoom's. This reputable bakery developed customized recipes using dried fruits and vegetables which were served at the event.



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EU TVET Visibility Event

GIZ organized a visibility event to showcase successful Technical and Vocational Education and Training (TVET) projects in Pakistan which have been funded by the European Union. The EU is supporting TVET in Pakistan with a 46 million Euro investment to support the reform of the TVET sector and support grant projects throughout the country. These projects will demonstrate the potential of TVET to create employment and empower the vulnerable and boost Pakistan's competitiveness.

Sunny Miracles, under the FACE project, was invited to the event to showcase our achievements. The showcase setup was much appreciated by the attendees of the event, particularly the EU delegation, which spent a lot of time reveling in the successes of Sunny Miracles and inquiring about the feasibility of expanding the project throughout Pakistan.





Empowering Women through Participation

JOBS continue to empower women by participating in different exhibitions Kuch Khaas is a community space for discourse, learning, meaningful entertainment and participation in Islamabad. Jobs displayed the products in an exhibition organized by Kuch Khas that was made by the brave women of Kashmir, Swat and South Punjab. Paper Miracles and Sunny Miracles are both new and innovative products introduced to the Pakistani market and, therefore, attracted a lot of customer attention. People bought the paper jewelry and dried products and appreciated the efforts of the progressive women within Pakistan.



Success Stories

Mr. Nazir, Humera Bibi, Ms. Kiran, and Farzana Bibi

Mr. Nazir has been actively involved in the project since the project inception. Due to his catering business in Khanewal, Mr. Nazir is a frequent buyer of dried onions which he uses immensely for the preparation of his foods. Mr. Nazir has also advocated on behalf of our initiative and has urged fellow caterers to use dried products for their cooking needs.

“We prepare large meals for weddings and parties almost on a daily basis, and having to deal with fresh onions is very time-consuming. Since a few years, I had shifted to using fried onions however I had to face problems because they used to burn too fast, and left an odor in the food which was not appreciated by customers.

In February this year, I was excited upon hearing, in a meeting with a representative from JOBS Islamabad office, that the project is planning on drying fruits and vegetables in my district. I am the first caterer to start using sun-dried onions for my cooking, and will continue to use them as long as it is in the market. It saves my time as I do not have to peel onions anymore, and adds taste to the food, particularly Qorma and Rice. My only advice would be to ensure that big quantities are available in the market”



Humera is one of the beneficiaries who has been working at the main training center in Khanewal. She is the second youngest in her family, with one sister and two brothers. She is an honest, hardworking and a quick learner.

“My father passed away when I was in school. We all had to discontinue our education as we had no means of financial support. As my father was a government employee, my mother got pension that was just enough to feed us but not enough to continue our education. After some time and hardship my elder brother got the same job as my father, at the same position. His job was to clean the sewerage and take care of water pumps, supplying water to the city. Last year, my brother along with his 4 colleagues died in an accident during the repair of a water pump. We lost our brother and our main source of income. After hearing the news, my mother suffered a heart attack. She survived however she is paralyzed now. My younger brother has no education, no skills and no job. My mother got my elder sister married but she could not get settled with her in-laws and returned soon after. The situation became worse and we felt even more lost.

GIZ supported food processing project came as a hope for me and my family. This is the first time I have earned with my own hands, and with this little amount, I have contributed to household grocery and medicines for my mother who I see suffering in pain every day. I wish and hope that this project continues supporting us.”



Kiran's father is the sold bread winner of a household of 7. Needless to say, her family has borne the brunt of financial difficulties. As a responsible daughter, she started working in the fields at the age of 10 in order to contribute to the family's monthly income. Even though she has been involved in labor work for years, Kiran's major frustration is the harassment she has to endure by working next to males in the field.

The GIZ funded opportunities, such as food processing and paper bead rolling, is no less than a blessing for her as she feels that food processing and rolling paper beads can easily be carried out at the community center. In addition, these positions earn her more respect than working in the fields.

“Nothing is difficult in this world. I have created a bracelet myself and looking to make these beads as part of the jewelry.”



Farzana was spending a happy life with her husband and 3 children; two sons and a daughter. Her elder son aged 7 years studied in class 2. Her husband was a driver and he was the sole bread winner of our family. They were living very happily. Suddenly last year in a car accident her husband passed away. After his demise, her son had to discontinue his education because they had no means of financial support. After some time, she returned to her parent's house, along with her 3 children for living. Her parents have four family members i.e. her father, mother, brother and her sister. Her brother is the sole bread winner for her parent's' family. He works in a cloth shop and earns only Rs. 5000 monthly (\$50 a month) and this amount hardly meets her family expenditure.

Because of this project, for the first time I stood on my own feet and now I can meet my family's monthly expenditures up to some extent. With the help of this monthly income, I readmitted my son in to school. So I wish and hope that this project continues to support us and help us regain our strength."

Contact Information

The JOBS Group team uses an innovative and unique approach to provide our customers with a clean product. Our hygienic solar dryers, strict food preparation procedures and quality control management ensure that the best of the best products reach you. Please visit our website or contact a JOBS Group team member for more information.

JOBS Group Team

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