

Connecting the dots

Stories of change: Women in Local Economic Development

Eggsellent returns for poultry business

Summary

Jennipher Kapembwa Mwenya, business trader, Mporokoso district, Northern Province, Zambia

Project involvement: Women in Local Economic Development

Thanks to the training and support Jennipher Mwenya has received from the WLED project she has been able to get her poultry business back on track to boost her family's income. Now she wants to expand to a more commercial scale, giving the local community a better service and greater choice.

Background

Jennipher Kapembwa Mwenya runs a small poultry farm in Mporokoso district in the north of Zambia. A widow with five children, she was struggling to make enough from her business to support her family and support her children going to college.

Aims

50-year old Jennipher was looking to improve her business skills to enable her to expand her business on a more commercial scale to make more income for herself and provide a better service and products for the community. Despite finishing secondary education she was not able to go to college herself because of lack of money. Getting involved in the Connecting the Dots project has allowed her to develop her learning and skills that she was not able to do when she was younger.

"I would like to become a commercial farmer and have a big poultry farm so that I can start producing a lot of goods to make more profits but I did not have adequate resources to do this," explained Jennipher.

Jennipher also wants to use improvements to her business to share with her community and make it a better place to live.

How CtD has helped

Jennipher received training through the WLED project that has helped her to start making changes to nurture her business for the future. It has helped her address issues such as managing losses and damaged goods, financial management and accessing finances for growing the business.

"It has been a long journey but we are getting there. Thanks to the trainings and exposure I get from WLED my business is improving and tackling some

challenges that I faced in the business and life in general,” she said.

“The Jo Cox Connecting the Dots project and WLED network has been very helpful. The mentorship sessions have exposed me to others experiences which has shaped my business.”

Impact

Sales have now picked up as Jennipher has been able to manage the business better and reduce her losses from lost and damaged goods. Her income has thus improved so that she can better take care of her family.

There has also been a wider impact on the local community who can now buy eggs at any time at an affordable price.

Jennipher says that the experience has been very good; not only has she learned a lot from WLED network, but she is now able to share what she has learnt with other women.

“I have learned a lot, I would love to learn even more on business,” she concluded.

Looking ahead

Jennipher now wants to use her newly acquired business acumen to start a charity driven by a local team to make improvements for the whole community.

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