

GENERAL INFORMATION	
Name:	Martha Malumba
Details:	Lime Production Project. Site located in Phalula area, Balaka District – Malawi
Position:	Chairperson
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Brief description of the project:	<p>Mecraz Women Group operates in Lime production. The project site is located in Phalula area, Balaka District-Malawi.</p> <p>The main objective of the project is to produce agricultural and industrial lime from limestone. It is therefore expected that the produced lime shall be supplied to both local and international market.</p> <p>With the advanced lime capitalism and consumerist, the project attracts different stakeholders such as Ministry of Trade, Department of Geological Survey, Department of Mines, Malawi Bureau of Standards, Construction, Tea, sugar and poultry industries. These stakeholders cover all the stages in value-chain of our project. Beginning from resource evaluation, training in related various skills, production techniques, product value addition, product certification, marketing strategies and implementation of environmental, health and safety standards.</p> <p>In order to ensure the suitability of the project, one of our main focuses of Mecraz Women Group is to ensure ongoing leadership development by sharing knowledge and skills as well as attending various management courses available. We will also continue to make an important societal contribution through our activities aimed at developing social and technical skills of employees at all levels</p> <p>Our Marketing team will be responsible for the strategic marketing plans networking throughout the country. With previous experience in marketing they shall add an advantage of market exploration.</p>

<p>Plan to implement the return to work project :</p> <p>Focus on collaborations.</p>	<p>The lime project in Phalula will be in collaboration with the local private sectors in Malawi. Since private sectors such as Illovo Sugar company imports all its lime, Mecraz Women Group is planning to go into a contract of supplying agricultural lime to sugar producing companies in accordance with the Malawi Bureau of Standards specification. Entering in partnership and networking with such sectors will enhance the women workforce plan to be implemented since there shall be a readily available market.</p> <p>Mecraz women group shall as well be in collaboration with other groups involved in lime production from the neighboring countries such as Zambia and Mozambique to learn more on the different skills in production and marketing. We will also explore other possible markets to the neighboring countries such as Mozambique.</p>
<p>Success measures of the project.</p>	<p>Success measures for Mecraz Women will include the Following :</p> <ul style="list-style-type: none"> • Increased Lime production. • Capacity to meet the local market Demand • Capacity to export lime to the neighboring countries. • Engagement in corporate social responsibilities. • Reaching the goals set by Mecraz Women group such as Ration of men to women recruitment, empowering young women on different related skills.
<p>Strategic opportunities that will contribute to success and sustainability of our project.</p>	<p>Mecraz Women will link up with Ministry of Gender which encourages empowering women in business. We are also linked with Small And Medium Enterprises Development Institute (SMEDI) which is responsible for supporting small and medium business. SMEDI is also developing ‘The Micro, Small and Medium Enterprise (MSME) policy’. This policy shall contribute to the success of our project.</p> <p>Another pinpointed opportunity that will contribute abundantly to the achievement and sustainability of our project is the potential linkage to United National Women</p>

	<p>and United National Development strategic programs. Also, Women empowerment forums with the United Nation women. These linkages will enhance the Mecraz Women skills in leadership, communication, operation, production and all other aspects in the value chain.</p>
<p>Useful aspect from the shareFair in implementing our project</p>	<p>Networking with the local and international women forums shall enhance the implementation of our Lime project in Malawi.</p> <p>Sharing ideas with other participants who attended the ShareFair will be one of the most useful and indispensable tools in executing and implementing the project.</p>
<p>Future plans.</p>	<p>Mecraz Women Group shall endeavor to train young women in production, value addition and marketing who shall be involved in the operations.</p> <p>Implementation of social responsibility is one of the key future plans once the project is at its full operation.</p> <p>We shall also maintain the network linkage that we made during the shareFair, we plan to take advantage of these linkages to visit our colleagues from other countries for us to learn more on how others are promoting their operations.</p> <p>We also intend to take advantage of the network that we establish during the ShareFair to open up markets in the neighboring countries once we are in full operation.</p>

