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Business Acceleration for Youth Project Success Story

Shaping Standard-Compliant Businesses Through the Incubation Program

Without proper resources, Trust Majamanda struggled to process porridge flour for her business. Besides lacking sufficient raw materials, she faced challenges with local maize mill operators who did not allow her to process soybean flour during peak hours, claiming the oily nature of soybean disrupted the machine's efficiency. Additionally, shop owners refused to stock her product as it was not certified by the Malawi Bureau of Standards (MBS).

Trust's interest in porridge flour began as a solution for her mother's health issues. When her mother could no longer access soya porridge flour from the hospital, and buying it from the shops became financially unsustainable, Trust decided to create her own porridge flour using locally available ingredients. Witnessing her mother's significant health improvements, which contrasted with malnutrition prevalent in her community, Trust saw an opportunity to turn the porridge flour into a business.

With unique ingredients like orange maize and vanilla powder, Trust's porridge quickly became people's favorite porridge flour, attracting customers from Thyolo, Blantyre, as well as Chikwawa districts. This spurred her desire to scale up production to meet the growing demand and obtain certification from MBS, leading her to apply for the Business Acceleration for Youth project Incubation Program in Thyolo.



Trust Majamanda



Grinding machine procured with project support.

Through the Incubation Program’s trainings and coaching sessions, Trust learned the necessary steps to obtain MBS pre-certification, such as proper production equipment and facilities. She was advised to convert her unused two-bedroom home into a mini factory. To achieve this, Trust has focused her USD 2,500 grant on setting up a facility that would meet certification standards.

With the help of the grant she received, Trust can process and produce her porridge flour from a dedicated production facility located at her home. She purchased a mini grinding machine, a roaster, bag closing machine, and sealing machine, and renovated an out building to create a processing room.

“During incubation, the mentors emphasized the importance of having a clean environment and equipment for processing food. I used to process my porridge flour at a common milling place where I could not control nor guarantee cleanliness. With the grant, I have managed to purchase my own machine that will allow me to produce the flour at home. I am almost done with the renovations, and I have moved the machinery there, making it my dedicated processing room. This will ensure that my porridge flour is of good quality and made in a clean environment, and will also help me kickstart MBS certification process,” said Trust.

Contact

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Business Acceleration for Youth is a four-year innovative project funded by [USAID Malawi](#) and led by the [Alliance of Bioversity International and the International Center for Tropical Agriculture \(CIAT\)](#). Framed around a resilience-led sustainable strategy, the Activity aims to strengthen the resilience of youth and women-led enterprises including vulnerable households in Balaka, Chikwawa, Chiradzulu, Machinga, Mangochi, Mulanje, Nsanje, Thyolo and Zomba through the delivery of Business Development Services creating growth-orientated, sustainable firms able to secure and effectively utilize investment. Read more here: <https://allbiociat.org/4gy3d4Q>