



### **Problem**

Increased rate of malnutrition especially Non- Communicable diseases attributed to poor feeding habits.

### **Solution**

1. We raise awareness of proper feeding habits through holding Nutrition health talks to equip community members with nutrition knowledge.
2. We train young unemployed women of reproductive age to cultivate indigenous vegetables on sack farms for their consumption and sale of the surplus to meet other household needs.

### **Marketsize**

50,000 community members and 20,000 young unemployed women of reproductive age

### **Competition**

Ajam & Zinta

### **Revenue model**

Funding from like minded organizations

### **GTM strategy**

Partnerships with county government and other local organizations.  
Social media

### **Traction**

So far we have equipped over 1,500 people with nutrition knowledge and made over 800 households food secure through training of sack farms.



Who are the leaders?  
Maureen Muketha- CEO  
Derrick Munene- CFO  
Sylvia Nkatha - CHO

**Healthy individuals, productive nation**

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