



MAKI MAIL



THE OFFICIAL NEWSLETTER OF ADRA MADAGASCAR

Q2: May - June 2016 | Vol. 7, Issue 5

2

VSL END OF CYCLE

3

AMBATOVOY PROJECT

3

ASARA FAIRS

4

OTHER NEWS

4

ADRA INFO



USUN AMBASSADOR VISITS ADRA PROJECT IN BEKILY

Ambassador David Lane, the United States Ambassador to the United Nations Food and Agriculture Agencies in Rome visited EAPROM project in Bekily, southern Madagascar, on May 17th. During that week, he visited some of the drought-hit communes of the deep south with other officers from USUN and USAID, including Dina Esposito, the Acting Deputy Assistant Administrator for the Bureau of Democracy, Conflict, and Humanitarian Assistance at USAID. They observed the effects of the drought on vulnerable communities, as well as the interventions of US-funded programs in the area.

EAPROM, a project implemented by ADRA Madagascar, is one of the USAID-funded programs working to mitigate the impact of the drought and to enable the population to become more resilient. Since its beginning in August 2015, EAPROM has distributed drought-resistant seeds and cuttings to about 4,000 female headed households, and trained them in improved planting techniques.

During the site visit, the Ambassador made a tour of sweet potato and cassava fields owned by some of these women. He could witness the results of the seeds and cuttings distributions and the agriculture training offered by the project. He spoke with the beneficiary women about their daily struggles before EAPROM came, and about how the project has enabled them to better cope with the food insecurity situation.

For Ambassador Lane, the project has succeeded to reach its objective. "It advanced the cause of food security," he said. "When we heard from the woman farmer here that if someone in her family got sick, she would sell some of the sweet potatoes she has raised, so clearly it has potential to generate income that can help support family needs like health costs and other things."

- Mireille Ravoninjatovo



Ambassador Lane and Dina Esposito visited the fields of female-headed households who had benefited from the USAID/OFDA-funded project EAPROM, which is implemented by ADRA Madagascar.



Adventist Development and Relief Agency Madagascar
B.P 8218, En face EPP Ambatomaro, Antananarivo 101

Tel: +261 20 22 523 20 / +261 033 23 872 77

Web: news@adra.mg www.adra.mg [@ADRAMadagascar](https://www.facebook.com/ADRAMadagascar)

Country Director:

Programs Director:

Finance Director:

Maki Mail Editor:

Traduction Française:

Peter Delhove

Shalom Laïson

Vero Razafindraibe

Renee Cerovski

Mireille Ravoninjatovo



ASOTRY News

VSL End-of-cycle Sharing Inspires Dreams and Plans



In January, Maki Mail featured Robertine Razafindrahasa, the dynamic president of her Village Savings and Loans (VSL) group. Robertine, known as Zozy, used her VSL loans to invest in chickens and her weaving business, which helped her support her family and send her children to school. In early April, Zozy's VSL group in Ivoamba completed its first cycle, sharing approximately 4.65 million MGA (about \$1,500 USD) among the 25 members.

By setting up VSL groups, the USAID-funded ASOTRY project provides villagers with access to credit, basic insurance, and a place to save and invest their money. Each week, members contribute to a social fund and purchase between one and five shares. As they take out loans, the payments and interest are returned to the common fund. At the end of each one-year cycle, the fund is shared among the members according to the number of shares they purchased. In Zozy's group, each share cost 1,000 MGA. At the end of the cycle, the share value had increased to 1,567 MGA, a gain of nearly 57 percent.



Robertine Razafindrahasa (Zozy)

Purchased 166 shares
Invested 166,000 MGA,
received 266,122 MGA

businesses in trade and raising chickens. The money she received during the end-of-cycle sharing will be used to build a chicken coop, where she will raise laying hens and sell the eggs to make a profit.

Education is a key concern for Zozy, and the increased income from VSL is helping her send her children to school. "It was a bit hard to pay the school fees because they alone cost 1,300,000 MGA per year. But with VSL, things went better; and we could buy all the school supplies," Zozy said.

"All of my kids go to school," she said. "One of them will sit for the high school final exam this year, another one is in the first year of high school, and the others are in the Adventist school." One of her children aspires to become a doctor, and Zozy's dream is for this to come true. With VSL, they are one step closer to their goal.

- Renee Ceroniski

Empowered to Invest

VSL loans and the end-of-cycle sharing empowers VSL members to invest in their businesses and projects to become more financially stable. Several members shared what VSL money allows them to do.



Razafindramaro Andrea

Purchased 225 shares
Invested 225,000 MGA,
received 352,575 MGA

"I will use this money to buy rice paddy. I will sell it when summer is over, when rice becomes more expensive. This is the first time I've gotten so much money. I invite the others to join VSL because there are a lot of benefits, and one can make money."

Razafindrasedy Nomenjanahary Alphonse

Purchased 225 shares
Invested 225,000 MGA,
received 352,575 MGA



"Since I joined VSL, I really find much improvement in my life because before I was such a big spender, I could not even save to fill a match box. I will work hard to use this money. I am a photographer and I am going to buy the best camera for my job."



Raharimalala Jocelyne

Purchased 112 shares
Invested 112,000 MGA,
received 175,504 MGA

"I thank VSL for improving my life. I built a house, so I used some of the money for the house and the fence, and I used the rest with my business."



Southern Projects News

Socially-Conscious Private Companies Give to Drought Victims

As drought conditions worsen in the south, five private-sector companies formed a unique partnership to help vulnerable households suffering from the drought. Each partner contributed commodities or services for a food distribution to 1,000 vulnerable households, which was managed by ADRA Madagascar.

The project was organized and coordinated by Ambatovy, an international nickel and cobalt mining enterprise located in Madagascar. Four other large companies took part in this initiative: TAF, Madauto, Groupe Basan, and Star. Ambatovy, STAR and TAF contributed 25 MT of rice, 2,000 L of vegetable oil, 10 MT of bean flour, and 2,000 empty bottles for the oil. Groupe Basan provided 100 cartons of Sablito-brand cookies, and Madauto provided for transportation to Bekily and Ejeda, which are 864km and 1,031km from Antananarivo, respectively.

Once the commodities arrived at their destination, our EAPROM staff managed the distribution in Bekily and ZINA staff managed the distribution in Ejeda. They worked with local authorities to target the most vulnerable



Distributions were managed by ADRA staff in Bekily and Ejeda, two areas that have been hit hard by drought.



The short launch ceremony for the project was held with all the stakeholders in Antananarivo.

households: female headed households and households that included pregnant and lactating women, and/or the elderly. We distributed to 400 households in Bekily, and 600 households in Ejeda. Each beneficiary received 25 kg of rice, two one-liter bottles of vegetable oil, and 10kg of bean flour. Each carton of cookies was shared among 10 households.

The distribution was a success in several ways. Most importantly, 1,000 families received food which will help them survive the drought. The distribution also created links between the five companies and ADRA Madagascar, and opened the way for future collaboration. However, there are no current plans for another project at this stage.

Based in Madagascar, TAF sells locally produced salt, spices, coffee and tea. Madagascar Automobile, or Madauto, is a major vehicle dealership which has been in operation since 1928. Groupe Basan is a collection of Malagasy enterprises that produce locally made shoes and food items for both domestic and international sale. Star is the #1 seller of bottled drinks in Francophone Africa.

- Renee Cerovski

ASARA Fairs Provide Local Producers with Networking Opportunities

In June, the ASARA project organized three agricultural fairs in the district of Betroka to introduce farmers to potential markets and share best practices and successes from the project.

The three fairs were held in different areas in the Betroka district, and each lasted for one day. The five communes in southern Betroka attended a fair in Isoanala on June 2. The fair for the four northern communes was held on June 9 in Jangany. Finally, on June 15, a third fair was held in the town of Betroka for all 16 communes where ADRA implements the ASARA project. The participants included all agricultural producers, whether or not they were beneficiaries of the ASARA project; local farmers who work with the project; and local partners.

Throughout the day, the fair contained a program filled with cultural animations, radio spots, sensitizations, and products from other partners. Prizes were also given for the best products.

The fairs gave participants an opportunity to improve their technical knowledge by seeing best practices, innovations, and success stories shared from the stage. The fairs were publicized in the media and included many partners, so it was a great opportunity for farmers to network with potential buyers and collaborators.

Funded by the European Union, the four-year ASARA project improves food security through increasing farmer production through improved agricultural techniques and infrastructure, and helping them gain access to new markets. The ASARA project is in its third year.

- Renee Cerovski





ANNOUNCEMENT: MAKI MAIL IS NOW A QUARTERLY NEWSLETTER

As some may have noticed, Maki Mail has become a bit scarce lately. This is not due to a shortage of news, in fact, quite the opposite. With all the activity in the Communication Department and ADRA Madagascar as a whole, it has become difficult to keep up with reporting it all. As a result, we have decided to change Maki Mail’s publishing schedule from monthly to quarterly.

We will post current updates on Facebook and our website, while Maki Mail will contain only the highlights of the quarter. We feel this is the best way to ensure that our readers continue to receive a quality and timely newsletter. Whether you’re a longtime reader, or if you’ve just signed up, we look forward to continuing to share updates and stories about our work here in Madagascar!

- Renee Ceronski, Maki Mail Editor

ADRA Team Presents at Zucher Adventist University



On June 27, five ADRA staff presented the chapel program at Zucher Adventist University. The program was structured in the form of a talk show, hosted by Mireille Ravoninjatovo, Communications Associate. She interviewed three “guests” about their work in ADRA and the importance of social responsibility. Students were given the opportunity to ask questions to the guests, and many were interested in how they could collaborate with ADRA Madagascar.

The goal of the program was to make students more aware of development as a career path and also to promote social responsibility. By interviewing several young staff, we wanted to show students that young people are an important part of development work. But regardless of their chosen profession, we ultimately hope that they will choose to always seek out ways to serve others.

- Renee Ceronski



Adventist Development and Relief Agency (ADRA) Madagascar became an officially recognized NGO by the Government of Madagascar in 1992. Since then, we have implemented a diverse portfolio of food security, health, education, and relief projects, primarily in the central, eastern and southern regions of Madagascar. ADRA Madagascar currently maintains offices in the capital city of Antananarivo, Ambositra, and Fianarantsoa in the southern-central plateau, and Betroka, Bekily, and Ampanihy in the south of the island.

“Maki” is the Malagasy word for a ring-tailed lemur. This month’s background photo is of food to be distributed in the south.

CURRENT PROJECTS

Project Name	Duration	Donors	Type	Location
ASARA	2014-2018	European Union	Food security	Betroka and Bekily
ASOTRY	2014-2019	USAID/FFP	Food security	Amoron’i Mania, Haute Matsiatra, and Atsimo Andrefana (implemented by ADRA’s partners)
EAPROM	September 2015-September 2016	USAID/OFDA	Food security	Bekily and Ampanihy
ZINA	2015-2019	BMZ	Food security	Ampanihy
Mobile Dental Clinic	Since February 2016	ADRA International / International Caring Hands	Health	Antsirabe and Morondava
Education Project / Stop Hunger Now	Since December 2013	Stop Hunger Now / ADRA International	Education	Analamanga
Education Project / TOMS Shoes	Since November 2013	TOMS Shoes / ADRA International	Education	Analamanga, Haute Matsiatra, Atsinanana, Atsimo Andrefana, Alaotra Mangoro, and Vatovavy Fitovinany