

## Aloro James Secures the Children’s Future.

Aloro James and Son Liquid Soap Center is one of its kind in Lefori town council, Moyo district. Most of the liquid soap traders in the sub county do not intentionally establish it as a stand alone but mix it with other enterprises. Given its location, Moyo district has access to a large market of the population in South Sudan, North and Eastern DRC and Uganda of approximately 71 million people.

Married to three (3) wives, the old man has seven (7) children – one (1) with physical disability and two dependents (nephew and niece) in his household. In total he has thirteen (13) household members. Relying entirely on farming Mr Aloro still manages to meet the basic needs of the household members, these include feeding, clothing, medication, school fees among others. He belongs to Amechiti Savings group – a self-managed community group with 30 members that are from different walks of life united by the common goal of economic empowerment.

In August 2020 RICE West Nile launched the *Security Protection and Economic Empowerment (SUPREME) Project*. The project targets vulnerable households and youth in Moyo, Obongi, Terego and Madi Okollo implemented in a Consortium led by World Vision Uganda, and three other partners; SNV, ZOA and RICE West Nile. Three hundred thirty-three (333) savings and development

clusters (SDCs) are supported by RICE West Nile in Moyo and Obongi districts focusing on four sub counties (Metu, Lefori, Moyo and Palorinya) with soft skills, farm inputs, grants with an aim of improving their livelihoods. The project introduced the Enterprise Development Grant (EDG) which targets group members who have running businesses for a boost and those without for start up. The procedure of nomination is democratically where each group nominates three (3) members who have the experience or potential to start businesses. The candidates nominated went through rigorous vetting and 333 remained, they were trained for three (3) days in the trades or enterprises they selected



Mr. Aloro (in a neck tie) and his family members in the shop.

and later guided to develop costed business plans for funding. The business plans upon being marked by independent stakeholders, Mr Aloro emerged successful to the award of Ugandan shillings 7,008,800 (£ 1,815.7).

He started the liquid soap center in July 2022 upon a thorough market study, he has invested all the money won in the business. To him the business is progressing at moderate paces being a new enterprise but with gradual increase in number of sales per day though sales are extremely high on Wednesdays (weekly market day) in Lefori, and Sunday in Laropi. On other ordinary days he makes sales up to at least 40,000/= (£ 10.3) to 50,000/= (£ 12.9) daily amounting to an average of 1,200,000/= (£ 310.8) per month. On market days he makes net profit between 400,000/= (£ 103.6) to 500,000/= (£ 129.5). To reach a bigger market and stand a position over the competitors, Mr Aloro has branded his products. He goes ahead to do door to door deliveries, reduces prices for customers buying in bulk, targeting the nearby market days. The location of the business is an added advantage as being the central point of the market and next to the public transportation park where the population is high. 500 ml costs 1,000/= (£ 0.25), 5 liters costs 11,000/= (£ 2.8), 10 liters costs 22,000/= (£ 5.6). He charges the prices relative to the standards of the living of his primary customers. The 500 ml sales more in the community.



Majority of the community members appreciate the products and are happy with the progress and they keep appreciating RICE West Nile for the for giving the grant. They perceive it as a project that contributes to improving the community health and economic wellbeing. In the next one (1) year Mr Aloro envisions the business growing bigger and better as the market base keeps increasing daily. He also envisions opening more branches and more selling points, making linkages to schools and hospitals or other high demanding places that require a lot of the liquid soap. He believes that he will be in position to start manufacturing bar soap and other detergents. Inflation in the country has affected the business especially in acquiring the ingredients but he has managed it by cutting some operation costs.

Mr Aloro has realized a great change in life and that of his family members since he can meet the basic needs and requirements for the family with ease. He encourages his wives to support him since the future of the household's wellbeing relies on the business. The wives have acted as sales agents on market days. In work together, he has enjoyed the benefits of unity and harmonious living in their home. He only takes decisions on behalf of the family planning is together.

***“My wives support me in sales especially on market days where I don’t have time to sell both at the shop and the market, I normally count all the products and give them, and they have always given me all it takes to trust them as they bring them all the expected sales.”*** – Mr Aloro appreciates his wives for the support.