



**Enhancing Pottery Production & Marketing for  
Income Generation  
at  
Kefa Biosphere Reserve**

**November, 2015  
Addis Ababa, Ethiopia**

# Sub Component Objectives

The overall objective of the sub- component is (re) introducing pottery as an alternative income opportunity among minority women in order to reduce the pressure on ecosystems and to improve the local indigenous' women livelihood

The specific objectives of the sub component are to:

- Enhance the indigenous pottery sector
- Build up capacities of women on pottery production and marketing
- Offer women with income from production and selling of pottery

# What is Done So far

Comprehensive field assessment was conducted from October 11-16, 2015 focussing on the following issues. Report is drafted and will be ready soon.

- Market analysis
- Skills and readiness assessment
- Site identification & selection
- Mobilization

# Market Analysis Objectives

- Acquire the **opinion and perception** of key experts in the Biosphere on the promotion of pottery production and marketing as an alternative means of income
- Investigate the local **production and market potential** in terms of availability of raw material, market , skill, policy support ..etc
- Look and understand the **workings and structures of the local markets** ( who and from where the sellers and buyers are, the type and quality of pottery traded( assortment), the market channel, market segment, origin and sources of the pottery traded, prices , transportation and packaging...etc)
- Analyse local **consumers and traders preferences and needs** with respect to pottery products
- Identify the **gaps and challenges** for the promotion of pottery production and marketing in the area

# Market Analysis Methodology

- Document review

- The 2007 Population and Housing Census report
- Annual socio economic reports of the zone and the districts
- Other relevant documents

- Key informant interview:

- Ginbo District SME Office
- Kefa Zone Cooperative Promotion Bureau
- Kefa Zone Culture and Tourism Promotion Bureau,
- Kefa Zone SME office
- Kefa Zone Trade and Industry Bureau
- Kefa Zone Women, Youth and Children Affairs Office
- NABU Field Office at Bonga,
- Omo Micro Finance Institute, Kefa Branch
- Five traders
- Three artisans

- Market Place Observation:

- Bonga Pottery Shop at Bonga Town
- Gimbo Market at Gimbo District, 18 KM from Bonga Town
- The National Coffee Museum at Bonga Town
- Wushiwish Market at Gimbo District, 12 KM from Bonga Town
- Jima Legahar Market Center at Jima Town, 102 KM from Bonga Town
- Welliso Market at Welliso Twon, 344 KM from Welliso Town
- Addis Ababa Merkato Market at Addis Ababa City, 457 Km from Bonga Town
- Burayu Market at Addis Ababa City , 457 KM from Bonga Town

## Market Analysis Result: Economic Importance

Though pottery making is a low regarded job for most people in the zone; it is a way of life for some. Particularly women from minority ethnic groups such as the Menja has been making pottery for long as an important sources of income and means of livelihood.

- ✓The Menja's are estimated at about 15,0000 and are hunters with less dependents on farming
- ✓There are women HHs whose major income source is pottery making. These people earns about 250-300 Birr a week
- ✓It is widely produced in most of the woredas

No	Name of District	Name of Kebeles	Distance from Bonga Town in KM
1	Adeyo	Beka	68
2	Becha	Buba Gudera	25
3	Chena	-	74
4	Cheta	Arera Sheka Chata Awusha Boba	62
5	Gesha	Andirach Yonaditi Nechuti	126
6	Getawata	Hinguda	83
7	Gimbo	Wushwush Dekia Deri Wesha Efudo	12-18
8	Syelem	Shenkora Buracha Kochi	164
9	Tello	Zeguba	48

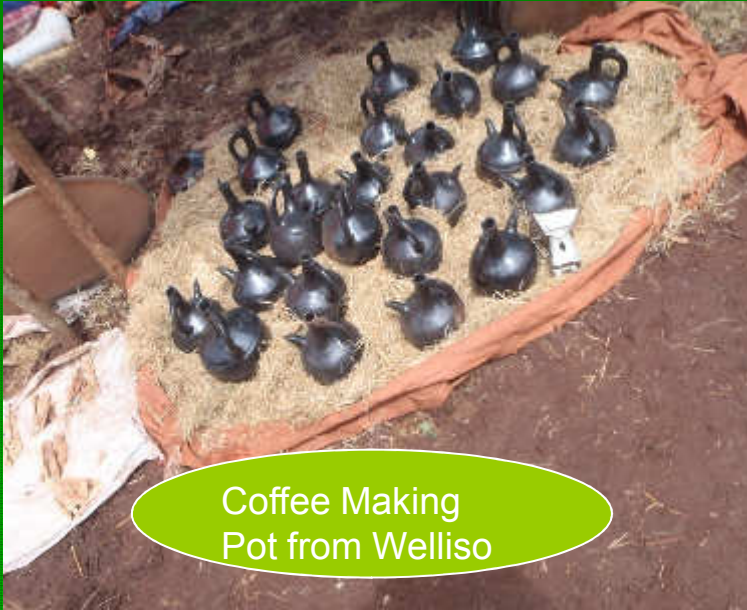


## Market Analysis Result: Technology and Production Technique





## Market Analysis Result: Sources and Quality of Pottery Marketed in the Area



Coffee Making  
Pot from Welliso



Coffee Making  
Pot from Jimma



Locally made pots



Locally made coffee  
making pots



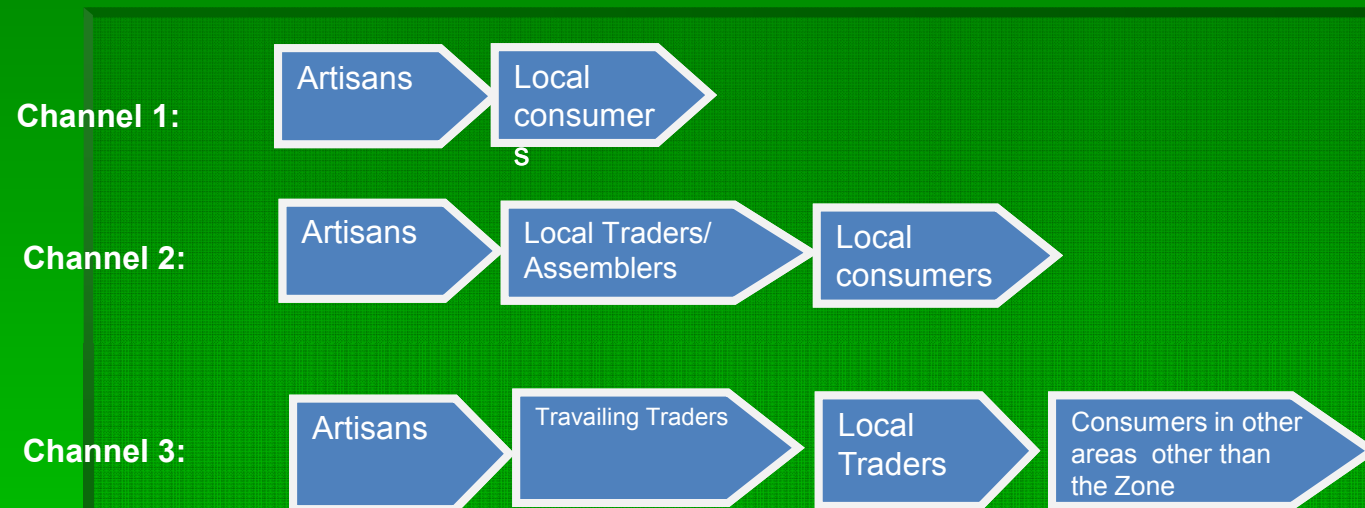
## Market Analysis Result: Market Segment for Locally Produced Pottery Products



## Market Analysis Result: Consumer Groups in the Local Market Segments, their Requirements and Preferences

Major Market Segments	Basic Characteristics	Preference (Requirement )	Importance In terms of Market Size
Affluent HHs	<ul style="list-style-type: none"> <li>• High and middle income earners</li> <li>• Town dwellers</li> <li>• Educated</li> </ul>	<ul style="list-style-type: none"> <li>• High quality</li> <li>• Good looking</li> <li>• Imported</li> </ul>	2nd
Traditional HHs	<ul style="list-style-type: none"> <li>• Poor</li> <li>• Rural dwellers</li> <li>• Un educated</li> </ul>	<ul style="list-style-type: none"> <li>• Durability</li> <li>• Energy Efficiency</li> <li>• low price</li> <li>• Locally made</li> </ul>	1st
Institutional Buyers	<ul style="list-style-type: none"> <li>• Hotels</li> <li>• Restaurants</li> <li>• Stove making workshops</li> </ul>	<ul style="list-style-type: none"> <li>• Energy Efficiency</li> <li>• Technical fitness</li> <li>• Imported</li> </ul>	3rd

# Market Analysis Result: Market Channels for Locally Produced Pottery Products





## **Market Analysis Result: Enabling Factors for Promotion**

- Availability of reliable and growing market
- Availability of experiences and traditions among the target group
- Relatively better infrastructure facilities
- The abundant availability of raw materials
- Small capital requirement
- The increasing interest of the target group to be organized in SMEs
- Supportive policy environment.

# **Market Analysis Result: Gaps and Challenges**

- The limitations of the skills of the artisans
- Poor production and management practices among artisans
- The consideration of pottery making and marketing as low regarded job
- The imposition of restrictions on digging clay soil in some places by environmentalists that hampers the access of artisans
- Low quality of the local products
- High competition from imported pottery products
- Limited market information and support to artisans
- Un availability of technical schools and institutes that promotes pottery
- Poor market infrastructure and system for pottery marketing
- Lack of access to financial services

# Skills and Readiness Assessment Objectives

The skill and readiness assessment was done through interview and observation of the target group with aim to:

- Acquire the **opinion and perception** of the target group in the Biosphere on the promotion of pottery production and marketing as an alternative means of income,
- Understand the target groups **skill and experiences** in pottery making and marketing
- Analyse the **technology and techniques** used, the specialization...etc of the target groups assortments...etc,
- Analyse local consumers and traders preferences and needs with respect to pottery products,
- Analyse the communities **readiness** and **willingness** to engage in pottery production and marketing and thus determine target groups

The result is

There are many women who have the traditional skill and experience and the willingness  
....Availability of about 50 women in Matapa Kebele is confirmed



# Site Identification & Selection

- The objective was to assess the suitability of the various sites in the biosphere reserve to determine appropriate sites for piloting the promotion
- Accordingly the following three sites are selected:
  - ✓ Matapa Kebele in Ginbo District , 12 KM from Bonga and on the main highway...for production and marketing
  - ✓ Deri Wessa Kebele in Ginbo District, 18 KM from Bonga Town ..... for production and marketing
  - ✓ Bonga Town..... for market development
- The criteria used to select the three sites were:
  - ✓ Market potential in terms of their accessibility to major markets including Bonga,
  - ✓ Logistical feasibility
  - ✓ Availability of prior experiences
  - ✓ Availability of support from the local administrations.

# Mobilization

The objective was awareness creation on the sub-component plan and objectives was done among stakeholders through presentation and discussion. Those contacted include

- The target group.....women from minority groups in general and the Menja ethic group in particular in different places
- BDS providers
- Government sector offices at Zone and District level including
  - ✓ Ginbo District SME Office.
  - ✓ Kefa Zone Cooperative Promotion Bureau,
  - ✓ Kefa Zone Culture and Tourism Promotion Bureau,
  - ✓ Kefa Zone SME office,
  - ✓ Kefa Zone Trade and Industry Bureau
  - ✓ Kefa Zone Women, Youth and Children Affairs Office

The mobilization process resulted in reaching a consensus with stakeholders on working in cooperation. In this regard a consensus is reached with:

- The Kefa Cooperative Promotion Bureau to organize the women into cooperatives
- The Kefa SME Bureau and Ginbo SME Office to give them technical assistances including training, organization into micro enterprises and production and market place development
- The Culture and Tourism Bureau to facilitate market linkage and the provision of market places;
- Omo Micro Finance Institute to provide loan and other micro finance services.

## Next Steps – the Plan

S. No	Action	Time
1	Selection of 40 women from minority group	December , 2015
2	Developing training program	January , 2016
3	Procure and provide women with pottery equipment	January , 2016
4	Conduct 4 trainings	February, 2016
5	Develop market strategy and order assortment for tourists - product development	March, 2016
6	Installation of 9 sales areas for the trained women	April , 2016
7	Support the organization of the trained women into SME group	April, 2016
8	Conduct follow-up care and M&E	June - October, 2016





Thank You