

CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.

Strengthening Communities (SC): A farming alternative

To develop a comprehensive programme for small-scale farmers that results in the collective cultivation of high-value, low-waste organic, regenerative herbal crops that will improve their livelihoods.

Draw and describe the ideal user

Title SC FARMER

Name: MAYA TAMANG

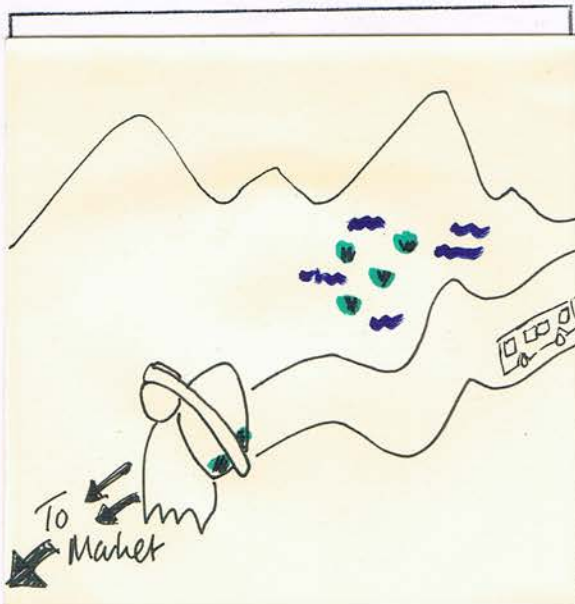
Age: 30

Profession: FARMER

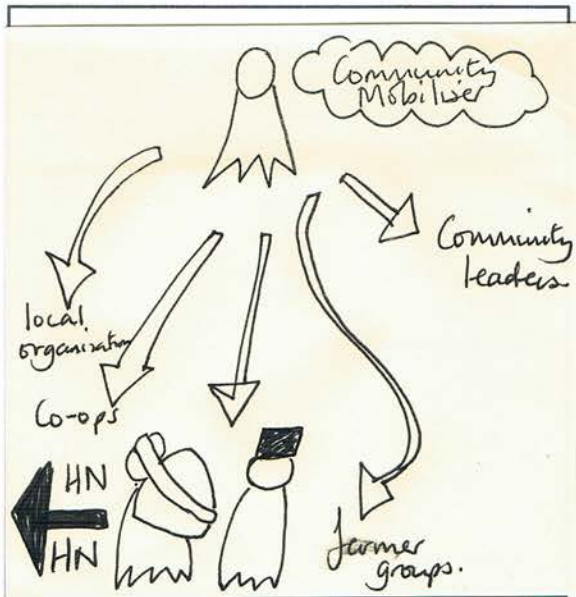
Any Other Key characteristics: LIVES WITH HUSBAND, 2 CHILDREN AND EXTENDED FAMILY

Concisely describe what is happening

Maya checks her vegetables before going to the market to sell them. But due to a combination of monsoon rains, and transportation to market, only few vegetables survived. Maya is deeply concerned, she does not know how to reduce food waste or increase her families income.



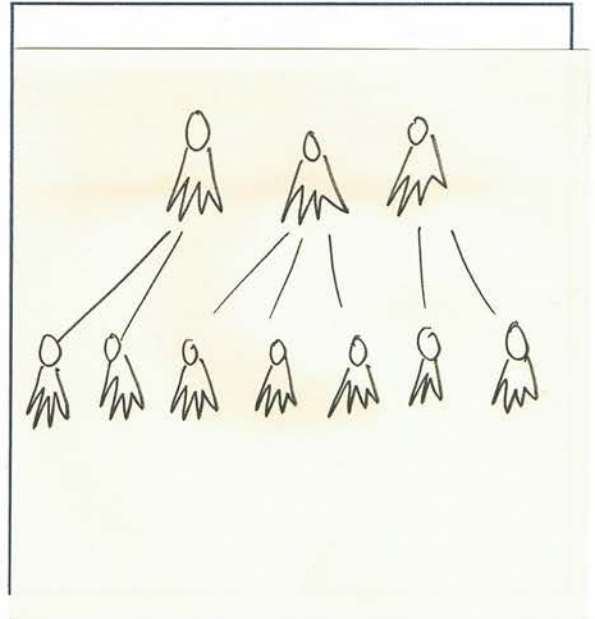
Title FARMER SELECTION



Concisely describe what is happening

The HN Community Mobiliser will use local networks to identify intended beneficiaries that meet the programme criteria. Maya has been identified and recommended by the local farmer group.

Title TRAINING



Concisely describe what is happening

Maya starts the SC training at Herb Nepal. She is being trained by a Champion (CS) farmer. The training builds upon, and integrates her indigenous farming knowledge with organic, and regenerative farming methods.

Title HERBAL CULTIVATION



Concisely describe what is happening

Maya is now cultivating various herbs organically and sustainably. She feels better prepared against monsoon rains and to transport the crops to market with minimal waste. With HN's technical support from the local Champion she feels able to bring her crops to market to increase income.

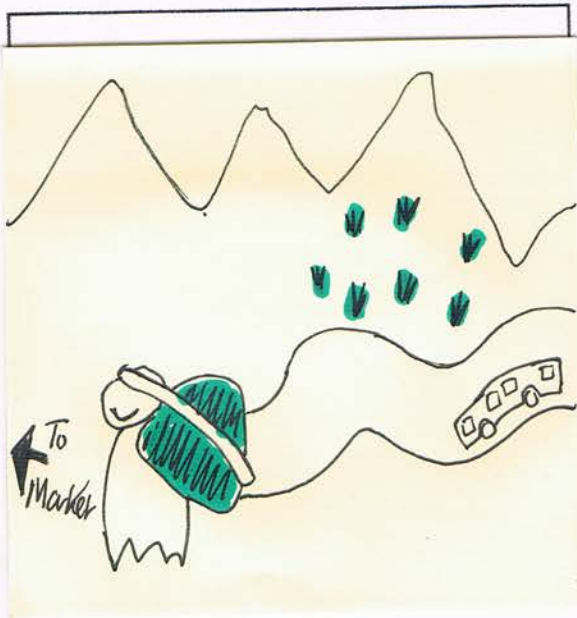
Title HERBAL PROCESSING



Concisely describe what is happening

Maya has an option to process herbs herself or to transport them to Herb Nepal for processing. This allows Maya to increase her income by retaining processing at a community level.

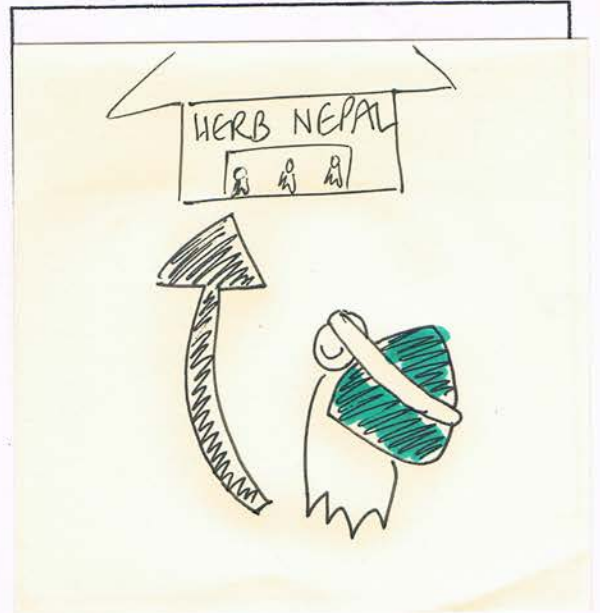
Title HERBAL TRANSPORTATION



Concisely describe what is happening

Maya is taking her processed herbs to market, but she also has the opportunity to take them to Herb Nepal. With no waste or spoilage in food or herbs - she is very happy.

Title HERB NEPAL



Concisely describe what is happening

Maya decided to take her herbs to Herb Nepal. The quality and quantity are checked. She receives a cash payment in exchange and receives a receipt. She also knows that the income from HN will go towards the T+D Hub. She also receives more technical inputs while at the centre supporting the cultivation of her next crops.