

Amiran to launch the Ksh 14, 500

Amiran Foundation Kit at the Nairobi ASK Show



*Amiran Drip Irrigation,
'Every Drop Counts'*

The unique Ksh 14,500, Amiran Foundation Kit especially invented by Amiran experts for small-scale farmers with limited finance and land, will be officially launched to the public during this year's Nairobi Agricultural Trade Show at Jamhuri Grounds by Juliani, Amiran Poverty Eradication Ambassador. The Amiran Foundation Kit brings together a complete solution package which includes a 90m² Amiran drip kit (15m

by 6m) from Netafim the multinational company that invented drip irrigation, a 1 litre sprayer, Gold Medal Seeds, fertilizers and an instructional growing guide.

The Amiran Foundation Kit that has been tested and tried by Amiran experts includes components that are sourced from world leaders in the field of agriculture, who together with Amiran, have researched the technologies and proven that small-scale farmers can benefit from the kit, producing excellent

crops that will fetch high market prices.

Aiming at the farmers with small pieces of land or those that lack enough funds, the Amiran Foundation Kit, just as the name suggests will allow farmers to lay the ground for the start of a revenue generating agribusiness process. Using the Amiran Foundation Kit, Amiran farmers will be able to grow their choice of crops ranging from tomatoes, hales, spinach, onions, cabbages to watermelons.

The Amiran Foundation Kit based on Amiran's three pillars of success: Knowledge, Know-how and High quality inputs, , while consciously conserving the environment. The kit encourages modern agribusiness regardless of one's farm size, for it can fit on a 90m² piece of land. Farmers with small pieces of land including those who would want to practice urban farming on their kitchen gardens, will now be able to make money from their land with an investment of only Ksh 14,500 that brings back a return of



Top right: Juliani, Amiran Poverty Eradication Ambassador walks the talk. 'Poverty eradication through sustainable agribusiness'

Top left: Amiran Agronomist, Emma Wanjiru (center) takes Garissa Youth through an Amiran Farmers Kit (AFK) Training. The training is to empower youth to venture into agribusiness.

Bottom left: Crops grown using the Amiran Drip System

between Ksh 20,000 and Ksh 25, 000. Small-scale farmers especially in arid and semi arid areas will also benefit from the drip irrigation system, they will be able to grow all year round and experience high yields while still conserving an important environmental resource, water, ensuring that every drop counts through the drip pipes which deliver water directly to the root of the plant, saving between 30 to 60 percent of water as compared to other modes of irrigation.

The introduction of the Amiran Foundation Kit will be yet another boost to Amiran's ongoing Youth Empowerment directed activities, which aim to see young

people come out of unemployment and hunger through simple modern agribusiness. Amiran will be selling the Amiran Foundation Kit to selected youth groups at a cheaper price of Ksh 12, 500 in order to encourage the groups to resell the kit at their community level at a profitable price. In addition, Amiran will further train the groups on how to effectively use the Amiran Foundation Kit as well as on Amiran's modern farming techniques. This will enable the groups to provide extension services to their customers. Amiran has been pro-actively driving the engagement of youth in agribusiness by initiated several campaigns, engaging youth in agribusiness discussions under

the **#farmingiscool** on Twitter, a platform that has presented agriculture as cool to a growing audience. Amiran has also partnered with the Youth Enterprise Development fund (YEDF) to introduce the AgriVijana Loan to allow groups and individuals to acquire an **AgriVijana Amiran Farmers Kit**.

Recently Amiran engaged Rapper **Juliani as Amiran Poverty Eradication Ambassador** with the aim of proving to all age groups that agribusiness can pay well if treated like a business and if farmers use high quality inputs and proper farming methods.

Using the Amiran Foundation Kit, Amiran expects farmers with

small pieces of land and low income to climb up the ladder to medium and large scale farming. Amiran's vision is to see farmers make high profit margins from the sale of produce from their Amiran Foundation Kit, raise enough capital to graduate to Amiran's other kits such as the Amiran Farmers Kit (AFK), the Amiran Acre Kit, and the Amiran Organic Farmers Kit, all offering an even higher profit margin when graduating up from the Amiran Foundation Kit. The team at Amiran believes that modern agricultural innovation foster entrepreneurship and creativity in new ways, which gives aspiring innovators a path out of poverty and hunger.

By Flora Nanjala