

## About the project

One parish, one product is a contextualised approach to village level ultra-poverty eradication. Among other things, it identifies a parish, its location, natural resource endowments, examines its climate, engages local leadership all in a bid to single out its comparative advantage. The populace in that parish go through a series of mindset change sessions and inculcative lessons all aiming at breaking the traditional subsistence approach to wealth creation. A product either in crop or animal husbandry is identified, introduced, taught to the beneficiaries, adopted and embraced on assurance that it will change the entire game.

## The problem

Among other contributing factors to relentless existence of generational poverty, is the diverse nature of products be it in animal or crop husbandry that communities continue to rear and grow respectively regardless of whether market and expertise is there or not. Having diversified crops or animals at house hold level is no bad thing however, it does not provide a chance to self-discovery, specialization, generation and preservation of expertise knowledge in a field. This ultimately fails to alleviate a smallest percentage of the village populace.

## Justification

A typical Ugandan village household grows more than three crops a season, it rears at least 05 species of domestic animals and birds, but does everything moderately without specialization and excellence thus continuation of playing in mediocrity and as a result, escaping the third world gates will always be perceived as God's will. In perspective, finding a better price for volumes of a single product produced in bulk is easier, value addition provided the incentives are available is easy and can be sustained hence fetching a better market price.

## Profiling the target beneficiaries

Mubende District is in Buwekula county, in the western part of the Buganda region. It's bordering Ssembabule District, Kyenjojo District, Mubende municipality, Gomba district. It has an approximate population of about 04 million people mostly youth and late adolescents, it has one referral hospital serving a population of about 4 million people. Predominantly, people depend on subsistence farming, the ultra-poor youth and women who are a target, can't spend at least 1.90 US dollars a day. They are single mothers, widows, unemployed youth, disabled, and HIV positive. While some are semi-literate, the greatest population is completely illiterate, access to proper health care is a day dream, most of them are landless because the region is affected by rampant land grabbing, they can't afford good education for their children. The foes have poor housing facilities with mud and grass thatched houses, they are geographically isolated, and low esteemed. They have little or no capital assets at their disposal, this community has high rates of teenage pregnancy, HIV/AIDS, and school dropouts. They survive on menial and manual labor, they are hyperactive during crop planting to harvesting periods but redundant during lean seasons, they are disconnected from markets, rarely covered by social programming, and besides, they can't sustain the basics of life.

## Objectives

**Overall objective.**

To have each parish specialize in growing/raring one item so as to create specialization, bulk production and ultimately command a fat market price.

**Specific objectives.**

To introduce 5 non-native species and enterprises in agriculture to the village poor in 10 parishes in Mubende district to replace the subsistence enterprises.

To inspire specialization at parish level so that goods are produced in bulk thus harnessing cooperatives.

To form subcounty farmer cooperatives where produce is bought at a price higher than the statusquo village trade agents' price.

To add value to agricultural products produced so as to qualify them for export hence fetching foreign exchange.