



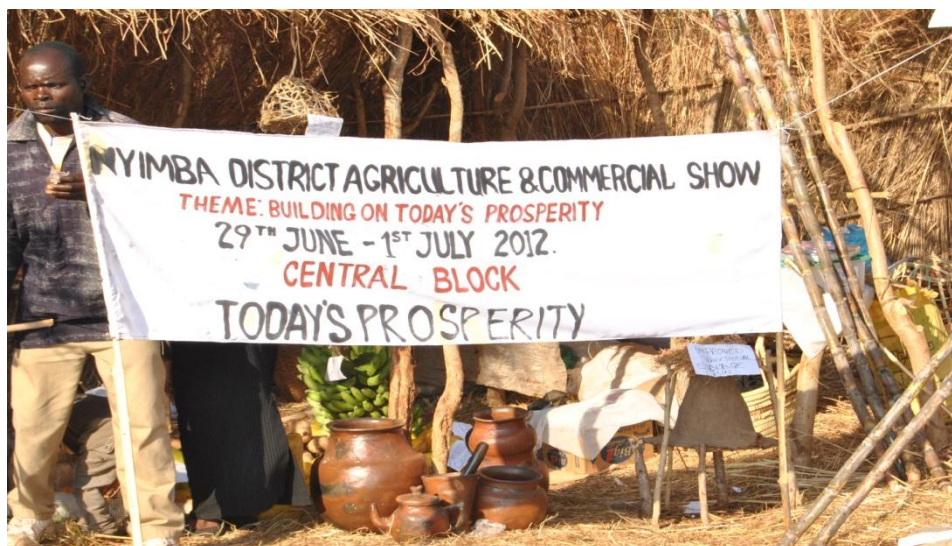
2012

'Bridging Knowledge Systems for Pro-Poor Management of Ecosystem Services' ('BKS') project

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Displaying Jatropha soap at the district agricultural show in Nyimba

The report covers the observations that were made at the Nyimba District show that ran from 29th June to 1st July 2012 were KASIKE cooperative exhibited the home made soap.



The group did not initially plan on exhibiting at the District show. A total of 36 bars of soap of approximately 350g were made and of which 30 bars were brought to the show. All the 30 bars of soap that were brought to the show were put on the display. Some of the soap was wrapped while the other bars were left unwrapped.



The observations were based on some key variables that were considered vital in understanding the acceptance of the soap. There was a lot of enthusiasm that was shown by the members of the group that were exhibiting the product. Public interest was high as several people were seen passing through the stand and asking questions regarding safety as well as the process of making the soap. Some of the people were also surprised to learn that soap can be made from Jatropha. Interest was also shown by the District Commissioner

of Nyimba who was the guest of honour at the show. He said it would be a good idea to learn more about the soap. He advised his assistant to remind him to buy a bar of soap and use this as an opportunity to educate the public .



Some of the specific questions from various show goers included the following:

- Where is your cooperative from?
- How do you make the soap?
- What are the ingredients?
- Is the Jatropha seed?
- Can one use this soap to wash clothes? If so how clean do the clothes get?
- Does the soap have strength?
- Since Jatropha has poison, doesn't the soap also have poison?
- Why does the soap look black?
- Does this soap have a smell?

Observations

- People started taking photos of the soap using their cell phones.
- Kids started calling their friends to come and see the soap that was on exhibition.
- Soap was removed from the stand when it got too hot for fear of melting.
- The soap was being sold for 2,500 Kwacha regardless of whether coloured or uncoloured.
- The soap had two wrappings around it. The first wrapping was baking paper, and the outer cover was that of the book cover paper.
- Buyers of soap included tourists, the district show committee, a former jatropha buying agent and some individuals.
- People that were passing through the stands were from around the villages in Nyimba and from Nyimba town.

- Some people that were passing through the stand would like to receive training in soap making.
- People were reading the information that was provided in terms of brochures



Comments

- The baking paper prevented the cover paper from getting wet, so it was ideal to have the baking paper wrapped around the soap first.
- The KASIKE members would prefer to use the paper that was used to make the green stickers to be used as a wrapping paper. They also said that it would be good to have the colour green for the cover paper.
- Some showgoers thought that it would be better to use plastic because it won't be affected as much as a paper cover. They said that if you accidentally spill water on the paper cover then the cover will easily spoil.
- You can pound Aloe-vera and mix it with the oil to enhance the strength of the herbal properties.
- The group was also advised to consider making diesel by mixing the oil with spirit and Aloe vera. The Aloe vera helps to make the content slippery.
- One of the exhibitors that approached KASIKE advised them to contact the company if they are interested of buying a Yenga press on credit. The company supplies different types of presses on credit.

Acknowledgement: The BKS project is funding by the ESPA programme (NERC project reference NE/I003819/1).

More information on <http://www.bks.bham.ac.uk>